GLASGOW CITY CENTRE ECONOMIC HEALTH CHECK

Welcome to the March 2013 and ninth edition of Glasgow city centre's Economic Health Check: a progress report on how the city centre is performing on a range of indicators. This edition, produced by the City Centre Projects Team within Development and Regeneration Services, covers the period July – December 2012.

What is the Health Check?
The objective of the Health Check is to track the impact of economic activity on the city centre, and to provide a baseline from which future performance can be benchmarked.

Trends
The table below provides at-a-glance colour coded trend indicators.

Colour codes as follows: ● - signifies improvement ● - relative stability ● - decline

Indicator	Trend	Comment
Footfall	● (red)	Average decrease of 8.1% across all counters for same period last year
Vacant units	● (amber)	0.5% increase in Style Mile average vacancy rate with same period last year
Cleanliness	● (red)	KSB cleanliness score has decreased in 2012
Crime	● (green)	Average decrease of 7.0% compared to same period last year
Planning & Development	● (red)	Decrease in applications/warrants by 20% compared to same period last year
Tourism	● (green)	0.8% increase on hotel occupancy rates between June – December 2011 and 2012 3.5% increase in Glasgow Airport passenger numbers for same period.

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Style Mile: Background and Area Map

The “Style Mile” relates to the square mile in the heart of Glasgow’s city centre and is the principal retail area containing many unique independent designer and flagship stores for British and international retailers. A map, retail guide and iphone app, (which provides up to the minute details on current promotional offers) can all be downloaded by visiting www.glasgowstylemile.com .

The Style Mile is a public private partnership initiative to promote, protect and enhance Glasgow’s city centre retail offering and capitalise on the city’s ranking as the UK’s top retail destination outside London’s West End.

CACI’s Retail Footprint 2011[1], which monitors by comparison spend, shows the top ten rankings based on retail forecast expenditure (£m). Their findings continue to show Glasgow remaining in 2nd place.

1. London - West End	£3,270	6. Nottingham	£1,730
2. Glasgow	£2,480	7. Leeds	£1,490
3. Birmingham	£2,430	8. Westfield London	£1,460
4. Manchester	£2,340	9. Newcastle Upon Tyne	£1,240
5. Liverpool	£1,790	10. Norwich	£1,180

CACI’s research also ranks Glasgow 8th in the Top 10 Resilient Centres[2]

1. London - King's Road	6. Edinburgh (city centre)
2. London - Knightsbridge	7. Brighton (city centre)
3. London - Covent Garden	8. Glasgow (city centre)
4. London - West End	9. Aberdeen (city centre)
5. Westfield London	10. Oxford (city centre)

[1] CACI Press Release 16 June 2011
[2] Source: British Marketing Survey 2011

1. FOOTFALL

1.1 Style Mile Footfall

The Style Mile footfall monitor is based on Springboard's Customer Counting and Measurement system which registers foot flow at designated counters located throughout the Style Mile. These four counters are located at:

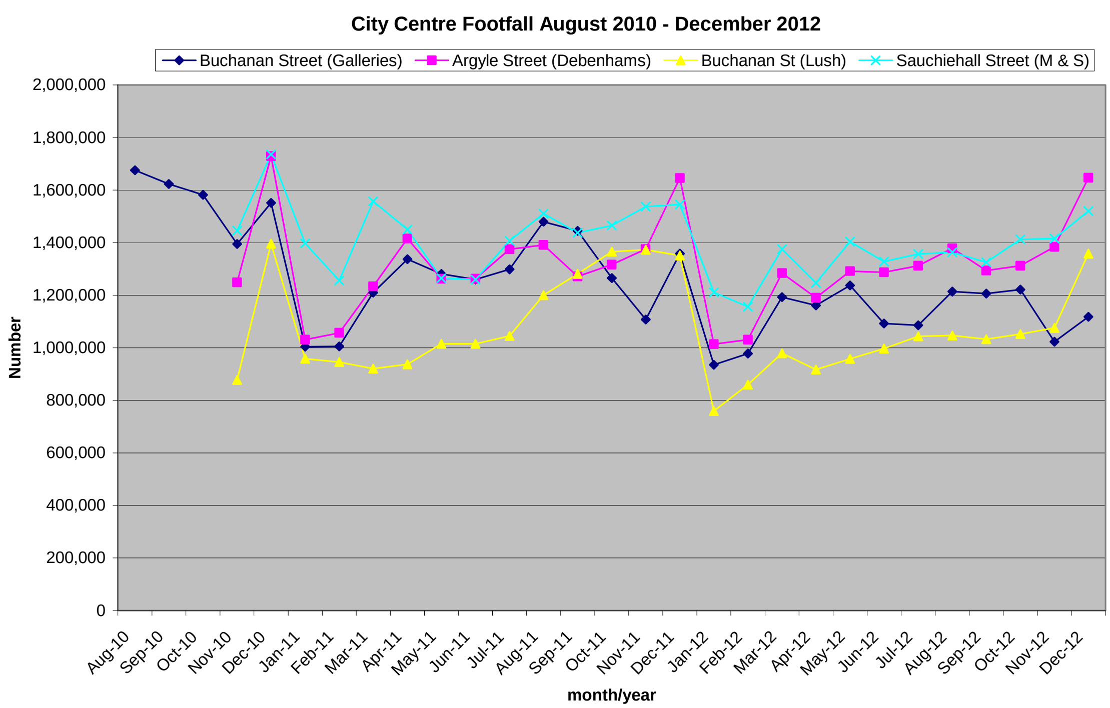
Buchanan Street at Galleries (original)
Buchanan Street at Lush
Argyle Street at Debenhams
Sauchiehall Street at Marks and Spencer

Please note that at time of publishing, the Buchanan Street Galleries counter has reported a fault and it is expected the footfall numbers are higher than those recorded. This will be monitored by Springboard and should previous recorded results be incorrect, they will be amended accordingly in the next edition of the Health Check.

Table 1a[3] below shows data collated from these counters from August 2010 – December 2012. Please note that the additional counters did not become operational until November 2010. Springboard counters record foot flow over each 24 hour period, therefore registering both day and night time economy. As shown in the chart below, all counters record increases in footfall in December. This is always a busy period attributed to festive shopping and entertainment activity at this time of year. As Sauchiehall Street comprises the most pubs, clubs and theatres in the city centre, it produces the highest foot flow trend-line.

All counter locations experience a drop in footfall in January and February – this is anticipated as people recover from additional spending during Christmas and New Year. The foot flow in the city centre has been affected by a wet year in 2012. For period July to December in 2011 and 2012, there has been an average decrease of 8.1% across all counters. Argyle Street has performed the best with only a 0.6% decrease in footfall while Buchanan Street has experienced a drop in footfall of 13.5%.

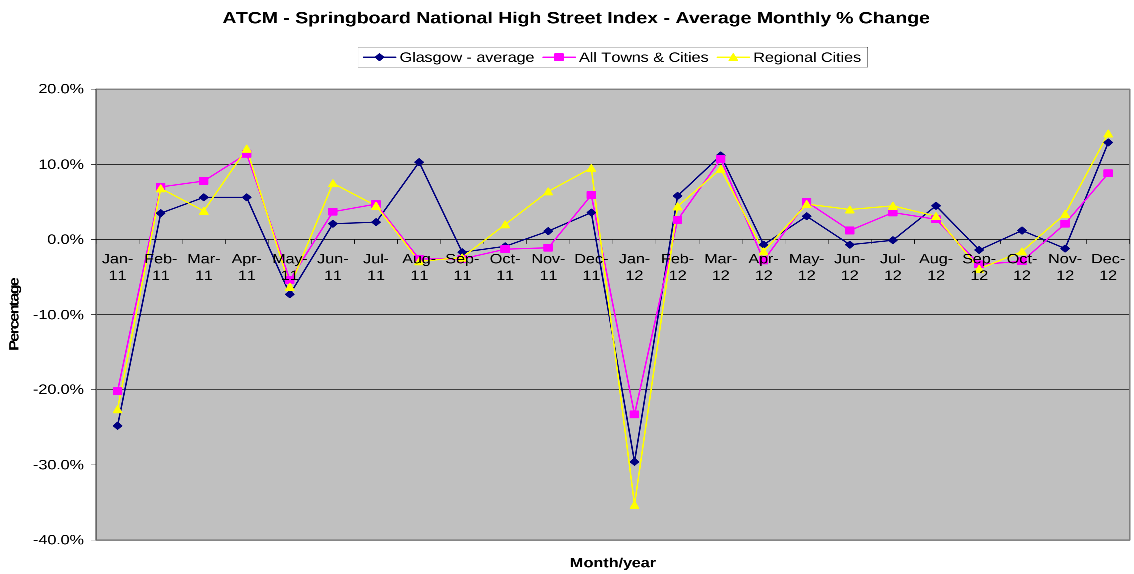
Table 1a



[3] Springboard, December 2012

Table 1b illustrates Glasgow's average footfall figures against comparator cities from January 2011 to December 2012. Glasgow has generally followed the trends of its comparators, and has performed better than its comparators from August to October 2012. Footfall in the UK's High Streets decreased by 0.5% in December 2012 compared to the same month last year and Glasgow's average footfall dropped by 2.0%. The monthly percent change in the UK's High Streets increased by 8.8% in December 2012 whereas Glasgow increased by 12.9%[4]. Again, please note these figures may be amended following Springboard's review of the faulty counter at Buchanan Galleries.

