



BALLYMENA

Key Challenges

- **Economic Recession**
- **Vacancy/ dereliction**
- **High Profile Shop Closures**
- **Increase spend and dwell time**
- **Lack of Funding**
- **Perceptions/ Negative PR**
- **Competition from out of town**
- **Access and Car parking**
- **Limited open spaces**
- **Partnership working**

Economic Recession



Vacancy/Dereliction



High Profile Shop Closures



Increase spend and dwell time



Lack of Funding



Perceptions/Negative PR



Competition – Out of Town



Sainsbury's
Try something new today



Access and Parking



Limited Open Spaces



Partnership working

