GLASGOW CITY CENTRE

ECONOMIC HEALTHCHECK

Issue 5: AUGUST 2011

Welcome to the fifth edition of Glasgow city centre's Economic Healthcheck: a quarterly progress report on how the city centre is performing on a range of indicators. Its objective is to track the impact of economic conditions on the city centre, and to provide a baseline from which future performance can be benchmarked. It is produced by the City Centre Initiatives Team in Glasgow City Council's Development and Regeneration Services, using data collected and analysed from a variety of identified sources. Data in this issue focuses on the fourth quarter January – March 2011.

Indicator	Quarterly Trend	Annual trend	Comment
Footfall (daytime)	↓	↓	Data collected by Springboard Footflow counters Annual comparison trend only available for original counter in Buchanan Street
Vacant units	→	↑	Number of vacant units consistent at 37 for each month in Q4 – lowest recorded June 2004 - 19 – highest recorded November 2010 - 44
Crime	↓ ↓	↑ ↓	Violent crime rates have risen Youth disorder and Anti social behaviour declined
Planning & Development **Retail Applications**	↓ ↑	↓ ↑	Figures down for Planning & Building Warrants Increase this quarter in retail applications
Tourism	↓	↑	2010 annual average figure up .3% Quarterly trend down 4% on previous quarter 3

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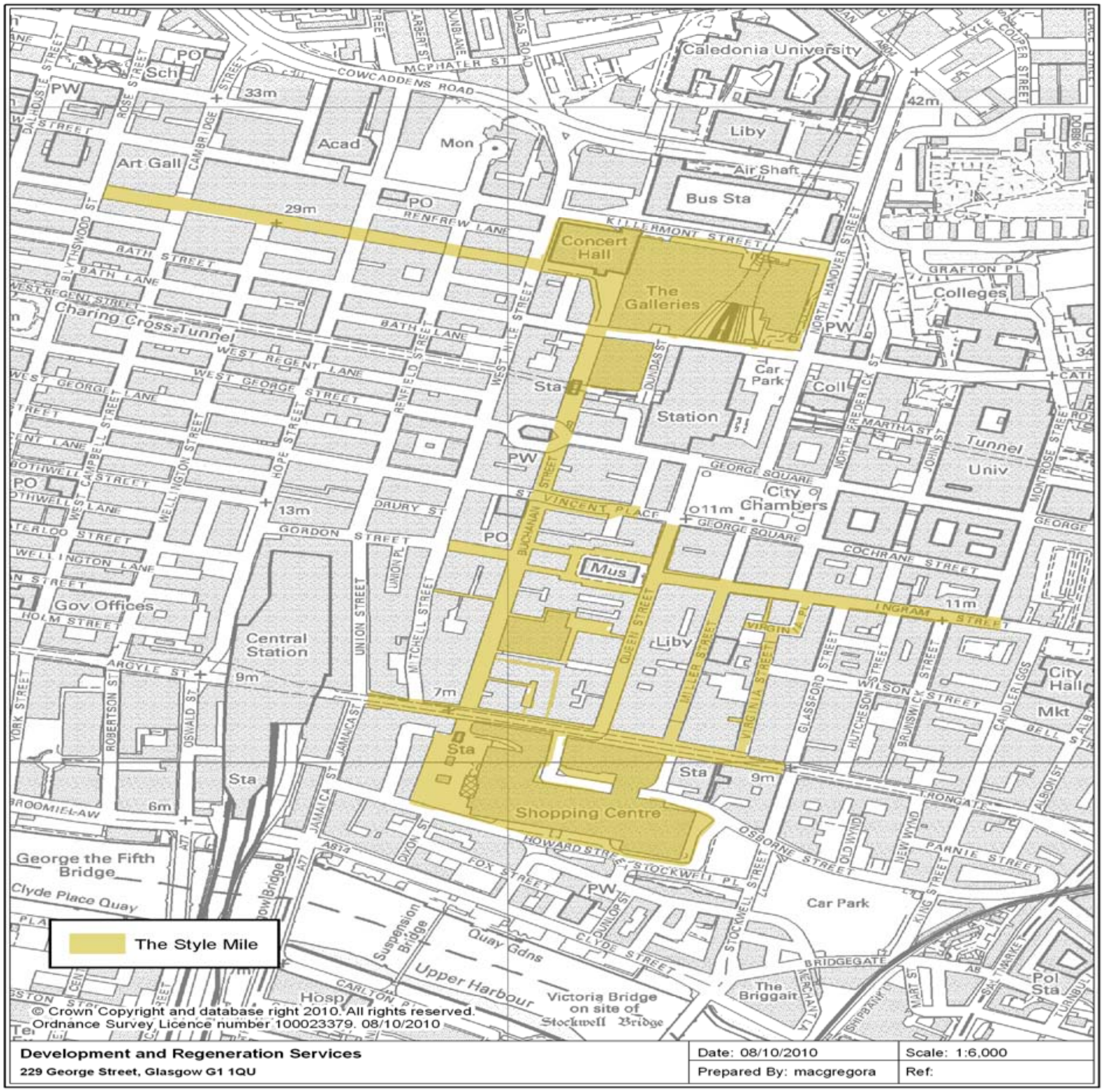
Style Mile: Background and Area Map

