



A progress report on how the city centre is performing on a range of indicators. This edition, produced by the City Centre Regeneration Team within Development and Regeneration Services, covers the period January - June 2014 (unless otherwise stated).

## 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 an at-a-glance colour coded trend indicators.

Colour codes as follows:

- Improvement
- Relative stability
- Decline

### **Footfall**

Average footfall is down in line with the rest of the UK. Night Time Economy footfall has been particularly affected.

### Cleanliness

The most recent report shows an improved score that matches the best previously achieved.

## **Planning & Development**

Year-to-date figures are showing record highs.

### **Vacant units**

The average annual percentage of vacant units has remained relatively stable and compares favourably with the rest of the UK.

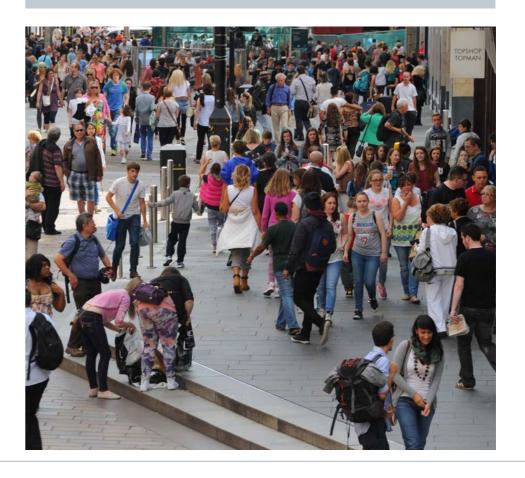
#### Crime

Overall crime incidents have decreased when compared to the same period last year.

### **Tourism**

Increases in Glasgow Airport passenger numbers and tourist survey scores have been recorded whilst hotel occupancy rates continue to break records.

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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.

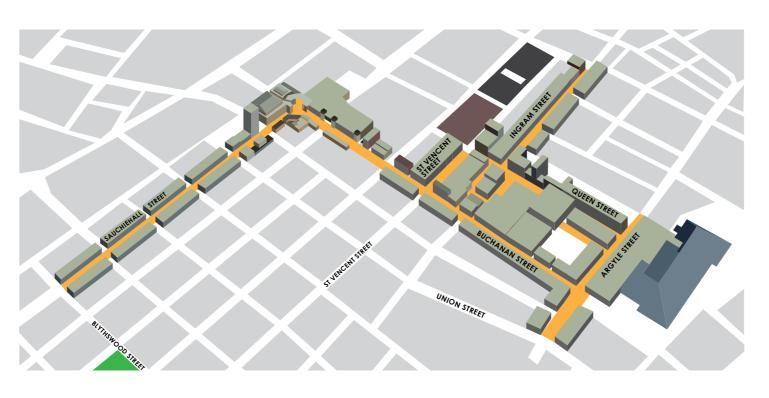


A map, retail guide and iphone app, (which provides up to the minute details on current promotional offers) can all be downloaded by visitina:



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.

















1LONDON KING'S ROAD



**5WESTFIELD** 

**7BRIGHTON** 

9 ABERDEEN

2LONDON KNIGHTSBRIDGE

**4LONDON** WEST END

6**EDINBURGH** 

8 GLASGOW CITY CENTRE

10**OXFORD** 

#### CACI's most recent Retail Footprint 2013<sup>1</sup>

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.

### CACI's.

research also ranks Glasgow 8th in the Top 10 Resilient Centres<sup>2</sup>.



<sup>&</sup>lt;sup>2</sup> Source: British Marketing Survey 2011











### The most recent Experian report<sup>3</sup>.

(ranking the UK's top retail centres based on comparison spend (£m)) continues to show Glasgow in second place.

#### VENUESCORE Report 2014 - 15

Javelin Group is Europe's leading specialist retail and ecommerce consultancy and work with many of the regions largest retailers and distributors including most of the UK's top 20 retailers. Their VENUESCORE Report 2014 - 15<sup>4</sup> evaluates locations in terms of their provision of multiple retailers. A score is attached to each operator which reflects their overall impact on shopping patterns. The resulting aggregate scores are then ranked. The top ten scores are shown below. Whilst London's West End ranks far higher than any other location (with 1,398 points), the VENUESCORE report considers it comprised of a number of separate (albeit interlinked) retail venues. As a result, Glasgow currently ranks in first place.

- 1. **Glasgow** 785
- 2. Manchester 756
- 3. Leeds 622
- 4. Birmingham 621
- 5. Liverpool 569
- 6. Brighton 510
- 7. Nottingham 506
- 8. Cardiff 493
- 9. Oxford St 492
- 10. **Edinburgh** 491

<sup>&</sup>lt;sup>3</sup> www.experian.co.uk/marketing-services/news-retailscape-uk-retail-centres-best-placed-to-thrive.html

<sup>&</sup>lt;sup>4</sup> Javelin Group (VENUESCORE 2014 - 15)

