



**survey of
shoppers**

New programme to improve Tralee town



Pictured at the launch of the Tralee National Town Centre Health Check Training Programme at the North Campus at IT Tralee with students and staff were TJ O'Mahony (Heritage Officer KCC), Martha Farrell (ITT, CEO of Tralee Chamber Alliance), Kieran Rutledge, Alison Harvey (National Pilot Coordinator Heritage Council).

A NEW TRAINING programme aims to make Tralee town a better place to work, live and do business in - by encouraging more people to visit the town, increase footfall and make the town more active to prospective business people.

BY AMBER GALWEY

Tralee is one of ten towns nationally selected to take part in the National Town Centre Health Check Training Programme - a pilot project that aims to understand and promote the role of historical town centres and their impact on quality of life.

Students from ITT are also getting involved and will work under the guidance of

Martha Farrell, lecturer in the School of Business, Computing and Humanities at ITT.

The students will be handing out surveys over the month which will discuss land use and vacancy rates, footfall, shopper experience and satisfaction, retailer surveys, vehicles counts, mapping of car parking patterns and accessibility audits and locals are being urged to take part in the surveys to help gain a better understanding of how to improve the town.

According to CEO of Tralee Chamber Alliance Kieran Rutledge, the project is about making the town more vibrant.

"By collecting data through surveys we can plan for the town's future with certainty.

"All the various agencies working together for the benefit of the town is definitely

the best way forward and we are very hopeful that we will make progress through this project," he said.

Crime rates for the area as well as environmental quality will also be incorporated to ensure a comprehensive check of the town is carried out and the results are due to be published in February.

County Heritage Officer TJ Mahony says the project will be of great benefit.

"We will be able to address any issues we come across to ensure that Kerry's town centres are enhanced as sustainable and viable places, with the ability to attract investment, which can contribute to economic growth, attract people to live, work, develop businesses and visit, and contribute to the flourishing of civic pride and overall quality of life," he said.

Tralee TCHC Launch 14th October, 2016








TRALEETODAY.ie

The Kerryman

Research Methods

- Mall-Intercept Survey
- 10 Survey Points - in Tralee Town Centre
- 29th October - 15th November 2017
- Questionnaire based on previous research
- 27 Questions - 300 Questionnaires Completed
- Quota Sampling approach:
Age, Gender, Social Class
- Only surveyed those visiting town centre
- Focused on Shopping

No.	Date	Location
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Revitalising Ireland's Towns 2016-2017

Tralee Town Centre Health Check – Shoppers Survey

Q1. When you think of Tralee Town Centre, what are your first thoughts? – please list the main words that come to mind.

Q2. For what reasons have you been in the town centre today? (Tick all that apply)

AND PLACE X BESIDE MAIN REASON

Shopping	<input type="checkbox"/>	Professional reasons	<input type="checkbox"/>
Walking/Window Shopping	<input type="checkbox"/>	Social/Recreational	<input type="checkbox"/>
Passing through	<input type="checkbox"/>	Other	<input type="checkbox"/>
Attending Work	<input type="checkbox"/>	None/no other reasons	<input type="checkbox"/>
Service/Admin reasons	<input type="checkbox"/>		

Q3. What is the main reason why you shop in Tralee town centre from time to time? (Please tick one only)

Habit/always shop here	<input type="checkbox"/>	Prices cheaper/good value	<input type="checkbox"/>
Selection of shops/range of shops	<input type="checkbox"/>	Nice environment/atmosphere	<input type="checkbox"/>
Quality of shops/good/nice shops	<input type="checkbox"/>	Availability of sales/ discounts	<input type="checkbox"/>
Easy to get to/handy	<input type="checkbox"/>	Interesting events taking place	<input type="checkbox"/>
Good car parking/easy to park	<input type="checkbox"/>	Other	<input type="checkbox"/>
Variety of goods available	<input type="checkbox"/>		

I don't shop in Tralee Town Centre ☐

Q4. Which business/shop did you visit today and (please estimate) how much you have spent? (Tick all that apply)

Dry Cleaners	<input type="checkbox"/> € _____	Furniture/Flooring Shop	<input type="checkbox"/> € _____
Hairdressing	<input type="checkbox"/> € _____	Off License	<input type="checkbox"/> € _____
Clothing/Shoe repair	<input type="checkbox"/> € _____	Telephones & Mobiles	<input type="checkbox"/> € _____
Souvenirs & Gifts	<input type="checkbox"/> € _____	Hardware/DIY	<input type="checkbox"/> € _____
Cafe/Takeaway	<input type="checkbox"/> € _____	Supermarket	<input type="checkbox"/> € _____
Pub/Clubs	<input type="checkbox"/> € _____	Chemist	<input type="checkbox"/> € _____
Optician	<input type="checkbox"/> € _____	Clothes Shop	<input type="checkbox"/> € _____



When you think about

Tralee town,

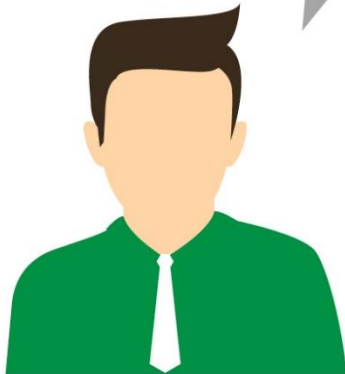
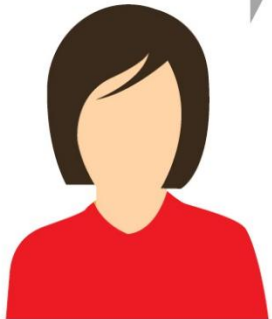
what are your first thoughts?

A grey speech bubble icon with the word "Shops" written inside in white.

Busy



Rose of Tralee



59%

...were in Tralee to shop

49%

...particularly like the convenience

60%

...shop in Tralee out of
Habit/Convenience

8%

...shop in Tralee for the
selection/range of shops

Top 5 Business Types Visited:

- Supermarket **30%**
- Clothes Shop **23%**
- Restaurant **21%**
- Bank **10%**
- Chemist **10%**