Over the past two years, Glasgow City Council has worked with Glasgow Chamber of Commerce and major city centre retail and leisure operators on an action plan for the principal retail district, branded “Style Mile”. The Style Mile is a public private partnership initiative to promote, protect and enhance Glasgow’s city centre retail offering and capitalise on the area’s ranking by CACI and Experian as the UK’s top retail destination outside London’s West End.[1] In addition to this ranking Buchanan Street has been rated 10th place on the “Main Streets Across the World 2010” league table[2], while Glasgow as a city centre has been ranked 18th of the top 25 **European retail** destinations – the only UK destination outside London’s west end to make the top 20[3], as well as ranked 20th[4] of the top **European vacation** destinations by US Travel News.



[1] CACI press release and full report can be found at http://www.caci.co.uk/492.aspx
Experian Definitive 2008 Retail Rankings http://press.experian.com/press_releases.cfm
[2] Main Streets Across the World 2010, Cushman & Wakefield
[3] Experian/Jones Lang La Salle, European Retail Rankings 2009
[4] http://travel.usnews.com/Rankings/Best_Europe_Vacations/accessed 8.8.11

1. FOOTFALL

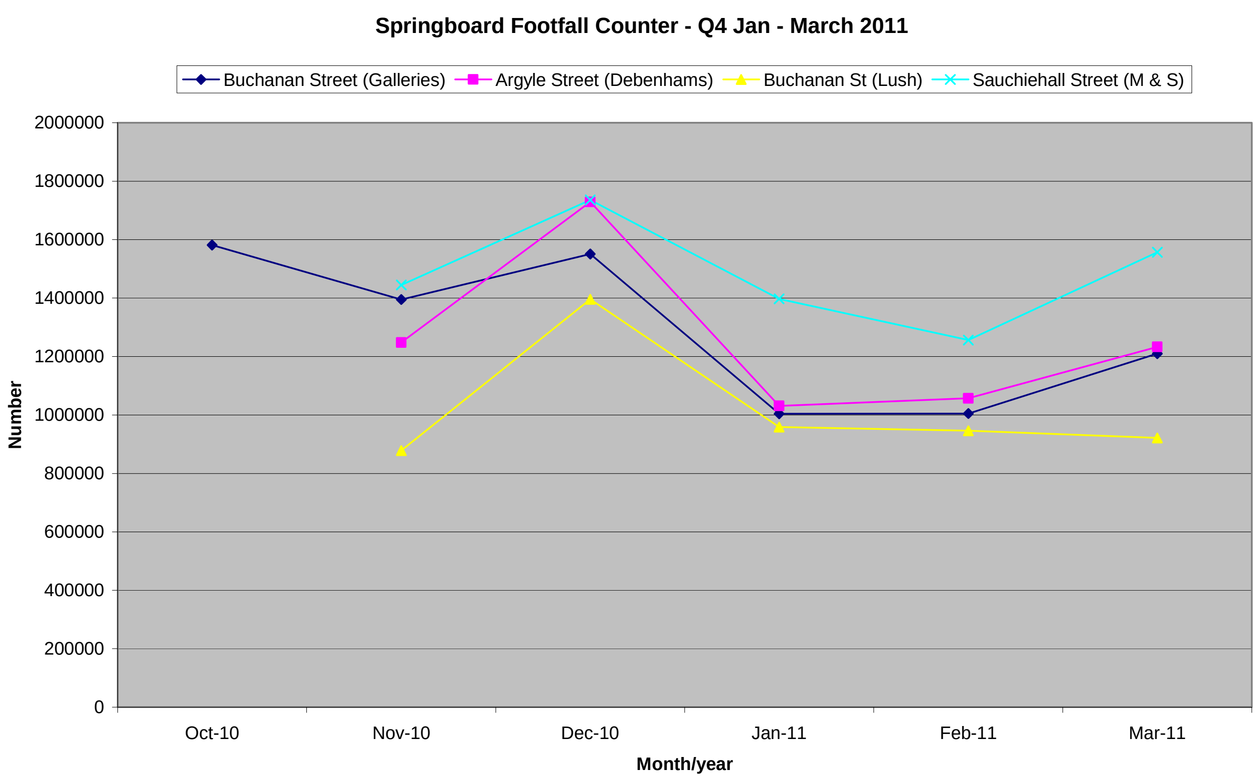
1.1 Style mile footfall

The Style Mile footfall monitor is based on statistics collated by Springboard's Customer Counting and Measurement system. It registers footflow data from designated counters located throughout the style mile. Originally only one counter, located on Buchanan Street and operational since May 2007, was recording data. Last year however Glasgow City Council commissioned additional footfall counters throughout the style mile which became live in November 2010. The counters are located as follows:

Buchanan Street at Galleries
Buchanan Street at Lush
Argyle Street at Debenhams
Sauchiehall Street at Marks and Spencer

Table 1a below shows data collated for quarter 4 January – March 2011 for all the counters. As anticipated the numbers decreased sharply between December and January which would be attributed to the predictable decline in shoppers following Christmas and the traditional January sales. Trend lines then reflect a levelling out before showing an increase in footfall again heading towards the Spring season and school mid-term break.

Table 1a[5]



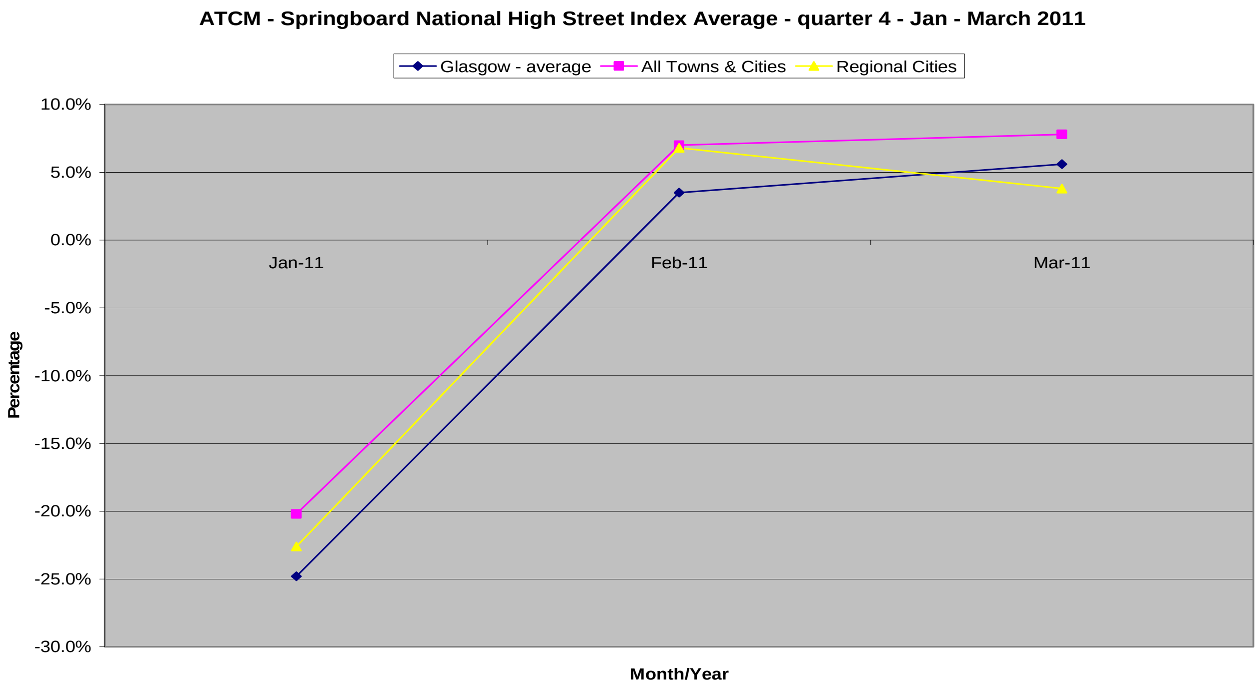
[5] Springboard Measurement & Counting August 2011