#### 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:

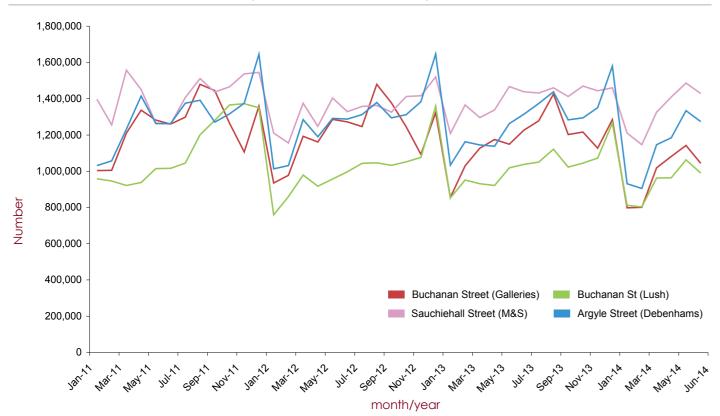
Buchanan Street at Lush (now Kiehl's)
Argyle Street at Debenhams

Buchanan Street at Galleries
Sauchiehall Street at Marks and Spencer

**Table 1a<sup>5</sup>** below shows data collated from these counters from January 2011 – June 2014. Springboard counters record footfall over each 24-hour period and register both day and night time economy.

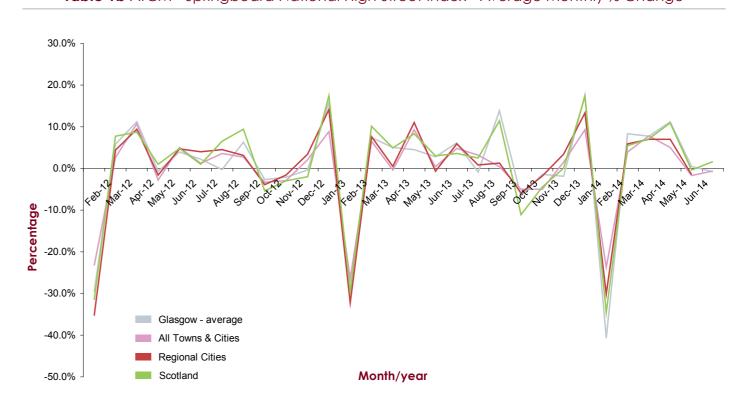
For period January to June 2014 there has been a decrease recorded across all counters against the same period in 2013. The average decrease across all four counters was -4.33% for this period. Sauchiehall Street precinct performed the best with a fall of just -1.30%.

Table 1a City Centre Footfall January 2011 - June 2014



<sup>5</sup> Springboard, August 2014

Table 1b ATCM - Springboard National High Street Index - Average Monthly % Change



<sup>6</sup> ATCM Springboard National High Street Index, September 2014

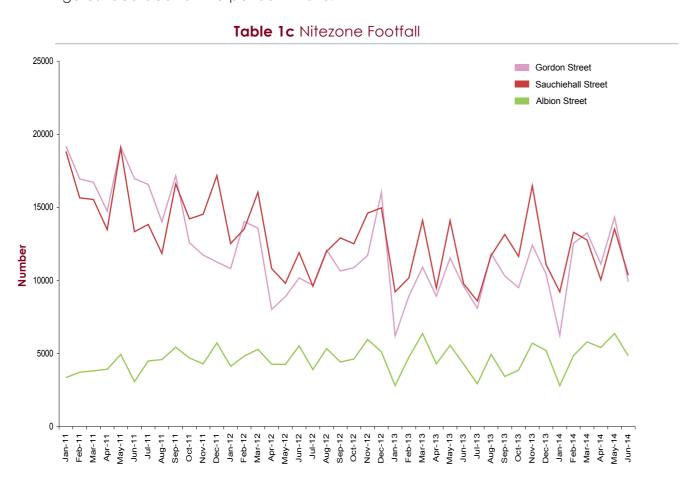
**Table 1b** illustrates the monthly rate change in Glasgow's footfall figures against comparator cities from January 2012 to June 2014. As can be seen, Glasgow generally follows the trends of its comparators. Due to a change on the reporting system by Springboard, the comparison period for this edition of the Healthcheck is from January to May 2014 (as averaged) against the same period in 2013 (as averaged). This shows that footfall figures have been more negatively impacted in Scotland than across the rest of the UK. The Scottish national average figure for this period was - 1.7% with Glasgow experiencing a lesser impact of - 0.3%.

<sup>7 (</sup>All Towns & Cities by 0.4%; Regional Cities by 0.4%); Springboard, September 2014

#### 1.2 Nitezone footfall

**Table 1c**<sup>8</sup> illustrates comparative Nitezone footfall figures from January 2011 – June 2014. The figures (relating to Gordon Street, Sauchiehall Street, and Albion Street within the 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. They ensure the efficient, safe exit out of the city for users of the night time economy (map showing pick up points is available via <a href="https://www.glasgow.gov.uk/en/Business/CityCentre/">www.glasgow.gov.uk/en/Business/CityCentre/</a>. 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.

Whilst the Nitezone footfall figures are collated on a weekly basis, Table 1c represents this data on a total-per-month basis. This allows for easier identification of developing trends. In this way, average footfall figures recorded in Gordon Street and Sauchiehall Street appear to have stabilised since mid-2012. The Merchant City figures have remained stable throughout. The total Nitezone footfall recorded over all three city centre precincts for the period January to June 2014 was 10.42% greater than the figures recorded for the period in 2013.