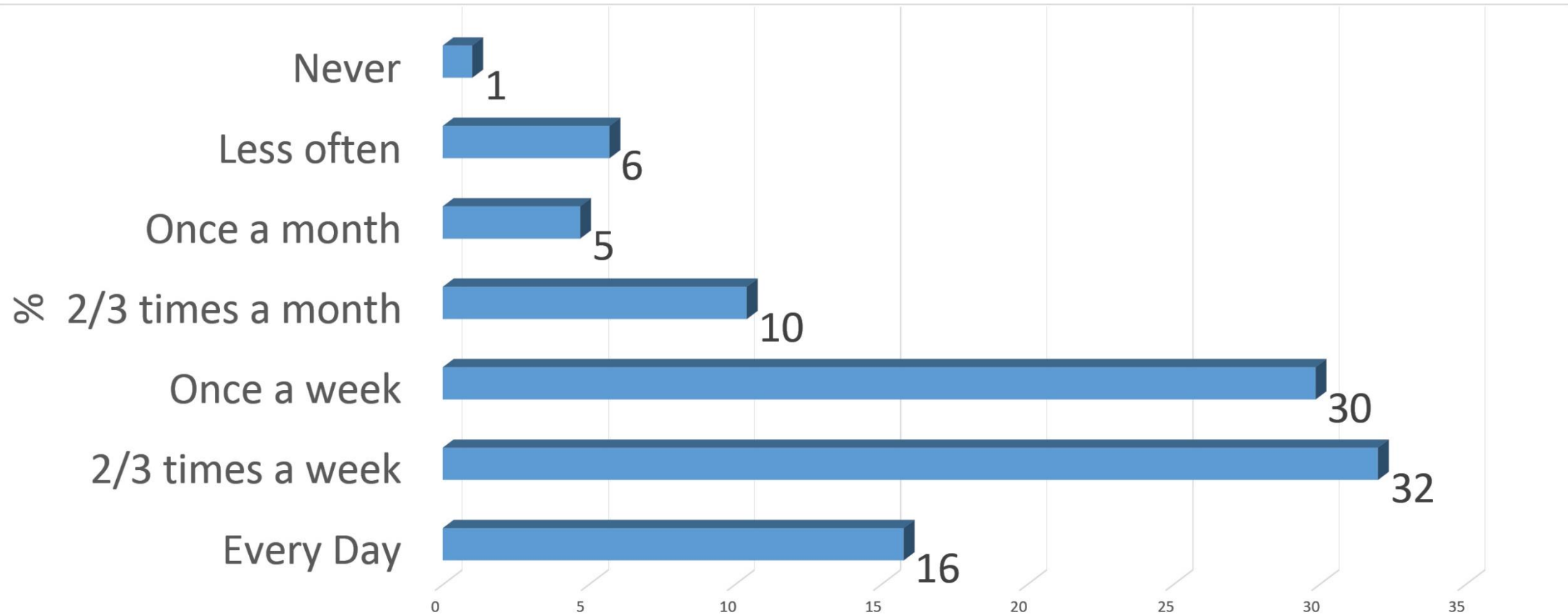
Average Spend: **€34.85** Min: **€1** Max: **€328**

90% +

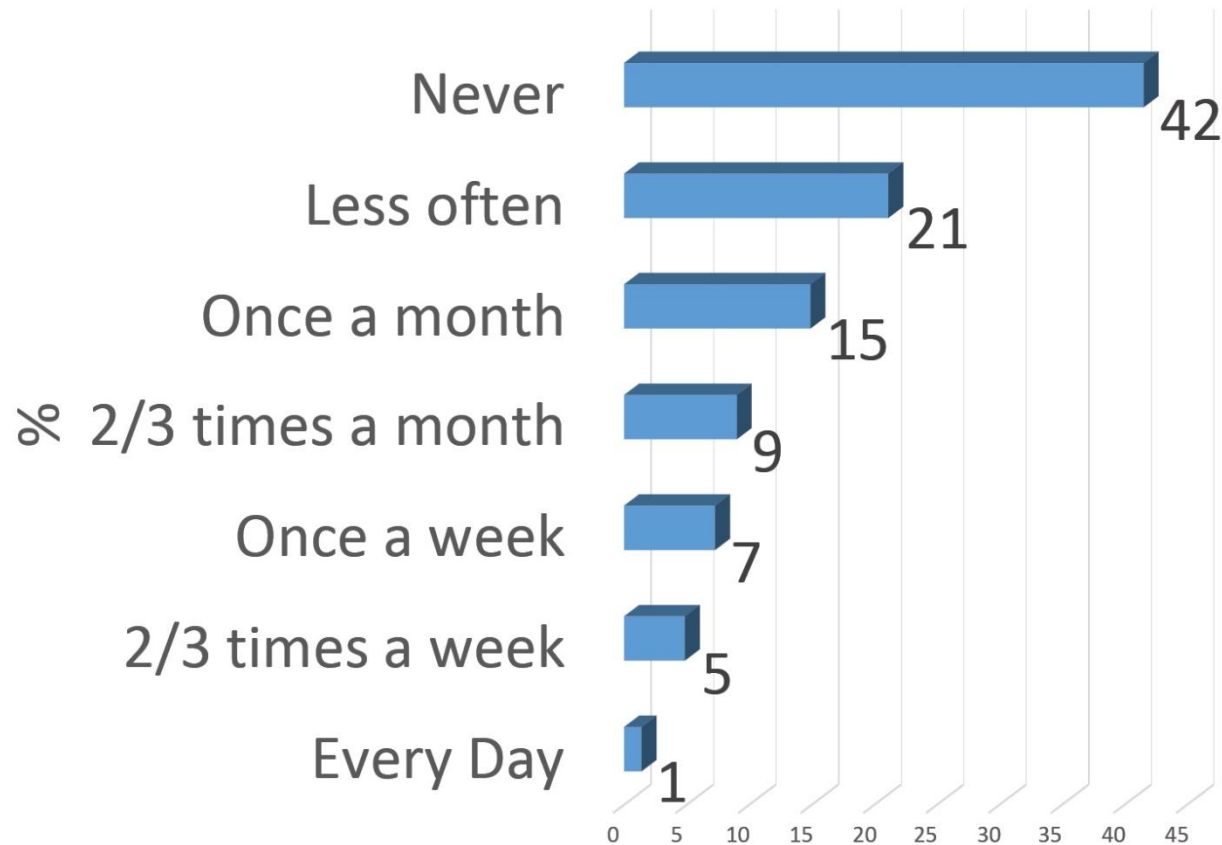
Picked Tralee as
No 1 town for Clothing
and for Food Shopping



