Causeway Coast & Glens

Retail and Commercial Leisure Capacity Assessment

on behalf of Causeway Coast & Glens Borough Council
October 2017

FINAL

Nexus Planning

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Contents

1.0 Introduction 5
2.0 Current and Emerging Retail and Leisure Trends 8
3.0 Causeway Coast & Glens Town Centres 30
4.0 Population and Expenditure 47
5.0 Original Market Research 53
6.0 Retail Capacity 64
7.0 Leisure & Other Town Centre Uses 74
8.0 Summary and Recommendations 89
Glossary of Terms 104

Appendices

Appendix A I Map of Study Area and Zones

Appendix B I LPS Survey Data

Appendix C I Household Survey Results

Appendix D I Statistical Tables

1.0 Introduction

Instruction

1.1 Nexus Planning (Nexus) was commissioned by Causeway Coast and Glens Borough Council ('the Council') in November 2016 to undertake a Retail and Commercial Leisure Capacity Study for the Borough.

1.2 The Causeway Coast and Glens Retail and Commercial Leisure Capacity Study will form part of the evidence base upon which the emerging Causeway Coast and Glens Local Development Plan (up to 2030) will be established.

1.3 The approach adopted by Nexus and the brief provided by the Council, has been refined to reflect the latest Government guidance provided in the Strategic Planning Policy Statement (SPPS) 2015.

1.4 The detailed aims and objectives for this study therefore include the following:

i. An analysis of retail and commercial leisure market trends in the context of the changing nature of towns centres and out of centre retail parks, with particular regard to comparable towns;

ii. Completion and analysis of a householder survey of retail and commercial leisure activity and expenditure patterns (completed by 700 households);

iii. Analyse retailing patterns within the Borough as a whole and the six main towns (Coleraine, Limavady, Ballymoney, Ballycastle, Portrush and Portstewart) to inform a study area;

iv. Identify current population and project future population levels forward to the forecast years (2025 and 2030);

v. Calculate total available retail expenditure (including making appropriate allowances for special forms of trading);

vi. Determine if existing retail floorspace is trading at equilibrium levels and establish levels of surplus expenditure;

vii. Calculation of anticipated residual expenditure availability for convenience retailing, comparison retailing and commercial leisure activities in the Borough at 2020, 2025 and 2030, reflecting anticipated growth in population utilising NISRA forecasting, and local expenditure growth utilising Experian forecasting;

viii. A quantitative assessment of the potential change in floorspace requirements, taking account of existing commitments;

ix. A qualitative assessment of the nature of the Borough's six main towns' retail offer in the context of UK averages;

x. Assess the scope for new retail and leisure developments and the potential to accommodate this in the Borough's town centres, or adjacent, or beyond;

xi. Identify where change management is needed , including what needs to be done and innovative suggestions on what to do;

xii. Propose bespoke planning policies to complement the outcomes of the study and the SPPS that will guide future development in town centres;

xiii. Provide guidance on impact thresholds for new commercial developments; and

xiv. Recommendations on the nature and timing of the delivery of any future convenience retail, comparison retail and commercial leisure floorspace requirements.

1.5 This Study is supported by new empirical research, with NEMS Market Research Limited (NEMS) undertaking surveys of 700 households within a defined Study Area in January 2017. The Study Area for the household survey encompasses seven zones in total, four of which roughly cover the Borough area. For each zone, 100 surveys were undertaken. The zones were identified based on postcode sectors grouped to reflect areas that are expected to exhibit similar patterns of shopping behaviour.

1.6 To complete this study, Nexus has examined the latest published land use data from Land and Property Services. Nexus has also referred to the latest NISRA and Experian population and expenditure data in order to establish the up-to-date position with regard to convenience retail, comparison retail, and leisure capacity.

Structure of Report

1.7 This report is structured as follows:

- **Section 2** sets out the context for the Retail and Leisure Study by detailing analysis of key current and future retail trends;
- **Section 3** examines the current quantitative and qualitative provision of retail facilities in the Borough's six main towns and provides a comparison against two other Northern Irish towns;
- **Section 4** details our assessments of the current and future population and expenditure levels within the Study Area;
- **Section 5** comprises a review of the survey research and considers the key findings with regard to shopping trip patterns throughout the Study Area;
- **Section 6** provides our analysis in respect to the quantitative and qualitative need for further convenience and comparison goods retail floorspace over the assessment period (to 2030);
- **Section 7** details the existing leisure provision in the Borough and considers future leisure capacity over the plan period; and
- In **Section 8** we summarise our findings and identify our recommendations in respect of the Borough's future retail, town centre and leisure strategy.

2.0 Current and Emerging Retail and Leisure Trends

Introduction

2.1 Nexus has reviewed recent research completed by a number of retail research providers, including but not limited to Colliers International, Office for National Statistics (ONS), Experian, and Verdict. Through the analysis of this research, we can ascertain information on recent trends and future forecasts for the Northern Irish and wider UK retail and leisure market.

Planning Policy Context

2.2 Prior to discussing trends, it is useful first to briefly outline the prevailing planning policy context for Town Centres and Retail activity in Northern Ireland. Primary guidance is contained in the Strategic Planning Policy Statement for Northern Ireland (SPPS, September 2015). Guidance on Town Centres and Retailing is contained to Paragraphs 6.267 to 6.292. The SPPS also links into the general policy guidance contained within the Regional Development Strategy 2035 (RDS).

2.3 The overarching objective in the SPPS is to seek to encourage development at an appropriate scale in order to enhance the attractiveness of town centres, helping to reduce travel demand. It aims to support and sustain vibrant town centres across Northern Ireland through the promotion of established town centres as the appropriate first choice location of retailing and other complementary functions, consistent with the RDS. Key to this, a regional strategic objective is that LDPs and decisions are informed by robust and up-to-date evidence in relation to need and capacity.

Overview of the Existing UK Retail Environment

2.4 Since the 1950's, the UK retail market has, in general, experienced expansive growth. The rate of which the growth is occurring has increased in speed in recent years. The level of growth is resultant of several influencing factors. These factors are summarised in brief below:

1. Improving standards of living;
2. A population with higher disposable incomes;
3. The popularity of obtaining fiscal credit;
4. Changes in modes of transport; and
5. New (digital) technologies, including online retailing.

2.5 The key identified trends are summarised in brief below, and expanded within the subsequent sections:

I. The economic climate that prevailed during the recent recession (circa 2008 to 2013) had substantial impacts on the retail market; by restricting resident incomes and reducing standards of living. In consequence, the level of spending retracted. Since 2013 (recognised as being the end of the recession in the UK), the economy has been slowly regaining momentum and economic reports released in early 2016 indicate a return to pre-recession levels of economic activity. The most recent release from NISRA shows that overall NI economic activity grew by 2.1% in Q4 of 2016, maintaining a positive trajectory since 2013[1]. Comparatively, the Office of National Statistics (ONS) identified that the UK economy grew 0.7% in Q4 of 2016[2].

II. As with the retail market, the retail property landscape in the UK has dramatically developed over the last 50 years. The post-war years saw a significant redevelopment effort focused on town centres. However, in more recent times, and most notably during the 1990s, the retail landscape changed following the introduction of retail warehouse parks and large out-of-town regional shopping malls. However, as will be explained later on in this section, new retail development is once again becoming more focused on town centre locations.

III. The physical location of where consumers are spending has also undergone a significant shift over the past 15 years. Recent findings of Verdict Retail demonstrate this shift. Verdict's 2013 research identified that spending within town centres as a proportion of overall spending declined from 50.7% in 2003 to 45.0% at 2013. In contrast, spending in out-of-centre locations increased over the same period (2003 to 2013) by 4.7%; rising from 31.5% in 2003 to 36.2% in 2013[3]. The movement towards out-of-centre locations has directed recent Governments to endorse their commitment to UK town centres through the nationwide promotion of the 'town centre first' policy approach. The 'town centre first' approach is outlined at Paragraph 6.271 of the SPPS.

IV. Another factor that has led to notable changes in the retail market is the rise in "E-tailing" (or "E-commerce"). The popularity and increased availability of the internet, as well as the growing confidence of consumers in making purchases online, has led to a distinctive change in the way in which goods and services are purchased. Reports on "E-tailing" suggest it currently

[1] NISRA – Northern Ireland Composite Economic Index, 19 January 2017

[2] ONS – Economic Review, Apr 2017, 6 April 2017

[3] 'British High Streets: from Crisis to Recovery? - A Comprehensive Review of the Evidence', Economic and Social Research Council and the University of Southampton, March 2015

accounts for somewhere between one in every five to ten pounds that are spent in the UK[4] (taking account of monthly fluctuations). One report released in March 2016 stated that 20% of retail sales in the UK were completed online[5].

V. Consumer expectations are also continually evolving, producing a dynamic and unstable retail market. The providers operating in the market are required to evolve as a result of numerous dynamic factors, including: the characteristics of the UK population; consumer demands; popularity in private car ownership; planning policy; and digital advances. The diverse nature of the factors which form consumer expectations is forcing retailers to pursue new innovative development proposals. Consumers are seeking more out of their shopping experience and wanting it now.

2.6 Additionally, it is important to recognise the recent results of the public referendum for the UK to leave the European Union in late June 2016 ('Brexit'). The impact on the UK economy, and in particular the retail and leisure markets, is currently unknown and commentary on the topic is changing weekly. As such, it may be appropriate to issue an Addendum to this report at the time the effects (positive or negative) are more developed and predicted trends can be supported by observed evidence. For example, it will be important to monitor industry forecast data provided by experts such as Experian.

Current Retail Picture

Household Spending and Labour Trends

2.7 In its August 2015 Retail Report, Colliers International recognised that since Quarter 1: 2011 household spending has steadily increased each year[6]. Following 2.3% year-on-year growth in Quarter 1: 2015, growth in household spending is at the pre-recession levels of 2006 and 2007. Trends in real wages have been supporting the increase in spending. Real wages reached a 4.5% year-on-year growth rate in March 2015. This is the highest level since March 2007. The Centre for Retail Research published its Retail Forecast for 2016-2017 in January 2016, which support Colliers findings. In this forecast, they confirm (as suggested by the figures above) the UK retail sector has enjoyed uninterrupted growth since 2013[7].

2.8 ONS data shows there was 10.2% growth in wages in Northern Ireland between 2014 and 2015. By comparison, growth in the UK was 1.7% for the same period[8]. However, average weekly earnings for

[4] 'UK online retail sales to reach £62.7bn in 2020', Verdict Retail, 17 September 2015
[5] 'More than 20% of UK retail sales took place online in February, as consumers moved more spending to the internet', Chloe Rigby, Internet Retailing Online, 6 March 2016
[6] 'Midsummer Retail Report', Colliers, August 2015
[7] 'The Retail Forecast for 2016-2017', Centre for Retail Research, 5 January 2016
[8] Statistical bulletin: Annual Survey of Hours and Earnings: 2016 Provisional Results', ONS, 26 October 2016

full time employees in Northern Ireland were still lower than their UK counterparts (£495 compared with £539).

2.9 Domestic economic drivers of UK retail performance are linked to two key factors:

I. Low inflation – drives growth in real wages, strengthens household confidence and disposable income; and

II. Low interest rates – lead to low mortgage rates, which in turn results in more money in the pockets of borrowers.

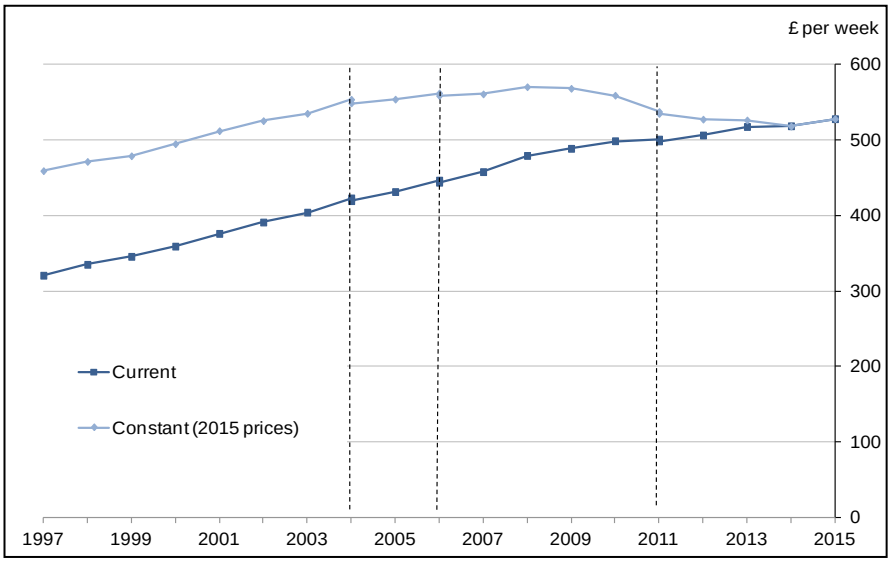
2.10 Each of the factors set out above have a significant impact on the public's general confidence, and in turn their tendency to spend their earnings on retail goods. Most notably, reports on consumer confidence indicate that it is currently the strongest it has been for over a decade[9]. Total recorded spending for Quarter 4: 2015 was £279.1 billion. This is indicative of considerable increases in spending when considering the low level of spending which occurred in 2009. Notably, in Quarter 2: 2009 spending hit a low of £250.8 billion[10], as reported by Colliers.

2.11 Also of note are current trends in the labour market. This information is sourced from the Office for National Statistics (ONS). In April 2016, median gross weekly earnings for full-time employees were £495, up 2.2% from £485 in 2015. [11]. Figure 2.1 illustrates how earnings have increased since 1997, and further exemplifies the deceleration in year-on-year growth that has occurred since the start of the recession in 2008. In 2016 the median full time gross weekly earnings for Northern Ireland was £495.

2.12 Since the year 2010, taxation rates and levels have increased (including VAT, national insurance contributions, and capital gains tax). As a direct result of these increases, consumers' spending power is reduced, impacting upon households' spending. Therefore, the gross increase of pay in consumers' pockets cannot be used as a direct comparison.

[9] 'UK Economic Outlook', PwC, March 2016
[10] 'Midsummer Retail Report', Colliers, August 2015
[11] 'Statistical bulletin: Annual Survey of Hours and Earnings: 2016 Provisional Results', ONS, 26 October 2016

Figure 2.1 | Median full-time gross weekly earnings in current and constant (2015) prices, UK, April 1997 to 2015



***Source**: 'Statistical bulletin: Annual Survey of Hours and Earnings: Provisional Results', ONS, 18 November 2015*

2.13 Additionally, the employment rate (the proportion of people aged 16 to 64 who were in work) for the UK was 74.6% in February 2017[12]. This is the highest score since records began in 1971. NISRA Labour Force Survey results published 12th April 2017 report the employment rate for NI was slightly lower, at 68.8%[13]. The unemployment rate for the UK was recorded as being 4.7% at February 2017. When considering this figure against the 2014-2015 rates it indicates a decreasing trend. Meanwhile, the NI unemployment rate was recorded as being 5.2% between December 2016 and February 2017, representing a decrease of 0.4 percentage points from the previous quarter.

2.14 Overall, though, the picture in Northern Ireland is one where despite falling unemployment, household spending power still lags behind the rest of the UK. A report issued by economists CEBR in 2016[14], suggested that families had a discretionary income of around £103 per week. This compared to a UK average of £201 per week. This was reported to result from lower average wages as identified in previously in paragraph 2.8.

UK Retail Property Market

2.15 In 2011 Colliers CRE reported that economic conditions were resulting in significant structural changes to the UK high street, with many retailers displaying signs of caution by decreasing the size of their property portfolios, completely abandoning weaker towns and putting a concerted effort into

[12] ''UK Labour Market' ONS, 12 April 2017
[13] 'Labour Force Survey', NISRA, 12 April 2017
[14] CEBR, Income Tracker, July 2016

acquiring sites in city centres and major regional shopping centres[15]. At this time comparison goods retailers were finding it increasingly difficult to justify being represented in every town in the UK. However, over the five years to 2016, the circumstances inflicted upon UK town centres have changed dramatically. More recent reports, including those published by Colliers, Verdict, PwC, provide a more positive picture for high street retail. Most notably, Colliers declare that high streets are 'no longer dead or dying'. Representative of this is the fact that in 2014 investment into high street assets jumped by circa 30% to £2.39 billion[16]. There have been fewer retailer failures on the high street and its retailers' requirements continue to increase, report Colliers.

2.16 In 2014, Colliers acknowledged that recent improvements to the economic outlook were beginning to show positive results for town centres[17]. For example, increased consumer confidence and retailer expansion was resulting in a reduction in vacant retail space. However, Colliers remained cautious at this time (2014), and in their report explained that even though the speed at which a significant amount of vacant space was being taken off the market and the positivity of the current economic indicators suggested a return to normality, online retailing flourished during the recession and high street stores struggled. They warned retailers to continue with caution when deciding to build existing store networks.

2.17 In terms of current vacancy rates, the UK average rate of retail shopping pitches as at March 2016,was identified by Experian as 11.3%[18] The rate of vacancies is described by Colliers as being 'stubbornly high' as it is not typical or reflective of the total economic or retail climate. Colliers explains that, in light of recent advances in the performance of the UK economy, it should have improved a lot more against its 2012 peak of 16.3%. Perhaps we should expect the vacancy rate to drop to a figure that is more akin to pre-recession time – for example in 2008 the vacancy rate dropped to 7.0%[19]. In terms of actual quantities, reports suggest some 46,000 UK shops lie unoccupied, and around a third of those have been empty for more than three years[20].

2.18 It is important to distinguish that this high level of vacancies is driven mainly by non-prime units. Colliers identify, in their Midsummer Report, that the prime unit vacancy rate sits around 7.5% while non-prime is as high as 17%. As a consequence of the recent economic difficulty that troubled the early 2000s and subsequent lack of investment into retail property, we have seen demand drop considerably for 'poorer quality stock'. Such stock is often found in secondary shopping frontages

[15] 'Great Britain Retail: Autumn 2011', Colliers CRE, 2011
[16] 'Midsummer Retail Report: 2015', Colliers, August 2015
[17] 'National Retail Barometer: Summer 2014', Colliers, September 2014
[18] Experian GOAD Category Report, Experian March 2016
[19] 'Midsummer Retail Report: 2015', Colliers, August 2015
[20] 'Where have all Britain's shoppers gone?', The Guardian, 26 April 2016

within smaller towns. As a result, this poorer quality stock suffers from a proportionate reduction in value (and often rent)[21].

2.19 The high number of voids during the recession, the lack of investment in premises, including upkeep, led to a harmful impact on the overall attractiveness of town centres. As set out within the recommendations of Mary Portas' December 2011 Review into the future of UK high streets, there is a recognised necessity to encourage the redevelopment of high street retail space. To do this Portas explained it would be important to empower local authorities to address negligent landlords, especially those of long-term vacant units[22].

2.20 In short, the continually high average vacancy rate, despite improving economic conditions, is representative of a discernible divergence between in-demand high quality units and diminishing demand for secondary premises in smaller locations.

Other Factors Influencing the Improving Town Centre Environment

2.21 It is important to recognise that the improving high street environment is not solely driven by 'pure' retail offerings. The food and beverage sector is a significant contributing factor to the recent success and growth of UK high streets. Colliers explains the desire of UK shoppers to 'graze' while they shop has seen a significant boost in the quantity of coffee shops, restaurants, bars and grab-and-go convenience food outlets on UK high streets. In addition to this, the popularity of going out to eat brings more visitors to the town centre[23].

2.22 Further to this, as digital technologies continue to advance the importance of understanding and operating within the digital world of retail shopping is becoming just as essential as trading in the traditional physical shopping world. The challenges set by online retailing are irrefutable. However, large cities, towns, or shopping centres, which offer an 'experience' and choice for customers with high volume trading potential for the retailers, continue to be attractive[24]. Growing investments in physical retail development is indicative of the desire of shoppers to have a physical retail experience and not just make all of their retail purchases online.

2.23 UK town centres and high streets provide highly visible and empirical evidence of the scale of the economic downturn (2008 to 2013). Recent improvements in the economy (as evident when reviewing household spending and average earnings statistics) have seen increased investment into town centre retail stores and a drop in prime unit vacancy rates.

[21] 'National Retail Barometer Autumn 2015', Colliers, Autumn 2015
[22] 'Portas Review – An independent review into the future of our high streets', Mary Portas, 2012
[23] 'UK Economic Outlook', PwC, March 2016
[24] 'Midsummer Retail Report' Colliers, August 2015

Trends in Convenience Retailing

2.24 A 2015 study by Retail Economics reported that spending on food accounted for 40% of all retail spend nationwide[25] As a consequence, trends in food retailing have a significant influence on retail trends in general.

2.25 Instability currently prevails in the food retailing market and supermarkets are most affected. Numerous supermarket chains are currently in the process of consolidating their assets; selling stores, pulling construction programmes, and letting go of sites already with planning permission.

Food Retailing Back in the Town Centre

2.26 The structure of food and grocery retailing has changed significantly since the departure from large format out-of-centre food stores. During the 1990s a significant number of out-of-centre food stores with large floor plates were developed and provided cheap rent when compared to town centre locations. The success of these developments was dependent on the dominant transport culture, which at that time was much more tolerant of the reliance on the car and people were generally happy to travel greater distances to shop.

2.27 As out-of-centre food stores thrived, town centres suffered. However, following recognition of these detrimental impacts in 2014, UK Governments enforced stricter local planning rules, which make these types of development harder to gain planning permission for. Foremost was the 'town centre first' approach prescribed by the SPPS in 2015.

2.28 Food and grocery retailers have had to return to town centres and adopt alternative methods of retailing. The most common approach taken is to offer lower cost product ranges within stores. Following that, we also see retailers offering much more flexible models, including protracted opening hours (sometimes staying open 24 hours), opportunity to shop online, home delivery, as well as click and collect. Some retailers have also diversified into non-food items including fuel. Also, in a bid to keep and win new customers, many retailers have opted to put a concerted effort into branding, and marketing, including presence on social media. Tapping into the modern consumer's desire to purchase food on the go, several food retailers now have a presence in dense town centre locations where their stores are accommodated over much smaller floor plates such as Sainsbury's Local and Tesco Express.

[25] UK Retail Sales – Retail Economics March 2016

2.29 Growth figures in food sales within UK town centres are evidence that food and grocery stores are reasserting their presence within the town centre. Verdict Research identified that sales made in UK town centres on food and groceries has developed from 16.9% in 2006 to 24.2% in 2013[26].

The Rise of the Food Discounter

2.30 In 2013, Mintel reported that the recession, along with a period of high inflation, affected consumer behaviours and the wider dynamics of grocery retailing. Consumers who have less disposable income are likely to seek out food and grocery items that are offered at the lowest price, or more importantly, food and groceries, which represent the best value for money[27]. Therefore, in order to attract shoppers, food retailers have to compete not just on price points but by also offering the best in high quality good value products. The complex nature of consumer demands results in a dynamic market that is often difficult to negotiate. The rise of online food retailing adds yet another dimension to this market. A report by Retail Economics suggests that while the general retail food market suffered, the number of online food purchases rose by 10.3% year-on-year in January 2016 [28]

2.31 The scene set above indicates the food sector is facing a number of unique structural challenges, which is causing issues for food operations and subsequently restricting growth in this sector. One of the overriding challenges comes from the intense price competition created by the key food discounters (Aldi and Lidl), which are taking market share away from the big four grocers (Tesco, Sainsbury's, Morrisons, Asda)[29].

2.32 The number of recent sales of a significant number of food and grocery outlets by major food retailers illustrates the dynamic nature of the struggling food and grocery environment at present. For example, Morrisons let go of 140 of Morrisons M Local Stores nationwide in late 2015. The decision was forced upon Morrisons due to struggling profit ratio even though convenience stores are the fastest-growing format in the UK[30]. The sale of the Morrisons M Local Stores was even more surprising as reports from providers such as Mintel suggest there has been a massive shift away from superstores to more convenient shopping[31]. The first Morrisons M Local Store was only opened in 2011 but, after reporting an annual operating loss of £36m on the stores contributing to the company's total annual loss of £792m, the decision to sell was made. Some of the stores have since been rebranded in a bid to compete with other centrally located top-up convenience stores meeting the demand driven by consumer's increasingly 'hectic' lifestyles. More recently, in early 2016 Sainsbury's announced they would be closing down all 16 of its Netto discount grocery stores[32]. The

[26] 'British High Streets: from Crisis to Recovery? - A Comprehensive Review of the Evidence', Economic and Social Research Council and the University of Southampton, March 2015
[27] Food and Drink Retailing. 'Mintel, March 2013
[28] UK food and grocery, Retail Economics, March 2016
[29] UK Retail Sales, Retail Economics, March 2016
[30] Morisons sells its chain of convenience stores', BBC online, 9th September 2015
[31] 'Food UK', Mintel, April 2016
[32] Sainsbury's to close Netto stores' BBC online, 4th July 2016

majority of the stores are located in the north of England and their closure illustrates that this time of uncertainty still prevails. Further, Sainsbury's turned their focus to the acquisition of Home Retail Group, reflecting the changing dynamic in traditional retail methods and the move towards other forms of trading (e.g. click and collect).

2.33 While the food retail market is still generally described as struggling, March 2016 research produced by Retail Economics showed that grocery sales are continuing with their recent run of better performance with sales up 1.5%, year-on-year, the strongest since February 2014. March 2016 sales represent the third consecutive month of growth[33].

2.34 Notwithstanding this, the food and grocery market is predicted to remain fiercely competitive, meaning retailers will be forced to keep their sales margins as compressed as possible.

2.35 In September 2015, Retail Economics predicted that the UK's largest retailer, Tesco, would continue to struggle over the next few years. Retail Economics predicted that competition from the discounters Aldi and Lidl, in particular, will continue to diminish Tesco's market share. Broader market trends, such as consumers' desire to eat-out and purchase only 'grab and go' food at their convenience, were predicted to stifle growth across Tesco's core large format superstores – reducing as much as 50% of sales[34]. In April 2016 the Tesco Chief Executive hailed the supermarket's £162 million statutory pre-tax profit for the 2015 / 2016 as "significant progress" when compared to the retailers reported £6.2 billion loss of the 2014 / 2015. In the 2016-17 financial year, Tesco managed its first full year of growth since the 2009-10 financial year, with like-for-like sales up 0.9%[35].