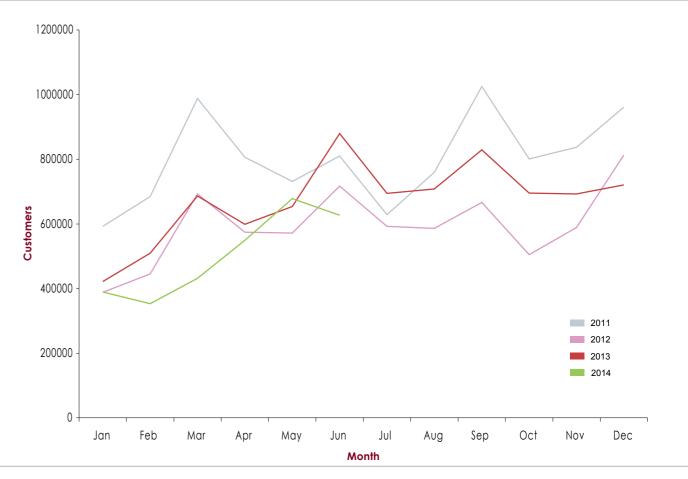


ATCM-Springboard

ATCM-Springboard collates the Night Time Economy Index that measures the UK's high street footfall during the hours of 6pm – 4am. The UK national average annual percent change for period January to June 2014 against the same period in 2013 showed a slight change of -1.68%. However, Scotland has been far more negatively impacted, with a Scottish national average percent change of -12.20% for the same report. Glasgow's figures for the same period on period comparison demonstrated an even more dramatic impact with a change of -20.01%.

**Table 1d<sup>10</sup>** shows the Night Time Economy figures for Glasgow from January 2011 to end of June 2014. Comparing the period of January to June 2014 against the same period in 2013 shows that Glasgow's performance was poorer for every month. The sole exception was May which recorded higher footfall than achieved for the same month in 2013 and 2012.

**Table 1d** ATCM Springboard Glasgow Night Time Economy Figures



<sup>&</sup>lt;sup>9</sup> ATCM Springboard Night Time Economy Index - September 2014 (NB figures for September 2013 are unavailable)

<sup>10</sup> Springboard, September 2014

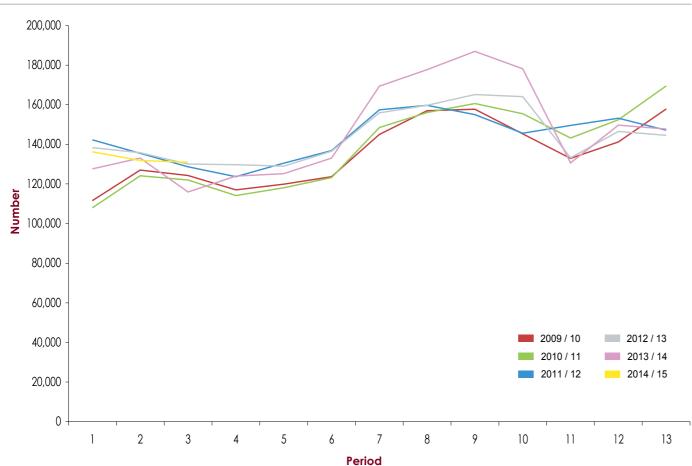
<sup>8</sup> GCSS August 2014

#### 1.3 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. For example, period 1 for 2014/15 in the graph below represents the 4 weekly period ending 19 April 2014.

Table 1e<sup>11</sup> shows the footfall recorded for each reporting period from 2009 onwards. By measuring the year-on-year rate of change for each reporting period, an average rate of change for St Enoch Subway station from reporting period 11 (in 2013/14) to reporting period 3 (in 2014/15) can be calculated. A comparison of this average rate of change against the figures recorded over the same reporting periods from the previous 12 months shows an average increase in footfall of 3.48%.

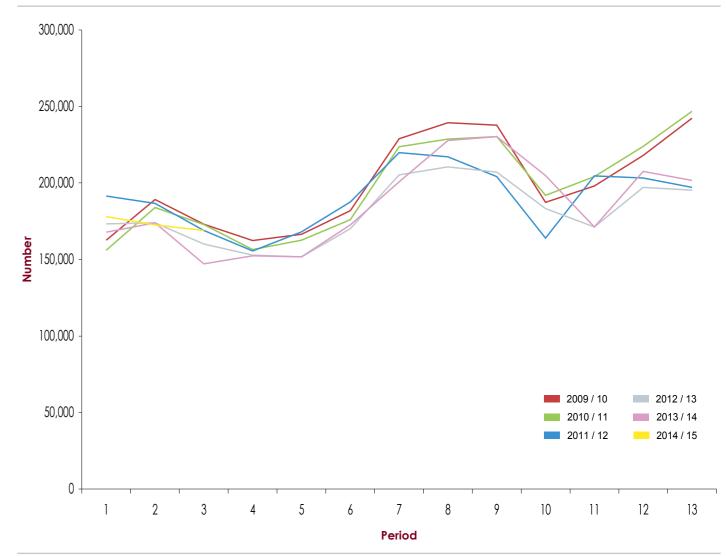
Table 1e St Enoch Subway Footfall



#### Table 1f

**Table 1f** <sup>12</sup> shows that Buchanan Street Subway station records a higher footfall than St Enoch Subway station. By measuring the year-on-year rate of change for each reporting period, an average rate of change for Buchanan Street Subway station from reporting period 11 (in 2013/14) to reporting period 3 (in 2014/15) can be calculated. A comparison of this average rate of change against the figures recorded over the same reporting periods from the previous 12 months shows an average increase in footfall of 4.70%.