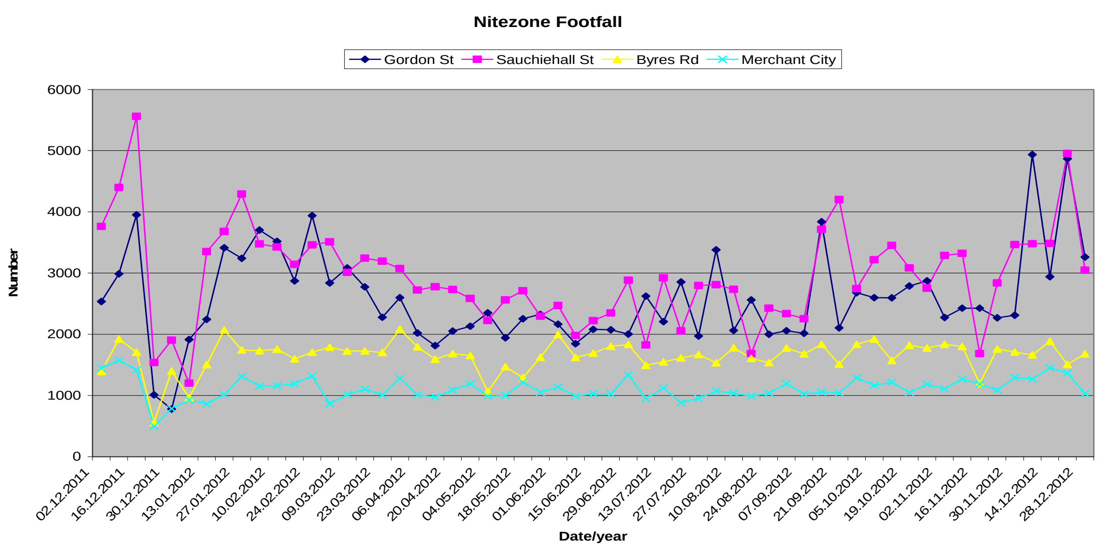
Table 1b



1.2 Nitezone footfall

Table 1c[5] illustrates comparative Nitezone footfall figures from December 2011 – December 2012. The figures,

Table 1c



[4] Springboard High Street Index December 2012
[5] GCSS February 2013

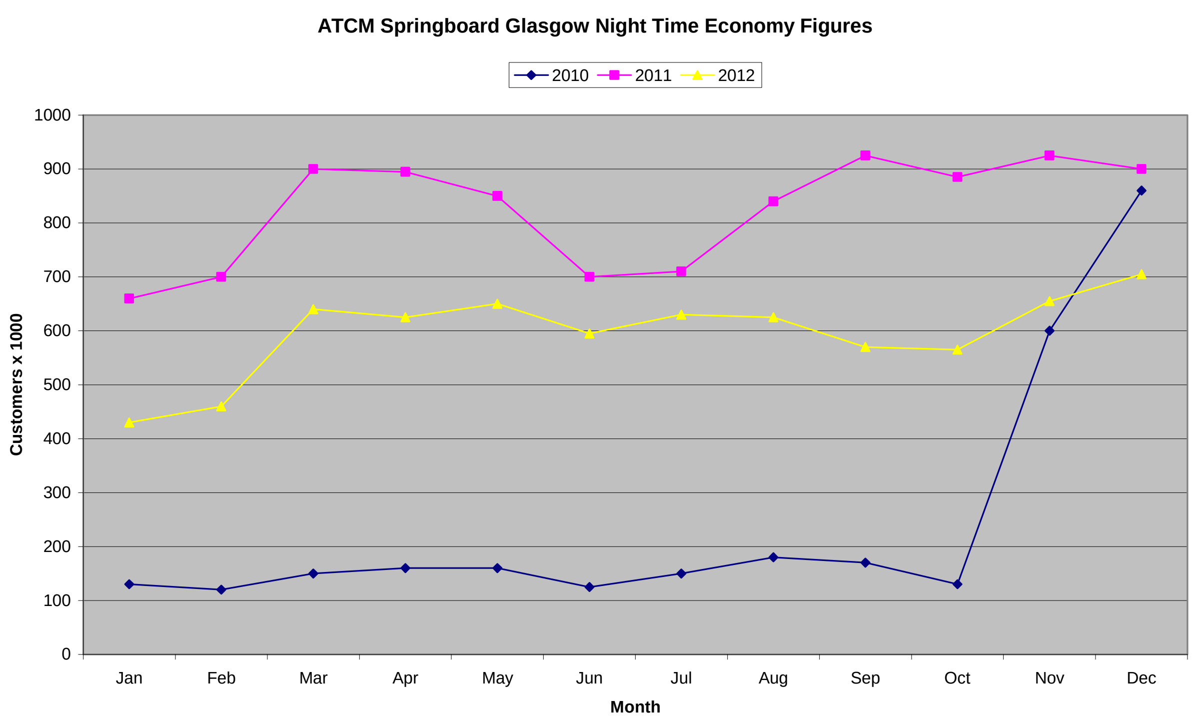
relating to Gordon Street, Sauchiehall Street, Byres Road and Merchant City, are collated by taxi marshals who are present at the designated taxi pick up points between 10pm and 5am every Friday and Saturday night, to ensure the efficient, safe exit out of the city for users of the night time economy (map showing pick up points is available via http://www.glasgow.gov.uk/en/Business/CityCentre/). As a peripheral city centre spot, Merchant City records the lowest footfall while Sauchiehall Street regularly records the highest due to its night time economy.

1.3 ATCM Night Time Economy Index Reports

ATCM-Springboard collates the Night Time Economy Index[6] which focuses on the UK's high street footfall during the hours of 6pm – 4am. The UK average monthly percent change between November 2012 and December 2012 was 3.0% while the regional cities average was 7.3%. Glasgow outperformed these figures and experienced a 7.6% rise during night time hours[7].

Table 1d[8] shows the last 3 years Night Time Economy figures for Glasgow from January 2010 to end of December 2012. Please note the counters at Buchanan Street (Lush), Argyle Street and Sauchiehall Street did not become operational until November 2010 so data from January – October 2010 shows the original Buchanan Street data only. As with the 24 hour count, night time footfall data for 2012 has been affected by a wet season, though the monthly trends are generally similar to 2011.

Table 1d



[6] ATCM Springboard Night Time Economy Index – December 2012
[7] Springboard, February 2013
[8] Springboard, February 2013

1.4 SPT Footfall

Subway Footfall

SPT have thirteen reporting periods in which they collate Subway footfall data based on numbers boarding (going through the barrier). From 2012/13 figures have been aligned to a set of 4 weekly traffic return dates whereas previous years reported on a 13 period basis along financial accounting periods. Period 1 for 2012/13 in the graph below represents the 4 weekly period ending 21 April 2012.

Table 1e[9] demonstrates that, so far, the 2012/13 periods for St Enoch have performed well and have outperformed 2009/10 and 2010/11. Comparing periods 1 to 10 for 2011/12 and 2012/13, there has been a 2.1% increase in footfall at St Enoch subway station in 2012/13.