2.36 Discount food retailers remain the fastest growing supermarkets in UK town centres. When analysing the performance of Aldi, which is considered a food and grocery discounter, Retail Economics describes that it has "attacked the heartland of UK grocery" by undercutting the 'big four' with highly competitive prices and investing in more high quality premium produce. This approach has broadened Aldi's appeal to more affluent customers. In the same way, Lidl has also adopted an aggressive growth programme relating to its pricing, produce offer and ambitious store expansion since 2013. To date, the strategy has achieved what it has intended by growing Lidl's market share. The widening of product ranges will help broaden market appeal while a focus on more alcohol will help support sales[36].

2.37 In the 12 weeks to 21st May 2017, Aldi commanded 7% of the UK grocery market, while Lidl was on 5%[37] . Even so, Tesco remains the UK's largest supermarket with a 27.8% market share, while

[33] 'UK Retail Sales', retail Economics March 2016
[34] 'UK Food and Grocery', Retail Economics, September 2015
[35] 'Tesco shares tumbles despite first UK growth in seven years, The Guardian, 12 April 2017.
[36] 'UK Food and Grocery', Retail Economics, September 2015
[37] 'Why Aldi and Lidl will keep on growing', Management Today Online, 31 May 2017

Sainsbury's has 15.9%, with Asda on 15.4%. Followed by – Morrisons 10.5%, Aldi 7.0%, The Co-operative 6.0%, Waitrose 5.2%, and Lidl 5.0%[38].

Consumer Behaviours When Making Food and Grocery Purchases

2.38 The UK food market has been shaped in recent years by the broad change in shopping habits with many customers opting to complete smaller but more frequent grocery shops. Fewer households now complete the traditional once-a-week "big shop". In its March 2015 report, the University of Southampton (published as part of an Economic and Social Research Council study) predicted that forecasts for 2019 will see the convenience store grocery sector (smaller grocery stores) account for almost a quarter (24.1%) of total UK grocery sales up from 21.4% in 2014[39].

2.39 An additional demand-driven factor shaping the UK food retail market relates to consumers' desire to purchase locally sourced food. A 2013 Ethical Consumers Market report provides[40] evidence to suggest that the number of shoppers specifically looking to buy local produce increased from 15% in 2005 to 42% in 2012. Of particular note, the survey found more than 40% of local shoppers said they were prepared to pay a premium for locally produced foods.

2.40 To summarise, the competitive nature and price driven market for food and grocery retailing continues to force supermarkets to adapt and seek out how they can do things differently in order to attract consumers. Growing interest in locally sourced food will continue to drive the ethically produced food industry across the UK.

Trends in Comparison Retailing

2.41 The comparison retail market saw the biggest drop in trade during the 2008-2013 economic recession. The Economic and Social Research Council, in its March 2015 report, attributes the drop in sales to two factors – (1) consumers' general reluctance to spend on comparison 'big-ticket' items, and (2) the fact comparison retailers are often more susceptible to online price comparison. In recent years, consumers are growing more confident in making online purchases of comparison goods, meaning town centre stores continue to suffer as a consequence[41]. The strong performance of comparison online retailing is supported by a report showing high levels of year-on-year growth in the sector[42].

[38] Kantar World Panel, 21 May 2017
[39] British High Streets: From Crisis to Recovery? – A Comprehensive Review of the Evidence', Economic and Social Research Council and the University of Southampton, March 2015
[40] 'Ethical Consumer Market Report', Ethical Consumer Research Association, 2013
[41] Annual Report, The Economic and Social Research Council, March 2015
[42] 'Online Retailing: Britain, Europe, US and Canada', Centres for Retailing, 2017

2.42 There are two types of comparison goods retailers that are identified as suffering the most – first, those whose trade has been fundamentally changed by competition from online providers (e.g. music and video retailers, book shops – which consumers happily use in a virtual form). Second, those whose products are bulky and space-consuming, meaning high operational costs for high street stores has left them uncompetitive in contrast to out-of-centre and online retailers with much lower tenancy costs. That said, certain types of comparison-goods retailers have increased their share of town centre trade. For example, Verdict data indicated that clothing and footwear retailers increased their share from 20.5% to 25.4% from 2007 to 2013, and department stores from 7.4% to 9.5%[43].

2.43 When evaluating the current trends influencing the performance of the comparison retail market, it is important to recognise the physical shift that is evident in town centres nationwide. The number of comparison retail units present in UK high streets is decreasing. This trend is evident when reviewing Experian Goad data which identifies that in November 2016 the comparison sector accounted for 32.0%[44] of all town centre units, dropping from 33.4%[45] in 2011 (during the recession) and 47.4%[46] in 2006 (before the recession).

2.44 Against this background, in their Midsummer Retail Report, Colliers[47] predicts that comparison retailers are holding on to their current units while in search of larger higher quality retail units where they can provide a wider range of items. This is driven by the need to provide consumers with a high-quality shopping environment, coupled with their expectations for a wide selection of goods being available in store. Retailers must meet these demands in order to compete with the rise of e-tailing for comparison goods.

2.45 The recent liquidation of British Home Stores (BHS) in April 2016, further illustrates the struggles facing comparison retailers. Reports on the reasons for the failure of BHS identify the following issues–

(1) the internet;
(2) international competition;
(3) the on-going impacts of the recession; and
(4) its failure to keep up with the demands of consumers for innovation in retailing[48].

2.46 In summary, comparison retailing is fuelled by fierce competition, and in particular competition made possible by the internet. Companies operating in the comparison market need to fight for their sales

[43] British High Streets: from Crisis to Recovery? - A Comprehensive Review of the Evidence', Economic and Social Research Council and the University of Southampton, March 2015
[44] 'Goad Category Report', Experian, November 2016
[45] WYG, 2011
[46] GVA Grimley, 2006
[47] Colliers Midsummer Retail Report, Colliers, August 2015
[48] The Guardian Online, April 2016

through adapting to the new and modern desires and needs of the consumer, and most importantly acknowledge the fact that prices are likely to be compared over the internet. How to combine a physical and online store is essential to success, as will be discussed later on under the sub-title "Growth in E-Tailing". The option of 'click and collect' is one such combination being introduced in response to growing popularity. To attract customers into a physical store, it is vital that the stores:

(1) provide an enjoyable experience for the shopper by being in a physically and aesthetically pleasing and exciting space; and
(2) provide a wide array of different products that the shopper can see and touch.

Out-of-Centre

2.47 An out-of-centre retailing location is defined by the NPPF 2012 as being *'a location which is not in or on the edge of a centre but is not necessarily outside the urban area'*. Out-of-centre retailing is often found in the form of out-of-centre retail parks, which are generally comprised of predominantly comparison retailers.

2.48 From 1996 to 2006, out-of-town retailing was recognised as the 'engine of retailing growth'. The following figures quite clearly illustrate this – between 1996 and 2006 retail sales as a whole increased by 62.1% and sales at out-of-town stores grew nearly twice as fast, at 118%[49].

2.49 The growth of out-of-centre retailing has been constrained by the 'town centre first' policy regime enforced through the NPPF (2012), as well as, more recently the SPPS in Northern Ireland, which was published in 2015. As a consequence of the prevailing policy regime, traditionally out-of-centre retailers (for example supermarkets) are re-focusing back to the centre of UK towns.

2.50 In 2013, Deloitte highlighted the fact that there is a limit to how much an out-of-centre shopping centre can fully meet the needs of consumers[50]. Deloitte reported the drive of consumers to out-of-centre locations is primarily motivated by their desire to seek out lower prices, convenience (e.g. ability to park car, visit multiple shops on one trip), and the wide range of goods available at out-of-centre locations by virtue of their larger store formats. However, changes in consumer habits have driven a return to smaller format shops in more centrally located and accessible locations. As consumer habits return to traditional in-centre shopping, the draw of out-of-centre shopping venues is weakened.

2.51 One obvious result of new consumer behaviours has led to larger retailers opting to provide 'click and collect' services within their smaller retail units. This service enables consumers to have a much

[49] London Borough of Richmond-Upon-Thames Retail Study 2006, GVA Grimley, March 2006
[50] The Deloitte Consumer Review 2013

wider variety of goods available to them, but for collection to take place in an easily accessible and convenient location suitable for their busy lifestyles.

2.52 The Economic and Social Research Council[51] reported that rising numbers of consumers are less convinced by the costs versus benefits balance of the out-of-centre superstore/retail park proposition and have sought convenience at the 'local' level and in the 'community'.

Shopping Centre/ Retail Park Investment

2.53 Shopping centre complexes and retail parks continue to be an integral part of retailing across the UK, although the emphasis on such complexes has changed over the past decade. In 2011, Colliers reported that shopping centre development was at a standstill and little activity was anticipated over the next four years to 2015[52]. However, in recent years the level of shopping centre development in the UK has seen some progression, following a number of years of very minimal development.

2.54 It is clear that the draw of shopping centres includes the experience, and not the retail offer alone. Trends show that consumers are increasingly willing to travel to larger out of town shopping centres for their overall experience and to use the leisure facilities. In response to this, the split between retail and leisure units present within UK shopping centres is shifting; with more experiential offers in the form of leisure services. In 2012, the Portas Review recognised this shift highlighting that:

"…Epic and immersive experiences offered by today's new breed of shopping mall. Modern shopping centres; for example Westfield, bring together cinema premieres, world class restaurants, bowling alleys, art galleries and luxury brands – replacing the lightless, soulless experiences of the past[53].

2.55 When comparing the operation of shopping centres to high streets, it is useful to reference the submission of the British Property Federation on the Portas Review, in which the Federation stated:

"Shopping centres and other out-of-town formats often have the advantage of single ownership. The landlord is able to create an identity for the centre, choose the retail mix, manage the centre so that it reinforces the brand, co-ordinate marketing and refresh the centre through regular reinvestment. Single ownership is rare on our high streets, but that shouldn't stop some of these elements being replicated. Our high streets need to plan their identity and shape their retail offer accordingly. They need leadership, business plans and day-to-day delivery."

2.56 It is this *managed* experience delivered by a shopping centre that continues to prove attractive to customers. Therefore, as consumers continue to seek out high quality shopping experiences the

[51] British High Streets: from Crisis to Recovery? - A Comprehensive Review of the Evidence', Economic and Social Research Council and the University of Southampton, March 2015
[52] Colliers Midsummer Retail Report – August 2016
[53] Portas Review – An Independent review into the future of our High Streets', Mary Portas 2012

growth and success of prime shopping centres is set to continue. In consequence town centre managers and local authorities will need to continue to monitor the impact of the draw such centres, whether within their District or within adjoining authorities, may have on the health of their own town centres.

2.57 However, as clarified in Experian's November 2016 Retailer Planner Briefing Note, as people work longer hours the idea of completing a weekly shop at an out-of-centre shopping centres and retail parks has become less attractive[54]. This is due to a number of factors including a general trend towards longer working hours, smaller household size and the growing presence of convenience retail outlets in town centres. As we have addressed earlier in this section, the tendency towards smaller and more regular shopping trips has risen in recent years.

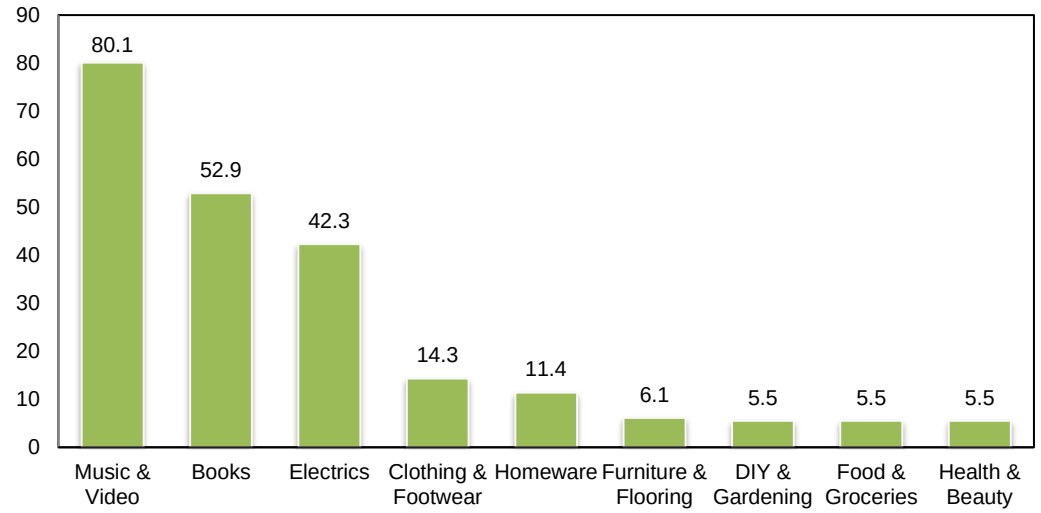
Growth in 'E-tailing' (or 'E-Commerce')

2.58 The rise of "E-tailing" has significantly altered the way in which the average consumer makes purchases across multiple sectors. Between 2008 and 2014, online sales as a proportion of total retail spend (excluding fuel) rose by more than 2.5 times – from under 4.7% in June 2008 to 11.7% in mid-2015 (as reported by Experian)[55].

2.59 In the current retail environment, reports on "E-tailing" suggest it accounts for more than one in every five pounds that are spent in the UK[56]. To keep up with the spending patterns of the typical consumer, retailers are increasingly gaining an online presence. Online shops are becoming more and more advanced and easy to use. This supports the growing attraction for consumers to make their purchases online. Research conducted in November 2015 by Worldplay showed that 28% of the consumers surveyed would choose a large retailer over an independent retailer as independent retailers made it more difficult to research and buy goods online[57].

[54] 'Retail Planner Briefing Note 14' Experian, November 2016
[55] 'Retail Planner Briefing Note 14' Experian, November 2016
[56] 'UK online retail sales to reach £62.7bn in 2020', Verdict Retail, 17 September 2015
[57] 'Lack of digital presence causes independent retailers to miss Christmas traffic' Worldplay, December 2015

Figure 2.2 | Online Sales Penetration by Sector % (2013 data)



Source: *Verdict and SAS – How the UK will shop: 2013*

2.60 It is important to acknowledge that there is a substantial variation between the kinds of purchases that are most likely to be made online. Figure 2.2 illustrates the penetration of online sales by sector based on 2013 data. Most notable is the large proportion of music and video, books and electrics that are purchased online.

2.61 The popularity of making online purchases is predicted to not only continue but to grow. Experian predict that by 2020 online (non-store) purchases will account for 17.7% of total retail expenditure, rising to 20.9% in 2035[58]. However, it is important to recognise that the increasing internet user base which drove the significant leaps in online sales observed each year from the mid-2000s will no longer be the key contributing factor as 88.5% of the UK population are now internet users (or 57.3 million people). Nevertheless, growth is expected to be maintained, particularly through new technology such as mobile phones and tablets that make internet shopping even more convenient.

2.62 In addition, a more co-ordinated approach to retail offer is expected with the online and physical world working together – an approach which is coined "omni-channel". This is indicative of the relationship between an online retail presence producing in-store purchasing. Research produced by Deloitte in 2015 estimated that digital technology influenced 33% of in-store retail sales in the UK in 2014, equivalent to £100 billion[59].

2.63 The rise in popularity in 'click and collect' is another example of online influenced sales resulting in visits to a physical store. According to Verdict, 68% of online shoppers in the UK in 2016 made use

[58] 'Experian Retail Planner Briefing Note 14', Experian, November 2016
[59] The Deloitte Consumer Review (2015) – Digital Predictions 2015

of 'click and collect' services[60]. Black Pepper Software reported in 2016 that Click and Collect volumes were anticipated to rise from 26.1% to 35% by 2018[61].

2.64 In summary, the rise of the online retail world continues apace. As the influence of "E-Commerce" continues to grow, we can expect retailers to react and start prioritising how they will make sure the relationship between real world retail stores and their online presence become more integrated.

Trends in Leisure

2.65 Leisure is often considered a discretionary activity and, as such, consumer spending on leisure is greatly influenced by the economic climate and, in particular, average levels of disposable incomes. However, when assessing the average spend of UK households on leisure activities, it becomes clear that, even in light of an economic downturn, consumers in the UK have shown a growing desire to engage in leisure activities.

2.66 Figure 2.3 illustrates changes in UK average weekly household spending on leisure before the recession (2006), during the recession (2011) and after the recession (2014). ONS and NISRA have adjusted all the figures to strip out the effects of inflation, so that true like-for-like comparisons can be made.

[60] Verdict Retail Online, retrieved on 2 May 2016
[61] 'Click and Collect or Get Left Behind', Black Pepper Software, August 2016

Figure 2.3 | ONS Weekly Household Spending Data on Leisure Items

Leisure Item / Activity	2006 (UK)		2011 (UK		2014 (UK)		2016 (UK)		2016 (NI)	
	£	%	£	%	£	%	£	%	£	%
Sports admissions, subscriptions, leisure class fees and equipment hire	£5.80	17.6	£6.70	18.9	£6.90	17.9	£6.40	17.1	£6.00	12.8
Cinema, theatre and museums etc.	£2.00	6.1	£2.40	6.8	£2.80	7.3	£2.60	6.9	£2.20	4.7
Admissions to clubs, dances, discos, bingo	£0.60	1.8	£0.60	1.7	£0.50	1.3	-	-	-	-
Gambling payments	£3.60	10.9	£2.70	7.6	£2.90	7.5	£2.70	7.2	£3.80	8.1
Restaurants and café meals	£12.80	38.9	£14.70	41.4	£16.60	43.1	£16.90	45.1	£19.40	41.4
Take away meals/food and other snack food	£8.10	24.6	£8.40	23.7	£8.80	22.9	£8.90	23.7	£15.50	33.1
Total	**£32.90**	**100**	**£35.50**	**100**	**£38.50**	**100**	**£37.50**	**100**	**£46.90**	**100**

Sources: *'Family Spending, 2017 Edition', ONS, released on 17 February 2017, Table A35*
'Family Spending, 2015 Edition', ONS, released on 8 December 2015
'Family Spending, 2012 Edition', ONS, released on 4 December 2012
'Family Spending, 2007 Edition', ONS, released on 28 January 2008

2.67 The most recent ONS/NISRA data (for the 2016 year based on three year average) identified that an average UK household would spend £37.50 on leisure activities, out a total of £527.20 spent on average per week by UK households. It is interesting to assess the data on average household spending from the Office for National Statistics (ONS) for years preceding (2006), during the recession (2011) and after the recession (2014). Overall spend has generally increased in that time from £32.90 in 2006 to £37.50 in 2016, although there was a reduction of £1 in send between 2014 and 2016. Overall the proportion of spend on particular leisure items has for the most part stayed reasonably similar, although there has been a reduction in gambling payments (10.94% in 2006, compared with 7.2% in 2016). There has also been an increase in spend on restaurants and café meals (38.9% in 2006 compared with 45.07% in 2016).

2.68 ONS data for average weekly spend of households in Northern Ireland was higher in Northern Ireland in 2016 than the equivalent UK average. Leisure spend data shows a higher proportion of leisure spend on takeaway meals/foods and other snack food (33.1%) and gambling payments (8.1%) and a lower proportion of spend on sports admissions, subscriptions, leisure class fees and equipment hire (12.8%) and cinema, theatre and museums (4.7%).

2.69 Research completed by the Economic and Social Research Council[62] to assess the diversity of uses within 1,100 town centres and high streets during 2000 to 2006 (the years preceding the recession), provides a clear indication that during this time, when the economy was strong, leisure services were thriving. They found that the total number of leisure service units within UK town centres increased by 23% between 2000 and 2006, a trend that has continued over time to the present day.

2.70 As evident when assessing consumer spending figures (recorded by ONS/NISRA) as at 2014 the leisure industry had strengthened since previous years (2006). Mintel calculated that this industry was estimated as worth £80 billion in 2015, approximately 15% higher than the 2010 total expected worth[63].Figure 2.3 shows a drop in spend between 2014 and 2016 of £1, the reason for which is unknown. There was no information on spend on admission to clubs, dances, discos, bingo for the 2016 period, although notably the average spend on this category in previous years has been less than £1. Overall, there were slight reduction in money spent on sports admissions, subscriptions, leisure class fees and equipment hire, cinema, theatre, and museum spending, and gambling repayments. There was an increase in spending on restaurants and café meals.

2.71 A challenge now faces the industry with the introduction of the National Living Wage. From 1 April 2016, the UK government (including in Northern Ireland) introduced a new mandatory National Minimum Wage (NMW) for workers aged 25 and above, initially set at £7.20 - a rise of 50p relative to the previous National Minimum Wage rate. That represents a £910 per annum increase in earnings for a full-time worker on the former National Minimum Wage. A National Minimum Wage rate of £6.70 continues to apply for those aged 21 to 24.

2.72 Therefore, while the increased base level wage will improve living standards for low-paid workers, in the process it seems certain to push up leisure operators' wage costs, since they largely rely on unskilled workers.

The Northern Irish Market

Research

2.73 We have referenced above the UK-wide Portas report. This covered, only briefly, affairs in Northern Ireland, so in 2012 the NI Executive, supported by the Department for Social Development (DSD) prepared a bridging report entitled the "High Street Task-Force Report" to reflect better local circumstances. That report was prepared as a result of the recessionary years, and changes in

[62] British High Streets: from Crisis to Recovery? - A Comprehensive Review of the Evidence', Economic and Social Research Council and the University of Southampton, March 2015
[63] 'Leisure Review', Mintel, October 2015

consumer spending patterns and behaviour. The taskforce comprised senior departmental officials and the remit was:

- to review the support which DSD provides to regenerate city and town centres;
- to consider whether this might be further strengthened in light of the recommended actions identified by the Review; and
- to consider proposals put forward by representative organisations and the views of traders and businesses in Northern Ireland.

2.74 The report identified the following issues of concern from high street traders across Northern Ireland:

- perceived high car parking charges;
- limits on parking times and draconian enforcement;
- perceived high non-domestic property rates relative to low rental values; and,
- unfair competition created by the expansion of out-of-centre retail development across Northern Ireland under spatial planning policy.

2.75 The report detailed the role of DSD in the regeneration of town and city centres, and the issues raised for other government departments in relation to car parking, rates and planning. It highlighted a strategic challenge for central and local government to be more innovative in assisting the diversification of the high street from predominantly retail centric locations to multifunctional social centres, not simply competitors for consumers.

2.76 In the period since the report was prepared in 2012, it is evident that the Northern Irish retail market has experienced a mix of ups and downs. Springboard and the Northern Ireland Retail Consortium recently reported that Northern Ireland had experienced a 1.3% drop in year-on-year footfall on the High Street to 2016. This was marginally improved at Retail Parks which experienced a reduced drop of 0.6% year-on-year. However, overall, this was in keeping with the UK average of a 1.3% drop across the board[64].

2.77 In preparing a subsequent research report - Town Centre and Retailing Research Project (the former DOE NI)(January 2014) - GL Hearn et al undertook an assessment of the health of designated town centres and provided an assessment of town centre and retail trends. The town centre health checks were carried out on 24 towns and cities using a variety of health check indicators. Town centre composition data was obtained from Experian Goad, which undertakes physical town centre surveys and prepares occupier plans for most town centres in the UK. Overall the town centre health checks did not identify any towns that were performing badly, but equally there was little evidence of any particularly strong performance. This report found that there was clearly room for improvement in the

[64] Belfast Telegraph, 13.10.16

vitality and viability of the town centres and a policy stance which sought to protect and enhance town centre performance and diversity would contribute to uplifting existing centre vitality and viability.

Convenience Retailing

2.78 In the convenience retail market, Tesco is the dominant market-leader in Northern Ireland with an overall market share of 34.7%. This is more than double its closest rivals, Asda and Sainsbury's, who have market shares of 17.4% and 17.3% of the market respectively[65]. Lidl also now has a strong foothold in Northern Ireland, with a market share of 5.3%. This slightly exceeds their UK average of 5.0%.

2.79 The convenience market in general has been relatively stable in recent years, with budget retailer Lidl making small advances (as shown by their market share increase), and McColls having recently announced plans to make a £9m facelift to a number of Co-op stores in Northern Ireland. Concurrently though, Aldi recently announced plans to open 80 new stores in the UK, none of those stores are proposed to be in Northern Ireland.

Comparison Retailing

2.80 In the comparison goods sector, hopes that momentum is shifting have recently been raised as mixed goods retailer, The Range opened two stores in Northern Ireland, at Ballymena and Londonderry.

Market Trends

2.81 Retailers in Northern Ireland, particularly those close to the border, are evidenced to have received a more recent boost to sales though increasing sales to residents crossing the border from the Republic. With the Pound having recently fallen in value relative to the Euro, centres such as the Buttercross Shopping Centre in Newry have reported that 22% of their trade over the Christmas 2016 period has come from residents who live in the Republic, compared with just 12% the year before[66].

2.82 Lisney provide quarterly snapshots of the NI retail market. Its recent publication for Q4: 2016 suggests cautious optimism for retailing in NI, with falling vacancy rates in Belfast a useful barometer of general performance[67]. Lisney also point towards the devalued pound following the Brexit vote, and the uplift in footfall to border towns.

[65] Kantar Worldpanel, March 2017
[66] Belfast Telegraph, 27.12.16
[67] Lisney, Commercial Update Q4 2016, January 2017.

Leisure

2.83 Figure 2.3 provided an overview of weekly household spending on leisure items in the UK and in Northern Ireland. The results show that in 2016 the average weekly household spend on leisure items in Northern Ireland was £46.90. This was more than the average spend in the UK, which was £37.50. Northern Irish households spent more on restaurants and café meals, takeaway meals, and gambling payments. This could perhaps be attributed to the growth of leisure services, and in particular the offer of restaurants and cafes. Notably, average weekly household income is lower than the average weekly household income for the UK, and yet Northern Irish households still spend more on leisure, and in particular certain components of leisure spend such as on eating out.

Summary

2.84 The retail market has experienced significant changes in recent years. The prevailing retail environment continues to be volatile and unstable. In response to this unpredictability, those operating in the market are forced to adapt quickly or otherwise face failing profits.