Table 1f Buchanan Street Subway Footfall



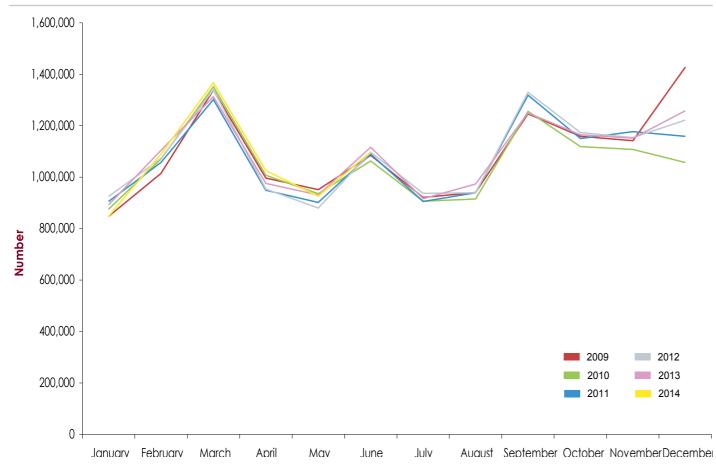
SPT, August 2014

<sup>12</sup> Ibid

#### **Bus Station Footfall**

**Table 1g<sup>13</sup>** illustrates the footfall at Buchanan Bus Station. Comparing figures from the first half of 2014 (i.e. from January to June), shows a very slight increase of 0.16% in overall average monthly footfall compared with the same reporting periods from January to June in 2013.

Table 1g Buchanan Bus Station Footfall



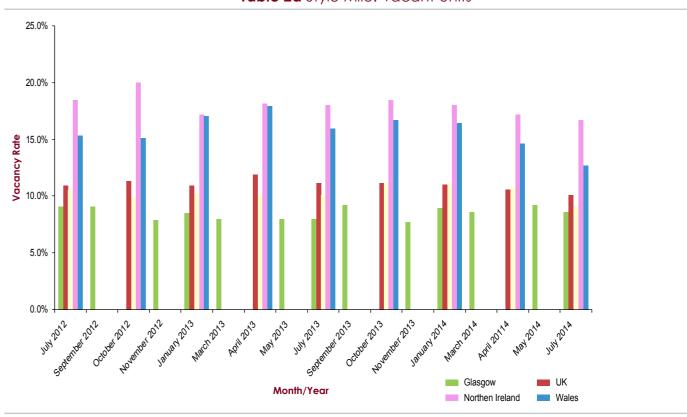
## 13 <sub>Ibid</sub>

### 2. VACANT UNITS (STYLE MILE)

Table 2a<sup>13</sup> illustrates the city centre's ground floor vacant unit trend since July 2012 and compares this data against the same figures recorded for other UK comparators. Whilst the Glasgow report is updated every second month, the UK data is reported every quarter. In general, 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) and does not include vacant units within shopping centres. The UK data is gathered in towns and cities via an online survey of online managers in 450 locations throughout the UK. The vacancy rate is defined as the percentage of the ground floor units in the town centre that are vacant, and a vacant unit is regarded as one which is not trading at the time of the survey (whether or not it is let).

Since the beginning of 2012 the percentage of vacant units has remained relatively stable. The average annual percentage of vacant units for the period of September 2013 to July 2014 is currently 8.7%. The average annual percentage of vacant units for the period of September 2012 to July 2013 was 8.3%. While this represents a slight year on year increase, the Glasgow city centre rate is still, and has been consistently, lower than the other UK comparator rates.

Table 2a Style Mile: Vacant Units

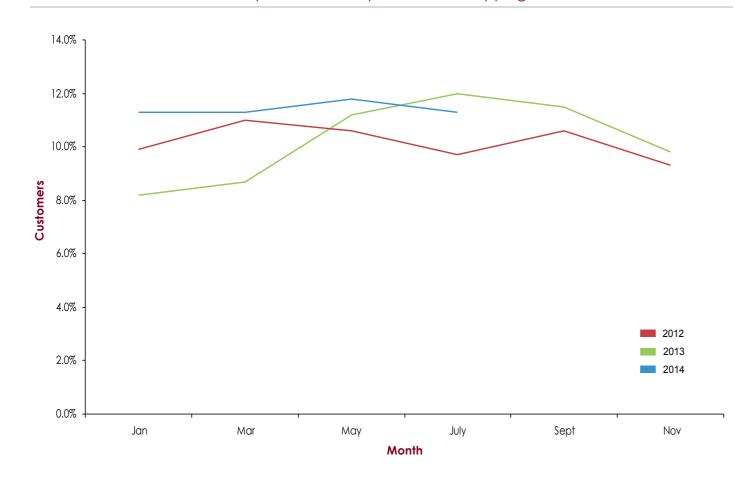


<sup>14</sup> GCC August 2014

<sup>&</sup>lt;sup>15</sup> BRC/Springboard Footfall and Vacancies Monitor July 2014