Table 1b[6] provides a detailed graph based on ATCM National High Street Index Average for Quarter 4 comparing Glasgow's average against all towns and cities and regional cities.

Based on statistics provided by Springboard Research comparing figures for the only counter with data for 2011, 2010 and 2009 on a like for like basis Buchanan Street showed a -2.8% decrease for 2011 compared to a slightly higher decrease of -2.9% for 2010.[7]

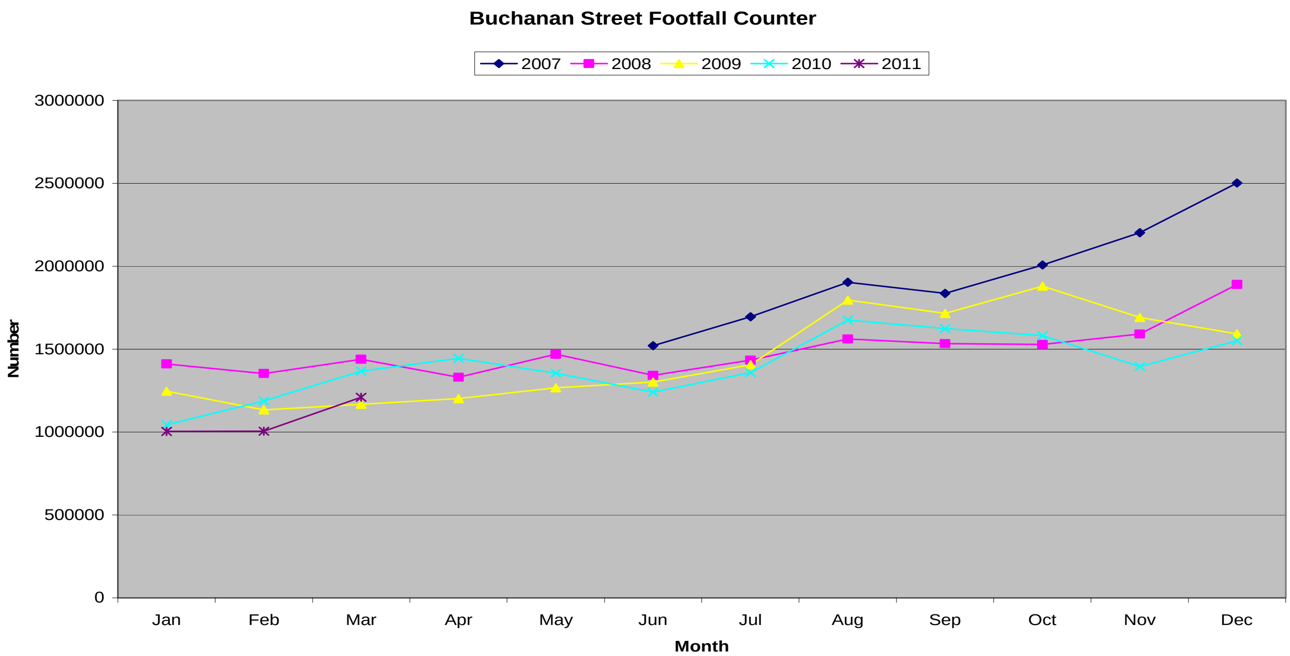
Whilst footfall trends have shown a marginally smaller decrease in 2011 figures compared to those in 2010, the British Retail Consortium recorded a decline of 1.9% in total sales which reflected the highest decline in sales since the monitor began 15 years ago[8]. The challenges facing town centres in today's economic climate is not just in attracting and increasing footflow in the city but also encouraging spend.