78% shop in Tralee at least **once a week**

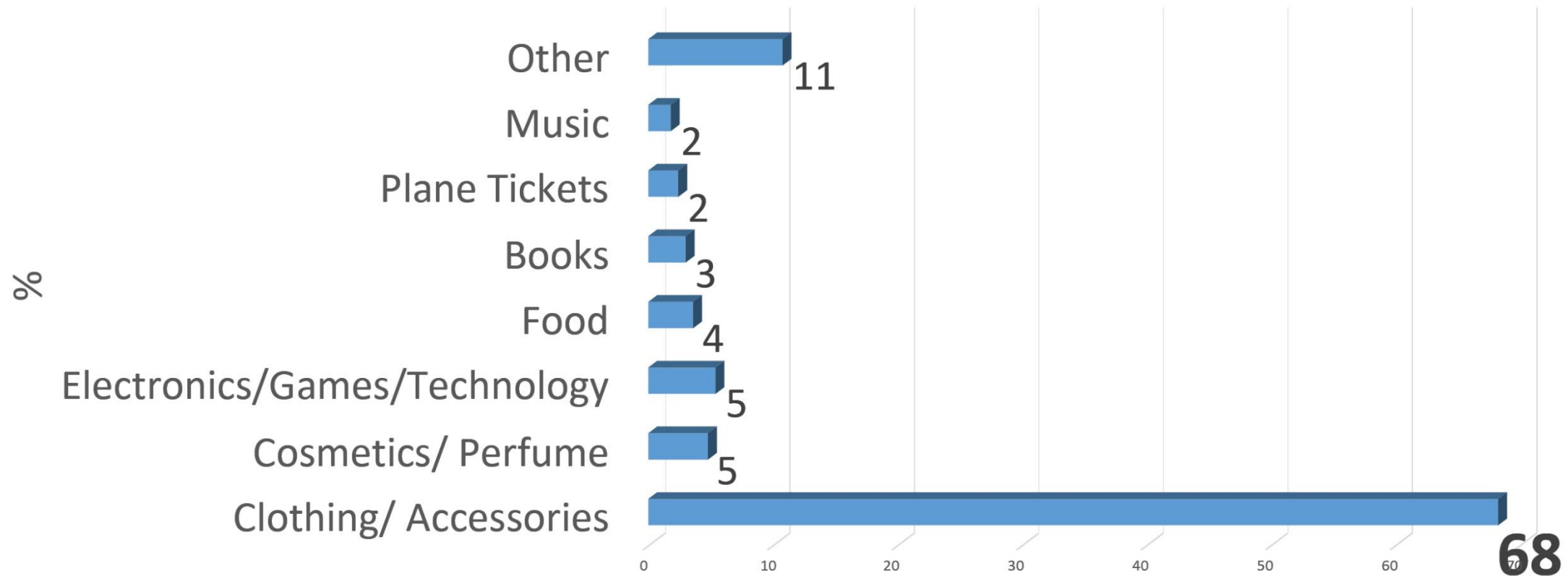


13% shop online at least **once a week**



- Average spend on last **online** purchase:
€64.72
- Younger Shoppers:
 - Shop online more frequently
 - Buy a **higher percentage** of clothing online
 - Have **higher online spend**

What type of goods do you **mainly** buy **online**?



Favourite Online Stores

- 1 Amazon
- 2 Asos
- 3 Boohoo
- 4 Ebay
- 5 Zara
- 6 Littlewoods
- 7 Sports Direct
- 8 JD Sports
- 9 River Island
- 10 Zalando / iTunes

Littlewoods



RIVER ISLAND



ZARA



boohoo.com



What's missing in Tralee?