2.85 Following the economic downturn (2008 – 2013), 2016 has brought a return to economic conditions more akin to pre-recession times. The evolution of e-tailing continues to impact on the high street, however the retail industry is increasingly embracing innovative omni-channelling strategies. These are supported by online-influenced sales providing an opportunity for town centres to regain some of the custom they have lost.

2.86 Investment in Northern Ireland is being particularly driven in the comparison goods sector, where new retailers look to open up a presence amidst a background of general economic caution. In the short-term, trade is certainly being boosted by the relative weakness of the Pound, and the ability to promote tourism.

2.87 Overall, it has been found that households in Northern Ireland spend on average more per week on leisure items than households in the UK. Northern Irish households were generally found to have spent more on restaurants and café meals, takeaway meals, and gambling payments.

2.88 In the following sections, we explore how all of these trends are playing out in Causeway Coast and Glens Borough, beginning with a snapshot of how the Borough provides for its residents at the current time.

3.0 Causeway Coast & Glens Town Centres

Introduction

3.1 The purpose of this section of the report is to provide a qualitative and qualitative analysis of the main town centres within Causeway Coast and Glens Borough. By undertaking such an analysis, including a critical comparison against UK averages, we can then consider a quantitative analysis of retail capacity the following Sections. This qualitative assessment will help inform the recommendations we reach in Section 8.

3.2 The Council has engaged Sproule Consulting to undertake a business and general public survey for each of the six main town centres of Coleraine, Limavady, Ballymoney, Ballycastle, Portrush and Portstewart. This information further informs the health check assessments being conducted by the Council. Those assessments will form part of a separate document and will work alongside our more quantitative analysis to inform the emerging Local Development Plan. Nevertheless, we do here consider our own findings on both the composition of each town centre, as well as customer perceptions.

Methodology

3.3 We have acquired land use data from NI Land and Property Services for the town centres (see **Appendix B**). Alongside this, we are able to contrast the composition of the town centre to the UK average for some of the town centres by using data supplied by Experian Goad. The two datasets are not directly comparable in terms of the classification of certain types of properties, so Nexus has made a number of adjustments to allow a direct comparison, as detailed in the source notes.

3.4 In Sections 4 and 5, we detail the Study Area (see **Appendix A**) and results emanating from a Household Telephone survey of 700 households carried out by NEMS Market Research. Those results underpin our quantitative analysis. We also took the opportunity to ask a number of qualitative questions about residents likes and dislikes of the main town centres within the Causeway Coast and Glens Borough. We briefly summarise those findings in sections 4 and 5. The full results are contained at **Appendix C** (see Questions 25 to 27b). During this section of the report, we refer often to Zones 1-4, rather than the whole study area. Zones 1-4, while not representing the exact borders of the Borough, have been utilised as they broadly represent the Borough, and include the six main towns.

3.5 Section 3 provides a brief overview of each of the main town centres within Causeway Coast and Glens Borough, with respect to the information described above. In addition, we provide a summary of the composition of Enniskillen and Omagh. At present, Nexus Planning is undertaking a Retail

Study for Fermanagh and Omagh District Council. This research allows us to draw comparisons between the main towns in the two Council areas, and provide a comparative assessment of their performances by size and composition.

Coleraine

Overview

3.6 The Regional Development Strategy 2035 (2012) identifies Coleraine as a Main Hub. The town functions as a major centre for shops and services, and is the principal town in the Causeway Coast and Glens Borough. The town is located near to tourist destinations such as the Giant's Causeway and Causeway Coast World Heritage Site. Further, the town is the key administrative centre of the Borough.

3.7 The previous study undertaken in 2014 by GL Hearn included a health check of each of the major centres within Northern Ireland based on Experian Goad data. Together with 2011 Census data, Figure 3.1 provides a snapshot of the makeup of the town and provides comparison to Northern Ireland averages. The snapshot shows that there has been less population growth in Coleraine compared with the NI average, and a similar, albeit slightly higher rate of unemployment. The town centre makeup data shows that Coleraine is larger than the average town in NI, and also that there is a higher rate of vacant units.

Figure 3.1 | Coleraine Town and Centre Overview

Measure	Coleraine	NI Average
2011 Census (Settlement data) (Town)		
Population	23,740	1,810,863
Population Change (2001-2011)	+2.5%	+7.4%
Unemployment	5.25%	5.0%
2014 GL Hearn Study (Town Centre)		
Town Centre Size	92,900 sq m gross	68,800 sq m gross[68]
Vacancy Rate (unit nos)	21%	15%
Major Retailers present[69]	19	n/a
Total number of units	355	n/a

Sources: NISRA Census Data, 2011 & GL Hearn, 2014

3.8 Coleraine is the principal town centre within Causeway Coast and Glens Borough, and this is reflected in the town centre composition data. In particular, the size of Coleraine Town Centre is nearly 50% larger than the average NI town centre.

[68] Excludes Belfast City Centre
[69] As defined by Experian Goad

Town Centre Composition

3.9 Figures 3.2 and 3.3 compare the LPS data to the Experian UK averages, by number of units and floorspace. The data shows that Coleraine is reasonably comparable to the UK average in almost every category. Notably, the LPS data (based on the Northern Area Plan's town centre boundary) shows 431 units (Figure 3.2) compared to the 355 (Figure 3.1) identified in the GL Hearn Study, which is understood to be because of the inclusion of units at first floor levels. In Figure 3.2, when comparing the makeup of the town to the UK average, the percentage of convenience units is similar, while the percentage of retail services is lower, and the proportion of vacant units is higher.

Figure 3.2 | Coleraine Town Centre Retail Uses (2016) – by Unit Numbers

Coleraine Town Centre Composition	Units (No.)	Units (%)	Units (%) – UK Avr.
Convenience	32	7.4%	8.6%
Comparison	166	38.5%	32.1%
Retail Services	148	34.3%	47.8%
Vacant	85	19.7%	11.3%
TOTAL	**431**	**100%**	**100%**

Source: Coleraine numbers from Land and Property Services, December 2016. Banks reclassified to Retail Services). Figures incorporate all internal floor space (ground and upper floors). UK average figures from Experian Goad (Retail Service, Leisure Service and Financial Services combined to correlate to LPS Retail Services category).

3.10 Figure 3.3 compares the LPS data to the Experian UK averages, by floorspace. Coleraine is identified as having a lower proportion of convenience floorspace and retail services. The percentage of convenience retail floorspace is of note, at just 5.5% of the total floorspace within the town centre, compared with the UK average of 15.2%. Comparatively, the percentage of unit numbers (figure 3.2) compared with UK was quite similar. These figures suggest that there are more small convenience units across the town centre.

3.11 Comparison floorspace represents 50.4% of retail floorspace in the town and is significantly higher than the UK average of 35.9%. Coleraine Town Centre also has a notably higher proportion of vacant floorspace by numbers and percentage than the UK average.

Figure 3.3 | Coleraine Town Centre Retail Uses (2016) – by Floorspace (Sq m)

Coleraine Town Centre Composition	Floorspace (Sq m)	Floorspace (%)	Floorspace (%) – UK Avr.
Convenience	5,445	5.5%	15.2%
Comparison	49,883	50.4%	35.9%
Retail Services	27,237	27.1%	39.2%
Vacant	16,897	17.1%	9.2%
TOTAL	**99,462**	**100%**	**100%**

Source: Coleraine numbers from Land and Property Services, December 2016. Banks reclassified to Retail Services). Figures incorporate all internal floor space (ground and upper floors). UK average figures from Experian Goad (Retail Service, Leisure Service and Financial Services combined to correlate to LPS Retail Services category).

NEMS Household Survey Results

3.12 Coleraine is included in Zone 2 of the NEMS Household Survey. When asked if they visited any of the main town centres across the Borough, 66.9% of all respondents (from all seven zones in the Study Area) identified that they visited Coleraine Town Centre, and 59.5% identified that they visited Coleraine Riverside Business Park. By comparison, of the respondents from Zones 1-4 only (which broadly relates to the extent of the Borough), 85.6% stated that they visit Coleraine, and 84.1% visited Coleraine Riverside Business Park. 95.4% of respondents from Zone 2 stated they visited Coleraine Town Centre, and 95.9% stated they visited the Business Park.

3.13 Additionally, when asked which of the main centres they visited most often, 30.8% of all respondents across the study area identified that they most visited Coleraine. Interestingly, 10.4% of all respondents identified that they visited Coleraine Riverside Business Park most often. Of Zone 1-4 residents only, 25.6% of respondents stated they visited Coleraine most often, while 9.8% stated they visited the Business Park most often. Further, 51.3% of respondents from Zone 2 identified that they visited Coleraine Town Centre most often, and 22.8% stated they visited Coleraine Riverside Business Park most often.

3.14 Turning to consider residents likes and dislikes, we asked at Q27 why residents who did not visit Coleraine Town Centre, chose not to do so. The results do not highlight any significant issues with the centre. By far the largest number of respondents from Zones 1 -4 answered either that they simply 'had no reason to visit' (39.0%), or that it was 'too far from home' (29.3%). 12.2% of respondents from Zones 1-4 stated 'lack of choice and range of non-food shops'.

3.15 The responses for Coleraine Riverside Centre were similar with 55.1% of Zones 1-4 respondents identifying that they had no reason to visit, and 25.9% stated 'too far away from home'.

Limavady

Overview

3.16 Limavady is the second largest town by population (12,043 at the 2011 Census) in Causeway Coast and Glens Borough and services the western part of the area, and is also identified as a Main Hub in the RDS. Located between the larger towns of Coleraine and Londonderry, Limavady plays a secondary role for provision of services.

3.17 The previous study undertaken in 2014 by GL Hearn included a health check of each of the major centres within Northern Ireland. Together with 2011 Census data, Figure 3.4 provides a snapshot of the makeup of the town and provides comparison to Northern Ireland averages.

Figure 3.4 | Limavady Town and Centre Overview

Measure	Limavady	NI Average
2011 Census (Settlement data) (Town)		
Population	12,043	1,810,863
Population Change (2001-2011)	-0.4%	+7.4%
Unemployment	7.7%	5.0%
2014 GL Hearn Study (Town Centre)		
Town Centre Size	36,220 sq m gross	68,800 sq m gross[70]
Vacancy Rate (unit nos)	10%	15%
Major Retailers present[71]	3	n/a
Total number of units	198	n/a

Sources: NISRA Census Data, 2011 & GL Hearn, 2014

3.18 Limavady experienced slight population decline between the 2001 and 2011 Censuses. Further, unemployment rates are slightly higher than the NI average. On a positive note, the percentage of vacant units within Limavady Town Centre is lower than the NI average.

3.19 Limavady is quite significantly smaller than the average Northern Ireland town centre, at only 36,220 sq m, compared with the average of 68,800 sq m (which excludes Belfast).

Town Centre Composition

3.20 Figure 3.5 compares the LPS data to the Experian UK averages, by number of units. The data indicates that Limavady is comparable to the UK averages for most categories. The largest deviation occurs in the retail services category, with a proportion of 39.4% of units, compared to the UK average of 47.8%. Notably, the LPS data shows 221 units compared to the 198 identified in the GL

[70] Excludes Belfast City Centre
[71] As defined by Experian Goad

Hearn Study, which may be as a result of differing town centre boundaries or inclusion of first floor levels.

Figure 3.5 | Limavady Town Centre Retail Uses (2016) – by Unit Numbers

Limavady Town Centre Composition	Units (No.)	Units (%)	Units (%) – UK Avr.
Convenience	16	7.2%	8.6%
Comparison	85	38.5%	32.1%
Retail Services	87	39.4%	47.8%
Vacant	33	14.9%	11.3%
TOTAL	**221**	**100%**	**100%**

Source: Limavady numbers from Land and Property Services, December 2016. Banks reclassified to Retail Services). Figures incorporate all internal floor space (ground and upper floors). UK average figures from Experian Goad (Retail Service, Leisure Service and Financial Services combined to correlate to LPS Retail Services category).

3.21 Interestingly, these variations in the proportion of unit numbers (Figure 3.5) compared with the UK average does not necessarily correlate with the proportion of floorspace in each category (Figure 3.6). While the proportion of convenience units was very similar to the UK average, the amount of convenience floorspace in Limavady was higher than the UK average reflecting the presence of larger format convenience retailers in the town centre. In addition, when comparing floorspace, Limavady has a similar proportion of comparison retail floorspace (36.1%) compared to the UK average (35.9%), and a lower proportion of retail services floorspace (32.7% compared with 39.2%).

3.22 The disparity between Limavady's vacancy rates by units and floorspace (14.9% and just 6.0% respectively) indicates a larger number of small vacant units.

Figure 3.6 | Limavady Town Centre Retail Uses (2016) – by Floorspace (Sq m)

Limavady Town Centre Composition	Floorspace (Sq m)	Floorspace (%)	Floorspace (%) – UK Avr.
Convenience	11,765	25.2%	15.2%
Comparison	16,841	36.1 %	35.9%
Retail Services	15,247	32.7%	39.2%
Vacant	2,783	6.0%	9.2%
TOTAL	**46,636**	**100%**	**100%**

Source: Limavady numbers from Land and Property Services, December 2016 ('Mixed stores' assumed to be 2/3 comparison goods floorspace. Banks reclassified to Retail Services). Figures incorporate all internal floor space (ground and upper floors). UK average figures from Experian Goad (Retail Service, Leisure Service and Financial Services combined to correlate to LPS Retail Services category).

3.23 Limavady's size and composition are reflective of its location and role within the Borough. Limavady is located between the two larger towns of Coleraine and Londonderry and this is noted in the lack of major retailers present within the town.

NEMS Household Survey Results

3.24 Limavady is the main town included in Zone 1 of the NEMS Household Survey. The Survey provides a qualitative assessment of town centres. Question 25 asked respondents to identify if they ever visited the main town centres in Causeway Coast and Glens. 35.9% of all respondents across the Study Area indicated that they visited Limavady. Of respondents from Zone 1 – Limavady, 96.6% indicated that they visited Limavady Town Centre.

3.25 When asked which centre within the Borough they visited the most, 13.0% of respondents from Zones 1-4 indicated they visited Limavady most often. This was the second most popular response, behind Coleraine (32.4%). 61.9% respondents from Zone 1 identified that of the towns within the Borough, they most visited Limavady,

3.26 Question 27 asked those respondents who stated they did not visit Limavady, why. The results do not highlight any significant issues with the centre. By far the largest number of respondents from Zones 1-4 answered either that they simply 'had no reason to visit' (40.9%), or that it was 'too far from home' (48.5%).

Ballymoney

Overview

3.27 By population, Ballymoney is the third largest town in Causeway Coast and Glens Borough, and is identified as a Local Hub in the RDS. Between 2001 and 2011, Ballymoney experienced population growth of 11.5%, significantly higher than the population growth of Coleraine, Limavady and Northern Ireland over the same period. Unemployment is slightly higher than the NI average.

Figure 3.7 | Ballymoney Town and Centre Overview

Measure	Ballymoney	NI Average
2011 Census (Settlement data)(Town)		
Population	10,042	1,810,863
Population Change (2001-2011)	+11.5%	+7.4%
Unemployment	6.15%	5.0%
2014 GL Hearn Study (Town Centre)		
Town Centre Size	47,710 sq m gross	68,800 sq m gross[72]
Vacancy Rate (unit nos)	21%	15%
Major Retailers present[73]	1	n/a
Total number of units	194	n/a

Sources: NISRA Census Data, 2011 & GL Hearn, 2014

[72] Excludes Belfast City Centre

[73] As defined by Experian Goad

3.28 Ballymoney's town centre, in terms of its gross floorspace, is notably larger than Limavady's although it is smaller than the NI average. It also has a higher proportion of vacant units, with approximately one in every five units being vacant, compared with both Limavady and the Northern Ireland average. Despite the size of the town centre, Ballymoney had only one major retailer present at the time of the GL Hearn study, being a Tesco supermarket.

Town Centre Composition

3.29 Figures 3.8 and 3.9 show the composition of the Ballymoney Town centre based on LPS Data. Ballymoney has similar proportion of convenience and comparison retail units by number compared to the UK average. It has a higher percentage than both Coleraine and Limavady for convenience retail but a lesser percentage for comparison retail that these two towns. Ballymoney has a much lower proportion of retail service units - 68 units accounting for 37.2% of the total number of units, compared with the UK average of 47.8%. Additionally, Ballymoney has a much higher proportion of vacant units within its town centre, with 24.0%, compared with the UK average of 11.3%.

Figure 3.8 | Ballymoney Town Centre Retail Uses (2016) – by Unit Numbers

Ballymoney Town Centre Composition	Units (No.)	Units (%)	Units (%) – UK Avr.
Convenience	15	8.2%	8.6%
Comparison	56	30.6%	32.1%
Retail Services	68	37.2%	47.8%
Vacant	33	24.0%	11.3%
TOTAL	**183**	**100%**	**100%**

Source: Ballymoney numbers from Land and Property Services, December 2016. Banks reclassified to Retail Services). Figures incorporate all internal floor space (ground and upper floors). UK average figures from Experian Goad (Retail Service, Leisure Service and Financial Services combined to correlate to LPS Retail Services category).

3.30 In terms of floorspace, a similar pattern to the composition of units emerges, with the proportion of convenience and comparison floorspace in Ballymoney Town Centre being directly comparable with the UK averages, although differing from Coleraine and Limavady. Similar again, retail services floorspace was much lower than the UK average (21.2% compared with 39.2%) and vacant unit floorspace was significantly higher (26.0% compared with 9.2%).

Figure 3.9 | Ballymoney Town Centre Retail Uses (2016) – by Floorspace (Sq m)

Ballymoney Town Centre Composition	Floorspace (Sq m)	Floorspace (%)	Floorspace (%) – UK Avr.
Convenience	8,224	17.5%	15.2%
Comparison	16,578	35.3%	35.9%
Retail Services	9,988	21.2%	39.2%
Vacant	12,215	26.0%	9.2%
TOTAL	**47,005**	**100%**	**100%**

Source: Ballymoney numbers from Land and Property Services, December 2016 ('Mixed stores' assumed to be 2/3 comparison goods floorspace. Banks reclassified to Retail Services). Figures incorporate all internal floor space (ground and upper floors). UK average figures from Experian Goad (Retail Service, Leisure Service and Financial Services combined to correlate to LPS Retail Services category).

NEMS Household Survey Results

3.31 Ballymoney is the main town centre in Zone 3 for the purposes of the NEMS Household survey. The survey identified that 34.9% of all respondents across the seven zones, and 56.4% of respondents from Zones 1-4 visited Ballymoney at least occasionally. 87.6% of respondents from Zone 3 – Ballymoney identified that they visited Ballymoney.

3.32 When asked which centre they visited the most, 14.9% of all respondents across Zones 1-4 and 49.3% of respondents from Zone 3 responded that they visited Ballymoney the most.

3.33 Question 27 explores why those respondents from Zones 1-4 who stated they did not visit Ballymoney, do not. The overwhelming responses were that Ballymoney is 'too far away from home' (42.6%) and 'nothing, no reason to visit' (39.5%). When broken down by Zone, 44.9% of respondents from Zone 3 who didn't visit Ballymoney Town Centre identified that this was because of the 'lack of choice and range of non-food shops' and 39.7% identified 'lack of choice and range of food shops'.

Ballycastle

Overview

3.34 Ballycastle is a smaller town located on the northeast coast of Northern Ireland with a seaside location and a large rural hinterland which is predominantly AONB. It is identified as a Local Hub in the RDS. The 2011 population of the town was 5,237, which is significantly less than the other three main towns in the Borough. As a popular tourist destination, the town experiences a significant number of visitors and tourists, particularly in the summer months. The town has experienced limited population growth since the 2001 census. The town's unemployment level, in line with the other towns in the survey other than Portstewart, is above the NI average.

3.35 The GL Hearn study identifies two major retailers within the town centre being a Co-op supermarket and a William Hill betting store.

Figure 3.10 | Ballycastle Town and Centre Overview

Measure	Ballycastle	NI Average
2011 Census (Settlement data)		
Population (usual resident population)	5,237	1,810,863
Population Change (2001-2011)	+3.2%	+7.4%
Unemployment	7.2%	5.0%

Source: NISRA Census Data, 2011

Town Centre Composition

3.36 GL Hearn did not survey Ballycastle as part of their 2014 report however, the LPS data shows the makeup of units within the Ballycastle Town Centre. Although a small town centre, the proportion of convenience and comparison units was comparable to the UK average, but, similar to Ballymoney Town Centre, the proportion of retail services was lower than the UK average (39.2% compared with 47.8%) and the proportion of vacant units was significantly higher (25.0% compared with 11.3%).

Figure 3.11 | Ballycastle Town Centre Retail Uses (2016) – by Unit Numbers

Ballycastle Town Centre Composition	Units (No.)	Units (%)	Units (%) – UK Avr.
Convenience	10	8.3%	8.6%
Comparison	33	27.5%	32.1%
Retail Services	47	39.2%	47.8%
Vacant	30	25.0%	11.3%
TOTAL	**120**	**100%**	**100%**

Source: Ballycastle numbers from Land and Property Services, December 2016. Banks reclassified to Retail Services). Figures incorporate all internal floor space (ground and upper floors). UK average figures from Experian Goad (Retail Service, Leisure Service and Financial Services combined to correlate to LPS Retail Services category).

3.37 A similar trend emerges when the floorspace composition is considered, with convenience and comparison floorspace directly comparable with the UK average, the proportion of retail services lower (30.5% compared with 39.2%) and the proportion of vacant floorspace significantly higher than the UK average (20.7% compared with 9.2%).

Figure 3.12 | Ballycastle Town Centre Retail Uses (2016) – by Floorspace (Sq m)

Ballycastle Town Centre Composition	Floorspace (Sq m)	Floorspace (%)	Floorspace (%) – UK Avr.
Convenience	2,803	16.6%	15.2%
Comparison	5,439	32.2%	35.9%
Retail Services	5,165	30.5%	39.2%
Vacant	3,506	20.7%	9.2%
TOTAL	**16,913**	**100%**	**100%**

Source: Ballycastle numbers from Land and Property Services, December 2016 ('Mixed stores' assumed to be 2/3 comparison goods floorspace. Banks reclassified to Retail Services). Figures incorporate all internal floor space (ground and upper floors). UK average figures from Experian Goad (Retail Service, Leisure Service and Financial Services combined to correlate to LPS Retail Services category).

NEMS Household Survey Results

3.38 Ballycastle is included in Zone 4 – The Glens, and is the largest town centre in the Zone. The results of Question 25 in the NEMS Household Survey identify that, of all participants across the Study Area, 21.5% stated that they never visited Ballycastle. Of the six centres included in the Study, Ballycastle had the lowest number of respondents stating they visited Ballycastle. When asked which town centre they visited the most, only 5.4% of respondents from across the Study Area identified Ballycastle (Question 26).

3.39 Of respondents from Zones 1-4, 27.7% stated they visit Ballycastle sometimes, but only 6.5% stated they visited Ballycastle the most. Of respondents from Zone 4 – The Glens only, 84.3% of respondents stated that they visited Ballycastle and 58.9% stated they visited Ballycastle the most. 14.1% of respondents from Zone 4 stated that they visit Coleraine Town Centre the most and 14.0% stated they visited Coleraine Riverside Business Park the most.

3.40 Question 27 asked those respondents who stated that they never visited Ballycastle, why. The overwhelming responses were 'too far away from home (53.2%), 'nothing, no reason to visit' (35.9%), and 'lack of choice of non-retail shops' (7.5%).

Portrush

Overview

3.41 Portrush is a seaside town located on the northern coast of Northern Ireland. Population information from the 2011 Census identifies that Portrush had a resident population of 6,442. As with Ballycastle and Portstewart, Portrush experienced a limited population increase between 2001 and 2011. In 2011, 6.0% of the population were unemployed. As with Ballycastle and Portstewart, Portrush is a popular visitor and tourist destination, as reflected in some of its town centre offer.

3.42 Portrush is to host the British Open Golf tournament in 2019 at the Royal Portrush Golf Course. The tournament is expected to bring the town much publicity and tourism business.

Figure 3.13 | Portrush Town and Centre Overview

Measure	Portrush	NI Average
2011 Census (Settlement data)		
Population (usual resident population)	6,442	1,810,863
Population Change (2001-2011)	+1.5%	+7.4%
Unemployment	6.0%	5.0%

Source: NISRA Census Data, 2011

Town Centre Composition

3.43 Portrush was not surveyed as part of the GL Hearn report. The composition of Portrush's town centre is very comparable to the UK averages in relation to the proportion of units in all categories, as seen in Figure 3.14. The greatest deviation occurs in the number of convenience units within the town centre, with 11.7% compared with the UK average of 8.6%.

Figure 3.14 | Portrush Town Centre Retail Uses (2016) – by Unit Numbers

Portrush Town Centre Composition	Units (No.)	Units (%)	Units (%) – UK Avr.
Convenience	13	11.7%	8.6%
Comparison	36	32.4%	32.1%
Retail Services	50	45.0%	47.8%
Vacant	12	10.8%	11.3%
TOTAL	**111**	**100%**	**100%**

Source: Portrush numbers from Land and Property Services, December 2016. Banks reclassified to Retail Services). Figures incorporate all internal floor space (ground and upper floors). UK average figures from Experian Goad (Retail Service, Leisure Service and Financial Services combined to correlate to LPS Retail Services category).

3.44 Figure 3.13 compares the composition of the Portrush Town Centre to the UK averages by floorspace. While Portrush's composition by unit was very similar to the UK average, there was more deviation in its floorspace composition. The amount of convenience floorspace was significantly less than the UK average (6.4% compared with 15.2%), while retail services floorspace was higher (49.6% compared with 39.2%), although the number of units was similar in proportion terms. The amount of vacant floorspace was lower than the UK average (4.5% compared with 9.2%), which contrasts with the other town centres, with the exception of Limavady, which all had a higher vacancy rate by floorspace than the UK average.

Figure 3.15 | Portrush Town Centre Retail Uses (2016) – by Floorspace (Sq m)

Portrush Town Centre Composition	Floorspace (Sq m)	Floorspace (%)	Floorspace (%) – UK Avr.
Convenience	1,137	6.4%	15.2%
Comparison	7,048	39.5%	35.9%
Retail Services	8,845	49.6%	39.2%
Vacant	802	4.5%	9.2%
TOTAL	**17,832**	**100%**	**100%**

Source: Portrush numbers from Land and Property Services, December 2016 ('Mixed stores' assumed to be 2/3 comparison goods floorspace. Banks reclassified to Retail Services). Figures incorporate all internal floor space (ground and upper floors). UK average figures from Experian Goad (Retail Service, Leisure Service and Financial Services combined to correlate to LPS Retail Services category).