Table 1e

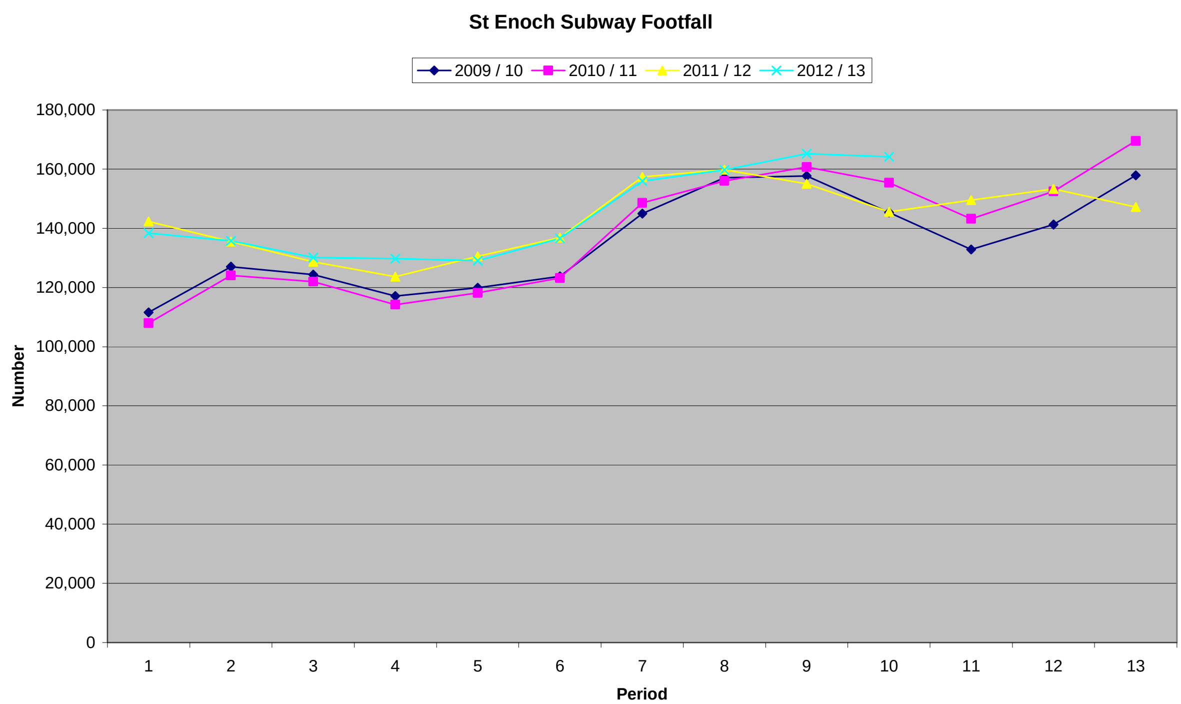
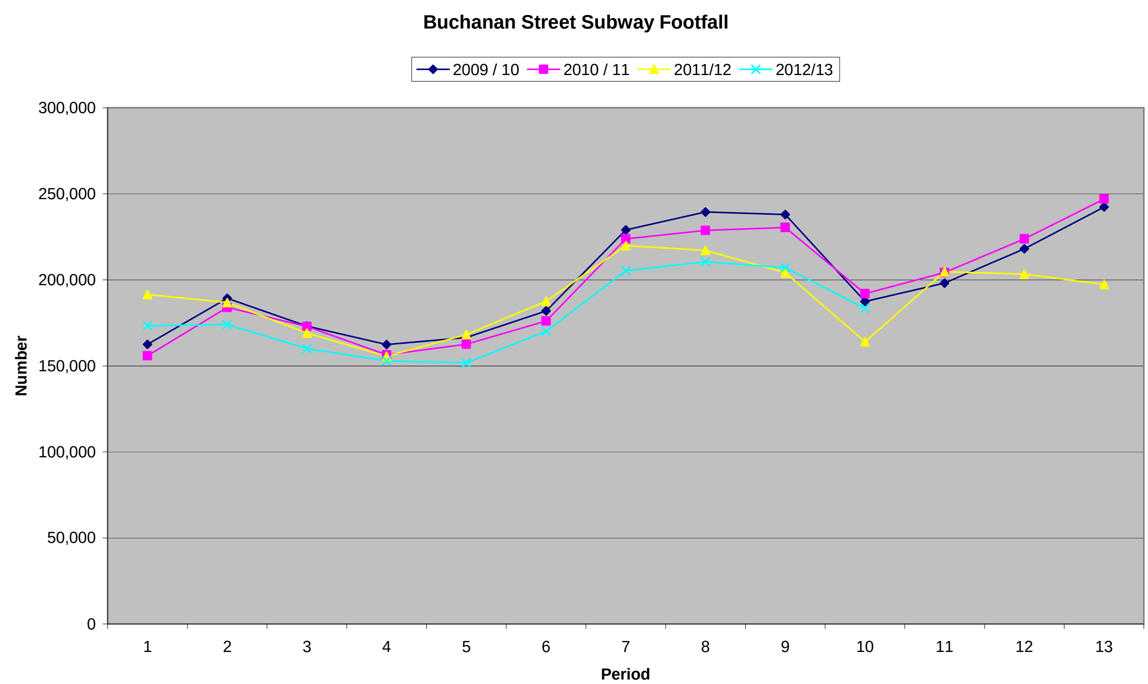


Table 1f[10] shows that Buchanan Street Subway station records a higher footfall than St Enoch Subway station. The periods in 2012/13 have shown footfall levels lower than the previous years, with a 4.0% decrease in 2012/13 when comparing periods 1 to 10 in 2011/12 and 2012/13. Passenger numbers making use of Ibrox Subway station have fallen, which will in part have contributed to the reduction of patronage levels at Buchanan Street Subway station.

[9] SPT, February 2013
[10] *Ibid*

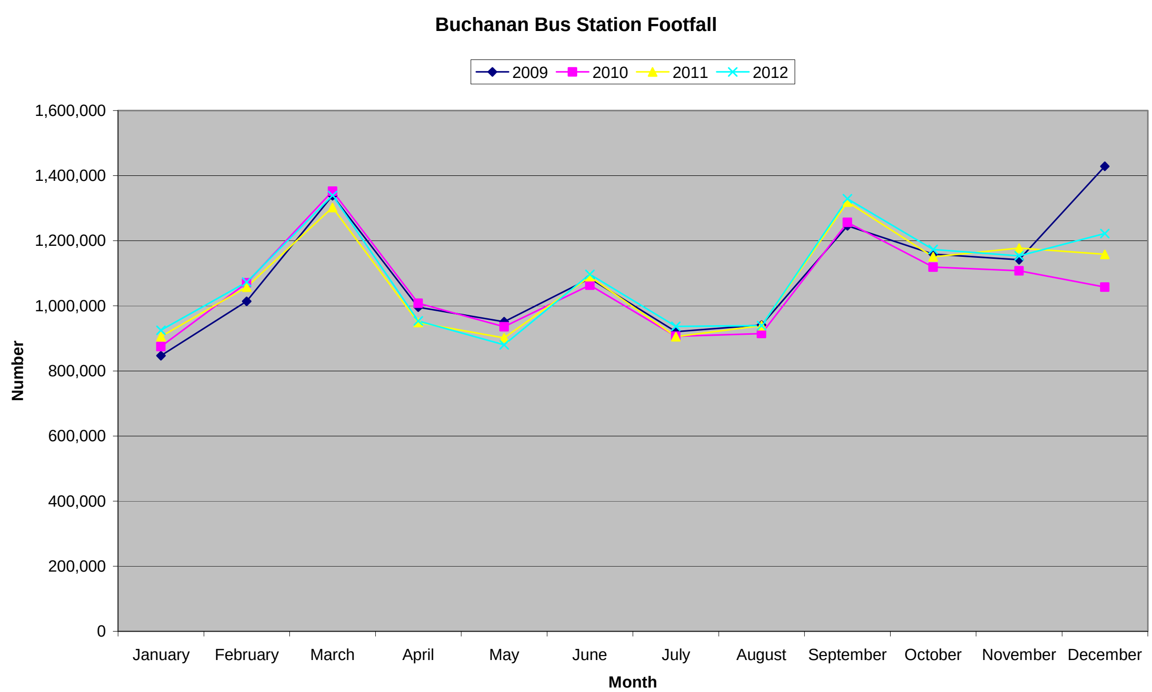
Table 1f



Bus Station Footfall

Table 1g[11] illustrates the footfall at Buchanan Bus Station. All months in 2012 have increased on the comparable figures from last year, with the exception of May and November which experienced slight decreases. Comparing 2011 and 2012, there has been an increase of 1.3% on total footfall at Buchanan Bus Station in 2012.

Table 1g



[11] *Ibid*

2. VACANT UNITS (STYLE MILE)

Table 2a[12] illustrates the city centre's vacant unit trend since records were originally kept. From March 2010 – May 2012 this count was conducted monthly but following a review of resources, is now produced every second month. The chart records the number of vacant units at street level and includes Class 1 (shops), Class 2 (financial, professional and other services – e.g. banks, Class 3 (food and drink – e.g. cafes and restaurants) and *Sui Generis* (not in any "use class" e.g. pub or hot food takeaways). Table 2a does not include vacant units within the shopping centres on Glasgow's Style Mile.