MARKS &
SPENCER

boohoo.com

RIVER ISLAND

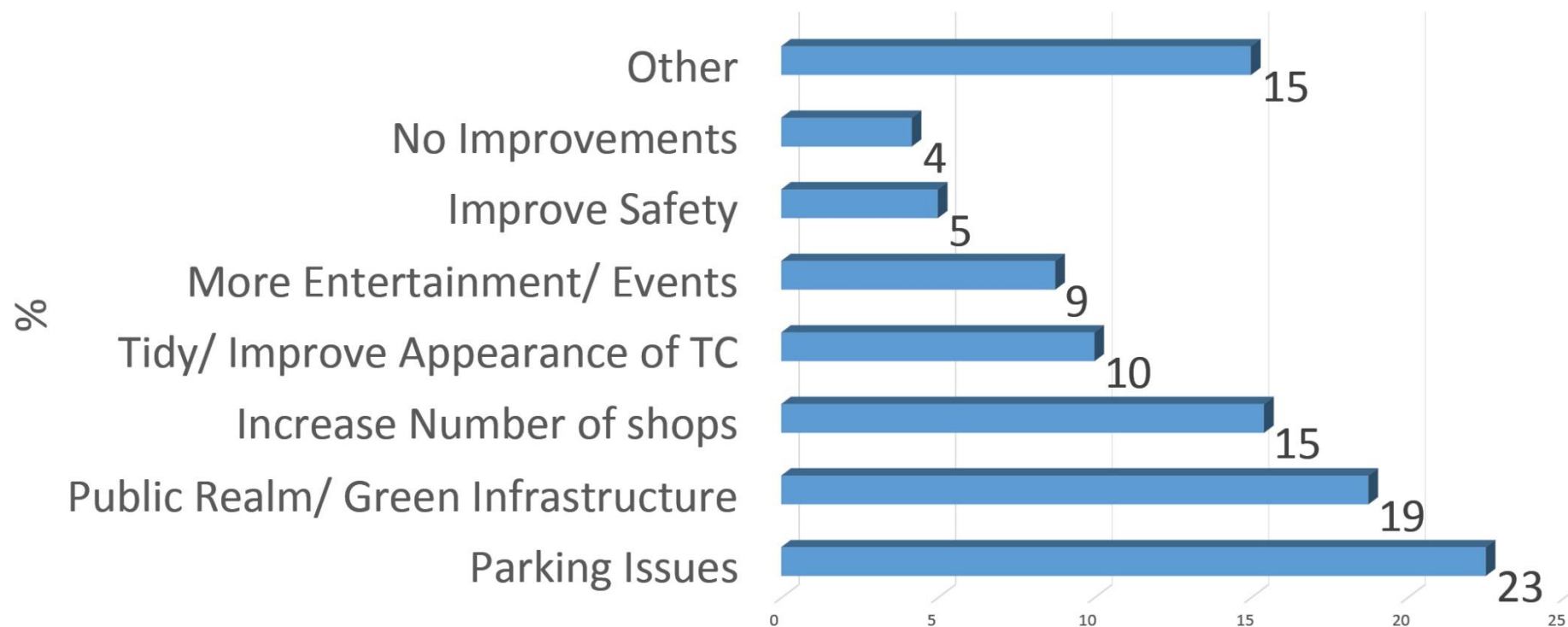
Bershka



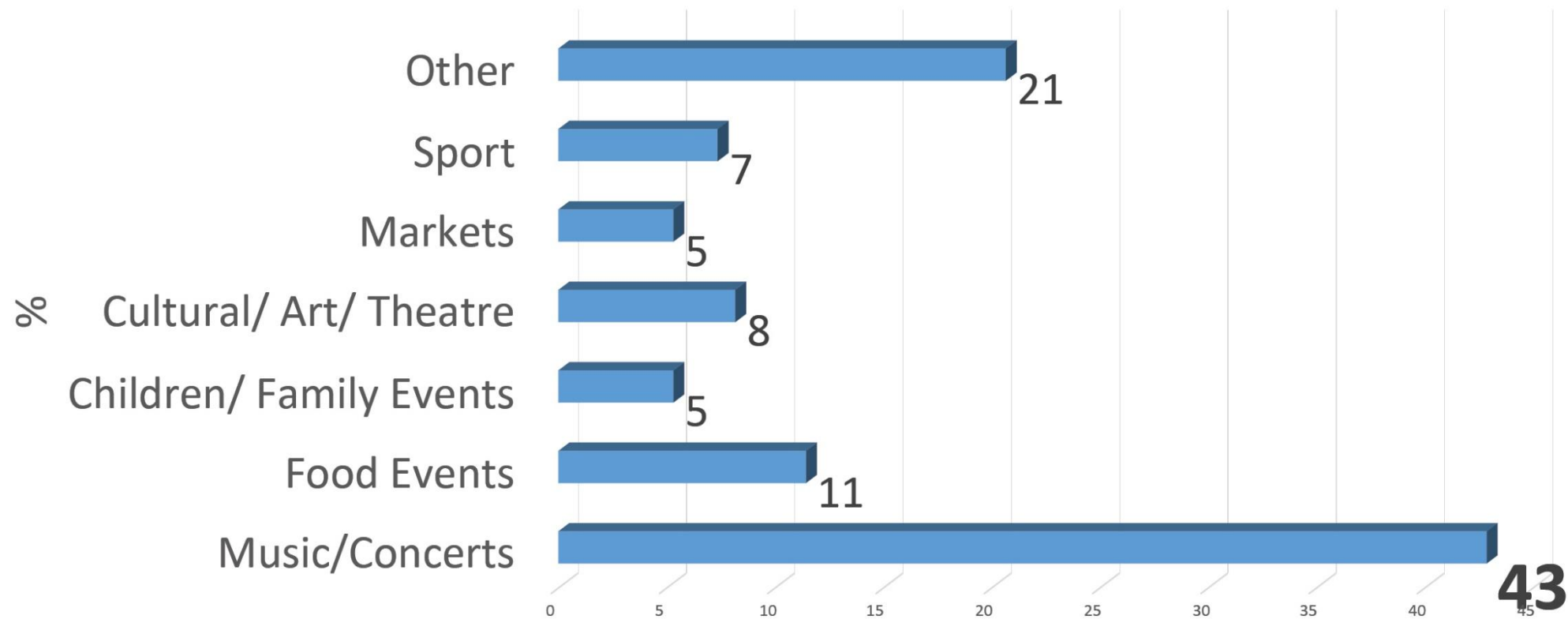
NEW LOOK

ZARA

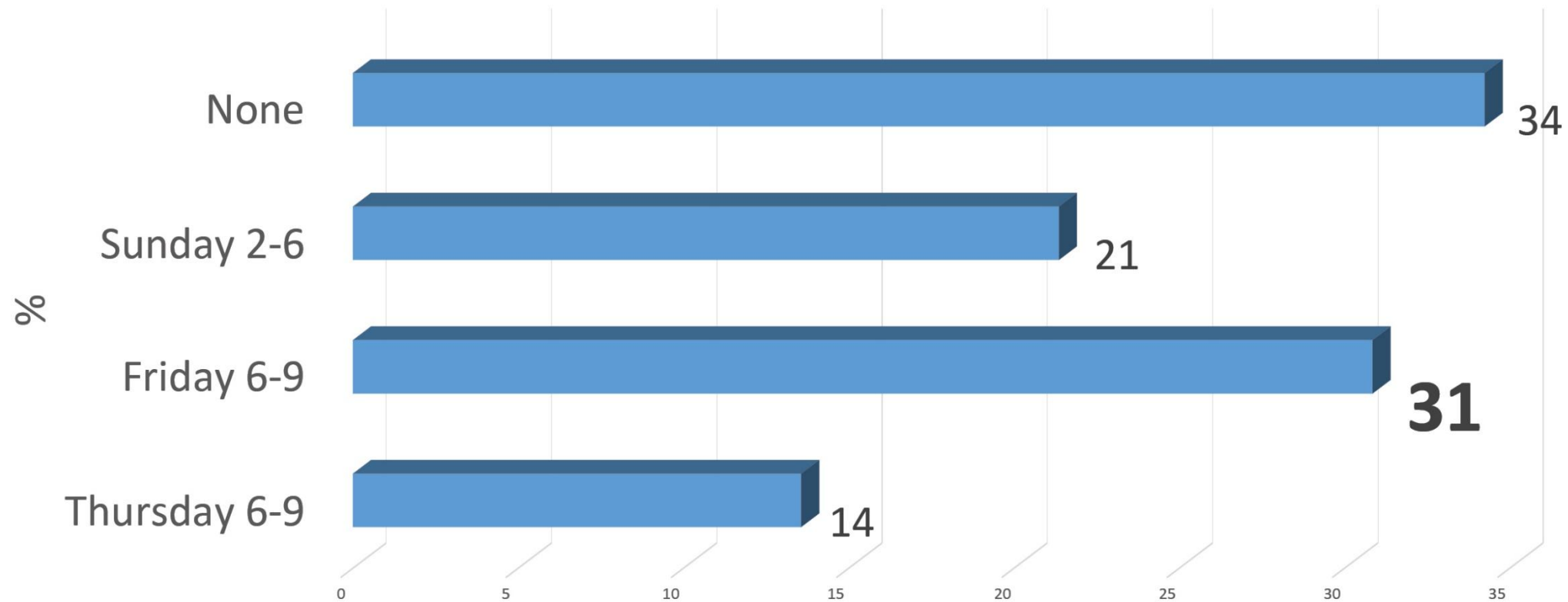
What **key improvement** do you think Tralee town centre could benefit from?



What type of **event** would you like to see take place in the town centre?



Which of the following **extended shopping** options would you avail of?



survey of retailers



Research Methods

- Advance notice - by mail
- Drop Off – Pick Up Survey
- 9th -18th November 2016
- Questionnaire based on previous research
- **31** Questions
- 100 Business Owners targeted
- Stratified Random Sampling
- Response: **69** completed questionnaires



October 26th 2016

National Town Centre Health Check 'Pilot' Programme Letter of Introduction for Survey Workers

To Whom It May Concern,

The Institute of Technology Tralee in conjunction with The Heritage Council of Ireland, RGDATA, Tralee Chamber Alliance and Kerry County Council are undertaking various forms of survey work in Tralee Town Centre during October / November 2016. These include:

- Land use surveys to establish the overall vacancy rates in the town;
- Footfall surveys to establish actual town centre visitor number;
- Shoppers surveys to rate visitor experience and satisfaction; and
- Business owner surveys to establish current levels of commercial activity and outlook.

These surveys are being carried out due to Tralee's involvement in the National Town Centre Health Check (TCHC) 'Pilot' Programme (2016-2017). Fundamentally this national programme aims to support sustainable tourism and socio-economic, cultural and enterprise growth and development within a selection of historic Irish towns, including Tralee.

The data collected during current survey work should enable local businesses owners, local business representative groups, local citizens and the local authority assess how Tralee Town Centre is performing and will facilitate them in forming local partnerships to prepare and implement an agreed and shared Town Centre Management Strategy.

Therefore Institute of Technology Tralee, The Heritage Council of Ireland, RGDATA, Tralee Chamber Alliance and Kerry County Council respectfully ask assistance be given to the Institute of Technology Tralee Students conducting this survey work. Any queries in relation to this process can be directed to the undersigned Mr T.J. Mahony, Heritage Officer with Kerry County Council or alternatively Declan O'Malley, Senior Executive Planner with Kerry County Council.

Yours sincerely,

TJ Mahony
(Work) 066-7121111 ext 3370 (Mob) 087-6540276



When you think about
Tralee town centre,
what are your first thoughts?