**Table 2b**<sup>16</sup> shows vacancy rates for the Style Mile including shopping centres from January 2012 - June 2014. This shows a higher vacancy level to that of ground floor only vacancy rates in the Style Mile. The average annual percentage of vacant units in this category for 2013 was 10.2%. The year-to-date average for 2014 is 11.4%.

**Table 3b** Stylemile Vacancy Rates INC. Snopping Centres



## 16 GCC August 2014

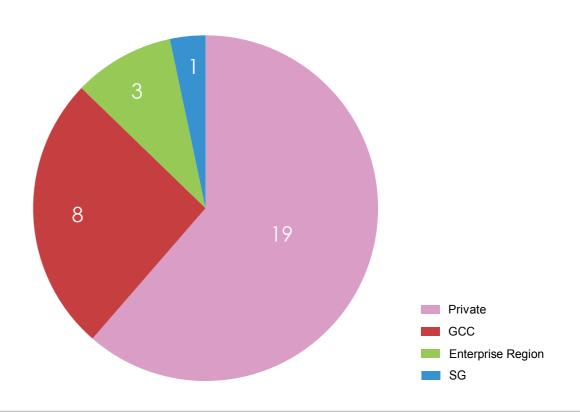
### 3. VACANT SITES (CITY CENTRE)

**Table 3a**<sup>17</sup> provides details of vacant and derelict sites within Glasgow city centre.

The pie-chart represents 10.02ha of vacant and derelict land across 31 sites within the city centre area bounded by the M8, High Street and the River Clyde. This represents an improvement of 6% since the last edition of the Healthcheck.

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 Vacant sites within the City Centre



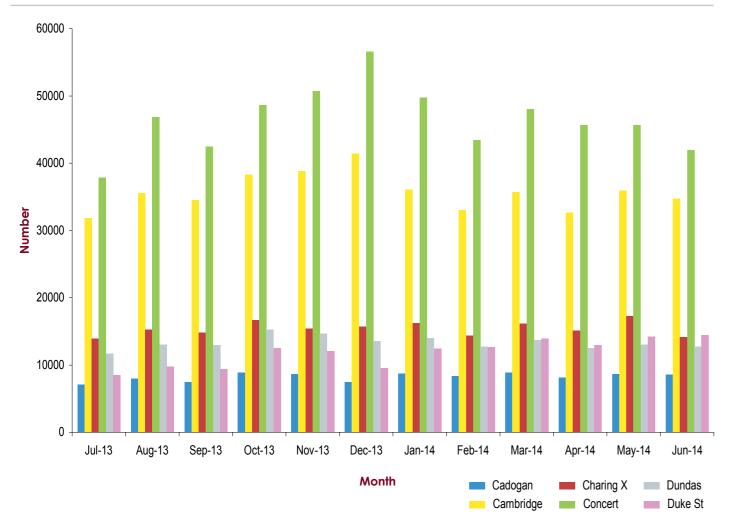
<sup>17</sup> GCC September 2014

#### 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<sup>18</sup> illustrates the number of daily entries for each of the sites per month for period July 2013 to June 2014. 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. Since opening in December 2011 Duke Street has been steadily increasing its customer numbers.

Table 4a City Parking Car Parks - No Of Daily Entries 2013 / 14



#### 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).

Unfortunately, the annual city centre survey was not repeated in November 2013. Steps are currently being taken to remedy this going forward.

The Keep Scotland Beautiful annual survey results for Glasgow city-wide cleanliness are show in Table 5a as below. The overall score for year 2013/14 has now been calculated. The methodology for the year 2014/15 has changed and no results have yet been obtained.

In general there has been 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 also launched in the city centre to improve cleanliness and increase waste recycling.

Table 5a

Year	April	June	August (other LA)	October	December	KSB Validation	February (other LA)	Score
2010/2011	70	70	67	71	74	68	72	69
2011/2012	70	71	75	72	73	68	76	70
2012/2013	72	72	76	71	78	58	72	72
2013/2014	74	69	73	81	TBC	63	83	74

<sup>&</sup>lt;sup>18</sup> City Parking (Glasgow) LLP, August 2014

### 5.2 Key Performance Indicators (KPIs)

Community Safety Glasgow (formerly Glasgow Community and Safety Services) present various quarterly performance indicators relating to crime and antisocial behaviour<sup>19</sup>. Below is a sample of these indicators relevant to the city centre from January 2013 to June 2014. From April 2012 the data was collected by ward rather than a larger area that had previously incorporated Partick West and Hillhead.