NEMS Household Survey Results

3.45 Portrush is included in Zone 2 for the purposes of the NEMS Household Survey. Zone 2 also contains the town centres of Coleraine and Portstewart. When asked if they ever visited Portrush, 47.2% of all respondents across the Study Area confirmed they did. Of respondents in Zone 2 – Coleraine (the zone in which Portrush is located), 62.7% of respondents stated they visited Portrush. When asked which centre they visited the most, 16.3% of all respondents in the Study Area stated Portrush, compared with only 10.5% of respondents from Zone 2 – Coleraine. Portrush was the third most popular centre with Zone 2 residents, after Coleraine and Coleraine Riverside Business Park.

3.46 Those participants who responded that they did not visit Portrush were asked why. Of respondents from Zones 1-4, the usual responses of 'too far away from home' and 'nothing, no reason to visit' were the most popular responses (33.7% and 37.0% respectively). 18.0% of respondents from Zones 1-4 respondents identified that they didn't visit Portrush because of the 'lack of choice and range of non-food shops' and 9.5% responded with 'lack of choice and range of food shops'. These categories were comparatively high when compared to the same responses for the other town centres, indicating that Portrush does not have the variety of food and non-food shops to be attractive for everyday shopping.

Portstewart

Overview

3.47 The estimated resident population of Portstewart at the time of the Census in 2011 was 8,003 although the town also has a significant presence of second homes, as well as visitors and tourists, all of which help increase its numbers.. .As with Ballycastle and Portrush, the town's population altered little between 2001 and 2011.

3.48 Located on the northern coast of Northern Ireland, to the west of Portrush and north of Coleraine, Portstewart is the smallest of the towns (by number of retail units) considered in this Study. As with Portrush, Portstewart was not included in the GL Hearn study.

Figure 3.16 | Portstewart Town and Centre Overview

Measure	Portstewart	NI Average
2011 Census (Settlement data)		
Population (usual resident population)	8,003	1,810,863
Population Change (2001-2011)	+2.6%	+7.4%
Unemployment	3.7%	5.0%

Source: NISRA Census Data, 2011

Town Centre Composition

3.49 The composition of Portstewart by unit percentage is very similar to the UK average. Based on LPS data, Portstewart had a slightly higher proportion of convenience units (10.0% compared with 8.6%), marginally higher proportion of comparison units, a slightly lower proportion of retail service units, and the same proportion of vacancies.

Figure 3.17 | Portstewart Town Centre Retail Uses (2016) – by Unit Numbers

Portrush Town Centre Composition	Units (No.)	Units (%)	Units (%) – UK Avr.
Convenience	8	10.0%	8.6%
Comparison	26	32.5%	32.1%
Retail Services	37	46.3%	47.8%
Vacant	9	11.3%	11.3%
TOTAL	**80**	**100%**	**100%**

Source: Portrush numbers from Land and Property Services, December 2016. Banks reclassified to Retail Services). Figures incorporate all internal floor space (ground and upper floors). UK average figures from Experian Goad (Retail Service, Leisure Service and Financial Services combined to correlate to LPS Retail Services category).

3.50 In terms of floorspace percentages, there is more variation from the UK averages. Portstewart had a lower proportion of convenience floorspace (7.9% compared with 15.2%), retail services floorspace (36.4% compared with 39.2%). It has a higher proportion of vacant floorspace (14.7% compared with 9.2), and comparison floorspace (41.0% compared with 35.9%).

Figure 3.18 | Portstewart Town Centre Retail Uses (2016) – by Floorspace (Sq m)

Portstewart Town Centre Composition	Floorspace (Sq m)	Floorspace (%)	Floorspace (%) – UK Avr.
Convenience	560	7.9%	15.2%
Comparison	2,916	41.0%	35.9%
Retail Services	2,585	36.4%	39.2%
Vacant	1,047	14.7%	9.2 %
TOTAL	**9,943**	**100%**	**100%**

Source: Portstewart numbers from Land and Property Services, December 2016 ('Mixed stores' assumed to be 2/3 comparison goods floorspace. Banks reclassified to Retail Services). Figures incorporate all internal floor space (ground and upper floors). UK average figures from Experian Goad (Retail Service, Leisure Service and Financial Services combined to correlate to LPS Retail Services category).

NEMS Household Survey Results

3.51 Portstewart is included in Zone 2 for the purposes of the NEMS Household Survey. Whilst Portstewart is the smallest of the town centres considered within the Study, the NEMS Household Survey results indicate that it is still a popular destination. 50% of respondents to the survey confirmed that they at least occasionally visit Portstewart. 11.8% of all respondents identified that they visited Portstewart the most out of the main towns included in the study. Interestingly, of respondents from Zone 2, only 6.7% identified they visited Portstewart the most.

3.52 Those respondents who identified they did not visit Portstewart were asked to identify why. Following the general trend, 'too far away from home' (40.3%) and 'nothing, no reason to visit' (43.5%) were the most common responses. These responses are the highest across all of the towns and perhaps understandable given the extent of the study area and the nature of the town. The next most common responses were 'lack of choice and range of non-food shops' (10.6%) and 'lack of choice and range of food shops' (6.2%). When considering the responses from respondents from Zones 1-4 only, a similar pattern emerges, with the same four responses being the most common, reflecting the different focus of the town centre and its retail offer.

Comparable Towns – Enniskillen and Omagh

3.53 Town centre composition information has been included below for the towns of Enniskillen and Omagh to provide a comparative assessment against the performance of the main towns within Causeway Coast and Glens Borough. Nexus Planning was engaged by Fermanagh and Omagh District Council to complete a Retail and Leisure Study, focussing on its main towns of Enniskillen and Omagh. The Study was published in April 2017. This concurrent study provides us with an opportunity to compare the composition, performance and recent experiences of those towns against the six main towns of Causeway Coast and Glens Borough.

3.54 Figure 3.19 provides a summary of the important demographics of Enniskillen and Omagh including population and town centre size. The towns each have a population that is comparable to the larger town centres of Coleraine (24,740), Limavady (12,043) and Ballymoney (10,042).

Figure 3.19 | Enniskillen and Omagh Towns

Measure	Enniskillen	Omagh	NI Average
2011 Census (Town)			
Population	13,823	19,659	1,810,863
Population Change (2011-2011)	+1.7%	-0.8%	+7.4%
Unemployment	5.2%	5.4%	5.0%
2014 GL Hearn Study (Town Centre)			
Town Centre Size	99,330 sq m gross	54,600 sq m gross	68,800 sq m gross[74]
Vacancy Rate (unit nos)	10%	12%	15%
Major Retailers present[75]	15	10	n/a
Total number of units	306	265	n/a

Sources: NISRA Census Data, 2011 & GL Hearn, 2014

3.55 While Enniskillen has a smaller population than Coleraine, the size of the town centre is larger (99,330 sq m compared with 92,900 sq m). This may be in part due to the inclusion of the Ernside Shopping Centre within the town centre which provides a number of units of larger floor areas with direct access from the main part of Enniskillen Town Centre. Further, we understand that the geographic location of Enniskillen remotely located from other major town centres and the contribution of cross border trade has led to the continual growth of its town centre. Through data gathered during site visits and empirical research, we understand that Enniskillen Town Centre is trading and performing well, with a larger number of major retailers present, and a high retail turnover.

3.56 By further comparison, Omagh has a larger population than Enniskillen, but a significantly smaller town centre. Additionally, Omagh has fewer major retailers present within the town centre. Through site visits and research it is understood that Omagh has a number of issues relating to its performance as a town centre including having a limited night time economy and a lack of foot traffic through the centre. In addition, Omagh presents with disconnected shopping destinations particularly in relation to the retail park being outside of the town centre itself.

3.57 Coleraine's Riverside Business Park is located outside the town centre and is not easily accessible for pedestrians from the town centre. The Park is therefore more popular for people arriving via car. Similarly, Omagh's equivalent retail park is disconnected from the town centre and the general

[74] Excludes Belfast City Centre
[75] As defined by Experian Goad

consensus is that if it were easily accessible for pedestrians from the town centre, would be better utilised.

3.58 Figure 3.20 provides a summary of the composition of each town centre by unit numbers, including all six Causeway Coast and Glens town centres, Enniskillen and Omagh and the UK average. The table shows that the majority of the centres assessed were reasonably similar to UK averages, however there were variations. Enniskillen and Portrush were overall the centres most similar to UK averages.

3.59 Overall the proportion of convenience units was similar across the board, with Portrush having the highest proportion (11.7%) and the largest variation from the UK average (8.6%). The proportion of comparison units was generally higher across all centres, except for Ballycastle with 27.5%, compared with the UK average of 32.1%. Retail services was the category with the most variation with the lowest proportion found in Coleraine (34.3%) and the highest in Enniskillen (46.3%). Notably, no town centre had a higher proportion of retail services units than the UK average (47.8%).

3.60 Turning now to vacancy rates, the majority of town centres had a higher proportion of vacant units than the UK average (11.3%) except for Portrush (10.8%) and Portstewart (11.3%). Coleraine, Ballycastle and Ballymoney all had significantly higher proportions of vacant units than the UK average, and in particular Ballymoney (24.0%) and Ballycastle (25.0%).

Figure 3.20 | Comparison of Town Centre Composition (2016) – by Unit Numbers (%)

Retail Category	Coleraine	Limavady	Ballymoney	Ballycastle	Portrush	Portstewart	Enniskillen	Omagh	UK Average
Convenience	7.4%	7.2%	8.2%	8.3%	11.7%	10.0%	6.8%	6.7%	8.6%
Comparison	38.5%	38.5%	30.6%	27.5%	32.4%	32.5%	32.2%	40.5%	32.1%
Retail Services	34.3%	39.4%	37.2%	39.2%	45.0%	46.3%	46.7%	38.5%	47.8%
Vacant	19.7%	14.9%	24.0%	25.0%	10.8%	11.3%	14.2%	14.4%	11.3%
TOTAL	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

3.61 The six main towns within Causeway Coast and Glens Borough are diverse, varying in size, population and composition. This section of the report has provided a qualitative assessment of each of the six main towns within the Borough, as well as providing a comparative analysis of the six centres against Fermanagh and Omagh's town centres in another part of Northern Ireland. This has allowed us to draw conclusions about the performance of each town centre. This qualitative assessment will help inform the recommendations we reach in Section 8.

4.0 Population and Expenditure

Introduction

4.1 We identify below how we assess the current population and available convenience and comparison retail expenditure within both the Study Area as a whole, and those areas which broadly comprise the Borough. We also describe the methodology for forecasting the available expenditure across the plan period. This data has informed our quantitative model of available retail capacity in the Borough, along with the NEMS Market Research household telephone survey, which we go on to discuss in Section 5.

Study Area

4.2 A key task of this Study was to identify a suitable Study Area. This is the area within which residents of the Borough and beyond might look to for their retail and leisure needs. In keeping with general practice, we then sub-divide the overall Study Area into distinct Zones in order to allow for a more detailed analysis of market share patterns.

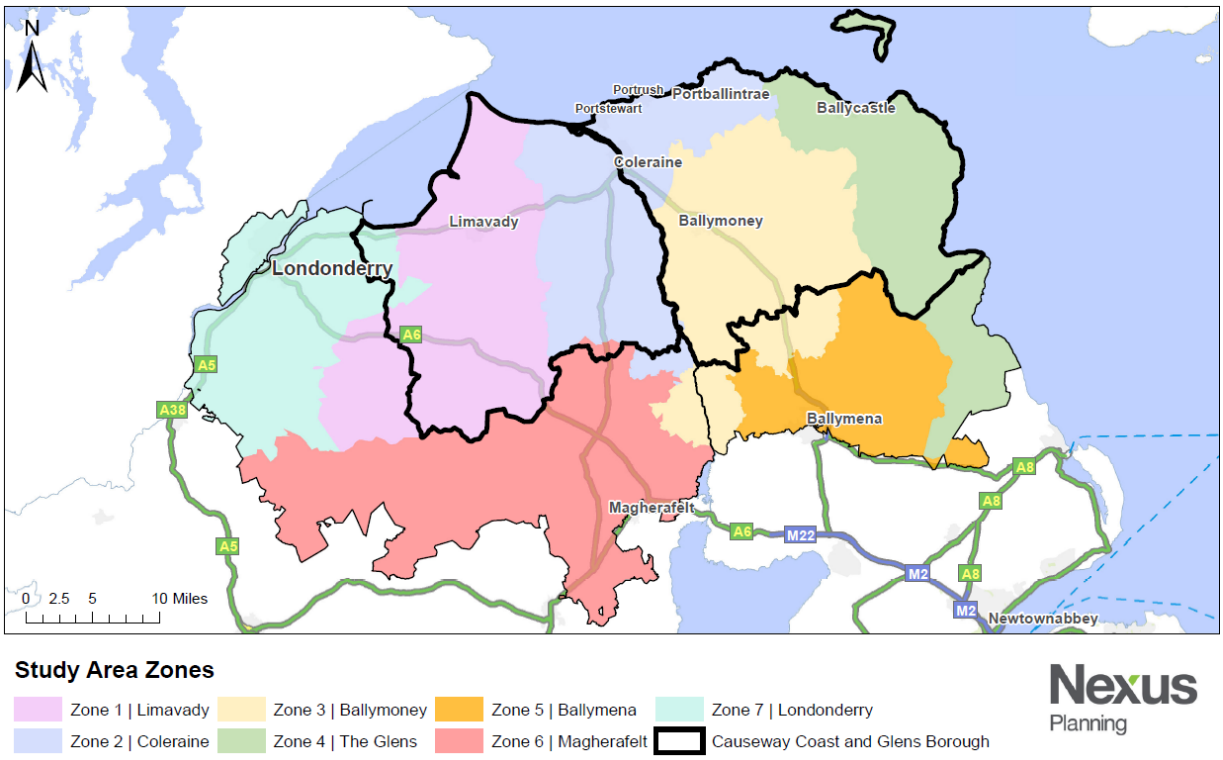
4.3 We agreed with the Council that the Study Area would comprise seven defined Zones, which cover the Borough and the area immediately surrounding the Borough. In broad terms, Zones 1 to 4 encompass the Borough, while Zones 5 to 7 cover the area immediately surrounding the Borough. The survey zones do not directly correlate with the boundaries of the Borough as they are based on postcode geography. However, they provide a representative population by which to assess expenditure and capacity.

4.4 Figure 4.1 shows the definitions of the survey zones by postal sector, whilst Figure 4.2 shows the geographical extent of the Study Area (also contained at **Appendix A**).

Figure 4.1 | Definition of Survey Area Zones

Survey Zone	Postcode Sectors
Zone 1 | Limavady	BT49 0, BT49 9, BT47 4
Zone 2 | Coleraine	BT51 3, BT51 4, BT51 5, BT52 1, BT52 2, BT55 7, BT56 8, BT57 8
Zone 3 | Ballymoney	BT44 8, BT44 9, BT53 6, BT53 7, BT53 8
Zone 4 | The Glens	BT44 0, BT54 6
Zone 5 | Ballymena	BT42 1, BT42 4, BT43 5, BT43 6, BT43 7
Zone 6 | Magherafelt	BT45 5, BT45 7, BT45 8, BT46 5, BT79 8
Zone 7 | Londonderry	BT47 2, BT47 3, BT47 5, BT47 6, BT48 0, BT48 6, BT48 7, BT48 8, BT48 9, BT82 0

Figure 4.2 | Survey Area Zones



Study Area Population

4.5 Having defined an appropriate Study Area, we then extrapolate 2016 population data for each Zone using Experian census software (Micromarketer G3). This data is based on the latest mid-year estimates for the postcode sector geography of the Study Area. Notably, Zones 1-4 are a 'best fit' for the Borough boundary, but there are some geographic differences. As can be seen in Figure 4.2, Zones 1-4 incorporate a larger geographical area than the Borough boundary. As a result, the Experian postcode sector based population for Zones 1 to 4 at 2016 (161,919) is larger than the NISRA estimate of population for Causeway Coast and Glens Borough at 2016 (143,531)[76].

4.6 Taking the Experian figures for Zones 1-7 as the starting point at 2016, we then grow the population projections year on year applying the NISRA population projections for Causeway Coast and Glens Borough for Zones 1-4. That data suggests that there will be an increase of around 3.8% in the population of the Borough over the period 2016-2030. We apply Experian estimates for Zones 5-7.

[76] NISRA 'Population projections for areas within Northern Ireland'. Published 25th May 2016.

4.7 Applied to the Experian base data figures, we therefore project that the 2016 Study Area population of 363,738 will increase by 3.8% to 377,474 people by 2030. We present this on a Zone by Zone basis in Figure 4.3.

Figure 4.3 | Population across the Study Area by Zone

Zone	2016	2020	2025	2030
Zone 1 | Limavady	37,015	37,493	37,867	38,012
Zone 2 | Coleraine	64,716	65,551	66,206	66,459
Zone 3 | Ballymoney	44,169	44,739	45,186	45,359
Zone 4 | The Glens	16,019	16,226	16,388	16,450
Zone 5 | Ballymena	42,186	43,054	43,929	44,681
Zone 6 | Magherafelt	43,409	44,753	46,244	47,547
Zone 7 | Londonderry	116,224	116,864	117,011	116,502
	363,738	**368,679**	**372,830**	**375,010**

Source: Appendix D, Table A1

Retail Expenditure

4.8 Retail expenditure data (in the form of convenience and comparison goods expenditure per capita) has been sourced from the in-house Experian Micromarketer G3 system.

4.9 The data takes account of the socio-economic characteristics of the local population to provide local consumer expenditure calculations. The data is collected through twice-annual telephone surveys of households within the corresponding postcode areas. Experian is therefore a robust source of population and locally sourced expenditure data that is widely used for calculating retail capacity across the industry.

4.10 Expenditure data from Experian is provided at a base year of 2014 in 2015 prices (as is every subsequent monetary value) and has been projected forward using per capita growth forecasts derived from Table 1a of the latest Experian Planner Briefing Note 14 (November 2016).

4.11 As identified in Figure 4.4, Experian forecasts suggest that convenience goods expenditure will fall in 2017, and even more so in 2018, as a result of a trend towards more price conscious shopping patterns and the growth of high street discounters such as Lidl and Aldi, as discussed in further detail in Section 2. Marginal growth is not now anticipated in the convenience goods sector until towards the end of the Plan period, with a consistent 0.1% growth per annum forecast over the period 2024-2030.

4.12 Figure 4.4 depicts the retail expenditure forecast per year from 2016 to 2030 for the UK, for both convenience and comparison spending. Comparison expenditure growth is shown to have risen by 3.3% in 2016, before reducing to 1.4% in 2017 and 1.0% in 2018. Experian explain that short-term

uncertainty informs their forecasting following on from the UK's decision to leave the EU. Experian then forecast a steady growth of 3.0% per annum over the period 2019-2023, and 3.2% per annum over the period 2024-2030, as comparison retailers incorporate newer technologies, innovations and formats (including 'click and collect').

4.13 Experian note that long term forecasts beyond 5 years should be treated with caution and subject to regular reviews, given the wide range of factors that can impact on the broader national economy.

Figure 4.4 | Retail Expenditure Forecasts for the UK

Year	Convenience growth rates	Comparison growth rates
2016	0.0%	3.3%
2017	-0.2%	1.4%
2018	-0.9%	1.0%
2019	0.0%	3.0%
2020	0.0%	3.0%
2021	0.0%	3.0%
2022	0.0%	3.0%
2023	0.0%	3.0%
2024	0.1%	3.2%
2025	0.1%	3.2%
2026	0.1%	3.2%
2027	0.1%	3.2%
2028	0.1%	3.2%
2029	0.1%	3.2%
2030	0.1%	3.2%
2031	0.1%	3.2%

Source: Table 1a, Experian Retail Planner Briefing Note 14, November 2016

Non-Store Retailing or Special Forms of Trading

4.14 Special forms of trading (SFT) are defined by Experian as:

- Online sales via the internet, including online sales by supermarkets, department stores and catalogue companies (and the growth in this form of retailing is discussed in detail in the 'Growth in E-Tailing (or E-Commerce)' in Section 2) and.

- Off-line sales, such as mail order, stalls and markets, vending machines, door-to-door and telephone sales.

Experian Retail Planner Briefing Note 14 (November 2016) provides estimated forecasts of internet and other SFT. This allows for us to 'strip out' any expenditure that households are likely to carry out through SFT, and to focus on the pot of expenditure which is likely to be spent at shops and services 'on the ground'. Many stores offer online sales, but source goods from regular stores' stock. This is predominantly the case with convenience goods stores, where shop-workers will pick the goods off

the shelves during, or more commonly, outside opening hours. These orders are then delivered by dedicated vans at each store and, as such, the online expenditure is attributed to tangible stores. Experian provides 'adjusted' figures, cited below at Figure 4.5, which make an allowance for these online sales derived from individual stores so as to ensure that the expenditure is counted as 'available' spend within the Study Area.

Figure 4.5 | 'Adjusted' Special Forms of Trading Market Share Forecasts

Year	Adjusted Convenience SFT	Adjusted Comparison SFT
2016	3.0%	13.2%
2020	3.7%	15.3%
2025	4.5%	16.1%
2030	4.9%	16.3%

Source: Appendix 3, Experian Retail Planner Briefing Note 14, November 2016

Convenience Goods Expenditure

4.15 We then project forward available expenditure per capita using the growth forecasts provided by Experian (Figure 4.4) and the adjusted SFT calculations (Figure 4.5). These figures are multiplied by the population growth for each survey zone in 2016, 2020, 2025 and 2030 (Figure 4.3) to produce estimates of the total available convenience and comparison goods expenditure in the Study Area and in Zones 1-4.

Figure 4.6 | Total Available Convenience Goods Expenditure across the Study Area

	2016	2020	2025	2030	Growth 2016-2030
Study Area	£781.9 m	£778.2 m	£782.0 m	£787.2 m	**£5.3 m**
Zones 1-4	£356.7 m	£354.8 m	£356.1m	£357.7 m	**£1.0 m**

Source: Table 2a, Appendix D

4.16 As identified in Figure 4.6 above, in 2016 it is estimated that the resident population of the Study Area spent £781.9 m on convenience goods, which is expected to increase by £5.3 m (0.7%) to £787.2 m by 2030. The corresponding figures for Zones 1-4 only, are that convenience goods expenditure will increase from £356.7m in 2016 to £357.7m in 2030 (0.3%). The reduced rate of growth in Zones 1-4 is largely a result of more modest population forecasts than in the outer Zones accounted for in the Study Area.

4.17 For the purpose of the Study, this total available convenience expenditure is split across two sub-categories, with a household survey average of 79.3% of spending attributed to main food shopping trips and 20.7% attributed to 'top-up' shopping trips (as derived from the NEMS Household Survey).

Comparison Goods Expenditure

4.18 Experian provides comparison goods expenditure divided into eight sub-categories to allow for more detailed investigations of available expenditure. Bulky goods categories include 'DIY', 'Electrical' and 'Furniture', while non-bulky goods are made up of 'Books, CDs and DVDs', 'Chemist Goods', 'Clothing & Footwear', 'Small Household Goods' and 'Toys and Recreational Goods'.

Figure 4.7 | Total Available Comparison Goods Expenditure across the Study Area

	2016	2020	2025	2030	Growth 2016-2030
Study Area	£1,000.3m	£1,075.1m	£1,253.6m	£1,472.8m	**£472.5m**
Zones 1-4	£462,2m	£496.3m	£577.9m	£677.4m	**£215.2m**

Source: Table 8, Appendix D

4.19 Applying the increases in population and comparison goods expenditure per capita, Figure 4.7 above estimates that the resident population of the Study Area generated £1,000.3m of comparison goods expenditure in 2016, expected to rise to £1,472.8m in 2030 (an increase of £472.5m or 47.2%). The equivalent figures for Zones 1-4, which broadly comprise the Borough, are that expenditure will grow from £462.2m in 2016 to £677.4m in 2030, an increase of £215.2m (46.6%).

Summary

4.20 The base data established in this section is now utilised in conjunction with our analysis of the market shares of retailers across the Study Area in Section 5, to inform our subsequent analysis of retail expenditure capacity in Section 6.

5.0 Original Market Research

Introduction

5.1 Nexus has collaborated with specialist consultancy NEMS Market Research Ltd in order to identify shopping and leisure patterns, preferences and trends through a comprehensive household telephone survey of residents across the Study Area. This data provides the underlying structure of our quantitative retail capacity modelling, which is used to calculate the capacity for new retail floorspace for Zones 1-4, which broadly comprises the Borough area over the plan period.

5.2 NEMS has gathered empirical evidence through undertaking a household telephone survey of 700 households within the Study Area in January 2017, as described previously in Section 4.

5.3 There are potential limitations with such datasets, such as the number of surveys that can be carried out across the Study Area, as well as the length of the household questionnaire itself. In order to minimize any statistical error, the results of the survey are weighted according to the population profile in each zone, as set out in **Appendix C**. As a consequence, the NEMS results provide a broad, representative indication of the market shares of retail and leisure destinations across the Study Area.

Household Telephone Survey

5.4 A retail capacity study was undertaken by Drivers Jonas in 2003 to inform the preparation of the Draft Northern Area Plan. The study is outdated and therefore we are not able to compare and contrast our survey results with those of any predecessors, as is commonly the case elsewhere and will be the case in the future. The approach we have adopted in this section is to examine the market shares identified from each of the seven Zones for convenience and comparison goods retail. Section 6 follows on from this examination of market share for convenience and comparison goods retail, by examining capacity for new retail floorspace over the plan period to 2030. Together, sections 5 and 6 concentrate fully on analysis of the retail element of this Study. The market share for leisure facilities is described separately in Section 7, where the qualitative findings are tied into our quantitative capacity analysis.