After peaking in November 2010, the vacancy rate in the Style Mile continued to fall until January 2012 when it reached the same low level as June 2004 before the recession. However, the percentage of vacant units has started to rise since the beginning of 2012. Between November 2011 and 2012 there has been a slight increase in vacancy rates by 0.6%.

Table 2a

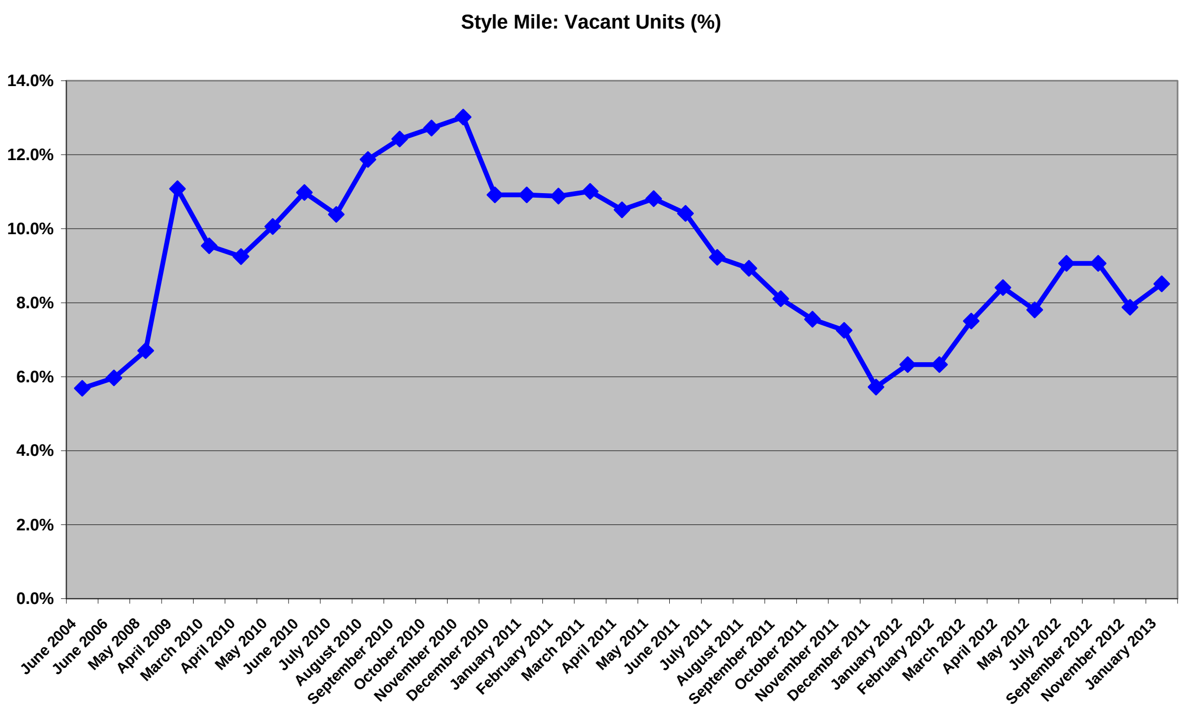


Table 2b[13] shows vacancy rates for the Style Mile including shopping centres from January 2012 - January 2013. This shows a higher vacancy level to that of vacancy rates in the style mile only, having increased toward the middle of 2012 then beginning to fall again. The annual percentage change between November 2011 and 2012 was an increase of 0.9%.

Table 2b: Vacancy Rates including shopping centres & malls

Jan 2012	March 2012	May 2012	July 2012	Sept 2012	Nov 2012	Jan 2013
8.2%	8.7%	11.2%	12.0%	11.5%	9.8%	9.9%

[12] GCC February 2013
[13] *Ibid*

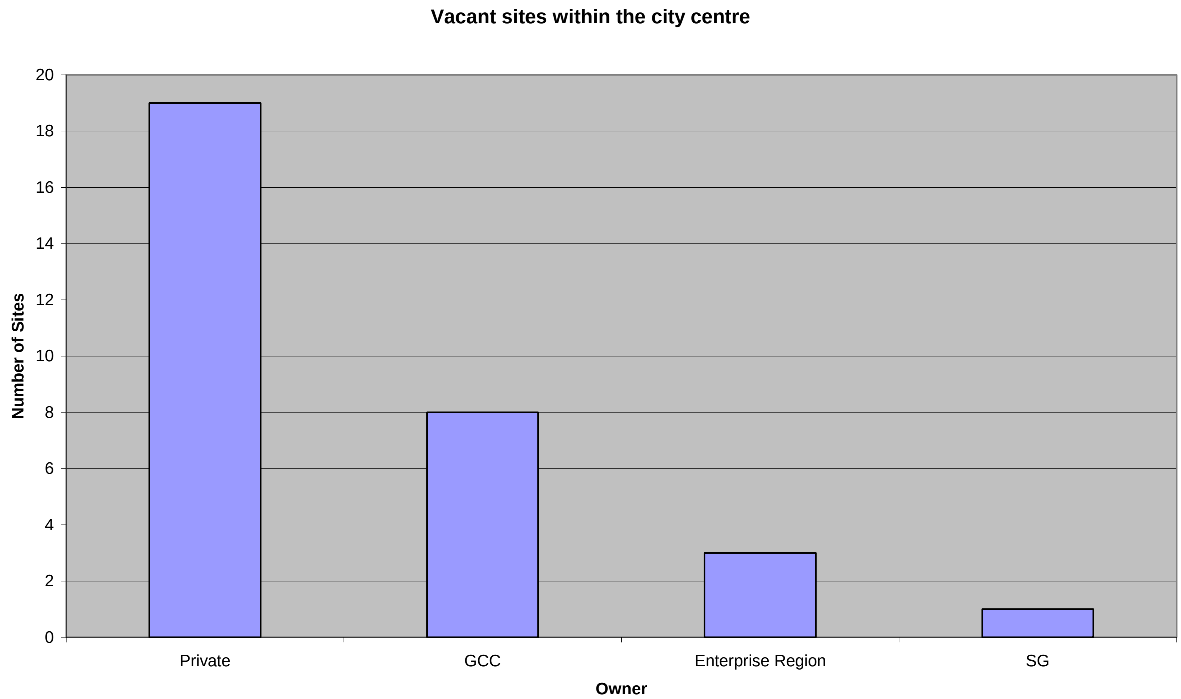
3. VACANT SITES (CITY CENTRE)

Table 3a[14] provides details of city centre vacant and derelict sites at end 2012.

The graph represents 31 sites within the city centre area bounded by the M8, High Street and the Clyde.

As indicated, the majority of sites are privately owned. Their potential land use is varied from residential to office, retail, civic and mixed use. The majority of sites appear to have had planning consents granted or are in the process of undertaking pre-application work. A number of sites have a temporary use, predominantly car parking, and various others have been temporarily landscaped. Development on these sites can be slow because of the nature, scale and complexity of vacant sites, as well as the impact of the global economic environment.

Table 3a



[14] GCC March 2013

4. CAR PARKING

City Parking (Glasgow) LLP is one of Glasgow City Council's Arms Length External Organisations (ALEO), owning Cambridge Street, Cadogan Square, Charing Cross, Concert Square, Dundas Street and Duke Street car parks which sit within the boundary of the city centre.

Table 4a[15] illustrates the number of daily entries for each of the sites per month for 2012 *(Note: Due to a data collection error, figures are not available for August/September 2012).* Concert Square is the most utilised which would be expected given its proximity to Buchanan Street and the Royal Concert Hall, while Cadogan Street shows lower occupancy rates as it is located on the edge of the city centre. Duke Street opened in December 2011 and has been steadily increasing its customer numbers throughout the year.