Table 1b



[6] ATCM Springboard National High Street Index – Glasgow – Average – March 2011-20110412.pdf
[7] Ibid
[8] Ibid

Table 1c[9] illustrates the trends over the last five years for the original footfall counter installed in Buchanan Street in May 2007. Growth in numbers according to the trend lines for each of the years tend to occur from June tailing off again at the end of August. The dip in November 2010 was definitely attributable to the severe weather conditions experienced.

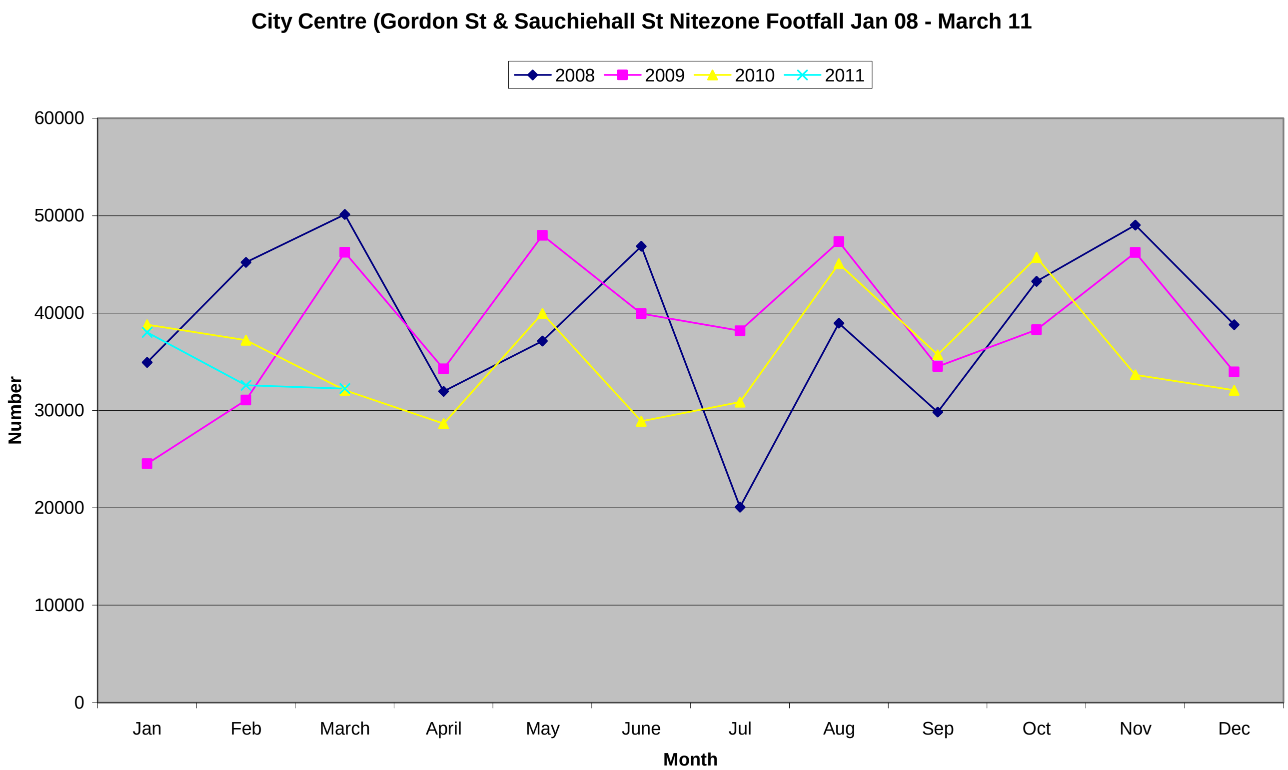


[9] Springboard Measurement & Counting September 2011

1.2 Nitezone footfall

Table 1c[10] illustrates comparative Nitezone footfall figures for 2008 - 2011 from January 2008 up to March 2011. The figures are combined totals for Gordon Street and Sauchiehall Street only, as Albion Street statistics have only been collated from end of September 2010. Trend lines follow a similar pattern with some of the peaks occurring at the period for each year. At the beginning of 2010 footfall continued to decline for almost the first 4 months of the year and whilst 2011 began to show a similar trend it bottomed out sooner and the decline reflected is not quite as steep. Peaks tend to tie in with public holiday weekends.