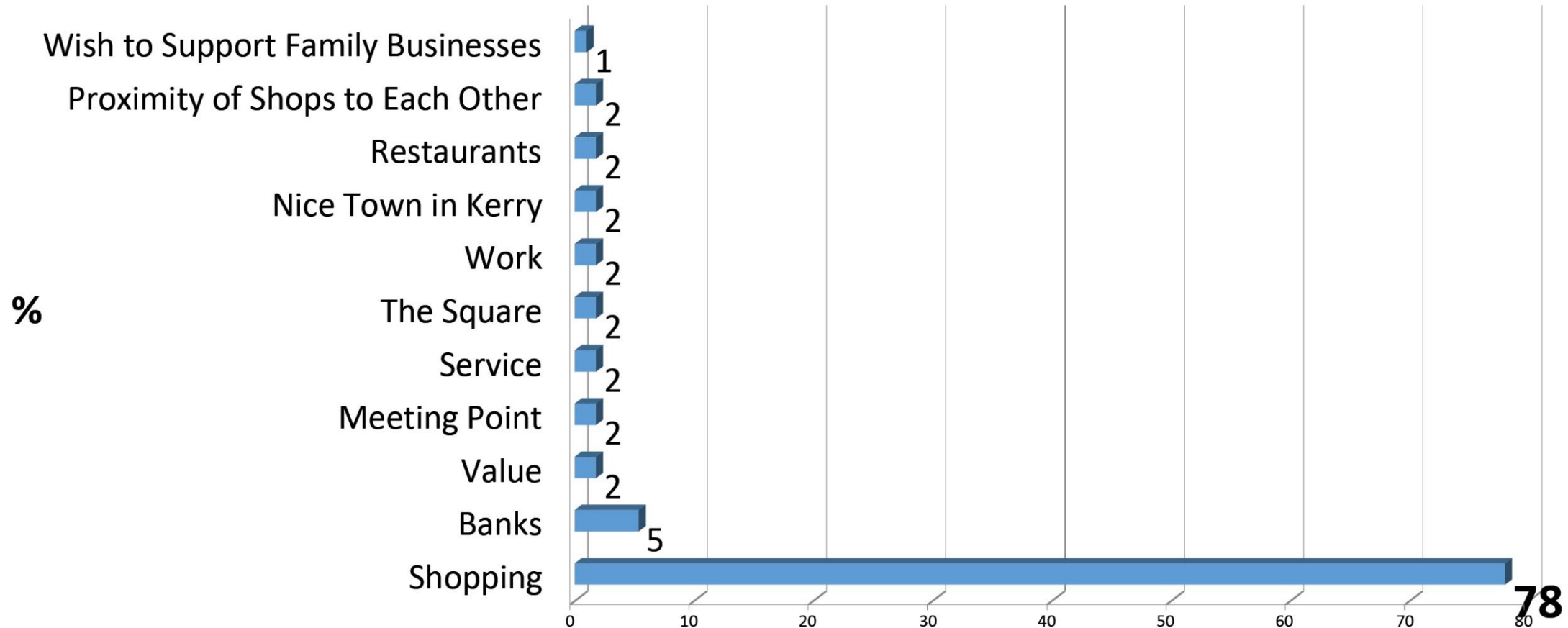


Quiet

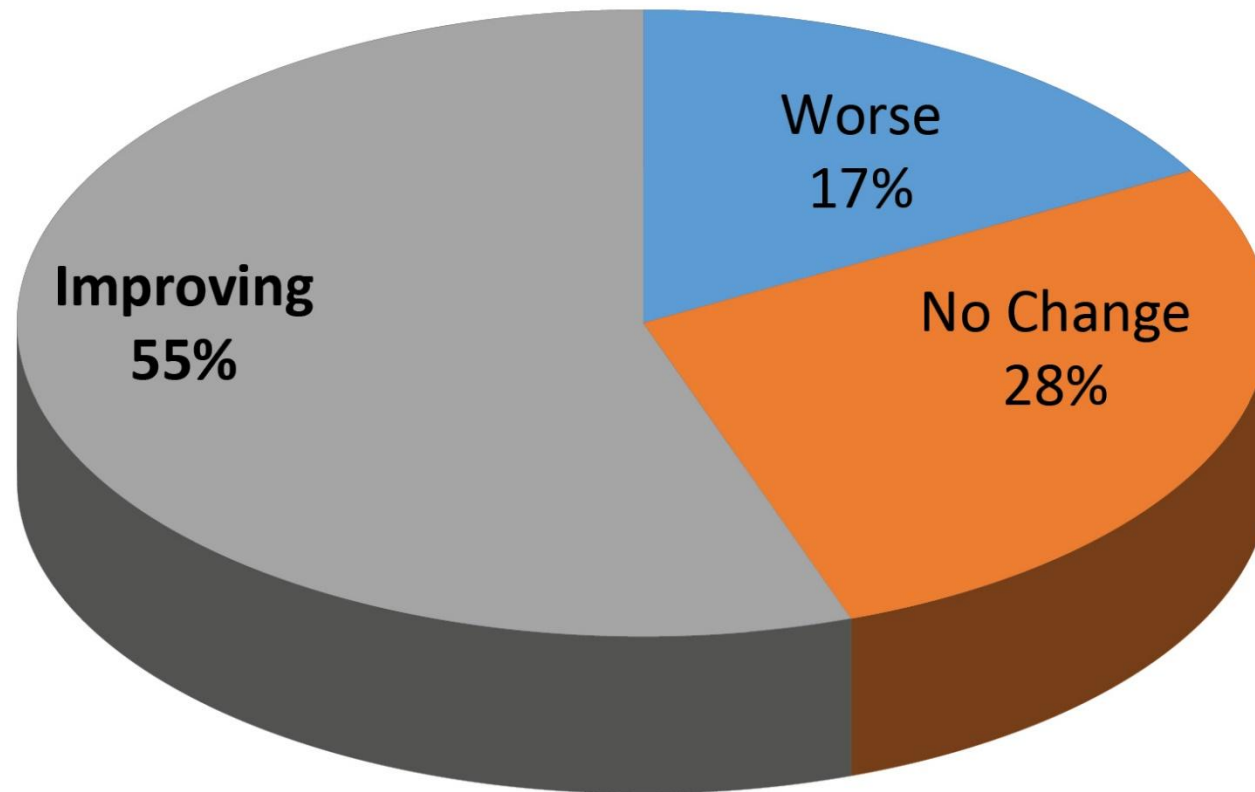
Taxis

Parking

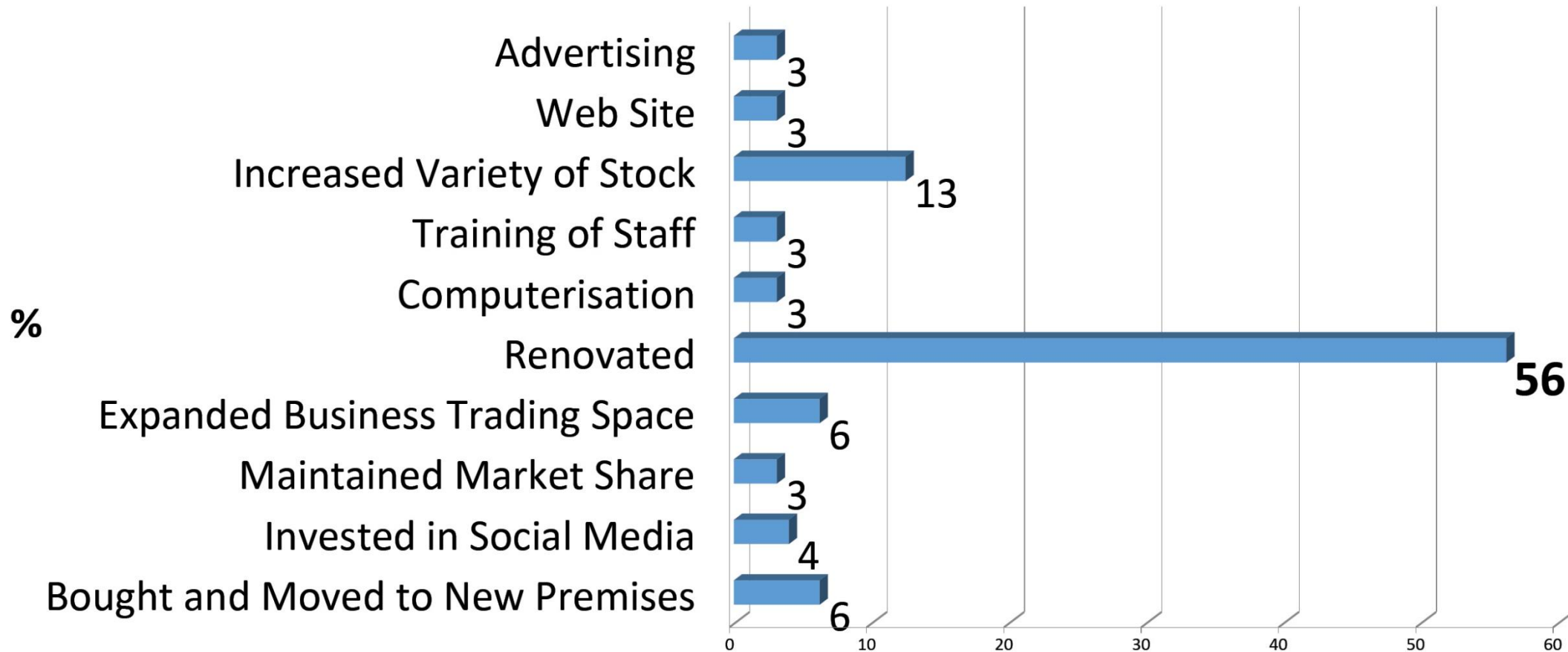
What is the **main thing** that **attracts customers** to Tralee town centre?



What are your expectations for trading over the **next two years?**



What **investment plan** have you put into action in the **past 5 years**?