Table 4a

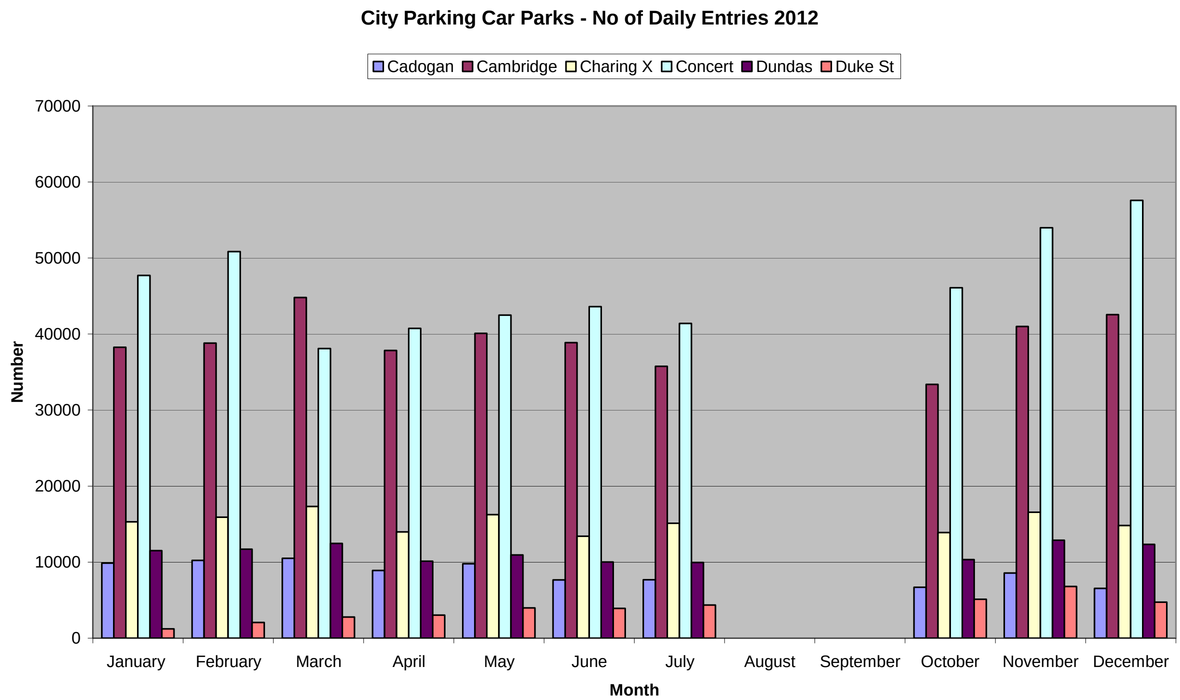
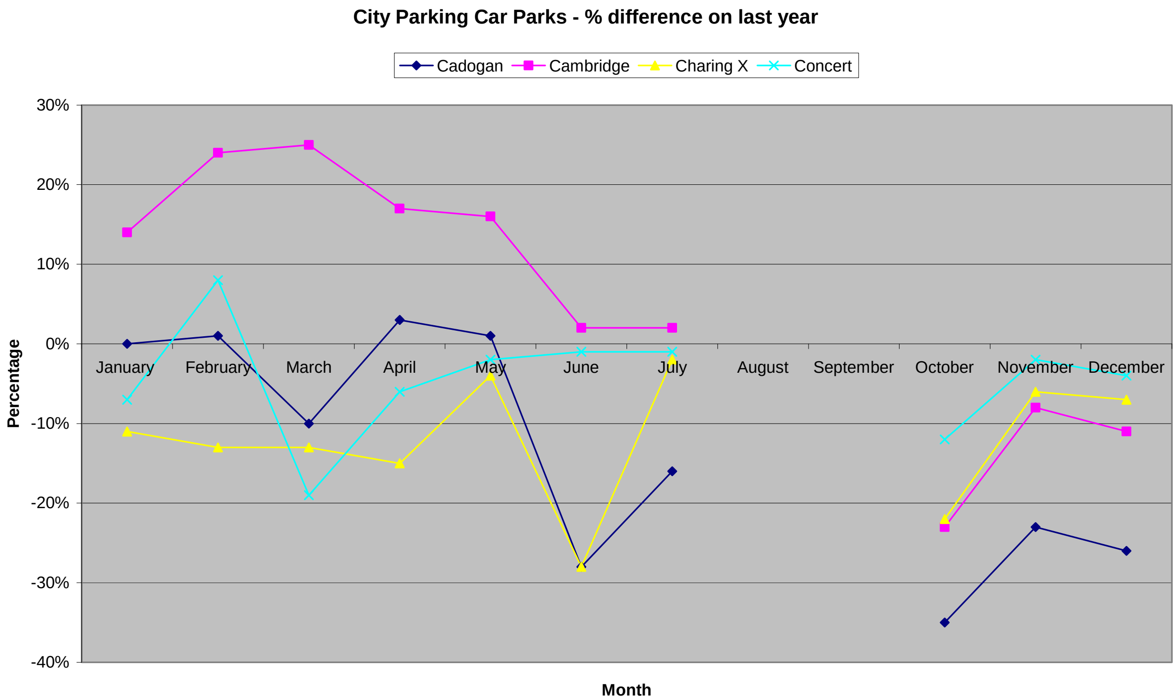


Table 4b[16] demonstrates the percentage difference change in occupancy rates from January to December 2012. Data is not available for Dundas Street or Duke Street car parks as they became operational in 2011. As noted above, data for August and September 2012 is unavailable. All car parks experienced a decline in October to December 2012 compared to previous year though experienced the same trends. Cambridge Street was the best performing from January – July with positive increases each month while Charing X experienced negative changes each month.

[15] City Parking (Glasgow) LLP, January 2013
[16] *Ibid*

Table 4b


City Parking Car Parks - % difference on last year
Cadogan
Cambridge
Charing X
Concert
30%
20%
10%
0%
-10%
-20%
-30%
-40%
Percentage
January
February
March
April
May
June
July
August
September
October
November
December
Month

5. ENVIRONMENTAL INDICATORS AND CITY CENTRE INFORMATION

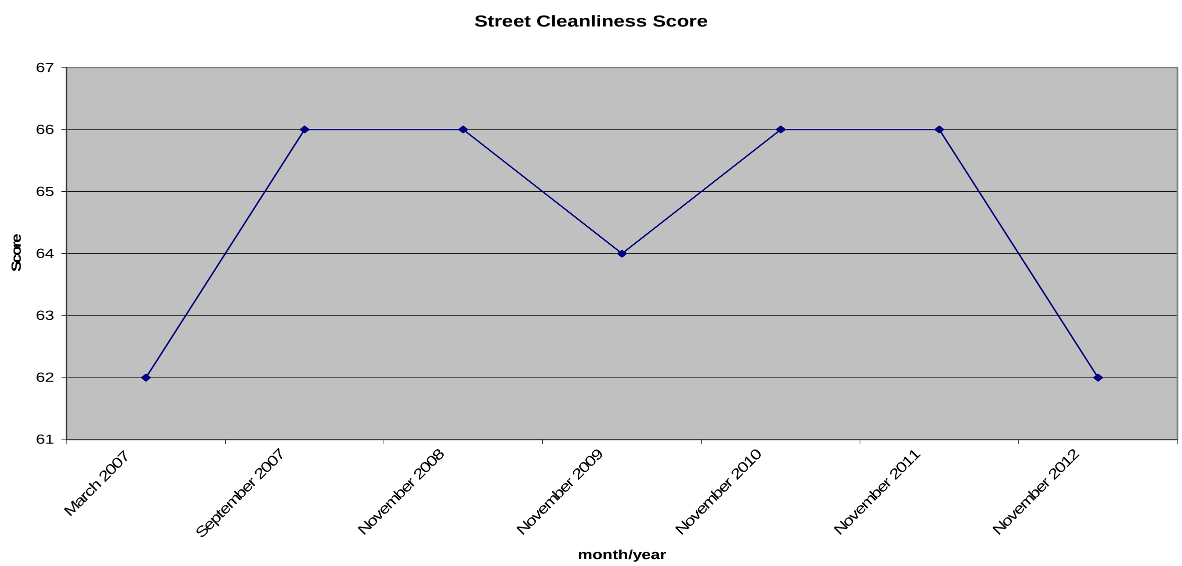
5.1 Street Cleanliness

Since Clean Glasgow was launched by Glasgow City Council in February 2007, independent street cleanliness surveys of the city centre have been commissioned by the Clean Glasgow team each year. These independent surveys are undertaken by the national environment agency, Keep Scotland Beautiful (KSB).

The area surveyed consists of approximately 167 street sites and the survey reflects the standard of cleanliness of these areas, achieved at the time of the survey and assessed in accordance with the Environmental Protection Act 1990 and its attendant Code of Practice on Litter and Refuse (Scotland) 2006. Criteria assessed include the general standard of cleanliness, sources of litter, types of litter, and adverse environmental quality indicators. The city centre is disaggregated into two zones which are separately scored: premier and outlying. The scores are then accumulated to produce the overall cleanliness index.

The overall cleanliness index scores for the **city centre** to date displayed in table 5a below. Note that March 2007 is when Clean Glasgow was launched.

Table 5a



The surveys have shown that 66 is a stable score for city centre cleanliness although 2009 and 2012 demonstrated a fall in performance. These are attributed to the impact of periods of industrial action, and the poor winter weather. A review of city centre street cleaning operation will be taken forward after the new City Centre Strategy is launched later in 2013. It is anticipated that this will identify weaknesses in provision which are impacting on the Clean Glasgow Score.