5.5 The shopping patterns that result from the household survey provide the basis of the calculations of the retail expenditure at each retail destination by extrapolating the total available expenditure provided by Experian MMG3 (as discussed in Section 4). One of the limitations of the household survey is that the results may underestimate trade to smaller centres and retail facilities. In order to counter this, we ask respondents for the destination where they last made a purchase so as to record more infrequent purchases including drive-by and impulse shopping that are more likely to be at

smaller centres and stand-alone stores. The household survey also provides details of linked trips between various destinations, the use of other town centre facilities, the most popular means of travel to each centre, and the frequency of visits.

5.6 Whilst it is not part of our commission to undertake a full health-check of the main towns in Causeway Coast and Glens Borough, an exercise the Council will be undertaking separately, we do nevertheless set out some headline findings from the Household Survey as these results usefully underpin our recommended distribution of retail floorspace. This is more fully discussed in Sections 6 (Retail Capacity) and 8 (Recommendations).

5.7 The full tabulations of the results of the household telephone survey are provided at **Appendix D**. Where we refer to Zones 1-7, these correspond to the Zone Plan set out at **Appendix A**.

Convenience Goods

5.9 One of the key findings of the survey in relation to convenience goods shopping was that the area of Zones 1-4 (broadly speaking, the Borough) is self-sufficient in terms of its retention of convenience goods shopping locally. Overall, 90.4% (£322.6m) of all convenience shopping made by residents in Zones 1 – 4 was retained within those zones, as set out in Figure 5.3 below.

5.10 Figures 5.1, 5.2, 5.3 and 5.4 summarise the full results of Tables 3 and 4 at **Appendix D**, and show that:

Main Food Shopping

Study Area

- Zone 2 (Coleraine) and Zone 7 (Londonderry) are the most popular for main food shopping, with 22.0% of total respondents identifying they did their main food shopping in the Zone 2. Similarly, 26.6% of respondents last did their main food shop in Zone 7.

- The five most popular stores for main food shopping trips in the Study Area were:
    - Tesco, Lisnagelvin Shopping Centre, Londonderry (10.1%),
    - Tesco, Castle Street, Ballymoney (7.4%),
    - Asda, Ring Road, Coleraine (7.3%),
    - Tesco, Larne Road, Ballymena (7.2%), and
    - Tesco, Main Street, Limavady (7.2%).

  These are identified in terms of overall turnover in Figure 5.4.

- Regarding their main food shopping, residents across the Study Area also suggested that, on average, they:

    - Spent £88.13 per household every week (Q5);
    - Carried out a main food shopping trip at least once a week (Q6);
    - Travelled by car (as driver or passenger) 93.8% of the time, with a further 3.0% walking (Q7); and
    - Travelled an average of 12.6 minutes to get to their destination (Q8).

Zones 1-4

- In terms of retention of spending within each zone, Figure 5.2 identifies the percentage of respondents who undertake their main food and top-up food shopping within the zone they live in. The zone with the highest retention rate was Zone 2 – Coleraine, which retained 90.5% of main food shopping within the zone. The most popular in-centre supermarket was Tesco, Banfield Road (17.6%), and the most popular out-of-centre supermarkets were Asda, Ring Road (21.8%) and Sainsbury's at Riverside Park (30.9%).

- Residents in Zones 1 (79.8%), 3 (68.2%) and 4 (46.0%) have lesser main food retention rates, and are more likely to travel to other Zones (though still predominantly within the Borough). Tables 3 and 4 at Appendix D show where residents of those Zones undertake their main food shopping.

- Regarding their main food shopping, residents of Zones 1-4:

    - Spent a similar amount on £88.03 per household every week (Q5);
    - They also carry out their main food shopping around once a week (Q6);
    - Travelled by car (as driver or passenger) 92.4% of the time, with a higher proportion walking at 4.7%;
    - Travelled a slightly longer average of 13.7 minutes to get to their destination.

Top-up Shopping

Study Area

- Table 3 at Appendix D shows that top-up shopping trips are spread across a far more diverse range of shopping destinations than main food shopping trips. The largest market shares are attracted to Local Shops in Londonderry (13.0%), local shops in Ballymena (5.6%), local shops in Coleraine (4.8%) and local shops in Ballymoney (4.6%).

- Regarding their top-up shopping, residents across the Study Area also suggested that, on average, they:
    - Spent £22.88 per household every week (Q15); and
    - Carried out a top-up shopping trip more than twice a week (Q6).

Zones 1-4

- Figure 5.2 shows retention of residents' spending within the Zones they reside. Each Zone has a top-up food shopping retention rate of between 72.3% and 89.4%.
- Residents in Zones 1-4 also:
    - Spent £21.27 per household on top-up shopping every week; and
    - Carried out their top-up shopping trip more than twice a week.

- Table 3 at Appendix D shows that smaller shops in town centres and in settlements outside the main towns account for a significant proportion of residents' spending. These are typically small Spar or Supervalu units, which are either stand-alone stores or form part of a petrol filling station operation.

Figure 5.1 | Convenience Goods – Overall Market Share of Study Area Residents' spending (%)

Destination	Main Food	Top-up Food
Zone 1 | Limavady	9.6%	9.7%
Zone 2 | Coleraine	22.0%	15.7%
Zone 3 | Ballymoney	8.8%	12.5%
Zone 4 | The Glens	2.2%	3.7%
Zone 5 | Ballymena	1.8%	10.6%
Zone 6 | Magherafelt	4.2%	9.4%
Zone 7 | Londonderry	26.6%	30.6%
Total Zone 1 - 7	75.1%	92.3%
Outside of Study Area	24.9%	7.7%
Total	**100%**	**100%**

Source: Appendix D, Table 3

Figure 5.2 | Convenience Goods – Retention of Zone 1-4 Residents' Spending within Zone (%)

Destination	Main Food	Top-up Food
Zone 1 | Limavady	79.8%	84.3%
Zone 2 | Coleraine	90.5 %	89.4%
Zone 3 | Ballymoney	68.2%	82.7%
Zone 4 | The Glens	46.0%	72.3%

Source: Appendix D, Table 3

Figure 5.3 | Convenience Goods – Overall Market Share of Zone 1-4 Residents' spending (%)

Destination	All Convenience	
	£m	%
Zone 1 | Limavady	69.2	19.4%
Zone 2 | Coleraine	156.1	43.8%
Zone 3 | Ballymoney	75.8	21.2%
Zone 4 | The Glens	21.5	6.0%
Total Zone 1-4	**322.6**	**90.4%**
Zone 5 | Ballymena	7.5	2.1%
Zone 6 | Magherafelt	3.4	0.9%
Zone 7 | Londonderry	9.5	2.7%
Total Zone 1 - 7	**342.9**	**96.1%**
Outside of Study Area	13.8	3.9%
Total	**356.8**	**100%**

Source: Appendix D, Table 4

Figure 5.4 | Convenience Goods – Most Popular Destinations by Location

Destination	Zone	Turnover (£m)
Tesco, Lisnagelvin Shopping Centre, Londonderry	Zone 7	65.8
Tesco, Castle Street, Ballymoney	Zone 3	53.5
Tesco, Main Street, Limavady	Zone 1	49.5
Tesco, Larne Road, Ballymena	Outside	49.3
Asda, Ring Road, Coleraine	Zone 2	47.8
Sainsbury's, Riverside Business Park, Coleraine	Zone 2	45.0

Source: Appendix D, Table 4

Comparison Goods

5.8 Turning to consider comparison goods, we examine market shares across the range of categories defined by Experian. These eight categories cover all ranges of bulky and non-bulky items. The full results of our market shares analysis are set out at Tables 9-23 of **Appendix D**. We set out a summary of these results at Figure 5.5. Figure 5.6 shows retention of resident spending by zone. The headline findings are that:

- The amount of comparison goods spending retained within the Study Area ranges from 83.6% (recreation goods) to 94.6% (chemist goods). All other comparison goods ranges fall in-between. As shown in Figure 5.5, the Study Area retains 86.5% of comparison goods spending. By UK standards, this is an exceptionally high level of comparison goods retention.

- Figure 5.6 shows that the retention rate for comparison goods shopping in Zones 1 to 4 (broadly representing the Borough's boundary), was 61.6% (£284.9m out of £462.2m spent). This is more comparable to standards around the UK, and is indicative of the geographic relationship of

the Borough with other major towns nearby including Londonderry to the west and Ballymena to the south. Both towns provide a larger offer of comparison goods, and therefore account for part of the leakage rate of 38.4% (£177.3m).

- Unsurprisingly, of the Zones broadly representing the Borough area, Coleraine was the most popular for comparison goods, although Londonderry was the most popular when considering the Zones outside of the Borough.

- Of the locations outside of the Study Area, Belfast was the most popular, accounting for 5.2% of the total comparison expenditure of the Study Area. The remainder of comparison goods expenditure leakage was spread across a large number of destinations (Table 25, **Appendix D**).

Figure 5.5 | Comparison Goods – Market Share of Study Area Residents Spending (%)

Destination	Comparison Goods Spending								
	Clothing	Books etc.	Household	Recreation	Chemist	Electrical	DIY	Furniture	All Comparison
Zone 1 | Limavady	3.5%	3.2%	1.6%	1.0%	9.5%	7.4%	3.3%	2.4%	**3.1%**
Zone 2 | Coleraine	21.5%	27.4%	26.2%	16.7%	21.0%	27.0%	34.9%	21.3%	**24.8%**
Zone 3 | Ballymoney	2.0%	3.2%	2.6%	1.2%	5.5%	8.1%	2.0%	6.9%	**3.3%**
Zone 4 | The Glens	0.5%	0.6%	0.9%	0.2%	2.8%	1.5%	2.1%	2.1%	**0.9%**
Zone 1 -4 | Total	27.5%	34.4%	31.3%	19.1%	38.8%	44.0%	42.3%	32.7%	**32.1%**
Zone 5 | Ballymena	25.0%	20.3%	13.2%	24.7%	15.5%	13.0%	6.7%	14.7%	**19.4%**
Zone 6 | Magherafelt	2.5%	1.2%	2.9%	1.8%	8.5%	3.7%	4.6%	4.0%	**3.4%**
Zone 7 | Londonderry	29.8	35.8%	36.1%	41.0%	31.7%	30.8%	37.3	36.2%	**31.6%**
Study Area Total	84.9%	91.7%	83.6%	86.4%	94.6%	91.4$	92.0%	87.7%	**86.5%**
Outside the Study Area	15.1%	8.3%	16.4%	13.6%	5.4%	8.6%	9.0%	12.3%	**13.5%**
Total	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Source: Appendix D, Tables 9-23

Figure 5.6 | Comparison Goods – Breakdown of Residents Spending by Zone (Zones 1-4)

Destination	Spend in Zone (£m)	Spend in Zones 1-4 (£m)	Spend Elsewhere (£m)	Spend in Total (£m)	% of total spend within Zones 1 -4
Zone 1 | Limavady	20.6	37.3	61.6	**98.9**	**37.7%**
Zone 2 | Coleraine	153.4	165.4	32.5	**197.9**	**83.6%**
Zone 3 | Ballymoney	22.5	60.5	59.0	**119.5**	**50.6%**
Zone 4 | The Glens	7.4	21.7	24.2	**45.9**	**47.3%**
Total		£284.9m	£177.3m	**£462.2m**	**61.6%**

Source: Appendix D, Tables 9-23

Zone 1 | Limavady Area – Market Share Analysis

Convenience Goods

5.9 With reference to Figure 5.1, Zone 1 accounted for 9.6% of the overall market share for main food shopping, and 9.7% of the market share for top-up food shopping in the Study Area. When considering retention of resident's spending on convenience goods in the related zone, 79.8% of respondents in Zone 1 carried out their main food shopping within Zone 1, while 84.3% of respondents carried out their top-up shopping within Zone 1 (Figure 5.2). The most popular destination for main food shopping within Zone 1 was Tesco in Limavady, accounting for 56.9% of the Zone 1 market share for main food shopping. When considering top-up food shopping, residents from Zone 1 identified that they primarily did their top-up shopping at Tesco (23.5%), Local Shops in Limavady (22.0%), and Other Shops within Zone 1 (15.9%).

Comparison Goods

5.10 Zone 1 accounted for 3.1% of the overall market share of total spending on comparison goods across the Study Area, as shown in Figure 5.5. For almost all categories of comparison goods shopping, residents of Zone 1 were more likely to carry out their comparison goods shopping in Zone 7, and in some cases, Zone 2 (see Tables 9-24 at Appendix D).

5.11 Referring now to Figure 5.6, residents of Zone 1 carried out 20.8% of their comparison goods spending within Zone 1 with residents more likely to travel outside of the Zone to make comparison goods purchases. This is unsurprising considering the proximity to, and popularity of, Londonderry and Coleraine, both offering a wider variety of choice in terms of comparison goods.

Zone 2 | Coleraine Area – Market Share Analysis

Convenience Goods

5.12 Zone 2 was the most popular Zone within the Study Area, exhibiting the highest retention rates for both convenience and comparison goods categories (figures 5.3 and 5.6). The Study Area market share of main food shopping in Zone 2 was 22.0%, while top up shopping accounted for 15.7%. Both of these figures were second only to Zone 7 (Figure 5.1).

5.13 The most popular destination for main food shopping for Zone 2 residents was Sainsbury's at Riverside Business Park, accounting for 30.9% of all main food shopping trips by Zone 2 residents. The most popular top-up shopping destinations for Zone 2 residents were Local Shops in Coleraine (28.6%) and Local Shops in Portrush (24.8%), (Figures from Table 3 of Appendix D).

5.14 When considering retention of spending within the Zone (Figure 5.2), Zone 2 had the highest rates of retention for both main food shopping (90.5%) and top-up shopping (89.4%). This indicates that, overall, there is a very good provision of convenience shopping within the Zone, with residents very likely to undertake their convenience shopping at destinations within the Zone.

Comparison Goods

5.15 As with Convenience goods, Zone 2 was the most popular within the Study Area, exhibiting the highest retention levels. Zone 2 accounted for 24.8% of the overall market share of spending within the Study Area (Figure 5.5). When considering the breakdown of comparison goods spending, Zone 2 accounted for a reasonable market share of spending within the Study Area in all categories. The highest market share was in the DIY goods category, accounting for 34.9% of all DIY goods spending. This performance is likely to be as a result of the B&Q store at Riverside Business Park in Coleraine.

5.16 When looking at Zone 2 residents' spending on comparison goods (Figure 5.5), 77.5% of spending was carried out within Zone 2, a very positive rate of retention

Zone 3 | Ballymoney Area – Market Share Analysis

Convenience Goods

5.17 Zone 3 accounted for 8.8% of the total market share of main food shopping, and 12.5% of top up food shopping across the Study Area (Figure 5.1). When considering retention within the Zone

(Figure 5.2), Zone 3 retained 68.2% of spending on main food shopping, and 82.7% of top-up shopping. While these figures are slightly lower than retention within Zones 1 and 2, they still indicate that the majority of residents within Zone 3 undertake their convenience shopping within their Zone of residence rather than going elsewhere.

5.18 Table 3 at Appendix D shows that by far the most popular destination for main food shopping within Zone 3 was Tesco, Castle Street in Ballymoney, with 56.9% of respondents from Zone 3 identifying that this is where they last undertook their main food shopping. When asked where they last undertook top-up shopping, 34.3% of respondents from Zone 3 identified Local Shops in Ballymoney, and 29.6% of respondents identified Other Shops in Zone 3. This indicates that there is a good offer of local shops within the Zone that provide for top-up shopping needs

Comparison Goods

5.19 Zone 3 accounted for just 3.3% of the overall market share of comparison goods spend within the Study Area (Figure 5.5), which indicates very little comparison offer in the Zone.

5.20 When considering retention of comparison goods spending, just 18.8% of Zone 3 residents' comparison goods spending was carried out within Zone 3 (Figure 5.6). The breakdown of results shows that Zone 3 residents were likely to travel to either Ballymena or Coleraine to undertake comparison goods shopping. The results show that 50.6% of comparison goods spending by Zone 3 residents was carried out within Zones 1 to 4 (broadly representing the Borough), and that 49.4% of spending was carried out in either Zones 5, 6 or 7, or outside of the Study Area.

Zone 4 | The Glens Area – Market Share Analysis

Convenience Goods

5.21 Zone 4 accounted for 2.2% of the overall market share for main food shopping and 3.7% of the overall market share for top-up shopping across the Study Area (Figure 5.1). When considering retention of residents' spending (Figure 5.2), Zone 4 residents undertook 46.0% of their main food shopping within the Zone and 72.3% of their top-up shopping within the Zone.

5.22 Interestingly, the most popular location for main food shopping for residents of the Zone was Local Shops within Ballycastle (26.1%). The next most popular main food shopping location for residents of Zone 4 was Tesco at Larne Road in Ballymena (18.2%), which is just outside of the Study Area boundary. Local Shops in Ballycastle also proved very popular with Zone 4 residents for top up shopping (45.3%).

Comparison Goods

5.23 Zone 4 also had the lowest market share of comparison goods spending within the Study Area (0.9%) of overall comparison spend (Figure 5.5). This indicates that there is little comparison goods offer within this Zone.

5.24 Overall, Zone 4 retained 16.1% of comparison goods spend by residents of Zone 4 (Figure 5.6). The most popular destinations for comparison spending for Zone 4 residents were Zone 5 - Ballymena (36.1%) and Zone 2 - Coleraine (35.1%).

Zones 5-7 | Ballymena, Magherafelt and Londonderry Areas – Market Share Analysis

5.25 Zones 5, 6 and 7 account for areas that are outside of Causeway Coast and Glens Borough, but are near enough that residents of the Borough may spend some money at these locations, as proven by our survey results.

5.26 Zone 7 (Londonderry) dominated much of the market share for both convenience and comparison goods spending. Of the overall market share of convenience goods spend across the Study Area, Zone 7 accounted for 26.6% of overall main shopping, and 30.6% of top-up shopping. Similarly, 31.6% of all comparison goods spending by residents of the Study Area was undertaken in Zone 7. This is likely to be due to the fact that Londonderry is a larger town with a larger offer, particularly in terms of comparison goods. Residents in Zone 1 (Limavady area) were especially drawn towards Londonderry with 41.5% of their comparison goods spend being directed there.

5.27 Zone 5 (Ballymena) accounts for just 1.8% of the overall market share of main food shopping and 10.6% of top-up shopping. This is likely to be because the Zone 5 boundary finishes off half way through Ballymena town, and two of the main convenience goods shopping destinations were located outside of the Study Area, thus being included in the 'outside the study area' category. However, the Zone accounted for 19.4% of the overall market share for comparison goods shopping. Notably, whilst Londonderry was the most popular destination outside the Borough for Zone 1 residents, Ballymena was the most popular destination outside the Borough for residents in Zones 2, 3 and 4. Indeed, for residents in Zone 3 (Ballymoney area) and 4 (The Glens) it was the most popular destination of all, attracting 41.4% and 45.2% of all comparison goods spend respectively.

5.28 Zone 6 (Magherafelt) accounted for a small part of the overall market share for convenience and comparison goods, accounting for 4.2% of main food shopping and 9.4% of top-up shopping, and 3.4% of the overall market share of comparison spend across the Study Area.

Summary

5.29 Residents in Zones 1-4, which broadly fits with the Borough boundary, carry out 90.4% of all their convenience goods shopping, and 61.6% of their comparison goods shopping, within the Borough itself. Relative to other areas we have studied across the UK, these are high levels of retention and point towards a healthy level of retail provision in general. Whilst each of the Borough's towns is seen to provide well for its immediate population in terms of convenience goods provision, Coleraine is very much the dominant centre when it comes to comparison goods provision. When residents cannot meet their comparison goods needs in Coleraine though, the survey suggests that they turn to Londonderry or Ballymena rather than other centres within the Borough.

5.30 We examine in the following Section how these market share patterns relate to floorspace capacity over the Plan period.

6.0 Retail Capacity

Introduction

6.1 One of the key aims of this Study is to provide recommendations on the capacity for new retail floorspace over the plan period to 2030. The use of long term projections should be treated with caution and reviewed regularly in order to test the accuracy of the forecasts against emerging datasets. External national and international factors can influence the wider performance of the economy, which can have trickle down effects on local shopping patterns. One such example has been the trend toward convenience discounters (such as Lidl in response to the period of economic downturn between 2008 and 2013.

6.2 We would also note that any identified retail capacity across the Study Area does not necessarily equate to justification for new retail floorspace in and of itself (especially in out-of-centre locations), and any such development would be required to be assessed in line with regional policy in terms of impacts on the vitality and viability of town centres, the potential to prejudice emerging town centre developments, and the 'town centre first' sequential approach to site selection.

6.3 Detailed quantitative retail capacity tables are enclosed at **Appendix D.**

General Principles

6.4 Retail capacity modelling follows a consistent, robust methodology which incorporates a number of datasets and informed assumptions:

Expenditure (£m) - **Turnover (£m) = Surplus** or **Deficit (£m)**

6.5 As described in Section 4, Experian MMG3 census software is used to provide localised expenditure per capita per annum for various forms of retail spending. These figures are then projected forward on the basis of population growth, changes in expenditure over time and Special Forms of Trading (SFT) such as internet shopping.

6.6 The average (or benchmark) turnover of existing retailers across the Study Area is calculated on the basis of average sales densities, or turnover, per square metre. Various retail planning sources such as Verdict UK Food & Grocery Company Briefing Reports and Mintel Retail Rankings provide sales densities for all national multiple retailers. We contrast these benchmark figures against the 'actual' turnovers of existing stores and centres, which we derive from the household telephone survey.

6.7 We then measure the surplus or deficit between the benchmark turnover of existing facilities with Zones 1-4 and the actual survey derived turnover of the existing facilities within Zones 1-4. If the total

turnover is greater than the available expenditure then the model would identify an oversupply of retail floorspace, whilst a surplus of expenditure would suggest capacity for additional retail floorspace.

6.8 Once the surplus or deficit of expenditure is calculated, it is then presented in floorspace figures (using average sales density assumptions) in order to demonstrate the findings within a 'real world' context. Often surplus figures are presented under a number of different scenarios representing various retailers. For example, considering convenience spend, discount retailers (such as Aldi and Lidl) operate at a lower sales density than the 'big 4' (Tesco, Asda, Sainsbury's and Morrisons).

6.9 For the purposes of this Study, we specifically analyse any surplus in expenditure relating to Zones 1-4 of the Study Area i.e. the area which broadly represents the Borough itself.

Capacity for Future Convenience Goods Floorspace

6.10 For robustness, when assessing the capacity for new convenience retail floorspace we adopt a constant market share in line with findings of the latest household survey on the basis of the comparable strength of offer of the surrounding centres.

6.11 In addition to allowing for growth in retail expenditure over the plan period (as considered in Section 4), we utilise data provided within the Experian Retail Planner Briefing Note in order to take account of forecast growth in efficiencies in retailers trading (for example, through the adoption of new technologies and more efficient use of available floorspace). Floorspace efficiencies are estimated to have a greater impact on comparison retailers than convenience retailers over the plan period as the rise of food discounting continues to subdue projected efficiencies in turnover of existing convenience retail floorspace.

6.12 We go on to make a number of statistical assumptions through the quantitative capacity exercise in order to account for a number of variables:

- Utilising a 'goods based' approach, we strip out expenditure for non-food comparison goods such as clothing, household goods, CDs, DVDs and other media that are now commonly sold at major foodstores. These assumptions are made in line with floorspace figures sourced from Verdict UK or, where data is not available, Nexus professional judgement based on site visits.

- We also make assumptions as to the gross to net sales floorspace of each store, again utilising online planning records where available, Verdict UK Food & Grocery Retailers 2014 or Nexus professional judgement.

- Finally, we consider whether foodstores are likely to attract any additional 'inflow' from outside of

the Study Area. We have based this assessment on the results obtained from survey Zones 5, 6 and 7, as well as potential inflow from other areas in Northern Ireland and the tourism industry.

6.13 As described above, we then go on to calculate the anticipated turnover of all major convenience goods operators on the basis of the published company sales data, referred to as 'benchmark turnover'. By comparing the turnover estimates derived from the findings of the household survey (total available expenditure distributed on the basis of each destination's market share) to the benchmark turnovers, we are able to establish where stores are trading above (overtrading) or below (undertrading) company averages.

6.14 As smaller convenience retailers and local traders may not publish annual turnover figures and there is not a standardised dataset available, local town centre stores are assumed to be trading in line with the findings of the household survey (at 2016) i.e. 'at equilibrium'. We provide a detailed assessment of this benchmark exercise measuring the performance of convenience retailers at Table 5, **Appendix D**.

6.15 On the basis of the household survey, we identify that convenience retailers within Zones 1-4 turnover an estimated £322.6m from residents of Zones 1-4, plus an additional £18.6m of inflow trade from beyond Zones 1-4. The combined figure of £341.2m, is £108.3m higher than the benchmark turnover of £232.8m at 2016. This 'overtrade' equates to existing stores and centres trading at around 46.5% above company averages. Very notably, the largest foodstores in the Borough are all surveyed to over-trade by significant amounts – Tesco in Limavady by £30.4m, Tesco in Ballymoney by £29.8m, Sainsbury's in Coleraine by £21.4m and Asda in Coleraine by £16.8m. The combination of these stores' over-trade is £98.4m, which accounts for the vast majority of the net over-trade position.

6.16 Only a handful of stores are shown to under-trade. Of those which do, the most significant is the Tesco in Coleraine (-£3.2m).

Figure 6.1 | Convenience Goods Surplus in Zones 1-4

Year	Benchmark Turnover (£m)[1]	Survey Turnover (£m)[2]	Inflow (£m)	Surplus Expenditure (£m)
2016	232.8	322.6	18.6	108.3
2020	230.8	320.8	18.5	108.6
2025	230.1	322.0	18.6	110.5
2030	231.2	323.4	18.7	110.9
Zone 1-4 Market Share (%)		**90.4%**		

[1] Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 14 (November 2016)

[2] Assumes constant market share claimed by Causeway Coast & Glens Borough facilities at 90.4% from Zones 1-4 (allows for no inflow)

Source: Table 6a, Appendix D

Figure 6.1 identifies a surplus of £108.3m expenditure in 2016, rising to £108.6m in 2020 taking account of increases in population, expenditure and floorspace efficiencies. Surplus is estimated to grow to £110.5m by 2025 and £110.9m by 2030.