Business Owners' **Online Presence**



Instagram

20%



Facebook

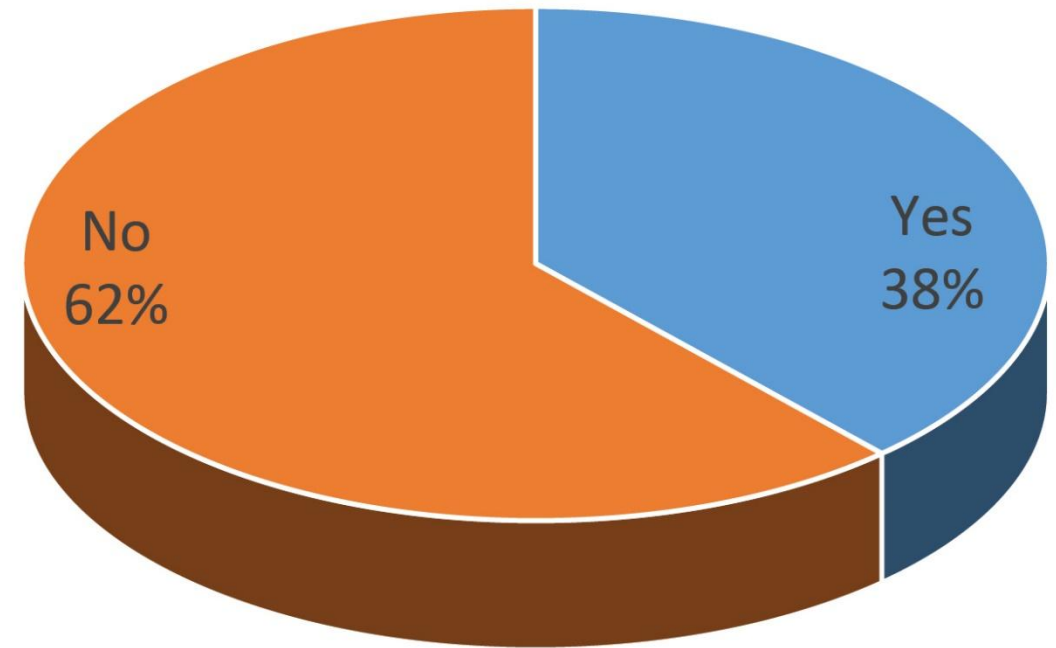
77%



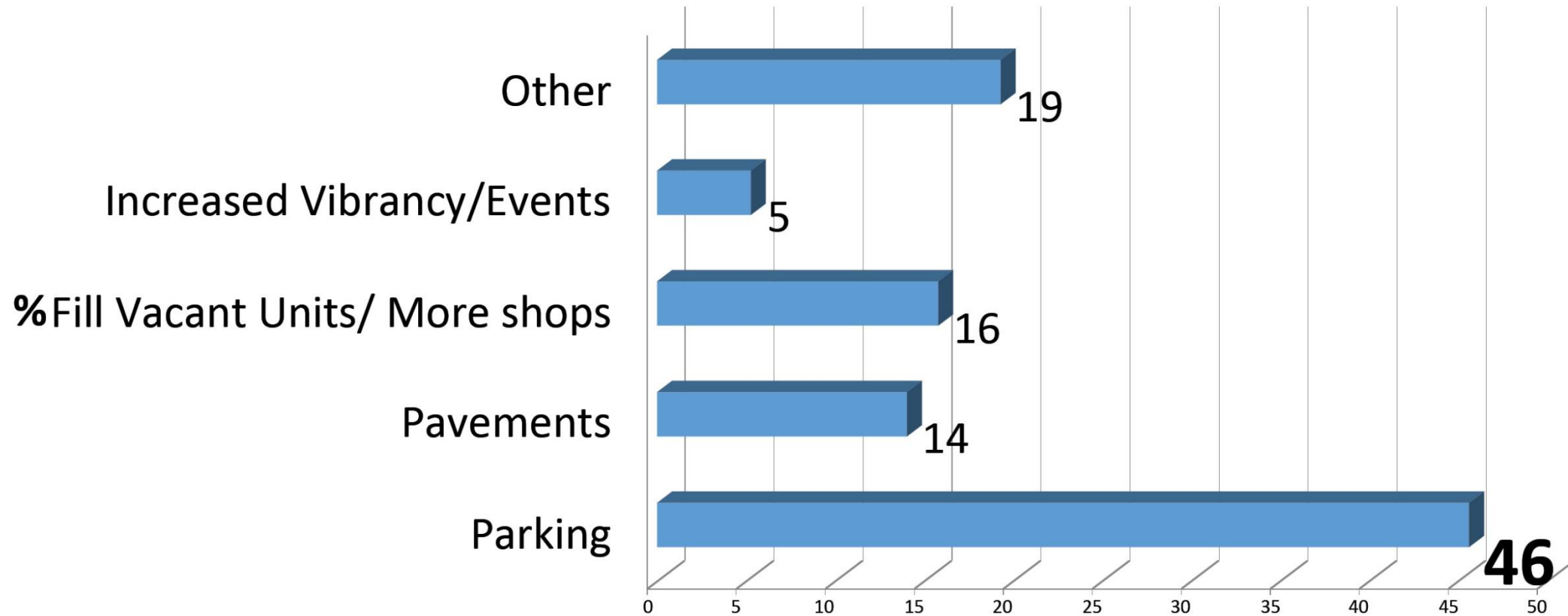
Website

79%

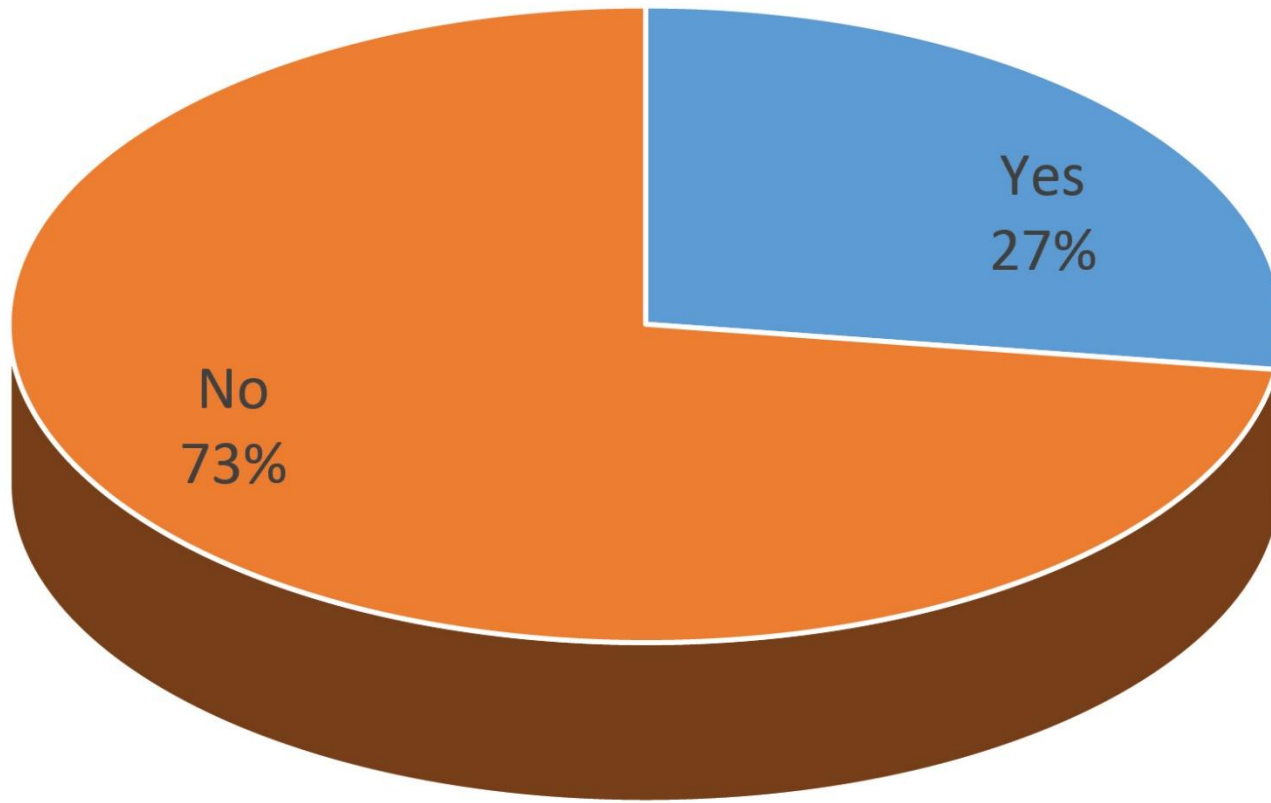