The Keep Scotland Beautiful 2011/12 annual survey results for **city-wide** cleanliness awarded Glasgow its **highest ever rating of 72**, (a 26% improvement since 2000) with zero tolerance on littering, graffiti, dog fouling, fly tipping, fly posting, chewing gum and cigarette butts being thrown onto the pavements.

In June 2012, ‘Recycle on the Go’ bins were launched in the city centre to improve cleanliness and increase waste recycling.

5.2 Key Performance Indicators (KPIs)

Glasgow Community and Safety Services present various quarterly performance indicators relating to crime and antisocial behaviour[17]. Below is a sample of these indicators relevant to the city centre from April to December 2012. From April 2012 the data was collected by ward rather than a larger area which had previously incorporated Partick West and Hillhead.

	Apr - Jun 2012	Jul – Sep 2012	Oct – Dec 2012
• Square meterage of graffiti removed	3696	3483	3026
• Square meterage of flyposting removed	332	173	205
• Fixed penalty notices issued (includes flytipping, dog fouling, litter, cigarette litter and chewing gum)	1478	3142	2779
• Number of school, community and business clean-ups undertaken	19	20	13
• Number of volunteers actively engaged with GCSS through NIES[18]	241	74	128

5.3 Crime and antisocial behaviour

Table 5b[19] provides data on crime, incidents and antisocial behaviour (ASB) for the period covered by this health check and the same 6 month period last year.

The data collated covers the Local Community Planning Partnership Central and West area which is an aggregation of the Council wards of Partick West, Hillhead and Anderston/City. This is the largest local CPP in the City by population size.

The table shows that ASB, youth disorder and violent crime incidents have all fallen compared to the same period last year, however, the number of recorded ASB crime incidents has increased by 15% over the same period.

Table 5b: Crime/ASB indicators - Central & West neighbourhood

KPI Type	July - December 2011	July – December 2012	+/-	% change
ASB Incidents	8475	8031	- 444	- 5%
Youth Disorder	743	635	- 108	- 15%
ASB Crime	6713	7717	+ 1004	+ 15%
Violent Crime	1935	1488	- 447	- 23%

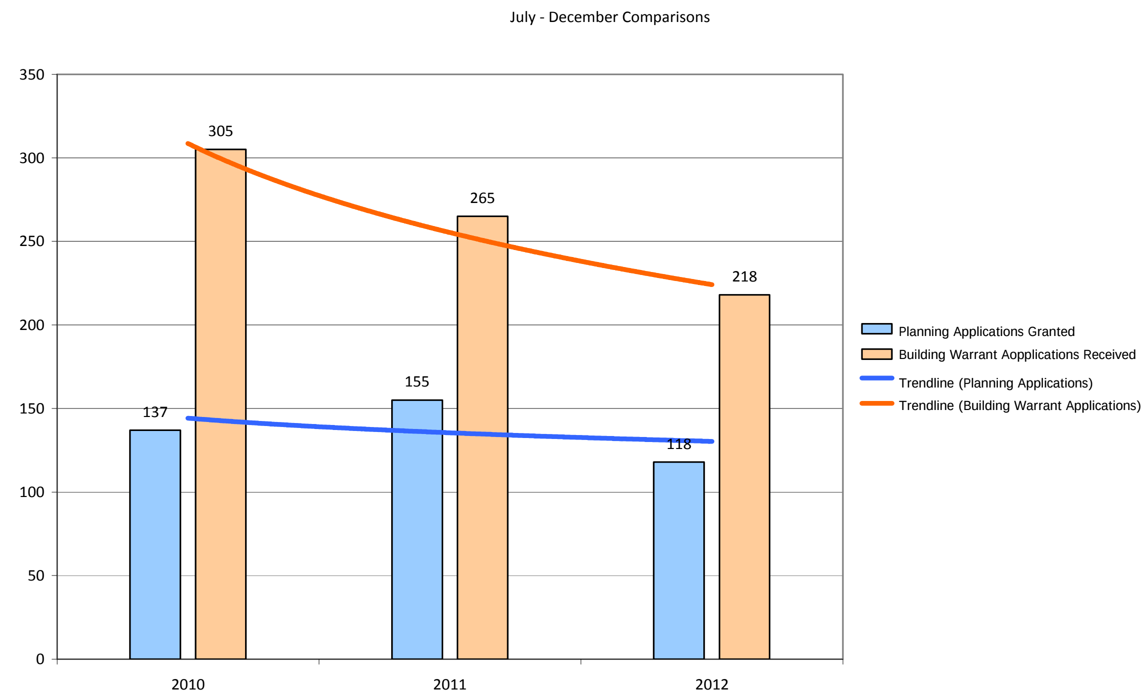
[17] GCSS, February 2013
[18] Neighbourhood Improvement and Enforcement Service
[19] Strathclyde Police February 2013

6. PLANNING AND DEVELOPMENT

6.1 Planning Applications and Building Warrant Applications

Table 6a[20] provides a comparison on planning applications granted and building warrant applications received on Ward 10 Anderston/City centre basis from July to December in 2010, 2011 and 2012. The number of planning applications granted in this period has decreased by 14% whereas the number of building warrant applications received has decreased by 29%.

Table 6a

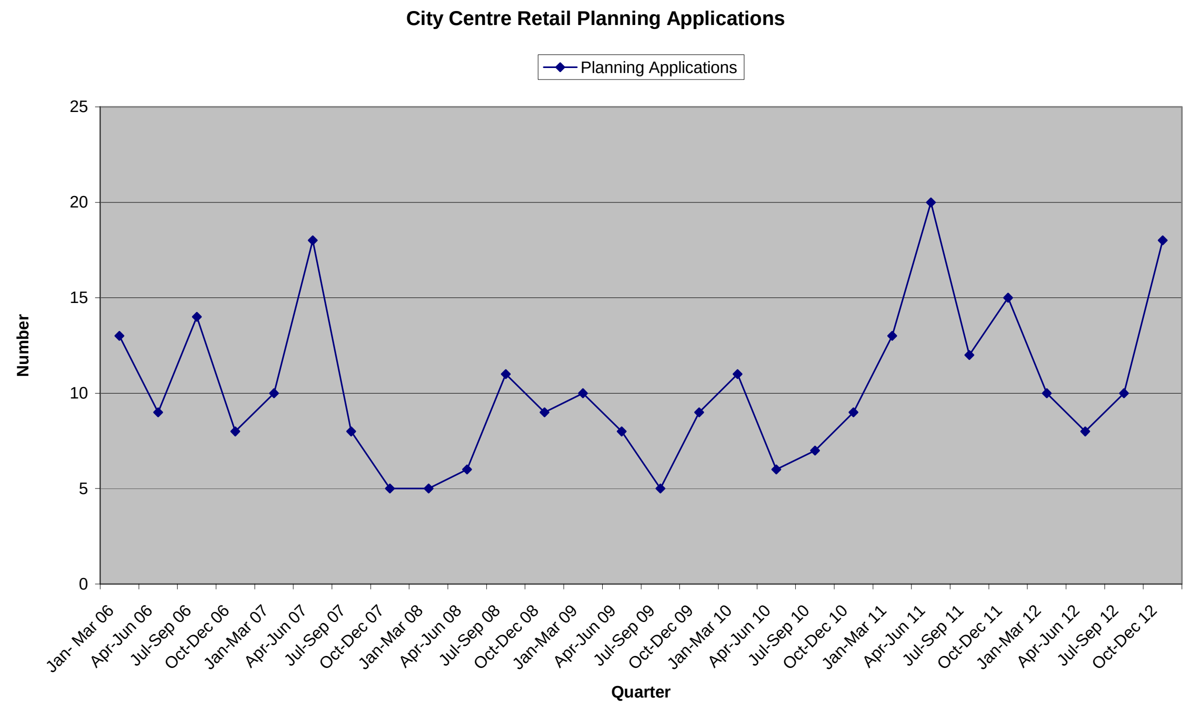


6.2 City Centre Retail Planning Applications

Table 6b[21] tracks the quarterly numbers of retail planning applications approved since January 2006 to December 2012 using monthly data collated by GCC. There are no apparent yearly trends shown by the graph, however it is encouraging that following the highest number of applications received in a period in April – Jun 11, October – December 2012 also recorded one of the highest recorded numbers – matching the peak of April – Jun 2007.