### Square meterage of graffiti removed

2013	January March 4303	-	ღ April - 5 June 5241
	4303		<b>5241</b>

### Square meterage of flyposting removed

013	Jo M	ar la	nuary rch	-
2	1	1		

September 5690

### Fixed penalty notices issued

(includes flytipping, dog fouling, litter, cigarette litter and chewing gum)

013	January March	
7	2637	

### Number of school, community and business clean-ups undertaken

013	January March	-
7	12	

July - September 27

### Number of volunteers actively engaged with GCSS through NIES<sup>20</sup>

3	January March	-
Ó	March	
7	22	
	33	

© October - 10 December 346       To March 1826       To June 10 June	© October - December 5630	January - 5167	7090 7090
3178 3643 3787  2 October - 5 March 5 June 7 16	© October -	7 January - 1826	702
30 20 16	© October - December 3198	March 3643	4 April - June 3987
© October - 5 January - 5 June 256 76 87	© October - December 30	March 20	To June A April -
	<ul><li>Cotober -</li><li>December</li><li>256</li></ul>	76 March	7 April - Superscript Superscr

<sup>19</sup> CSG, August 2014

Neighbourhood Improvement and Enforcement Service

#### 5.3 Crime and antisocial behaviour

**Table 5b**<sup>21</sup> provides data on crime, incidents and antisocial behaviour (ASB) for the period covered by this Healthcheck 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 all categories of crime incidents have all decreased when compared to the same period last year, with the sole exception of youth disorder crime incidents, which have increased over the same period.

Table 5b Crime / ASB indications - Central and West Neighourhood

КРІ Туре	January – December 2012	January – December 2013	+/-	% change
ASB Incidents	4400	3368	-1032	-23%
Youth Disorder	150	188	38	25%
ASB Crime	6414	6262	-152	-2%
Violent Crime	925	896	-29	-3%

#### **DEFINITIONS**

21 Police Scotland, September 2014

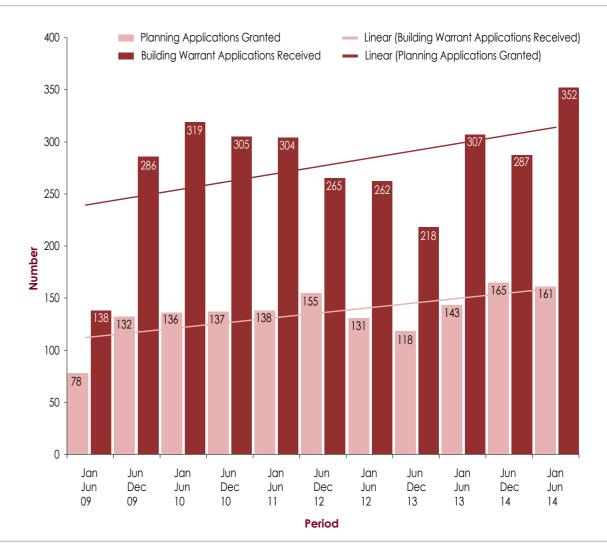
- ASB Incidents Police Scotland incidents relating to complaints, disturbances, neighbour and noise complaints.
- Youth Disorder the same as above but filtered to isolate youth related incidents by disposal code/qualifier and free text search for phrases indicating youth involvement.
- ASB Crime data from the Police Scotland Corporate Database covering a variety of ASB type offences relating to disregard for community wellbeing (such as BOP, threatening or abusive behaviour, drunk and incapable behaviour etc), environmental damage (such as littering, vandalism etc), misuse of public space (such as street drinking, prostitution, and all Fixed Penalty Notices).
- Violent Crime all Group 1 crimes of violence and simple/common assaults taken from the Police Scotland Corporate Database.

#### 6. PLANNING AND DEVELOPMENT

#### 6.1 Planning Applications and Building Warrant Applications

**Table 6a<sup>22</sup>** provides a comparison of both planning applications granted and building warrant applications received on Ward 10 Anderston/City centre basis against the periods January to June and July to December for years 2009 to 2014. The number of planning applications granted for period January to June 2014 has increased by 13% against the same period in 2013. The number of building warrant applications received for period January to June 2014 has increased by 15% against the same period in 2013. Building warrant applications are now at their highest levels since these reports began.