6.17 'Inflow' is the amount estimated to be taken by each store or centre in Zones 1-4 from beyond the Study Area. This is based on known inflow form the household survey form Zones 5-7, as well as professional judgment for any inflow (i.e. from tourist) which might occur from beyond the Study Area. In this case, we have primarily based our estimates on tourist trade to tourist or holiday destinations such as Portrush and Portstewart, for example, which are assumed to receive a 10% inflow of trade from outside the Study Area. Smaller amounts are assumed to flow into Coleraine and other parts of the Borough. Our estimates are likely to be conservative, which we consider to good practice when considering floorspace capacity.

6.18 We then consider committed and extant permissions for new convenience retail floorspace across the Borough that could come forward over the next few years. This includes any developments which are currently under construction in or after January 2017, and so would not have been operating at the time of the household telephone survey. We do not take into account proposed allocations for retail floorspace in Development Plan that do not benefit from extant and implementable permission over the plan period. In total, these committed developments equate to a net convenience floorspace of 1,562 sq m and an estimated turnover of £10.3m (see Table 6c at Appendix D)

Figure 6.2 | Convenience Goods Floorspace Capacity in Zones 1-4

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min[1]	Max[2]
2016	108.3	10.3	98.0	7,700	9,700
2020	108.6	10.3	98.3	7,800	9,800
2025	110.5	10.2	100.2	7,900	10,000
2030	110.9	10.3	100.6	7,900	10,000

[1] Average sales density assumed to be £12,777 per sq m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2015

[2] 50% of residual expenditure assumed to be consumed by leading four supermarkets (£12,777sq m) and 50% assumed to be consumed by discount operators (£7,440 per sq m) as identified by Verdict 2014 and Mintel 2015. This equates to £10,108/sq m.

Source: Table 6d, Appendix D

6.19 Taking account of committed turnover (see Table 6c at Appendix D), we identify a residual expenditure of £98.0m at 2016, increasing to £100.6m at 2030. As previously discussed, the majority of this residual is made up from the over-trade at existing stores, rather than through expenditure growth. Using average sales densities to calculate a minimum floorspace scenario (a large supermarket operator) and a maximum floorspace scenario (a combination of discount foodstores

and larger supermarket operators), we calculate that, when the Borough is viewed as a whole, there is capacity for additional convenience goods, as identified in Figure 6.2. This is notwithstanding the range of committed developments.

6.20 There is floorspace capacity across the Borough in 2016 (7,700 – 9,700 sq m), and this floorspace capacity figure is expected to continue to grow marginally to 2030 (7,900 – 10,000 sq m). To provide an idea of the material return of the floorspace capacity, 7,900 sq m net is approximately the size of 2 large supermarkets. We then take the Borough-wide figure and look at how this capacity might be distributed on a town-by-town basis. This exercise is carried out in Tables 6e – 6af at Appendix D. We apportion the floorspace capacity based on existing market share performance from Zones 1-4. This exercise shows that stores and centres in Zones 1-4 attract 90.4% (£322.6m) of the expenditure carried out by residents of Zones 1-4 (£356.7m). This market share is broken down as follows between the towns of the Borough:

- Coleraine – 39.1%
- Limavady – 17.4%
- Ballymoney – 21.2%
- Ballycastle – 5.7%
- Portrush – 0.7%
- Portstewart – 3.3%
- Rest of the Borough – 3.1%

6.22 Based on these constant market shares through until 2030, convenience goods floorspace capacity in the Borough is divided as shown in Figure 6.3. The results show that the majority of forecast capacity would be diverted in similar proportions to Coleraine, Limavady and Ballymoney. There are negative capacity shows in Ballycastle, largely because of the significant number of existing commitments, and in Portrush, due to its current under-trade position, where the Lidl is shown to trade at below company expectations. We discuss the apportionment of convenience goods capacity further in Section 8.

Figure 6.3 | Convenience Goods Floorspace Capacity in Causeway Coast and Glens Borough

Year	Surplus Expenditure (£m)	Surplus Expenditure (£m)	Commitments (£)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
					Min[1]	Max[2]
2016	Coleraine	36.8	0.0	36.8	2,900	3,600
	Limavady	34.6	5.2	29.5	2,300	2,900
	Ballymoney	30.1	0.7	29.4	2,300	2,900
	Ballycastle	1.4	4.5	-3.1	-200	-300
	Portrush	-1.2	0.0	-1.2	-100	-100
	Portstewart	6.4	0.0	6.4	500	600
	Rest of Borough	0.2	0.0	0.2	0	0
	Borough Total	**108.3**	**10.3**	**98.0**	**7,700**	**9,700**
2020	Coleraine	37.0	0.0	36.8	2,900	3,600
	Limavady	34.6	5.1	29.4	2,300	2,900
	Ballymoney	30.1	0.7	29.4	23,00	2,900
	Ballycastle	1.4	4.5	-3.0	-200	-200
	Portrush	-1.2	0.0	-1.2	-100	-100
	Portstewart	6.4	0.0	6.4	500	600
	Rest of Borough	0.3	0.0	0.3	0	0
	Borough Total	**108.6**	**10.3**	**98.3**	**7,800**	**9,800**
2025	Coleraine	37.9	0.0	36.8	3,000	3,800
	Limavady	34.9	5.1	29.8	2,400	3,000
	Ballymoney	30.5	0.7	29.8	2,400	3,000
	Ballycastle	1.6	4.4	-2.9	-200	-300
	Portrush	-1.2	0.0	-1.2	-100	-100
	Portstewart	6.5	0.0	6.5	500	600
	Rest of Borough	0.3	0.0	0.3	0	0
	Borough Total	**110.5**	**10.2**	**100.2**	**7,900**	**10,000**
2030	Coleraine	38.0	0.0	38.0	3,000	3,800
	Limavady	35.0	5.1	29.9	2,400	3,000
	Ballymoney	30.6	0.7	29.9	2,400	3,000
	Ballycastle	-1.6	4.5	-2.9	-200	-300
	Portrush	-1.2	0.0	-1.2	-100	-100
	Portstewart	6.5	0.0	6.5	500	600
	Rest of Borough	0.3	0.0	0.3	0	0
	Borough Total	**110.9**	**10.3**	**100.6**	**7,900**	**10,000**

Source: Table 6a-6af, Appendix D. Figures may not add due to rounding.

Capacity for Future Comparison Goods Floorspace

6.23 In keeping with industry standards, the methodology for calculating capacity for comparison goods floorspace differs from that used to model capacity for convenience goods floorspace. The principal reason for this is that there are no robust, industry standard benchmark sales densities for calculating

the turnover of smaller independent retailers that typically make up the majority of the comparison provision of town centres (although it is noted that Mintel Retail Rankings do provide published sales densities for national multiple comparison retailers). This is particularly relevant to Causeway Coast and Glens Borough where independent retailers make up a significant mix of the retail offer in its town centres. Moreover, the trading levels of comparison retailers can fluctuate significantly depending on a number of localised variables, most notably the location of the retailer relative to similar providers (as customers are likely to link multiple comparison goods trips and retailers in proximity to each other provide a greater draw).

6.24 As such, we adopt the approach that comparison goods retailers across Zones 1-4 are trading 'at equilibrium' at 2016 (which adopts the survey derived turnover) and examine capacity by measuring the growth in available expenditure to 2030.

Figure 6.4 | Comparison Goods Surplus in Zones 1-4

Year	Total Borough Turnover (£m)[1]	Turnover from Zones 1-4 (£m)[2]	Inflow from Beyond Zones 1-4 (£m)	Surplus Expenditure (£m)
2016	330.3	284.9	45.5	0.0
2020	354.4	305.9	48.8	0.32
2025	395.9	356.2	54.5	14.8
2030	441.4	417.6	60.7	36.9
Zones 1-4 Market Share (%)		**61.6%**		

[1] Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 14 (November 2016)
[2] Assumes constant market share claimed by Causeway Coast & Glens facilities at 61.6% from Zones 1-4
Source: Table 26a, Appendix D

6.25 Based on the survey findings, we estimate that comparison goods retailers within Causeway Coast and Glens Borough turnover £284.9m, or 61.6% of available comparison goods expenditure in Zones 1-4 (£462.2m). We adopt a constant market share, assuming that the performance of comparison retailers within Causeway Coast and Glens Borough continues to be commensurate with its current market share. This equates to a total turnover of £441.4 by 2030.

6.26 Taking account of inflow, population and expenditure growth and forecast floorspace efficiencies, we identify a small surplus expenditure of £0.3m at 2020, rising to £14.8m by 2025, and £36.9m at 2030. As with convenience capacity modelling, we have taken account of committed comparison retail goods floorspace in Table 26c, which equates to a total of 2,273 sq m, or £10.2m of committed comparison goods turnover.

Figure 6.5 | Comparison Goods Floorspace Capacity in Zones 1-4

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min[1]	Max[2]
2016	0.0	10.2	-10.2	-1,900	-2,900
2020	0.3	11.0	-10.7	-1,800	-2,800
2025	14.8	12.0	2.8	400	700
2030	36.9	13.4	23.5	3,200	5,000

[1] Average sales density assumed to be £5,500 per sq m which Nexus considers to be towards the upper end of what could be achieved in Causeway Coast & Glens Borough

[2] Average sales density assumed to be £3,500 per sq m which Nexus considers to be towards the lower end of what could be achieved in Causeway Coast & Glens Borough

Source: Table 26d, Appendix D

6.27 Figure 6.5 identifies a deficit of expenditure at 2016 and 2020, whereby the level of turnover arising from commitments is likely to outstrip expenditure growth. However, this reverts to a surplus of £2.8m at 2025, increasing to £23.5m at 2030. We go on to utilise typical sales densities for national multiple retailers (the upper end of what could be achieved) to provide assumed minimum floorspace estimates, and average sales densities for bulky goods retailers (the lower end of what could be achieved) to provide assumed maximum comparison goods floorspace capacity estimates. This available residual spend equates to a comparison goods floorspace capacity in 2020 of between -1,800 sq m and -2,800 sq m, rising to an estimated 400 sq m to 700 sq m at 2025, and between 3,200 sq m and 5,000 sq m at 2030.

6.28 In a similar fashion to our assessment of convenience goods, we then take the Borough-wide figure and look at how this capacity might be distributed on a town-by-town basis. This exercise is carried out in Tables 26e – 26af at Appendix D. We apportion the floorspace capacity based on existing market share performance from Zones 1-4. This exercise shows that stores and centres in Zones 1-4 attract 61.6% (£284.9) of the expenditure carried out by residents of Zones 1-4 (£462.2m). This market share is broken down as follows between the towns of the Borough:

- Coleraine – 46.0%
- Limavady – 5.1%
- Ballymoney – 6.8%
- Ballycastle – 2.0%
- Portrush – 0.5%
- Portstewart – 0.2%
- Rest of the Borough – 1.1%

6.29 Based on these constant market shares through until 2030, comparison goods floorspace capacity in the Borough is divided as shown in Figure 6.6. The results show that that there are only small

amounts of capacity available to support new comparison goods floorspace towards the end of the Plan period. Based on existing market shares, the majority of this capacity is forecast to be met in Coleraine (3,500-5,500 sq m net at 2030). These figures slightly exceed though the overall Borough-wide capacity figure at 2030. This is because of the effect of commitments in Limavady, Portrush and Portstewart, each of which are forecast to have an expenditure deficit through the majority of the Plan period.

Summary

6.30 There is a significant over-trade from existing foodstores, indicating that there is the opportunity for increased competition and new floorspace in convenience goods.

6.31 The level of existing commitments, totalling 2,273 sq m net, means that there is little identifiable capacity for any net additional comparison floorspace across Causeway Coast and Glens Borough until around 2025. Coleraine is the only town which is forecast as likely to move into any significant surplus of expenditure.

6.32 We discuss in Section 8, our recommendations as to how this floorspace capacity might be met.

Figure 6.6 | Comparison Goods Floorspace Capacity in Causeway Coast and Glens Borough

Year	Surplus Expenditure (£m)	Surplus Expenditure (£m)	Commitments (£)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
					Min[1]	Max[2]
2016	Coleraine	0.0	1.3	-1.3	-200	-400
	Limavady	0.0	1.3	-1.3	-200	-400
	Ballymoney	0.0	0.0	0.0	0	0
	Ballycastle	0.0	0.0	0.0	0	0
	Portrush	0.0	1.3	-1.3	-200	-400
	Portstewart	0.0	6.4	-6.4	-1,200	-1,800
	Rest of Borough	0.0	0.0	0.0	0	0
	Borough Total	**0.0**	**10.2**	**-10.2**	**-1,900**	**-2,900**
2020	Coleraine	0.2	1.4	-1.2	-200	-300
	Limavady	0.0	1.3	-1.3	-200	-400
	Ballymoney	0.0	0.0	0.0	0	0
	Ballycastle	0.0	0.0	0.0	0	0
	Portrush	0.0	1.4	-1.4	-200	-400
	Portstewart	0.0	6.9	-6.9	-1,200	-1,800
	Rest of Borough	0.0	0.0	0.0	0	0
	Borough Total	**0.3**	**11.0**	**-10.7**	**-1,800**	**-2,800**
2025	Coleraine	11.0	1.5	9.5	1,400	2,300
	Limavady	0.0	1.5	-0.2	0	-100
	Ballymoney	1.6	0.0	1.6	200	400
	Ballycastle	0.5	0.0	0.5	100	100
	Portrush	0.1	1.5	-1.4	-200	-300
	Portstewart	0.0	7.5	-7.4	-1,100	-1,800
	Rest of Borough	0.3	0.0	0.3	0	100
	Borough Total	**14.8**	**12.0**	**2.8**	**400**	**700**
2030	Coleraine	27.5	1.7	25.8	3,500	5,500
	Limavady	3.1	1.6	1.4	200	300
	Ballymoney	4.1	0.0	4.1	600	900
	Ballycastle	1.2	0.0	1.2	200	300
	Portrush	0.3	1.7	-1.4	-200	-300
	Portstewart	0.1	8.4	-8.2	-1,100	-1,800
	Rest of Borough	0.6	0.0	0.6	100	100
	Borough Total	**36.9**	**13.4**	**23.5**	**3,200**	**5,000**

Source: Table 26a-26af, Appendix D. Figures may not add due to rounding

7.0 Leisure & Other Town Centre Uses

Introduction

7.1 The leisure market has undergone drastic structural changes over the past few years. The economic downturn of 2008 to 2013 significantly changed consumers' spending behaviours, as previously discussed in Section 2. Even though overall spending on leisure was down during this period, the popularity of going to the cinema or theatre has steadily increased since, as has eating out at restaurants, cafés, or purchasing takeaway meals. ONS reported that in 2006 average weekly spend on '*restaurants and café meals*' was £12.80 (38.9% of total leisure spend) and in 2016 it had increased to £16.90 (45.1% of total leisure spend). Further commentary on recent and emerging leisure trends is included in Section 2 of this report.

7.2 This section of the Retail and Leisure Study provides a concise analysis of current and predicted trends influencing the leisure sector, as well as an examination of the performance of the Borough's existing leisure base, predominantly provided by the private sector.

Methodology

7.3 The results of the NEMS Household Survey offer an indication of locations/facilities where residents of the Study Area satisfy their leisure and cultural needs. As such, the survey enables us to analyse patterns of travel and potential deficiencies (those that are qualitative in nature) in the Causeway Coast and Glens Borough provision.

7.4 The modelling of future commercial leisure needs cannot be based upon the same quantitative model used to estimate retail need (as we have done in Section 6 by estimating future expected expenditure). We therefore appraise Causeway Coast and Glens' existing provision against recognised sector 'standards' or 'benchmarks'. The completion of this 'benchmarking exercise' allows us to establish deficits and where gaps in the provision of existing facilities may be.

7.5 There is a limited collection of uses within the leisure market for which reliable data can be obtained. These include; gyms and leisure centres, cinemas, and ten pin bowling. These uses require proportionally larger properties, and by virtue of their size, land parcels/sites may need to be identified through the development plan process and land allocated accordingly.

7.6 Public houses, restaurants, clubs, are typically accommodated in smaller units. By nature of their smaller size, the market can generally deliver units of this size unaided by intervention by the development plan process through allocations.

Existing Causeway Coast & Glens Market Share by Leisure and Cultural Sector

7.7 The NEMS household survey (January 2017) asked respondents to describe their leisure and cultural activities and habits. The responses to these questions (Questions 31 to 48) inform our understanding of leisure trends and needs in Causeway Coast & Glens. The breakdown of the answers to these questions is set out in full within **Appendix C** and we extrapolate the key results in this Section.

7.8 It is important to acknowledge that residents outside of Causeway Coast & Glens Borough may visit facilities in the Borough for leisure, recreation and cultural activities, as well as vice-versa. In response to this, the Study Area (from which respondents were engaged) encompasses Zones 5, 6 and 7 to understand the leisure habits of residents outside the Borough.

7.9 In the following sections we summarise and interpret the responses given to the household survey, paying particular attention to distance travelled in order to identify any gaps in provision, as well as general levels of satisfaction with Causeway Coast and Glens Borough's provision of leisure and cultural facilities.

Participation in Leisure Activities

7.10 In the first instance it is important to have an understanding of the participation rates and general popularity of leisure activities across the Study Area. In Question 31 of the household survey NEMS asked respondents to identify all of the leisure activities they participated in (respondents were allowed to identify as many options as they wished).

7.11 As evident in Figure 7.1, the most popular leisure activity across the Study Area is to go to a restaurant, which 75.9% of Study Area respondents indicated they do on at least an occasional basis. The second most popular activity is a trip to the cinema, which 45.9% of the respondents to Question 31 identified as an activity they partake in. Following this, 32.5% of respondents participate in visits to pubs / bars, while 30.9% visit theatres and concert halls. Visiting nightclubs (6.6%) and social clubs (6.2%) are found to be less popular activities for respondents to partake in. Similar figures are obtained when analysing responses from within Zones 1-4 with the most popular leisure activities being visiting a restaurant (70.0%) and going to the cinema (46.5%) and the least popular being going to nightclubs (6.4%) and social clubs (8.5%).

7.12 Based on our experience of undertaking similar studies elsewhere in the UK over recent years, leisure participation rates in the Study Area appear to be at the lower end of the usual spectrum.

Cinema visitation, for example, usually exceeds 50% and visits to pubs and bars normally exceeds 45%. We examine whether this might be due to a lack of supply of such facilities below.

Figure 7.1 | Participation in Leisure Activities by Zone (%)

Activity	Average	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Indoor Health & Fitness	18.3%	21.4%	12.7%	11.4%	16.6%	29.8%	27.1%	15.9%
Cinema	45.9%	56.1%	47.6%	39.9%	37.7%	49.6%	37.9%	46.5%
Restaurant	75.9%	72.6%	73.8%	65.8%	60.1%	77.1%	72.0%	84.9%
Pubs and Bars	32.5%	34.2%	28.1%	20.8%	43.2%	35.9%	29.2%	37.1%
Nightclub	6.6%	11.9%	4.7%	4.2%	6.1%	13.8%	11.1%	2.8%
Social Club	6.2%	9.4%	9.5%	8.3%	3.1%	2.3%	5.5%	4.5%
Ten Pin Bowling	19.6%	36.6%	21.0%	13.9%	15.6%	16.8%	14.1%	19.0%
Swimming	25.4%	43.6%	23.6%	25.3%	13.7%	38.6%	14.4%	21.3%
Theatre / Concert Hall	30.9%	30.2%	21.9%	23.2%	20.7%	32.1%	20.0%	43.7%
Museum / Art Galleries	15.3%	15.4%	18.6%	11.6%	16.1%	13.1%	7.0%	18.4%
Outdoor Activities	20.8%	28.7%	26.4%	13.6%	23.0%	30.5%	20.5%	14.3%
Non mentioned	11.9%	11.4%	11.6%	15.5%	22.3%	12.2%	14.1%	8.6%

Source: Question 31 of NEMS Household Survey, Appendix C

Leisure Destinations

7.13 The NEMS Household Survey then asked a series of questions to understand where residents of each zone usually undertook their chosen leisure activity. These results are summarised in Figure 7.2 below. In each case, we have focused on the most popular three venues. The fully tabularised results are found in **Appendix C**.

Figure 7.2 | Most Popular Leisure Destinations by Zone (%)

Activity	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Health & Fitness	Limavady	Coleraine	Ballymoney	Ballymena	Ballymena	Magherafelt	Londonderry
Cinema	Moviebowl, Londonderry	Movie House, Coleraine	Movie House, Coleraine	Movie House, Coleraine	IMC, Ballymena	Movie House, Maghera	Moviebowl, Londonderry
Restaurant	Limavady	Coleraine	Ballymena	Ballycastle	Ballymena	Magherafelt	Londonderry
Pubs and Bars	Limavady	Coleraine	Ballymoney	Ballycastle	Ballymena	Magherafelt	Londonderry
Ten Pin Bowling	Moviebowl, Londonderry	Superstrikes, Coleraine	Superstrikes, Coleraine	Superstrikes, Coleraine	Superstrikes, Coleraine	Superstrikes, Coleraine	Moviebowl, Londonderry
Swimming	Limavady	Coleraine	Ballymoney	Coleraine	Ballymena	Magherafelt	Londonderry
Theatre/Concert/ Museum/Gallery	Belfast	Belfast	Belfast	Belfast	Belfast	Belfast	Londonderry

Source: Questions 32-45 of NEMS Household Survey, Appendix C

7.14 Trends are evident in Figure 7.2. It is clear from the table that, for the most part, the Borough provides well for the majority of the leisure and cultural needs of the population. Looking at the residents of Zones 1-4, there are only a few occasions that residents travelled outside of those Zones primarily to visit the Theatre / Concerts / Museums / Gallery, when the overwhelming majority travelled to Belfast.

7.15 Other instances where people travelled outside of the Borough for leisure activities included residents of Zone 1 travelling to Londonderry to visit the Moviebowl for Cinema and Ten Pin Bowling activities, residents of Zone 3 travelled to Ballymena to visit restaurants, and residents of Zone 4 travelled to Ballymena for health and fitness.

7.16 We consider below a more in-depth analysis on a sector-by-sector basis of where residents are carrying out their trips.

Health and Fitness

7.17 As set out in Figure 7.1, the survey highlighted that 18.3% of Study Area residents participate in health and fitness centre activities. Health and fitness centres include both private and public facilities. Participation rates range across the Study Area, from 11.4% in Zone 3 (Ballymoney) to as high as 29.8% in Zone 5 (Ballymena). The Zones with the highest levels of participation were generally the Zones that had good health and fitness centres.

7.18 The results to Q32 at **Appendix C** show that 87.1% of Zone 1 residents got to facilities in either Limavady or elsewhere within Zone 1 (Limavady). The remainder travelled to Londonderry.

7.19 66.5% of respondents from Zone 2 (Coleraine) attended health and fitness facilities in Coleraine. Residents also attended facilities in Portrush, Portstewart, Coleraine Riverside Business Park and Ballymoney.

7.20 Residents of Zone 3 (Ballymoney) either travelled to Ballymoney (45.5%), other facilities in Zone 7 (Magherafelt) (29.1%) and Ballymena (19.6%).

7.21 The most popular facilities in the Study Area were Londonderry and Ballymena, with some residents from Zones 1, 2, 3 and 4 travelling outside of the Borough to visit health and fitness facilities. The Survey shows that residents of Zones 5, 6 and 7 were less likely to travel into Causeway Coast and Glens Borough to attend a health and fitness centre, with only residents of Zone 7 sometimes being shown to travel to Limavady (10.2%). The results show that residents of Zone 1 and Zone 2 stay within their zone to access health and fitness, whereas residents of Zone 3 are more likely to travel. The responses from Zone 4 were not representative enough to comment on.

7.22 Q33 suggests that residents who undertake health and fitness visits, do so between 1 and 2 times a week.

Cinemas

7.23 45.9% of Study Area residents make cinema trips. There are two particularly popular cinemas in the Study Area, which together attract a healthy 62.4% of all cinema trips made by residents of the Study Area (Q34). These are the Movie House, Jet Centre in Coleraine's Riverside Business Park (8 screens) and the Brunswick Moviebowl in Londonderry (7 screens), with the Coleraine cinema attracting 32.0% of all trips and the Londonderry cinema attracting 30.4% of all trips.

7.24 The Coleraine Movie House is the only cinema within Causeway Coast and Glens Borough and was well attended by residents of all zones in the Borough.

7.25 Residents of Zone 1 were more likely to visit one of the two cinemas in Londonderry (57.2%) than the cinema in Coleraine (38.9%), which is likely to be due to proximity and Londonderry generally being a larger place with a wider range of facilities and services.

7.26 Q35 shows that, on average, residents of the Borough who undertake a cinema trip, do so around once every 1 to 2 months.

Restaurants

7.27 75.9% of Study Area residents make restaurant trips. Q36 shows that around 76.0% of trips made by residents of Zones 1-4 are retained to restaurants within the Borough. The most popular destinations across those four Zones are Portrush, Coleraine and Limavady.

7.28 When considering the entire Study Area, Londonderry was the most popular destination for restaurants, accounting for 34.4% of all trips to restaurants. The next most popular across the Study area were Portrush (11.6%) and Coleraine (10.9%).

7.29 On trend with other leisure facilities, residents of Zone 1 (Limavady) were more likely to travel to Londonderry for restaurants (30.4%), than to Coleraine (8.4%).

7.30 4.4% of trips to restaurants by residents of Zones 1-4 were to Belfast.

7.31 Q37 suggests that, on average, residents of the Study Area who visit restaurants, do so around once every month.

Bars, Pubs, Social Clubs and Nightclubs

7.32 The survey results show that of the Study Area, the most popular locations for visiting bars, pubs, social clubs and nightclubs, are Londonderry (29.1%), Ballymena (11.7%), Portrush (8.2%) and Limavady (8.2%).

7.33 When considering Zones 1 to 4 only, Zones 1, 3 and 4 each retain around 76% of visits within the Borough, while Zone 2 retains 100% of visits within Zones 1 and 2. This shows that Zone 2, in particular, has a good provision of bars, pubs, social clubs and nightclubs.

7.34 The majority of respondents stated they generally visit bars, pubs, social clubs or nightclubs once a month, as shown in Q39.

Ten Pin Bowling

7.35 19.6% of respondents stated that they participated in ten-pin bowling.