[20] GCC February 2013
[21] *Ibid*

Table 6b


City Centre Retail Planning Applications
Planning Applications
Number
25
20
15
10
5
0
Jan- Mar 06
Apr-Jun 06
Jul-Sep 06
Oct-Dec 06
Jan-Mar 07
Apr-Jun 07
Jul-Sep 07
Oct-Dec 07
Jan-Mar 08
Apr-Jun 08
Jul-Sep 08
Oct-Dec 08
Jan-Mar 09
Apr-Jun 09
Jul-Sep 09
Oct-Dec 09
Jan-Mar 10
Apr-Jun 10
Jul-Sep 10
Oct-Dec 10
Jan-Mar 11
Apr-Jun 11
Jul-Sep 11
Oct-Dec 11
Jan-Mar 12
Apr-Jun 12
Jul-Sep 12
Oct-Dec 12
Quarter

7. TOURISM

7.1 Glasgow Hotel Occupancy Rates

The data recorded for hotel occupancy rates is based on 22 city centre hotels. **Table 7a**[22] illustrates the hotel occupancy rates from 2009 to 2012. The 2012 data retains the existing yearly trends. The majority of the 2012 figures have improved on previous years, although the summer period may have been affected by the wet summer experienced.

Table 7a

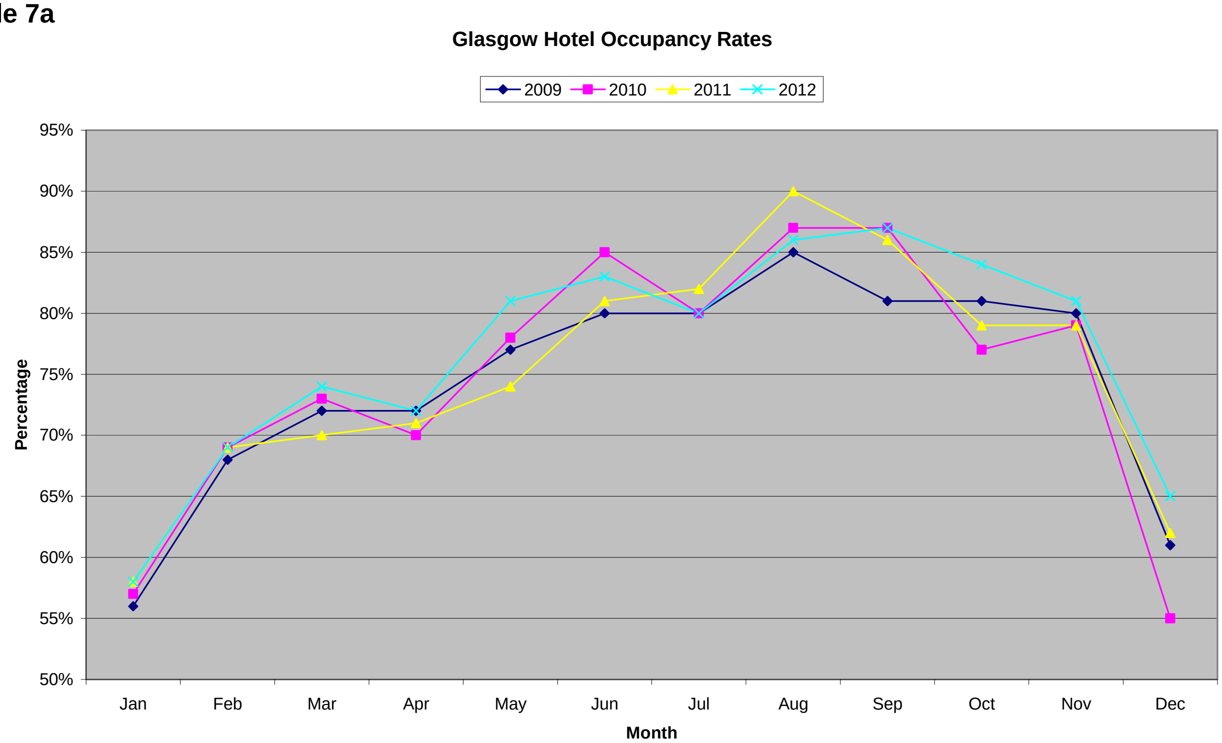
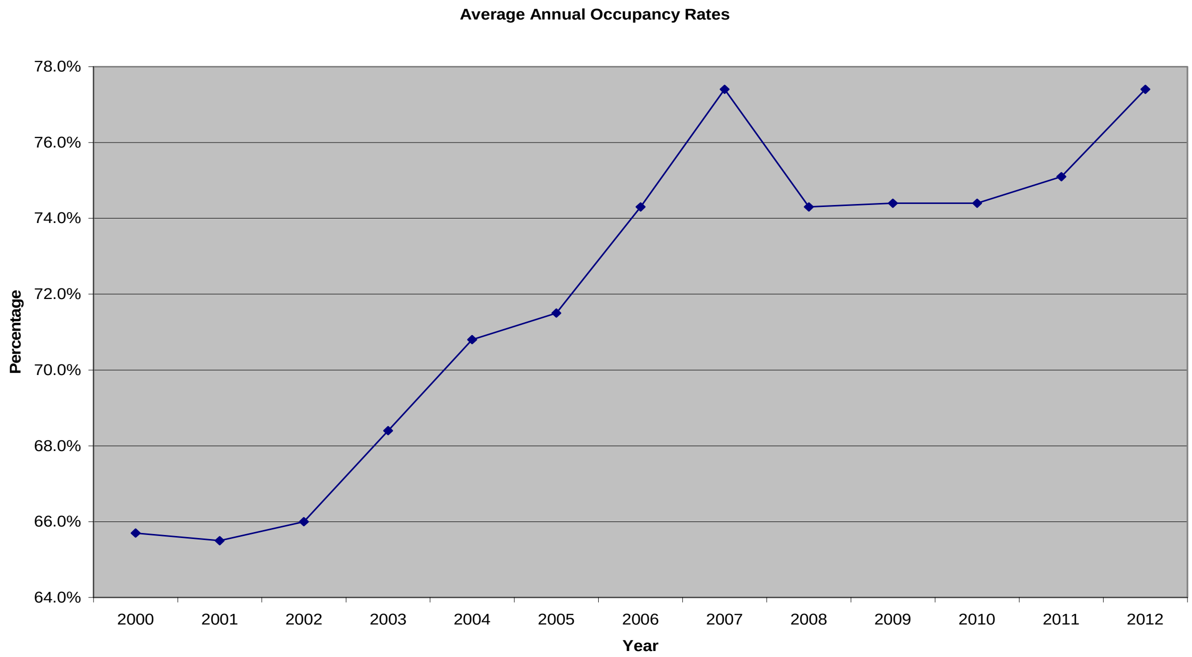


Table 7b[23] illustrates the average hotel occupancy rates for previous years. As shown, having risen between 2001 and 2007, the average occupancy rates then fell however these are steadily increasing again and have almost regained the peak position of 2007.

[22] GGHA City of Glasgow Forecaster – Zone A (provided by GCMB February 2013)
[23] *Ibid*

Table 7b


Average Annual Occupancy Rates
78.0%
76.0%
74.0%
72.0%
70.0%
68.0%
66.0%
64.0%
Percentage
2000
2001
2002
2003
2004
2005
2006
2007
2008
2009
2010
2011
2012
Year

7.2 Tourist Surveys

Around 400 people are surveyed per quarter by Lynn Jones Forecasting, using the Visitract online survey system by which email addresses are taken from visitors and then sent an online questionnaire. The addresses are captured from various locations throughout the city, though tend to be around the city centre and west end due to the majority of visitor attractions being located in these areas – therefore results are not city centre only.

A score of less than 8 is considered to be below standard.

The average results compared to those of the previous six month period have all increased with the exception of customer service in performing arts venues which has decreased by 0.05.

Rating		01/01/12 – 30/06/12	01/07/12 – 31/12/12
No. of nights		Ave. 2.55	Ave. 2.58
Quality rating of accommodation	**3 star**	34%	32%
	4 star	29%	31%
	5 star	6%	6%
	Don't know	16%	19%
Customer service in visitor attractions		Ave. 8.51	Ave. 8.57
Customer service in restaurants/cafes		Ave. 8.27	Ave. 8.33
Customer service in pubs		Ave. 8.08	Ave. 8.29
Customer service in Visitor Info Centre		Ave. 8.15	Ave. 8.48
Customer service in shops		Ave. 8.14	Ave. 8.38
Customer service in transport		Ave. 8.16	Ave. 8.36
Customer service in accommodation		Ave. 8.33	Ave. 8.33
Customer service in performing arts venues		Ave. 8.47	Ave. 8.42
Cleanliness		Ave. 6.84	Ave. 7.20
Safety		Ave. 7.40	Ave. 7.74
Value for money		Ave. 7.54	Ave. 7.68
Glasgow overall		Ave. 8.23	Ave. 8.31

7.3 Glasgow International Airport: Passenger Numbers

Glasgow International Airport operates 365 days a year, 24 hours a day and deals with approximately 7 million passengers a year. Over the last 10 years more than £200 million has been invested which includes the £31 million terminal extension[24]. Further snapshot facts and figures on the airport can be accessed via the following link http://www.glasgowairport.com/about-us/facts-and-figures

Table 7c[25] illustrates Glasgow Airport's passenger numbers and how it compares to an average of other cities[26]. The figures cover the period January 2009 – December 2012 and relate to the number of terminal passengers recorded by the Civil Aviation Authority. Glasgow Airport and its comparators demonstrate the same yearly trends.