**Table 6a** Ward 10 Anderston / City Planning and Building Warrant Applications

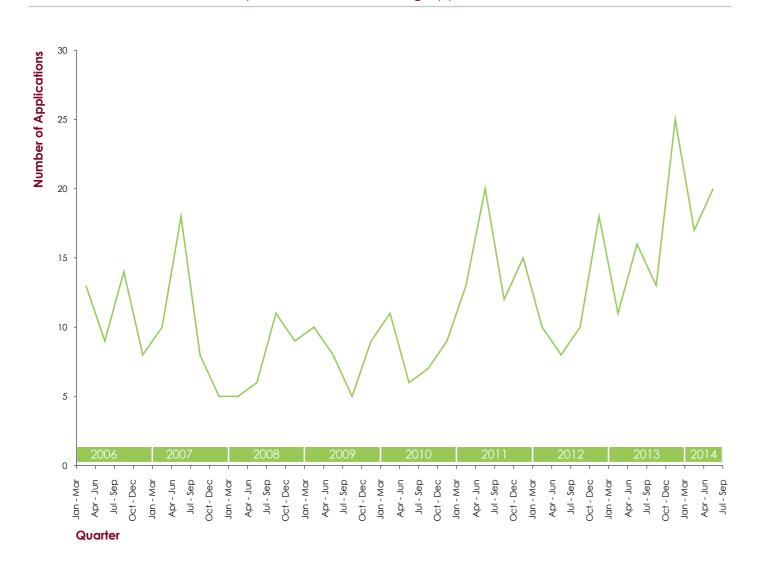


23 Ibid

### 6.2 City Centre Retail Planning Applications

**Table 6b**<sup>23</sup> tracks the quarterly numbers of retail planning applications approved since January 2006 to June 2014 using monthly data collated by GCC. There are no apparent yearly trends shown by the graph, however, the total figures for the first half of 2014 are the highest since these records began. The year-to-date figure for 2014 is 37.0% greater than that recorded for the same period in 2013 and 12.1% greater than that recorded for the same period in 2012 (which was the previous highest recorded figure).

Table 6b City Centre: Retail Planning Applications 2006 - 2014



#### 7. TOURISM

### Glasgow Hotel Occupancy Rates

The data recorded for hotel occupancy rates is based on 22 city centre hotels. Table 7a illustrates the hotel occupancy rates from 2009 to 2014 (to date). Whilst the 2014 data retains the existing yearly trends, it is clearly outperforming all previous years. The average hotel occupancy rate for the first half of 2014 (80%) is already greater than that recorded for the whole of 2013 (78.9%).

Table 7a Glasgow Hotel Occupancy Rates

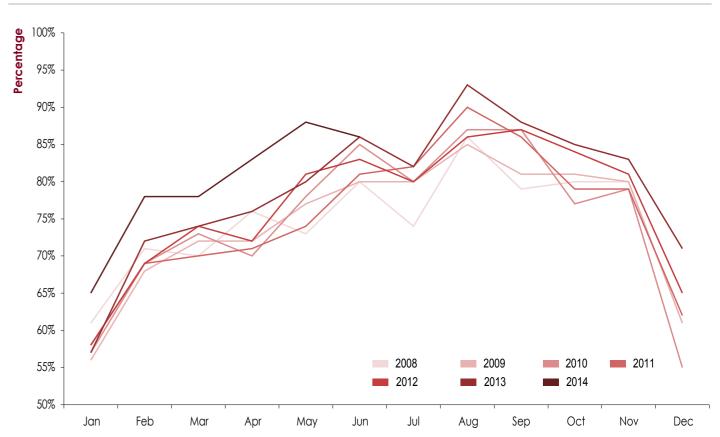


Table 7b<sup>25</sup> illustrates the average hotel occupancy rates for previous years. 2013 outperformed previous average occupancy rates and finished with an all time high of 78.9%. This represents a 1.5% improvement over the previous high rate of 77.4% as recorded in 2012 and 2007.

Table 7b Yearly Average Hotel Occupancy Rates (%)

2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
45.7	45.5	0.44	<b>68 4</b>	70.8	71 5	743	77 <b>4</b>	743	74 4	74 4	75 1	77 A	78 9	80 O

<sup>&</sup>lt;sup>24</sup> GGHA City of Glasgow Forecaster – Zone A (provided by GCMB February 2014)

### 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 indicates that improvements should be made.

The average results/per period comparison table is shown below. The category of customer service in performing arts venues is no longer recorded by Lynn Jones Forecasting and so is longer available for comparison purposes. Glasgow's overall rating has improved and the length of duration of stay has increased.

Rating	01/01/12 30/06/12	01/07/12 31/12/12	01/01/13 30/06/13	01/07/12 31/12/13	01/01/14 30/06/14
No. of nights	2.55	2.58	2.57	2.80	2.61
Customer service in visitor attractions	8.51	8.57	8.59	8.72	8.74
Customer service in restaurants/cafes	8.27	8.33	8.34	8.50	8.53
Customer service in pubs	8.08	8.29	8.12	8.31	8.39
Customer service in Visitor Info Centre	8.15	8.48	8.32	8.46	8.53
Customer service in shops	8.14	8.38	8.29	8.37	8.39
Customer service in transport	8.16	8.36	8.26	8.33	8.31
Customer service in accommodation	8.33	8.33	8.46	8.49	8.54
Cleanliness	7.40	7.74	7.57	7.73	7.71
Safety	7.40	7.74	7.57	7.73	7.71
Value for money	7.54	7.68	7.65	7.77	7.72
Glasgow overall	8.23	8.31	8.33	8.44	8.46