7.36 There are only two ten pin bowling facilities within the Study Area. These are Superstrikes, Jet Centre (10 lanes) in Coleraine Riverside Business Park (Zone 2) and Brunswick Moviebowl (16 lanes) in Londonderry (Zone 7). Of these two facilities, the more popular was the Coleraine facility, with 47.7% of respondents identifying that this is where they last participated in ten-pin bowling.

7.37 100% of respondents from Zone 2 and Zone 4 undertook ten-pin bowling at the facility in Coleraine. Respondents from Zone 1 attended both the facility in Coleraine (40.7%), and the facility in Londonderry (59.3%), while respondents from Zone 3 attended the facility in Coleraine (76.0%) or another facility (24.0%) outside of the Study Area.

7.38 Interestingly, the Coleraine facility was also popular with respondents from Zone 6 (Magherafelt), who were more likely to attend the facility in Coleraine (88.3%) than the facility in Londonderry

(11.8%). There was also shown to be some inflow of trade from Zone 5 (Ballymena), but none from Zone 7 (Londonderry).

7.39 Q41 suggested that those who undertake ten-pin bowling trips do so on average around every 3 months.

Swimming

7.40 Around 25.4% of Study Area residents swim regularly. Q42 showed that of all trips across the Study Area, 48.7% were within Zones 1 to 4. The majority of trips undertaken by Zone 1 to 4 residents were to Limavady (38.9%), Coleraine (33.0%) and Ballymoney (20.7%).

7.41 Zone 2 had the highest retention rate of visits, with 100% of respondents from Zone 2 remaining within the Borough to swim, 74.7% within Coleraine. Zones 1 and 3 also had high retention rates with 91.2% and 91.1% remaining within Zones 1 to 4. Residents of Zone 4 were more likely to travel outside the Borough, with 62.1% swimming at facilities within the Borough.

7.42 Q43 suggests that those residents in the Study Area who go swimming, do so on average around once a week.

Theatres, Galleries and Museums

7.43 Trips to theatres, galleries and museums were generally more likely to be undertaken outside of the Study Area, with the most popular location being Belfast, accounting for 49.7% of trips. Londonderry was the next most popular location, accounting for 30.6% of trips.

7.44 Just 6.7% of trips by Zone 1 residents were undertaken in Zones 1 to 4, 15.8% from Zone 3, and 21.4% from Zone 4. Zone 2 had by the far the highest retention rate, with 52.9% of trips staying within the Zones 1 to 4.

7.45 The survey showed there to be no inflow of trips to Zones 1-4 from Zone 6 or Zone 7, however there was a small amount of inflow from Zone 5 (13.1%).

7.46 Q45 of the survey suggested that residents undertake a trip to cultural facilities around once every three to six months.

The Need for Additional Leisure Facilities

7.47 Question 49 of the Household Survey found that the majority of responses in the Study Area (69.9%) did not identify any leisure facilities that they wished to see more of. This suggests that residents are largely happy with the provision of facilities. Such a response is typical of our surveys of many parts of the UK.

7.48 When breaking the responses down by Zone, Zone 2 had the highest rate of satisfaction, with 73.3% of respondents identifying they did not require any additional leisure facilities. By comparison, only 41.2% of respondents from Zone 4 identified the same, indicating there may be some gaps in the supply of leisure facilities in this area. Zone 1 and Zone 3 residents appeared to be reasonably satisfied, with 69.7% and 50.7% of respondents respectively identifying they did not wish to see any additional facilities.

7.49 In Figure 7.3, we isolate those responses by residents across the Study Area to identify what the main requests for new leisure facilities were from residents of the Borough. More than one suggestion was allowed.

7.50 The results show that the highest demand facility is a new swimming pool in Zone 4, with 35.2% of respondents identifying this facility. This far exceeded requests elsewhere in the Borough and may point to a lack of facilities in the area, as well as demand for such a facility. A leisure centre (11.7%), and more children's facilities (10.0%) were also identified as facilities that people would like to see in Zone 4.

7.51 Zone 3 responses were greatest for more children's facilities (10.4%) and a cinema (9.0%). In Zone 1, responses were high for a swimming pool (11.1%), although not nearly as high as in Zone 4 as mentioned previously.

7.52 Interestingly, there were no stand out facilities requested by respondents from Zone 2, indicating that Zone 2 is well supplied in terms of leisure facilities.

Figure 7.3 | Leisure Facilities Causeway Coast & Glens residents wish to see more of (%)

Activity	Average	Zone 1 Limavady	Zone 2 Coleraine	Zone 3 Ballymoney	Zone 4 The Glens	Zone 5 Ballymena	Zone 6 Magherafelt	Zone 7 Londonderry
None or Don't know	**69.9%**	69.7%	76.7%	50.7%	41.2%	61.6%	78.8%	77.0%
Swimming Pool	**5.0%**	11.1%	1.3%	1.3%	35.2%	7.0%	5.1%	1.6%
More Children's Facilities	**3.8%**	6.1%	3.6%	10.4%	10.0%	0.0%	0.7%	2.4%
Cinema	**3.4%**	5.2%	0.8%	9.0%	5.0%	0.0%	3.5%	3.1%
Leisure centre	**2.8%**	3.6%	0.7%	2.9%	11.7%	2.2%	1.7%	3.1%
Health and Fitness (gym)	**2.5%**	7.0%	2.1%	2.2%	3.0%	3.5%	3.5%	0.8%
Bowling Alley	**2.3%**	0.0%	0.0%	2.3%	1.6%	9.1%	5.7%	0.7%
Ice Rink	**2.3%**	0.0%	5.2%	4.0%	0.0%	0.0%	0.0%	2.7%
Others	**11.6%**	6.7%	14.2%	23.0%	17.8%	14.9%	1.9%	12.7%

Source: Question 49 of NEMS Household Survey, Appendix C (multiple responses allowed to this question)

Capacity for Additional Leisure Facilities

7.53 Having identified existing market shares and examined the demand for new facilities from the Borough's residents, we consider here the potential supply-side issues for the provision of new leisure facilities. The purpose of this assessment is to examine the realism of the provision of new facilities.

7.54 Due to the nature of the leisure market we have chosen to adopt a different assessment methodology from that used to analyse the quantitative capacity in the retail market. The reason for this primarily relates to the degree to which the leisure market is disaggregated. However, the lack of reliable data for a number of leisure uses (public houses, clubs etc.) is also an influencing factor; as the data available is not sufficient and would not represent credible information from which we can base our assessment.

7.55 The findings of the NEMS Household Survey allow us to assess the market share secured by facilities within the Borough and the wider Study Area for a variety of leisure sectors. As such, we have completed a 'benchmarking' exercise by referencing the estimated increases in the Study Area population. The results of the 'benchmarking' exercise have been used to inform our conclusions with regards to the prospective future need for additional commercial leisure facilities in the Causeway Coast and Glens Borough.

Estimated Study Area Population

7.56 In Section 4 of this Retail and Leisure Study we set out our assessment of how the Study Area's population will grow at regular year intervals from 2016 to 2030 (i.e. at 2016, 2020, 2025 and 2030). We have calculated the population within each postal code sector using Experian Micromarketer G3 data and projected forwards using NISRA population forecasts.

7.57 The results are shown earlier in Figure 4.3.

Health and Fitness Capacity

7.58 A February 2015 report from Savills[77] identified that the level of health and fitness clubs in the UK is higher than it has ever been before, with more clubs and more members. In terms of membership rates across the whole of the UK, Savills estimate that 13.2% of the UK's population are registered members of private health and fitness clubs. In 2014 the membership rate was 12.6%. As at February 2015, Savills estimated that there were 6,112 fitness facilities in the UK.

7.59 Similarly, the Leisure Database Company's most up to date research (of June 2015)[78] suggests that there were in the region of 6,312 health and fitness clubs operating across the UK at 2015. We have taken an average of these two estimations, which gives a figure of 6,212 health and fitness clubs.

7.60 At the time these estimations were produced the UK population was projected at 65.1 million[79], and therefore, we calculate there to be on average one club for every 10,480 persons. Our calculations are summarised in Figure 7.4 below.

7.61 When estimating the potential requirement for additional health and fitness facilities in Causeway Coast and Glens, we have considered only the capacity within the Borough itself (Zones 1 to 4, rather than the wider Study Area (Zones 1 to 7). The reason for this is because the average person is likely to seek out and attend such facilities that are close to home (i.e. typical customer behaviour). Moreover, such trips are likely to be completed by a single person on a regular basis - i.e. one to two times a week, as shown by the household survey. The type and frequency of trips varies greatly compared to cinema or ten pin bowling activities. Visits to these kinds of leisure facilities are typically completed on a much less frequent basis and undertaken by groups of people and/or families. Consequently, participants in cinema or ten pin bowling activities are more willing to travel further distances.

[77] 'The UK's health and fitness sector', Savills online, 27 February 2015
[78] State of the UK Fitness Industry 2015, Leisure Database Company, June 2015
[79] As identified by the Office for National Statistics' UK Population mid-year estimate 23 June 2016 data release

7.62 Accordingly, the four zones which broadly comprise Causeway Coast and Glens have an identified estimated population of 161,919 at 2016, increasing to 166,280 at 2030. Based on the assumed benchmark identified above, we calculate that the Borough could support around 15 health and fitness clubs at 2016, increasing to around 16 clubs at 2030.

7.63 There are a total of four publicly owned and operated leisure centre complexes in the Borough – Joey Dunlop Leisure Centre (Ballymoney), Roe Valley Leisure Centre (Limavady), Coleraine Leisure Centre (Coleraine) and the Sheskburn Recreation Centre (Ballycastle).

7.64 The research completed by Nexus has also identified a number of small private health and fitness clubs in the Borough (estimated nine in total). These are of varying sizes. This brings the total health and fitness centre provision to 13 in the Borough. It is also important to note that there may be a limited number of smaller clubs which have not been identified as part of our assessment.

Figure 7.4 | Health and Fitness Centre Requirement in the Borough

Year	Causeway Coast & Glens Population (Zones 1-4)	Typical Population Required to Support Centre	Potential No. of Clubs Supported by Study Area
2016	161,919	10,480	15
2020	164,008	10,480	16
2025	165,646	10,480	16
2030	166,280	10,480	16

Note: Typical population to support a health and fitness club derived from the Leisure Database Company research (2015)

7.65 Taking account of the fact the assessment considers more mainstream facilities with larger memberships; it would appear that the current provision of 13 facilities is broadly sufficient for meeting likely demand (estimated at 15-16 clubs).

7.66 Notwithstanding this, our appraisal has made it evident that there appears to be limited representation of national multiple private gyms within the Borough. It should therefore be recognised that there may be an underlying qualitative need for additional facilities of this nature and scale. However, of note, recent trends, as identified by both Mintel and Savills, in health and fitness indicate a rise in the popularity of budget private gyms which may be applicable to the Borough[8081].

[80] 'Health and Fitness Clubs – UK', Mintel, July 2015
[81] 'The UK's health and fitness sector', Savills online, 27 February 2016

7.67 Moreover, our earlier assessment of potential latent demand amongst local residents suggested that there might be an opportunity to provide more comprehensively for residents in Zone 1 in particular (see Q49 of the household survey).

7.68 We have therefore identified there to be modest capacity for additional facilities in the period to 2030. This conclusion is based upon current rates of participation in the Study Area (18.3% of respondents to Question 31 of the survey). It is envisaged that the market will likely be able to facilitate the development of such facilities in appropriate locations through the development management process.

Cinema Capacity

7.69 The Borough has just one existing cinema – Movie House, Jet Centre in Coleraine's Riverside Business Park (8 screens) – which accounted for 66.0% of all cinema trips made by residents of the Zones 1 to 4.

7.70 In 2015, data kept by the British Film Institute specified a total of approximately 171.9 million cinema admissions in the UK in 2015 – the third highest annual admission count for the past decade[82]. Taking account of this spike in admissions, we have looked back at the data kept by the British Film Institute since 2006 to produce an average. This calculation delivers an average of 166.5 million cinema admission per year. In order to estimate the average number of admissions per year we have taken the approximate UK population in 2015 of 65.1 million[83], which suggests there were on average 2.6 admissions per person per year over the last decade.

7.71 The UK Cinema Association specifies that in 2015 there were a total of 4,115 cinema screens throughout the UK[84]. Again, we have looked back at the past ten years of data held by the UK Cinema Association in order to produce a ten-year average. This average allows us to produce a figure which may, in reality, better represent the 'right' number of screens to meet market demand. Our calculations result in an average figure of 3,790 screens.

7.72 Taking into account the estimations provided by both the British Film Institute and the UK Cinema Association, it is suggested that, on average, each cinema screen commands 43,931 admissions per year.

7.73 Through the application of our benchmarking exercise we have produced an estimate that from the Borough's 2016 population (161,919) there would be on average 420,989 cinema admissions, and that by 2030 this would increase to around 432,328 admissions. Following this, we have taken the

[82] 'The Box Office 2015 - BFI Research and Statistics', British Film Institute, April 2016
[83] As identified by the Office for National Statistics' 2015-Based National Population Projections 23 June 2016 data release
[84] 'UK cinema industry infrastructure', UK Cinema Association, Retrieved online in April 2016

assumed number of visits per screen and produced a finding that around 10 screens could be supported over the period to 2030. Figure 7.5 below sets out our findings.

7.74 This exercise suggests that the existing provision of 8 full-time screens within the Borough is enough to support the Borough population, and that the growth in population to 2030 will provide welcome additional patronage to the existing cinema without resulting in any significant demand for new screens.

7.75 On the basis of the foregoing, we would not recommend providing for any further cinemas.

Figure 7.5 | Cinema Screen Requirement in the Borough

Year	Causeway Coast & Glens Population (Zones 1-4)	Number of Cinema Visits Per Person	Attendance	Number of Admissions Required to Support Screen	Screens Supported by the Borough
2016	161,919	2.6	420,989	43,931	10
2020	164,008	2.6	426,421	43,931	10
2025	165,646	2.6	430,680	43,931	10
2030	166,280	2.6	432,328	43,931	10

Note: Number of cinema trips per person and number of admission per screen derived from BFI and UK Cinema Association data.

Ten Pin Bowling

7.76 Mintel is a global provider of Market Research, which provides information on trends and insight into the leisure sector. In terms of data on ten pin bowling trends in the UK, they are one of the only providers. As such we have looked to Mintel research to provide a general indication of the average number of ten pin bowling lanes per resident in the UK.

7.77 In 2011 Mintel identified a total of 5,773 bowling lanes throughout the UK[85]. Taking into account the UK population at the time this data was produced (63.3 million) and assessing this against the 2011 provision of ten pin bowling lanes; this results in a figure of one bowling lane per every 10,965 persons. We set this analysis out at Figure 7.6.

7.78 There is currently one ten-pin bowling facility in Causeway Coast and Glens Borough, comprising 14 standard lanes and 4 mini lanes.

7.79 Figure 7.6 below indicates that, based on the assumed benchmark, we calculate that around 15 lanes could be supported in the Borough in the period up to 2030. This slightly exceeds the current level of provision, although if including the recent addition of 4 mini bowling lanes, the current

[85] 'Tenpin Bowling – UK', Mintel, November 2011

provision exceeds the future capacity for additional lanes.

7.80 It is generally accepted, however, that ten pin bowling patronage in the main is reducing. Therefore, it seems likely that the existing level of provision is enough to cater for demands to the end of the Plan period.

Figure 7.6 | Ten Pin Bowling Requirement in the Borough

Year	Causeway Coast & Glens Population (Zones 1-4)	Typical Population Required to Support One Ten Pin Bowling Lane	Potential Number of Lanes Supported in the Borough
2016	161,919	10,965	15
2020	164,008	10,965	15
2025	165,646	10,965	15
2030	166,280	10,965	15

Note: Typical number of persons required to support a bowling lane derived from Mintel research

Community Facilities

7.81 Part of the NEMS Household Survey involved consideration of the views of local residents in terms of the potential need for new leisure facilities, community facilities and business facilities. The results of NEMS survey can be seen at Question 50 at Appendix C.

7.82 The exercise highlighted some interesting results. In overall terms, across the whole Study Area, the main suggestion for improvement was either the quantity or quality of tourist attractions (27.2% of respondents). This was followed by similar issues with the provision of hotels (16.6%) and cultural centres (16.0%). Hotels were a particular issue for Zone 4 residents, 31.2%, and Zone 2 residents, 20.5%, of whom identified a shortage.

7.83 27.0% of respondents from Zone 1 identified they would like to see more cultural centres, and 36.3% identified more tourist attractions. Similar, Zone 4 residents identified they would also like to see more cultural centres (20.5%) and more tourist attractions (33.1%).

7.84 Of note, 59.7% of all respondents across the Study Area could not suggest an improvement.

Summary

7.85 As part of this Retail and Leisure Study, Nexus has measured Causeway Coast and Glens existing leisure provision against 'benchmarks' in order to ascertain whether there are any gaps in the market where demand is not being met by existing provision.

7.86 In terms of existing market shares, the Borough provides well for its population in terms of health and fitness, indoor sports, cinemas, ten-pin bowling and bars/pubs. As such, there is no identified latent capacity for any of the activities that we have been readily able to forecast into the future; health and fitness clubs, cinema screens or ten-pin bowling lanes. This is largely a factor of the Borough's reasonably stable population, with only limited growth predicted through to 2030.

7.87 Turning to consider the requests for new facilities in the Borough (Question 49 of the household survey); there were no substantial numbers in any one category, with 69.9% of all respondents unable to identify any particular need. In our experience of similar studies across the UK, this is around the average of what might be expected, and suggests that the Borough provides well enough for its residents. A new swimming pool was the most popular request (5.0% of responses), and was particularly desired in Zone 4 (35.2%). This far exceeded requests elsewhere in the Borough and may point to a lack of facility and demand in the area. However, the demand for such a facility would need to be explored. There also appears to be demand for additional children's facilities, with residents of Zones 1 (6.1%), 3 (10.4%) and 4 (10.0%) all identifying that they would like to see more. Further, more sports facilities was also a popular response, with 4.2% of respondents across the Borough, and 10.5% in Zone 3, and 6.4% in Zone 4.In light of our findings, we do not think that it is necessary for the Council to plan for any significant new major leisure or community facilities over the Plan period by way of specific site allocations.

7.88 However, in light of our analysis, we would recommend that the Council be open to the idea of:

a) Welcoming any qualitative improvements to the stock of health & fitness clubs across the Borough;

b) The possible addition of a swimming pool in Ballycastle to account for the expressed demand;

c) Possible additional children's facilities across the Borough; and

d) Improvements to the quantitative and qualitative provision of hotels in the Zone 4 – The Glens area.

8.0 Summary and Recommendations

Introduction & Policy Basis

8.1 This Retail and Commercial Leisure Capacity Assessment has been instructed in order to form part of the evidence base to support the emerging Causeway Coast & Glens Local Development Plan (up to 2030) in accordance with national policy requirements.

8.2 The SPPS (September 2015) explains that its aim "*is to support and sustain vibrant town centres across Northern Ireland through the promotion of established town centres as the appropriate first choice location of retailing and other complementary functions, consistent with the RDS*" (Paragraph 6.270). Ensconced within this aim is to "*secure a 'town centres first' approach for the location of future retailing and other town centre uses*" (Paragraph 6.271).

8.3 Linked to these primary aims, the SPPS goes on to explain that "In preparing LDPs councils must undertake an assessment of the need or capacity for retail and other main town centre uses across the plan area. Councils must also prepare town centre health checks and regularly review these (preferably at least once every five years)" (Paragraph 6.274).

8.4 The Council has therefore appointed Nexus to provide a robust quantitative base for their retail and leisure capacity projections over the remainder of the Plan period to 2030. In conjunction with this Study, we have conducted and analysed a household telephone survey which enables us to understand existing market share patterns, and the performance of existing centres and stores. This has informed our quantitative capacity assessment.

8.5 The Council is undertaking a health-check assessment of its town centres (as prescribed at Paragraph 26.285 of the SPPS), and the findings of this, when available, will also be an important component of the evidence base. However, we have utilised our own findings to provide recommendations as to the potential future quantum and location of new town centres' floorspace below. In doing so, we are mindful of the SPPS guidance on promoting a 'town centres first' approach.

Qualitative Retail Capacity Assessment

Trends

8.6 Prior to conducting our quantitative assessment, we analysed, in Section 2, the retail and leisure trends which have prevailed over recent years in Northern Ireland, and the UK as a whole. With particular regard to Northern Ireland, there has been demonstrable growth in new comparison goods operations in recent years, set against a background of general economic caution. In the short-term

though, it is clear that the relative weakness of the Pound against the Euro is a boost to trade and tourism.

Town Centre Composition

8.7 Following on from this, we examined, in Section 3, a snapshot of how the Borough's six Town Centres were performing at this point in time. This assessment highlighted the following key aspects:

- Coleraine had a population of 23,740 at the 2011 Census and is the largest town centre within Causeway Coast and Glens Borough. The town centre is made up of 431 units according to recent LPS data, with a net floorspace of 99,462 sq m. When comparing the composition of the town centre, it was noted that the town centre has a higher proportion of both comparison units and floorspace than the UK average, and a significantly higher rate of vacant units and vacant floorspace. Coleraine Town Centre competes with Riverside Business Park, an out-of-centre retail centre offering a variety of large plate predominantly comparison units. Both the town centre and Riverside prove popular with residents across the Borough under our surveys.

- Limavady is the next largest town, with a population of 12,043 at the 2011 Census. The town centre comprises 198 units totalling 36,220 sq m, about half of the Northern Ireland average and only around a third the size of Coleraine Town Centre. The centre competes for trade with both Coleraine and Londonderry given its proximity. LPS data indicates that Limavady is comparable to the UK average town centre composition for most categories. The largest deviation occurs in the retail services category, with a proportion of 39.4% of units, compared to the UK average of 47.8%.

- While Ballymoney has a slightly smaller population than Limavady (10,042 at the 2011 Census), it actually has a significantly larger town centre (47,005 sq m), The GL Hearn and LPS data show that the town centre has a higher proportion of vacant units compared to the UK average. When compared to UK averages, Ballymoney has a similar proportion of convenience and comparison units and floorspace, a generally lower proportion of retail services, and a significantly higher proportion of vacant units (24.0%).

- Ballycastle is a smaller town centre (16,913 sq m) and is situated on the north east coast with a population of 5,237 as of 2011. The GL Hearn study undertaken in 2014 includes Ballycastle as one of four main town centres within Causeway Coast and Glens. A Co-op Supermarket plays an important function in underpinning the centre. The town centre has a similar composition to the UK average in terms of both number of units and floorspace, although it has a noticeably a higher proportion of vacant units (20.7%).

- Portrush is a seaside town with a population of 6,442 at 2011, and will host the British Open Golf tournament in 2019 at Royal Portrush. The tournament is expected to contribute significantly to the tourist trade. When considering the composition of the town centre in relation to the proportion of units, Portrush is very comparable to the UK averages in all categories. While Portrush's composition by unit is very similar to the UK average, there was more deviation when studying floorspace. The amount of convenience floorspace was significantly less than the UK average (6.4% compared with 15.2%), while retail services floorspace was higher (49.6% compared with 39.2%). The amount of vacant floorspace was lower than the UK average (4.5% compared with 9.2%), which is interesting considering most of the other towns included in the Borough generally have a higher vacancy rate than the UK average, with the exception of Limavady.

- Portstewart is a seaside town with a population of 8,003 at 2011. The Irish Open Golf tournament was played at Royal Portstewart Golf Course in July this year and, like Portrush, the town benefits from significant tourist trade. The town centre is small by comparison to other town centres within the Borough (9,943 sq m), but, interestingly, its composition by unit is very similar to the UK average. There is more deviation when considering floor area, though each category is still reasonably similar.

8.8 Overall, the six town centres present a range of composition characteristics, some being very similar to UK averages, and others being quite variable. The most similar town to UK averages was Portstewart, the smallest town centre, while some of the largest variations occurred in the larger town centres such as in Coleraine. The overall picture is that town centres in Northern Ireland are characterised by a greater proportion of comparison goods shopping within town centres. Unlike other parts of the UK where there is extensive provision of bulky and non-bulky items in out-of-centre retail parks, this is less prevalent within the Borough. The corollary is that retail services are proportionately less represented, more often being met in smaller neighbourhood parades or in village centres.

Market Share Assessment

8.9 We establish that an appropriate Study Area covers seven Zones in Section 4, with Zones 1-4 broadly comprising the extent of the Borough. Adopting NISRA population growth rates, we identify that the population of Zones 1-4 is forecast to grow by 2.7% from 161,919 in 2016 to 166,280 by 2030. Adopting appropriate growth rates and discounting special forms of trading, we then arrive at potential expenditure levels available within Zones 1-4 of £357.7m at 2030 in convenience goods, and £677.4m in comparison goods.

8.10 Having considered the underpinning matters of population, expenditure and special forms of trading in Section 4, we then moved on in Section 5 to analyse the market shares arising out of the Household Telephone Survey of 700 households in the Study Area. The key outcomes for both convenience and comparison goods are summarised in the tables below.

Figure 8.1 | Convenience Goods – Overall Market Share of Study Area Residents' spending (%)

Destination	Main Food	Top-up Food
Zone 1 | Limavady	9.6%	9.7%
Zone 2 | Coleraine	22.0%	15.7%
Zone 3 | Ballymoney	8.8%	12.5%
Zone 4 | The Glens	2.2%	3.7%
Borough sub-total	*42.6%*	*41.6%*
Zone 5 | Ballymena	1.8%	10.6%
Zone 6 | Magherafelt	4.2%	9.4%
Zone 7 | Londonderry	26.6%	30.6%
Total Zone 1 - 7	75.1%	92.3%
Outside of Study Area	24.9%	7.7%
Total	**100%**	**100%**

8.11 The convenience goods market share results show the majority of main food shopping (75.1%) and top up shopping (92.3%) was retained within the Study Area. It was revealed that the main food shopping retention was lower than the top-up shopping retention rate as two of the main supermarkets in Ballymena were located just outside the Study Area. When focussing in only on the proportion of Study Area residents spend in the Borough, the figures were similar for both main food (42.6%) and top-up shopping (41.6%).