[24] Glasgow Airport website accessed August 2012

[25] CAA website accessed March 2013

[26] Birmingham, Bristol, Cardiff, Edinburgh, Gatwick, Heathrow, Leeds, Liverpool, London City, London Luton, Manchester, Newcastle, Norwich and Stansted

Table 7c

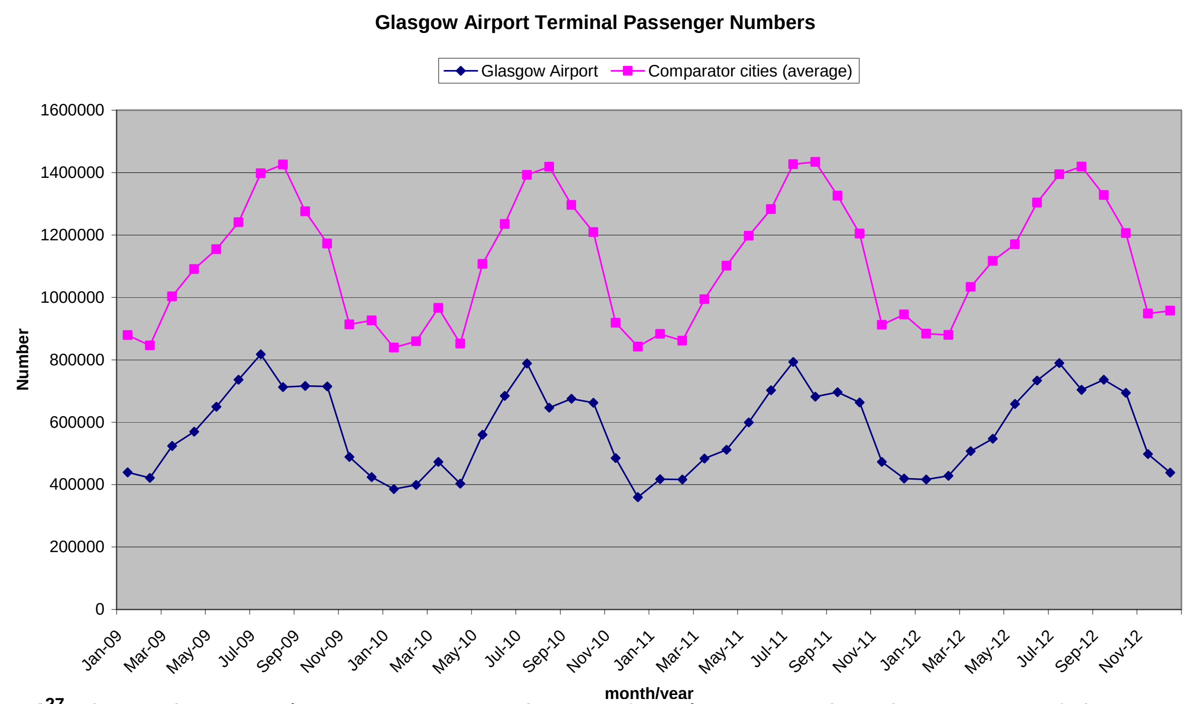
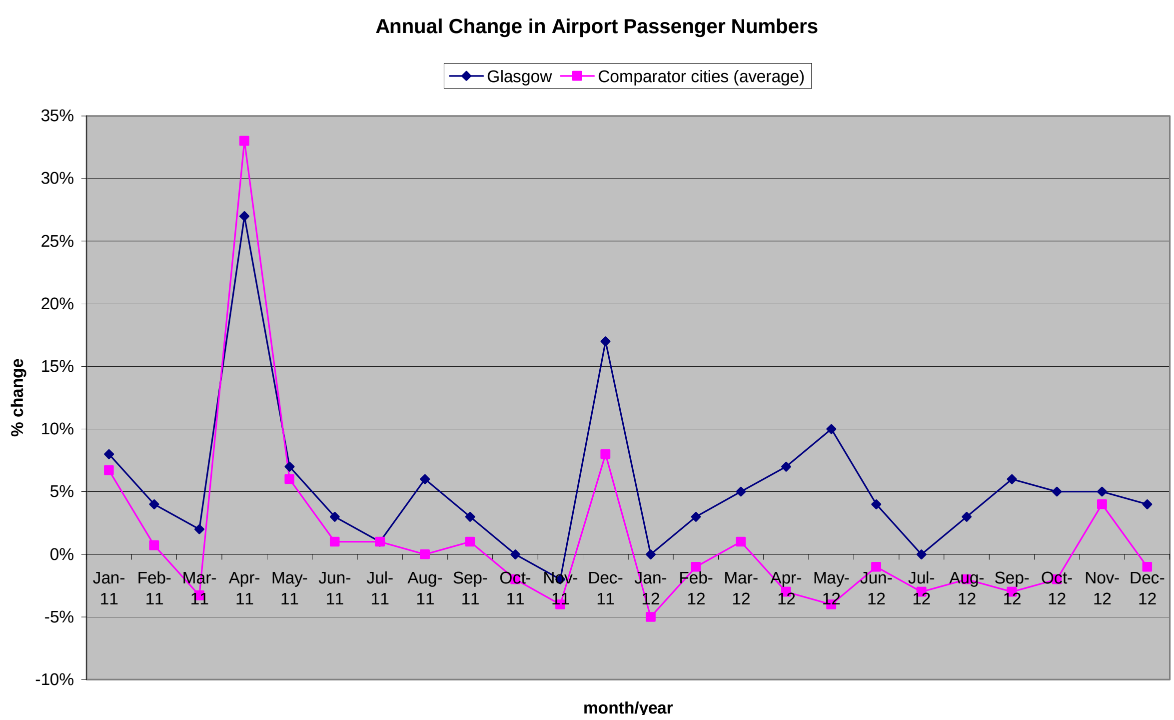


Table 7d[27] shows the annual percentage rate changes for Glasgow against the average of the comparator cities. The graph shows that Glasgow is performing above the average of the comparator cities and has shown annual increases from almost the full period from January 2011 to December 2012, recording a negative change only once during that period.

Table 7d



27 *Ibid*

8. GLASGOW GOOD NEWS

New stores open at St Enoch Centre – 22 September 2012
http://www.glasgowchamberofcommerce.com/news/member-news/2012/september-2012/four-new-stores-open-at-st-enoch-centre.aspx

Glasgow Olympic Parade sees thousands turn out for sporting heros – 15 September 2012
http://www.theglaswegian.co.uk/glasgow-news/news/2012/09/15/glasgow-olympic-parade-sees-thousands-turn-out-for-sporting-heroes-102692-23925925/

Upgraded Hillhead Subway Station opened - 17 September 2012
http://www.eveningtimes.co.uk/news/action-station-as-sturgeon-opens-2m-subway-upgrade-at-hillhead.18906522

£3.5m funding approved to regenerate the Barras market - 27 September 2012
http://news.stv.tv/scotland/192129-35m-funding-approved-to-regenerate-the-barras-market-in-glasgow/

Two new tenants for Princes Square – 28 September 2012
http://www.property-magazine.eu/pages/news/article.php?news_ID=22562&filename=tow-new-tenants-for-glasgow-s-princes-square

City is still top for shops – 18 October 2012
http://www.eveningtimes.co.uk/news/retail-chiefs-say-city-is-still-tops-for-shops-104771n.19180155

Crocs rock as shoe brand opens city centre store - 18 October 2012
http://www.eveningtimes.co.uk/news/crocs-rock-as-shoe-brand-opens-city-centre-store-104740n.19164903

Two new retailers for St Enoch Centre – 18 October 2012
http://www.glasgowchamberofcommerce.com/news/member-news/2012/october-2012/two-new-retailers-for-st-enoch-centre.aspx

£80m shopping project gets go ahead - 24 October 2012
http://www.eveningtimes.co.uk/news/80m-shopping-project-gets-go-ahead-105304n.19239668

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