Do you sell online?



What **improvements** would you like to make to Tralee town centre?



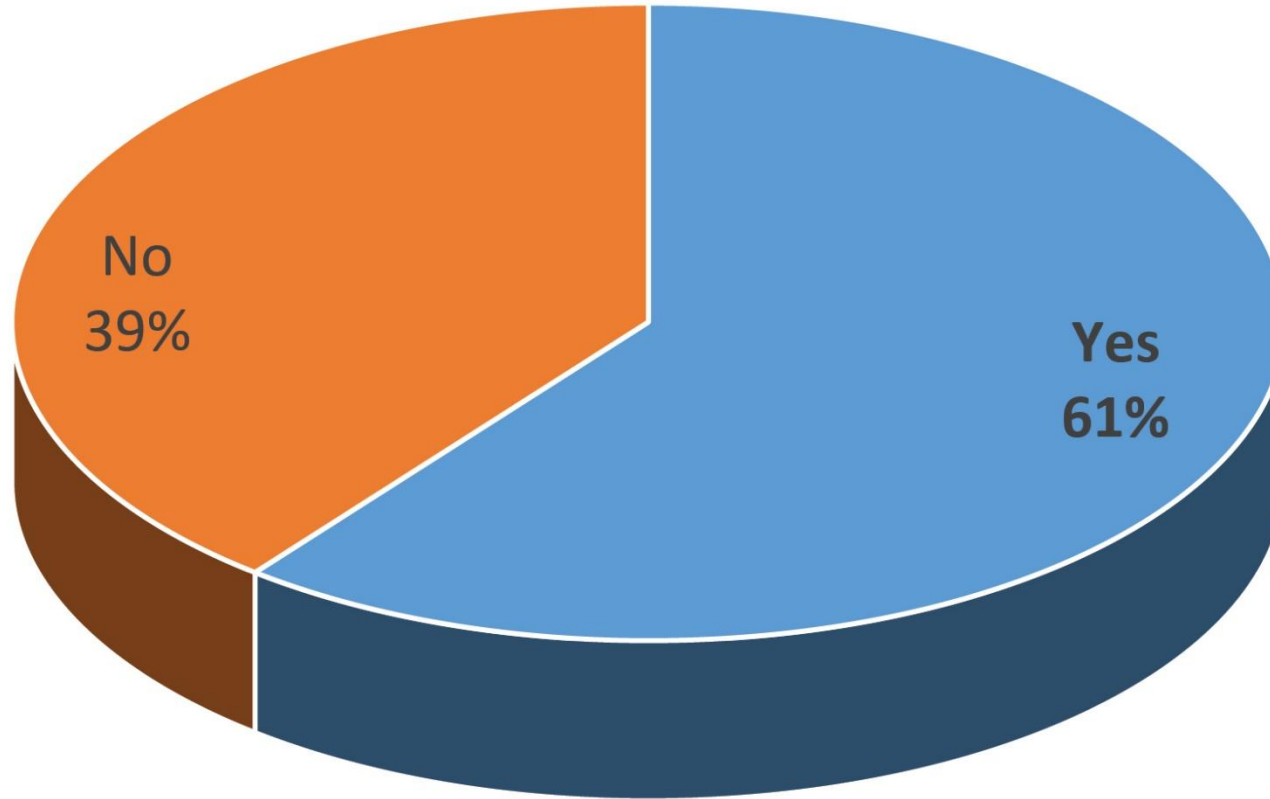
Are you a member of **Tralee Chamber Alliance?**