8.12 Of perhaps even greater significance to the Council, we then isolated where residents of the Borough itself undertook their convenience shopping trips. The results are set out in Figure 8.2 below, and show that the Borough retains 90.4% (£322.6m) of its own residents' spending. Only 9.6% (£34.2m) of convenience good trade 'leaks' elsewhere to destinations such as Ballymena and Londonderry. Our experience of similar studies elsewhere suggests that this is a healthy retention rate and that existing foodstores in the Borough are satisfactorily meeting local residents' expectations.

Figure 8.2 | Convenience Goods – Overall Market Share of Zone 1-4 Residents' spending (%)

Destination	All Convenience	
	£m	%
Zone 1 | Limavady	69.2	19.4%
Zone 2 | Coleraine	156.1	43.8%
Zone 3 | Ballymoney	75.8	21.2%
Zone 4 | The Glens	21.5	6.0%
Total Zone 1-4	**322.6**	**90.4%**
Zone 5 | Ballymena	7.5	2.1%
Zone 6 | Magherafelt	3.4	0.9%
Zone 7 | Londonderry	9.5	2.7%
Total Zone 1 - 7	**342.9**	**96.1%**
Outside of Study Area	13.8	3.9%
Total	**356.8**	**100%**

Source: Appendix D, Table 4

8.13 Turning to consider individual destinations, Figure 5.4 showed that the Borough's stock of Tesco stores currently dominate in terms of trade attractions. The four best performing convenience destinations within the Study Area are all Tesco stores: Londonderry (£65.8m per annum), Ballymoney (£53.5m), Limavady (£49.5m), and Ballymena (£49.3m).

8.14 Turning to consider comparison goods, Figure 8.3 shows that 86.5% of all Study Area residents' spending is retained within the Study Area itself. The market share of the Borough's facilities is considerably lower, at 32.1% of all spending. The results show a fairly similar spread of market share for the Borough within each category, ranging from the attraction of 44.0% of all electrical goods trade, through to 19.1% of all recreation goods trade, with all other categories falling in between.

Figure 8.3 | Comparison Goods – Market Share of Study Area Residents Spending (%)

Destination	Comparison Goods Spending								
	Clothing	Books etc.	Household	Recreation	Chemist	Electrical	DIY	Furniture	All Comparison
Zone 1 | Limavady	3.5%	3.2%	1.6%	1.0%	9.5%	7.4%	3.3%	2.4%	**3.1%**
Zone 2 | Coleraine	21.5%	27.4%	26.2%	16.7%	21.0%	27.0%	34.9%	21.3%	**24.8%**
Zone 3 | Ballymoney	2.0%	3.2%	2.6%	1.2%	5.5%	8.1%	2.0%	6.9%	**3.3%**
Zone 4 | The Glens	0.5%	0.6%	0.9%	0.2%	2.8%	1.5%	2.1%	2.1%	**0.9%**
Zone 1 -4 | Total	*27.5%*	*34.4%*	*31.3%*	*19.1%*	*38.8%*	*44.0%*	*42.3%*	*32.7%*	***32.1%***
Zone 5 | Ballymena	25.0%	20.3%	13.2%	24.7%	15.5%	13.0%	6.7%	14.7%	**19.4%**
Zone 6 | Magherafelt	2.5%	1.2%	2.9%	1.8%	8.5%	3.7%	4.6%	4.0%	**3.4%**
Zone 7 | Londonderry	29.8%	35.8%	36.1%	41.0%	31.7%	30.8%	37.3	36.2%	**31.6%**
Zone 1-7 | Total	*74.9%*	*97.7%*	*83.4%*	*85.4%*	*94.6%*	*91.4%*	*91.0%*	*87.7%*	***86.5%***
Outside the Study Area	15.1%	8.3%	16.4%	13.6%	5.4%	8.6%	9.0%	12.3%	**13.5%**
Total	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

8.15 When considering only the market shares of Zones 1-4 residents, Figure 8.4 below shows that the retention rate for comparison goods shopping in Zones 1 to 4 (the Borough) is 61.6%. This figure is indicative of the geographic relationship of the Borough with other major towns nearby including Londonderry to the west and Ballymena to the south. Both towns provide a larger offer of comparison goods, and therefore account for a significant part of the leakage rate of 38.4%.

8.16 Unsurprisingly, of the Zones broadly representing the Borough area, Coleraine was the most popular for comparison goods, and Londonderry was the most popular when considering the Zones outside of the Borough.

Figure 8.4 | Comparison Goods – Breakdown of Residents Spending by Zone (Zones 1-4)

Destination	Spend in Zone (£m)	Spend in Zones 1-4 (£m)	Spend Elsewhere (£m)	Spend in Total (£m)	% of total spend within Zones 1 -4
Zone 1 | Limavady	20.6	37.3	61.6	98.9	37.7%
Zone 2 | Coleraine	153.4	165.4	32.5	197.9	83.6%
Zone 3 | Ballymoney	22.5	60.5	59.0	119.5	50.6%
Zone 4 | The Glens	7.4	21.7	24.2	45.9	47.3%
Total		£284.9m	£177.3m	£462.2m	61.6%

Source: Appendix D, Tables 9-23

Quantitative Retail Capacity Assessment

Convenience Goods

8.17 In Section 6 we built on the work carried out in Sections 4 and 5 to set out our forecast capacity for the remainder of the Plan period. Importantly, this work takes full account of the amount of committed floorspace via approved permissions which are either under construction or which remain extant, as at 1st April 2017.

8.18 Based on the household survey, we identify that convenience retailers within Causeway Coast and Glens turnover an estimated £322.6m, which is higher than the benchmark turnover of all those facilities, which is £232.8m at 2016. This overtrade equates to £108.3m of additional expenditure across the Borough, or 46.5% above company averages. Very notably, the largest foodstores in the Borough are all surveyed to over-trade by significant amounts.

Only a handful of stores are shown to under-trade.

8.19 Once committed developments are accounted for, which equate to a net convenience floorspace of 1,562 sq m and an estimated turnover of £10.3m, we are then able to determine the extent of any residual expenditure which is available to support additional convenience floorspace. This is set out in Figure 8.5.

Figure 8.5 | Convenience Goods Floorspace Capacity in Causeway Coast & Glens Borough

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min[1]	Max[2]
2016	108.3	10.3	98.0	7,700	9,700
2020	108.6	10.3	98.3	7,800	9,800
2025	110.5	10.2	100.2	7,900	10.000
2030	110.9	10.3	100.6	7,900	10,000

8.20 Figure 8.5 identifies that there is immediate capacity for additional convenience floorspace within the Borough, equivalent to between 7,700 and 9,700 sq m net. This is largely as a result of the significant overtrade of existing foodstores, as notably the capacity does not grown significantly over time. This is a result of low population and expenditure growth.

8.21 We then went on to examine how this floorspace might be sub-divided between the different towns of the Borough. As we detail in Section 6, this is calculated through an assessment of existing market shares and an assumption that they continue on a constant basis. The results show that we forecast the following capacities.

Figure 8.6 | Convenience Goods Floorspace Capacity in Causeway Coast and Glens Borough

Year	Surplus Expenditure (£m)	Surplus Expenditure (£m)	Commitments (£)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
					Min[1]	Max[2]
2016	Coleraine	36.8	0.0	36.8	2,900	3,600
	Limavady	34.6	5.2	29.5	2,300	2,900
	Ballymoney	30.1	0.7	29.4	2,300	2,900
	Ballycastle	1.4	4.5	-3.1	-200	-300
	Portrush	-1.2	0.0	-1.2	-100	-100
	Portstewart	6.4	0.0	6.4	500	600
	Rest of Borough	0.2	0.0	0.2	0	0
	Borough Total	**108.3**	**10.3**	**98.0**	**7,700**	**9,700**
2020	Coleraine	37.0	0.0	36.8	2,900	3,600
	Limavady	34.6	5.1	29.4	2,300	2,900
	Ballymoney	30.1	0.7	29.4	23,00	2,900
	Ballycastle	1.4	4.5	-3.0	-200	-200
	Portrush	-1.2	0.0	-1.2	-100	-100
	Portstewart	6.4	0.0	6.4	500	600
	Rest of Borough	0.3	0.0	0.3	0	0
	Borough Total	**108.6**	**10.3**	**98.3**	**7,800**	**9,800**
2025	Coleraine	37.9	0.0	36.8	3,000	3,800
	Limavady	34.9	5.1	29.8	2,400	3,000
	Ballymoney	30.5	0.7	29.8	2,400	3,000
	Ballycastle	1.6	4.4	-2.9	-200	-300
	Portrush	-1.2	0.0	-1.2	-100	-100
	Portstewart	6.5	0.0	6.5	500	600
	Rest of Borough	0.3	0.0	0.3	0	0
	Borough Total	**110.5**	**10.2**	**100.2**	**7,900**	**10,000**
2030	Coleraine	38.0	0.0	38.0	3,000	3,800
	Limavady	35.0	5.1	29.9	2,400	3,000
	Ballymoney	30.6	0.7	29.9	2,400	3,000
	Ballycastle	-1.6	4.5	-2.9	-200	-300
	Portrush	-1.2	0.0	-1.2	-100	-100
	Portstewart	6.5	0.0	6.5	500	600
	Rest of Borough	0.3	0.0	0.3	0	0
	Borough Total	**110.9**	**10.3**	**100.6**	**7,900**	**10,000**

Source: Table 6a-6af, Appendix D. Figures may not add due to rounding.

Comparison Goods

8.22 Based on the survey findings, we estimate that comparison goods retailers within Causeway Coast and Glens Borough attracted a combined turnover of £284.9m from Borough residents at 2016. This represented a 61.6% market share of overall available comparison goods spending by Borough residents (£462.2m).

8.23 Taking account of inflow, population and expenditure growth and forecast floorspace efficiencies, we identify a small surplus expenditure of £0.3m at 2020, rising to £14.8m by 2025, and £36.9m at 2030. As with convenience capacity modelling, we have taken account of committed comparison retail goods floorspace, which equates to a total of 2,273 sq m, or £10.2m of committed comparison goods turnover.

8.24 Figure 8.7 identifies an expenditure deficit at 2020, with a surplus of £2.8m arising at 2025 and £23.5m at 2030. We go on to utilise average sales densities for high street retailers (the upper end of what could be achieved) to provide assumed minimum floorspace estimates and average sales densities for bulky goods retailers (the lower end of what could be achieved) to provide assumed maximum comparison goods floorspace capacity estimates. This available residual spend equates to a comparison goods floorspace capacity arising by 2025 of between 400 sq m and 700 sq m, rising to an estimated capacity for between 3,200 sq m and 5,000 sq m at 2030.

Figure 8.7 | Comparison Goods Floorspace Capacity in Causeway Coast & Glens Borough

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min[1]	Max[2]
2016	0.0	10.2	-10.2	-1,900	-2,900
2020	0.3	11.0	-10.7	-1,800	-2,800
2025	14.8	12.0	2.8	400	700
2030	36.9	13.4	23.5	3,200	5,000

8.25 In line with SPPS policy, town centre use floorspace should be directed towards town centres in keeping with the town centre first policy. Given that the identified quantum of comparison goods retailing is shown to be negative until 2030, we see no obvious reason to deviate from this policy. Given that capacity is not forecast until the very end of the Plan period, we would again caution against making any site specific allocations for comparison goods retailing at this point in time. Instead, given the extent of commitments, and the lack of capacity until towards the end of the Plan period, the authority should adopt a cautious approach to new retail development outside town centres, and careful impact testing should be required In support of any sizable proposals (see also the discussion on local impact thresholds below).

8.26 In keeping with our assessment of convenience goods, we though go on examine how the comparison goods capacity identified might be met, based on a constant market share basis. Our results are detailed in Section 6 and summarised below. The core finding is that, because Coleraine accounts for the vast majority of existing expenditure, that too is where one would expect the vast majority of capacity to be directed.

Figure 8.8 | Comparison Goods Floorspace Capacity in Causeway Coast and Glens Borough

Year	Surplus Expenditure (£m)	Surplus Expenditure (£m)	Commitments (£)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
					Min[1]	Max[2]
2016	Coleraine	0.0	1.3	-1.3	-200	-400
	Limavady	0.0	1.3	-1.3	-200	-400
	Ballymoney	0.0	0.0	0.0	0	0
	Ballycastle	0.0	0.0	0.0	0	0
	Portrush	0.0	1.3	-1.3	-200	-400
	Portstewart	0.0	6.4	-6.4	-1,200	-1,800
	Rest of Borough	0.0	0.0	0.0	0	0
	Borough Total	**0.0**	**10.2**	**-10.2**	**-1,900**	**-2,900**
2020	Coleraine	0.2	1.4	-1.2	-200	-300
	Limavady	0.0	1.3	-1.3	-200	-400
	Ballymoney	0.0	0.0	0.0	0	0
	Ballycastle	0.0	0.0	0.0	0	0
	Portrush	0.0	1.4	-1.4	-200	-400
	Portstewart	0.0	6.9	-6.9	-1,200	-1,800
	Rest of Borough	0.0	0.0	0.0	0	0
	Borough Total	**0.3**	**11.0**	**-10.7**	**-1,800**	**-2,800**
2025	Coleraine	11.0	1.5	9.5	1,400	2,300
	Limavady	0.0	1.5	-0.2	0	-100
	Ballymoney	1.6	0.0	1.6	200	400
	Ballycastle	0.5	0.0	0.5	100	100
	Portrush	0.1	1.5	-1.4	-200	-300
	Portstewart	0.0	7.5	-7.4	-1,100	-1,800
	Rest of Borough	0.3	0.0	0.3	0	100
	Borough Total	**14.8**	**12.0**	**2.8**	**400**	**700**
2030	Coleraine	27.5	1.7	25.8	3,500	5,500
	Limavady	3.1	1.6	1.4	200	300
	Ballymoney	4.1	0.0	4.1	600	900
	Ballycastle	1.2	0.0	1.2	200	300
	Portrush	0.3	1.7	-1.4	-200	-300
	Portstewart	0.1	8.4	-8.2	-1,100	-1,800
	Rest of Borough	0.6	0.0	0.6	100	100
	Borough Total	**36.9**	**13.4**	**23.5**	**3,200**	**5,000**

Source: Table 26a-26af, Appendix D. Figures may not add due to rounding.

Leisure and Community Facility Findings

8.27 In Section 7 we considered in detail the market shares for the various different categories of leisure provision. Whilst the existing stock of leisure facilities is not extensive, our results showed that the Borough was self-sufficient in most aspects. Figure 8.9 summarises the principal destination in each leisure category, as surveyed by NEMS.

Figure 8.9 | Participation in Leisure Activities by Zone (%)

Activity	Average	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Indoor Health & Fitness	18.3%	21.4%	12.7%	11.4%	16.6%	29.8%	27.1%	15.9%
Cinema	45.9%	56.1%	47.6%	39.9%	37.7%	49.6%	37.9%	46.5%
Restaurant	75.9%	72.6%	73.8%	65.8%	60.1%	77.1%	72.0%	84.9%
Pubs and Bars	32.5%	34.2%	28.1%	20.8%	43.2%	35.9%	29.2%	37.1%
Nightclub	6.6%	11.9%	4.7%	4.2%	6.1%	13.8%	11.1%	2.8%
Social Club	6.2%	9.4%	9.5%	8.3%	3.1%	2.3%	5.5%	4.5%
Ten Pin Bowling	19.6%	36.6%	21.0%	13.9%	15.6%	16.8%	14.1%	19.0%
Swimming	25.4%	43.6%	23.6%	25.3%	13.7%	38.6%	14.4%	21.3%
Theatre / Concert Hall	30.9%	30.2%	21.9%	23.2%	20.7%	32.1%	20.0%	43.7%
Museum / Art Galleries	15.3%	15.4%	18.6%	11.6%	16.1%	13.1%	7.0%	18.4%
Outdoor Activities	20.8%	28.7%	26.4%	13.6%	23.0%	30.5%	20.5%	14.3%
Non mentioned	11.9%	11.4%	11.6%	15.5%	22.3%	12.2%	14.1%	8.6%

8.28 Our qualitative questions revealed that there were no significant perceived gaps in the leisure offer of the Borough. However, in light of our subsequent analysis and the requests of residents in particular Zones, we would recommend that the Council be open to the idea of:

- Welcoming any qualitative improvements to the stock of health and fitness clubs across the Borough;
- The possible addition of a swimming pool in Ballycastle to account for the expressed demand;

- Possible additional children's facilities across the Borough; and
- Improvements to the quantitative and qualitative provision of hotels in Zone 4 (The Glens).

Local Impact Threshold

8.29 The SPPS (September 2015) advises at Paragraph 6.283 that "*all applications for retail or town centre type developments above a threshold of 1,000 square metres gross external area, which are not proposed in a town centre location and are not in accordance with the LDP, should be required to undertake a full assessment of retail impact as well as need*".

8.30 The SPPS also gives Councils the option to adopt a locally set threshold when taking into account local circumstances such as the size, role and function of their town centres. This figure could be lower or higher than 1000 square metres gross external area, to a maximum of 2,500 square metres.

8.31 To set the default 1,000 square metre figure in context, the English equivalent, set down in the NPPF, is 2,500 square metres. In our view, the SPPS figure is a sensible starting point for the centres in Northern Ireland. Taking account of local circumstances, we have regularly advocated lowering the threshold in England to account for the vulnerability of different centres to competition from edge or out-of-centre development which whilst, under the 2,500 square metres figures, could still, in our view, cause harm which should be tested statistically.

8.32 Having assessed the centres in Causeway Coast and Glens, we would support the current figure of 1,000 square metres as being generally appropriate. In view of the fact that there are only limited capacities identified (especially in comparison goods), a higher threshold would, in our view, be clearly inappropriate.

8.33 A lower threshold could though be considered for smaller centres that are always more vulnerable to significant developments outside their core. In this respect, we consider that there is a case to lower the threshold in the smaller centres of Ballycastle, Portrush and Portstewart. In those centres, we consider that town centre type developments proposed outside of town centre boundaries and upwards of 500 square metres could have an undue impact. By definition, such a development could represent approximately 2% (in the case of Ballycastle or Portrush) or 5% (in Portstewart) of the existing overall floorspace of each of these centres.

8.34 These suggestions would be applicable to both new convenience and comparison goods proposals.

Conclusion

8.35 This Study provides the first opportunity since the Causeway Coast and Glens Borough was established to take stock of the performance of the new Borough's existing performance in retail and leisure, and to quantify any latent capacity for additional facilities.

8.36 Our Study has found that, overall, the Borough provides well for its residents, despite competing against nearby larger centres including primarily Londonderry and Ballymena. There is immediate identifiable capacity for new convenience floorspace in the Borough. There is no identifiable capacity of new comparison goods development until towards the end of the Plan period.

8.37 For the reasons we have outlined, we suggest that the Council does not allocate any specific sites and, instead, responds to market forces on a case-by-case basis. We recommend this because the comparison goods capacity only arises towards the end of the Plan period, and the quantum of convenience goods capacity identified does not result from any significant growth in convenience goods expenditure. Instead, it is largely derived from the over-trade of existing foodstores, some of which the Council may not wish to fetter owing to the beneficial footfall that they provide to each centre, where applicable. In this respect, notwithstanding our capacity projections, proposals for new retail floorspace should still be assessed in line with SPPS guidance on impact and need in the usual way. This would ordinarily be determined by forecasting the likely turnover of a specific proposal, and setting this against its trade draw from existing geographic areas, coupled with an assessment of trade diversion from existing stores and centres.

8.38 In line with this cautionary note, for the reasons we set out above, we have advocated that the 1,000 square metre threshold should be applied in Coleraine, Limavady and Ballymoney, with a lower 500 square metre threshold adopted in Ballycastle, Portrush and Portstewart.

8.39 In terms of any further intervention, we believe that the Council should be advised to monitor closely the following:

a) Coleraine – whilst we have reported that the Town Centre appears to be in good health, we are nonetheless cognisant that in order to upkeep that health, it is necessary to continue to draw a distinction between why people shop in the Town Centre, and why people shop at the out-of-centre Riverside Business Park. At present, the Town Centre provides well for comparison goods shopping, and is distinct from the Business Park, in that it offers a range of non-bulky stores including clothing and footwear. The Business Park in contrast is currently more accented towards the provision of bulky goods, selling the likes of pet, DIY and furniture goods. We would advise that the Council seeks to maintain this differentiation in its planning decisions, so as to minimise the overlap of trade between the two.

b) Ballymoney – we have identified notional capacity for upwards of 2,000 sq m net of new convenience goods floorspace in Ballymoney, later in the Plan period. That would be a welcome addition to the town centre if an appropriate site were to be found. However, in view of the fact that vacancy rates currently exceed 20% in the centre (by unit numbers and floorspace), the Council should consider carefully any further provision of edge or out-of-centre retail floorspace which is not well connected to the centre. It is important to seek to protect footfall in the centre, to maintain, at least, its current vitality and viability.

8.40 In addition, there is little identifiable capacity for additional leisure facilities within the Borough, and we recommend that the Council focuses, in the main, on encouraging qualitative improvements to the existing stock.

Glossary of Terms

Bulky Comparison Goods: These are defined as furniture, DIY and large electrical items.
Source: Experian

Capacity: Forecast resident spending within the catchment area, with which to support existing and additional retail floorspace

Comparison Goods: Retail items not bought on a frequent basis, for example televisions and white goods (fridges, dishwashers etc.) There are eight categories defined by Experian, as follows:

1. Clothing and footwear (clothing and material garments, shoes and other footwear);
2. Furniture (90% of furniture and furnishings spending, carpets and other floor coverings and household textiles);
3. DIY (Major tools and equipment, materials for maintenance and repair of the dwelling, small tools and miscellaneous accessories, 10% of furniture and furnishings, 10% of non-durable household goods and garden, plant and flower goods);
4. Electrical (Major household appliances, 10% of appliances for personal care, small electrical household appliances, audio-visual, photographic and information processing equipment);
5. Small Household (Glassware, tableware and household utensils, jewellery, clocks and watches, therapeutic appliances and equipment, other personal affects, and 90% of appliances for personal care);
6. Books/CDs/DVDs (Recording media, books and stationery);
7. Chemist (Medical goods and other pharmaceutical products);
8. Recreation goods (Bicycles, games, toys and hobbies, sport and camping, musical instruments, pets and related products).

Convenience Goods:	Everyday essential items. Defined as food, tobacco, beer, wine, spirits, newspapers and magazines, and household cleaning materials
Edge-of-Centre:	For a site to be considered as edge-of-centre a default distance threshold of 300 metres from the town centre boundary should apply. Councils may set other thresholds to take account of local issues such as constrained areas and topography. The measuring or ranking of alternatives should include an assessment of the physical distance and functional linkage of sites with the primary retail core, and other relevant factors *Source: SPPS*
Expenditure per Capita:	The amount of money spent on retail goods per person in each Zone across the Study Area
Expenditure:	Average annual expenditure levels for various forms of goods, multiplied by the population within the defined Study Area
Experian Goad:	Experian Goad is a retail property intelligence system that helps retail developers, property investors, planning professionals, and commercial agents to identify profitable locations for retail property development and investment projects. It offers comprehensive retail location plans and easy to use reports covering over 3,000 shopping areas in the UK and Ireland
Experian (MMG3):	A population, expenditure and socio-demographic dataset that utilises the 2011 Census release, projected forward by using growth rates derived from Office for National Statistics projections and current age and gender estimates
Independent Retailers:	Retailers with less than 10 outlets/ stores *Source: Experian*

Goad Plans: A plan showing a bird's eye view of a retail centre including the exact location of all retail outlets and vacant premises, fascia name, retail category, and floor space. Key location factors such as pedestrian zones, road crossings, bus stops and car parks are also featured, allowing you to instantly assess the site quality of existing or prospective store locations

Source: Experian

Leisure Services: Services that are not considered to be a necessity, including recreational and sporting services, cultural services, games of chance, restaurants, cafes and bars, accommodation services, and hairdressing and personal grooming

Main Town Centre Uses: Includes cultural and community facilities, retail, leisure entertainment and businesses

Source: SPPS

Market Share: The proportion of residents that visit a particular retail destination, derived from household survey results

National Multiple: Defined as retailers with ten or more stores/ outlets

Source: Experian

Non-Bulky Comparison Goods: These are defined as clothing and footwear, small media, small household, recreation and chemist goods.

Source: Experian

Retail Floorspace: Total floor area of the property that is associated with all retail uses in square metres. May be expressed as a net figure (the sales area) or in gross (including storage, preparation and staff areas)

Retail Impact: The potential effects of proposed retail development upon existing shops

Retail Park: An unenclosed shopping development generally situated on the outside of a town or city, typically containing a larger number of stores.

Sequential Approach:	A planning principle that seeks to identify, allocate or develop certain types or locations of land before others. For example, brownfield housing sites before greenfield sites or town centre retail sites before out-of-centre sites
Sales Density:	Turnover, per square metre. Various retail planning sources such as Verdict UK Food & Grocery Company Briefing Reports and Mintel Retail Rankings provide average (or benchmark) sales densities for national multiple convenience retailers
Shopping Centre:	An area or complex of shops, often enclosed
Special Forms of Trading:	Special forms of trading (SFT) are defined as sales via the internet, mail order, stalls and markets, vending machines, door-to-door and telephone sales, including online sales by supermarkets, department stores and catalogue companies *Source: Experian*
Study Area:	The geographical area where the household survey is carried out, based on postal sectors that make up the 4 zones that broadly cover Causeway Coast and Glens Borough, as well as an additional Zones catering for the areas surrounding the Borough where shoppers may be attracted to Causeway Coast and Glens retail and leisure offer
Trade draw:	The proportion of trade that a development is likely to receive from customers within and outside its catchment area. It is likely that trade draw will relate to a certain geographic area (i.e. the distance people are likely to travel) and for a particular market segment (e.g. convenience retail). The best way of assessing trade draw, where new development is proposed is to look at existing proxies of that type of development in other areas
Turnover:	Amount of sales per unit area of retail floorspace

Town Centre:	Area defined on the local authority's proposal map, including the primary shopping area and areas predominantly occupied by main town centre uses within or adjacent to the primary shopping area. References to town centres or centres apply to city centres, town centres, district centres and local centres but exclude small parades of shops of purely neighbourhood significance. Unless they are identified as centres in Local Plans, existing out-of-centre developments, comprising or including main town centre uses, do not constitute town centres