## <sup>26</sup> Glasgow Airport website accessed August 2014

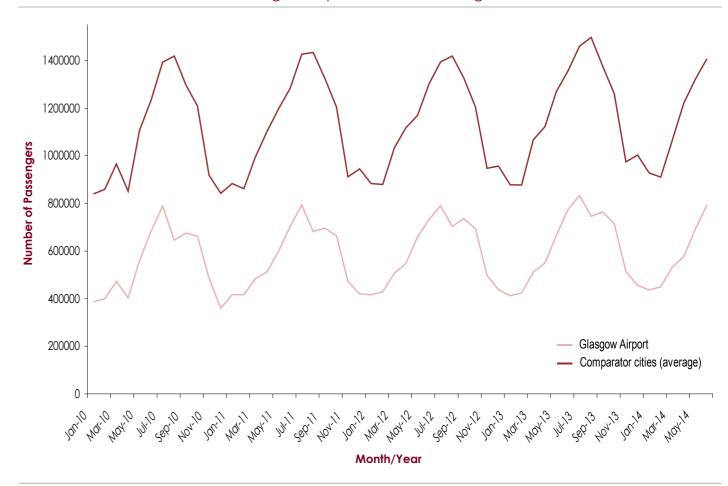
### 7.3 Glasgow International Airport: Passenger Numbers

Glasgow International Airport operates 365 days a year, 24 hours a day and deals with approximately 7.4 million passengers a year, generating almost £200 million annually to the economy<sup>26</sup>. Further snapshot facts and figures on the airport can be accessed via the following link

#### www.glasgowairport.com/about-us/facts-and-figures

**Table 7c<sup>27</sup>** illustrates Glasgow Airport's passenger numbers and how it compares to an average of other cities<sup>28</sup>. The figures cover the period January 2010 – June 2014 and relate to the number of terminal passengers recorded by the Civil Aviation Authority. Glasgow Airport and its comparators tend to demonstrate the same yearly trends. For the first half of 2014 Glasgow Airport demonstrated a 4.38% average increase in passenger numbers against the figures recorded over the first half of 2013. In the same year on year comparison, UK comparator cities showed an average increase of 4.31%.

**Table 7c** Glasgow Airport Terminal Passenger Numbers



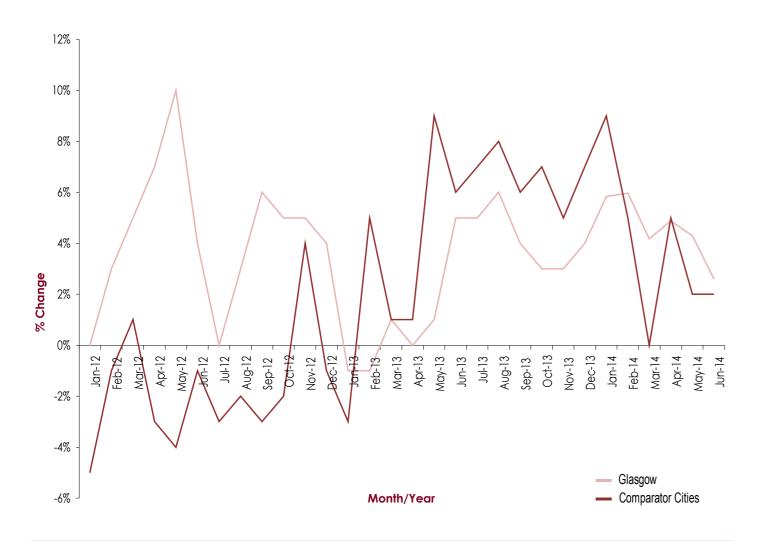
<sup>&</sup>lt;sup>26</sup> Glasgow Airport website accessed September 2014

<sup>&</sup>lt;sup>27</sup> CAA website accessed August 2014

<sup>28</sup> Birmingham, Bristol, Cardiff, Edinburgh, Gatwick, Heathrow, Leeds, Liverpool, London City, London Luton, Manchester, Newcastle, Norwich and Stansted

**Table 7d<sup>29</sup>** shows the annual percentage rate changes for Glasgow against the average annual percentage rate changes of the comparator cities. The graph shows that Glasgow performed better than the average of the comparator cities during the first half of 2014 (5% against 4%). This increased performance is also reflected in a comparison against Glasgow's figures for the same period in 2013 (5% against 1%).

**Table 7b** Annual Change In Airport Passenger Numbers



#### 8. GLASGOW GOOD NEWS



## Glasgow welcomes the opportunity to study China's economic issues – 31 March 2014

http://www.heraldscotland.com/comment/columnists/agenda-glasgow-welcomes-the-opportunity-to-study-chinas-economic-issues.23801553



#### Australian oil and gas firm to create jobs – 31 March 2014

http://news.stv.tv/west-central/269947-australian-oil-and-gas-firm-to-create-jobs-thanks-to-scottish-government-ca/



#### Big day for baton bearers – 31 March 2014

http://www.eveningtimes.co.uk/commonwealth-games/cwg-news/big-day-for-baton-bearers-157745n.23822705



#### Buses of the future will take passengers to see the past – 28 March 2014

http://www.eveningtimes.co.uk/news/buses-of-the-future-will-take-passengers-to-see-the-past-157536n.23814573



#### Glasgow's a city with all to build for - 6 April 2014

http://www.heraldscotland.com/business/company-news/glasgows-a-city-with-all-to-build-for.23880521



#### Hotel occupancy at record high – 28 March 2014

http://www.heraldscotland.com/business/markets-economy/hotel-occupancy-at-record-high.23802468



#### Luxury cinema chain lined up for Buchanan Galleries – 3 April 2014

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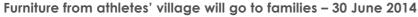
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