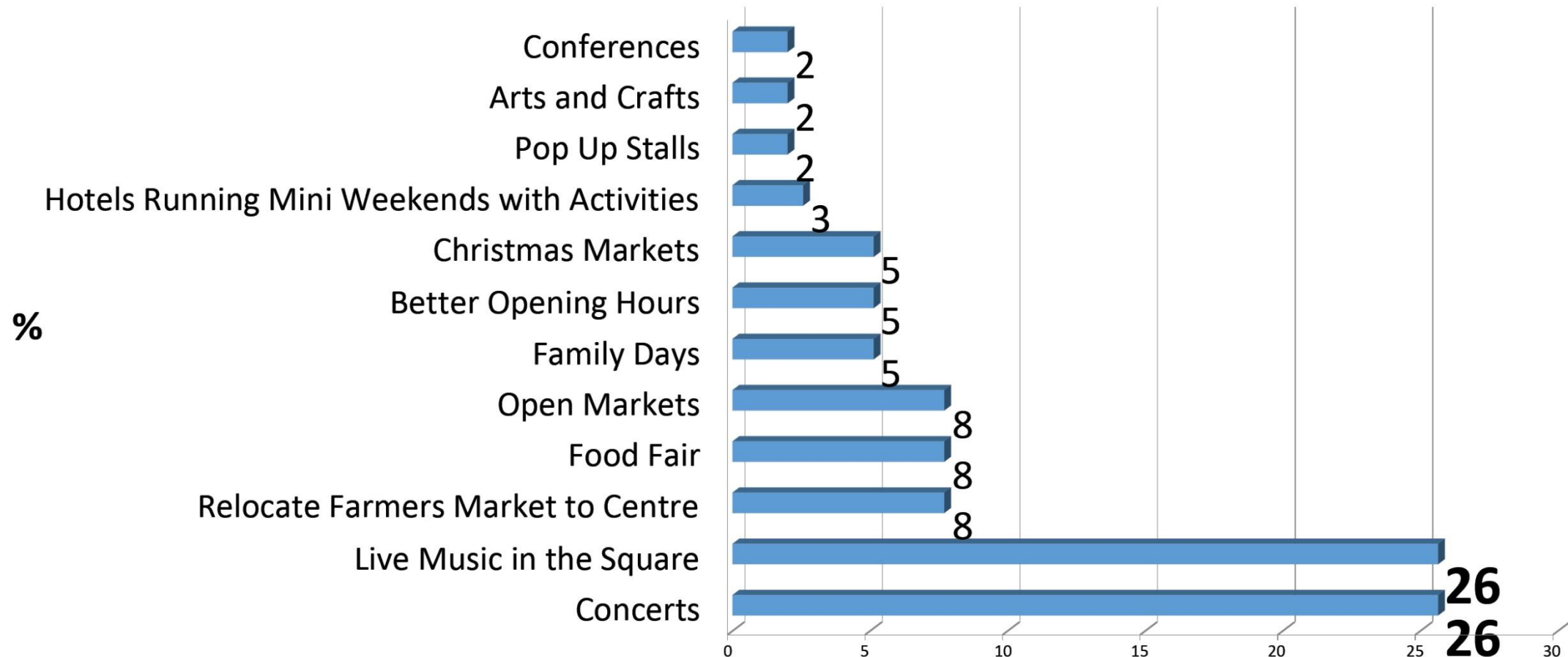
Tralee Chamber Alliance

Leading Growth, Fostering Pride

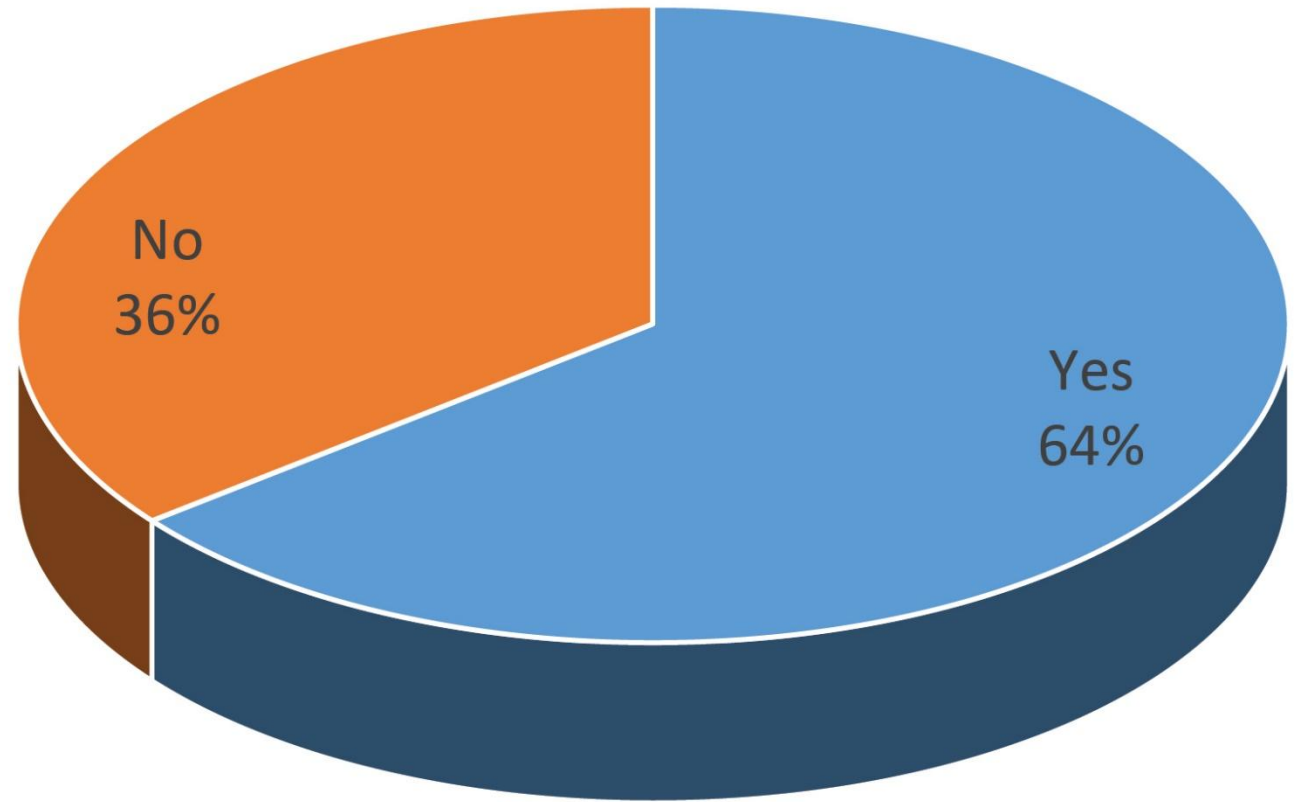
Would you be willing to
organise events to attract people to Tralee?



What kind of **events** would you like to see take place in Tralee town centre?



Would you be willing to contribute to a
cooperative marketing strategy fund
for Tralee town?



“Having the opportunity to be a part of the programme, has been a great learning experience. I hugely enjoyed the entire experience, and would recommend every student to make the most of this opportunity”.

Aleksandra Michniewicz, Bachelor of Business (Marketing)