Table 1c

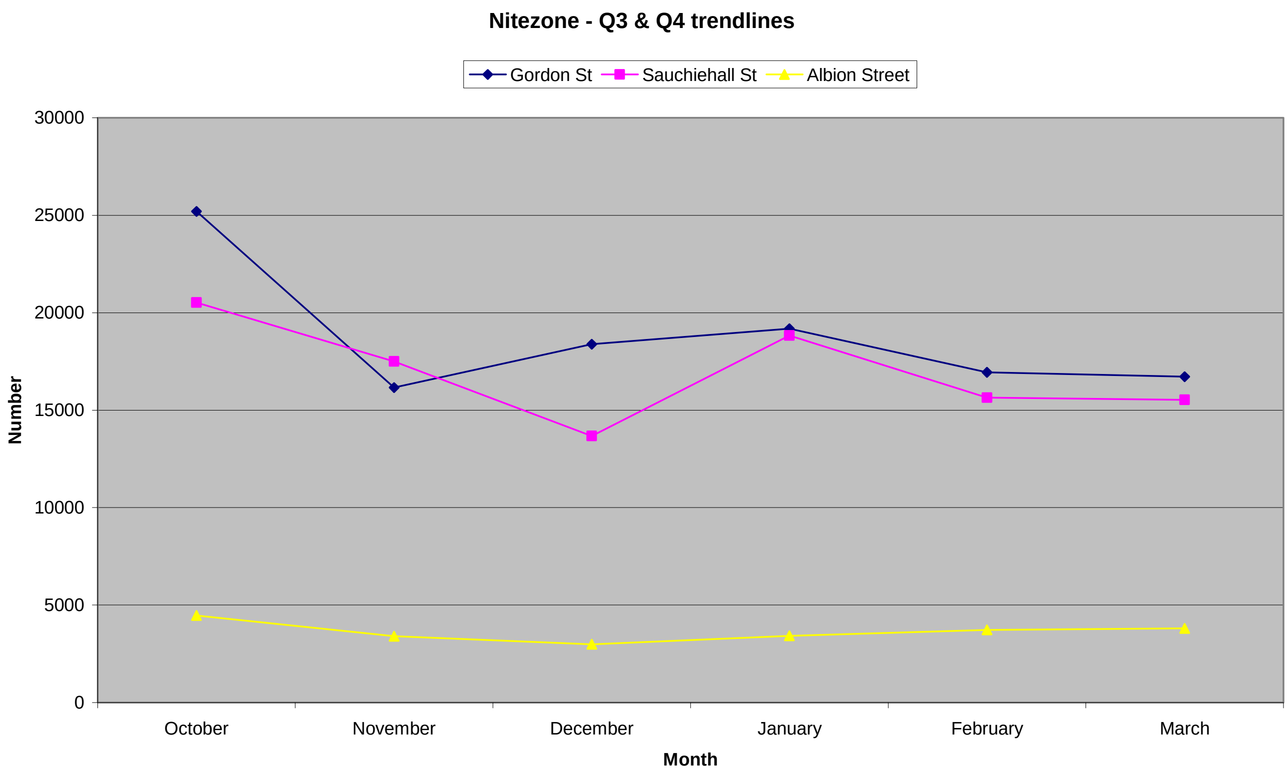


[10] GCSS July 2011

Table 1d[11] illustrates the trend lines for Q3 and Q4 October 2010 – March 2011 for all city centre taxi marshals' counts including the new additional resource at Albion Street in the Merchant City. The trend line indicates the figure for Albion Street have stayed fairly consistent since being introduced last September and also shows the lowest figures, however this would be expected given that Albion Street is on the edge of the city centre. Gordon Street showed a peak in October which coincided with Halloween, which is one of the business nights in the city centre.

Taxi marshals are counting at weekends only so figures collated for October and January included 5 weekends, however November and December figures covered 4 weekends only because of the way the weekends fell during these months. December figures include the Christmas weekend and "Black Friday" – the busiest Friday for Christmas parties and nights out in December. Glasgow Community Safety Services (GCSS) provide the statistics and point out that when Christmas falls on a weekend, figures drop dramatically as the peak tends to be the last full weekend in December prior to Christmas Day.

Table 1d



1.3 Night Time Economy Index

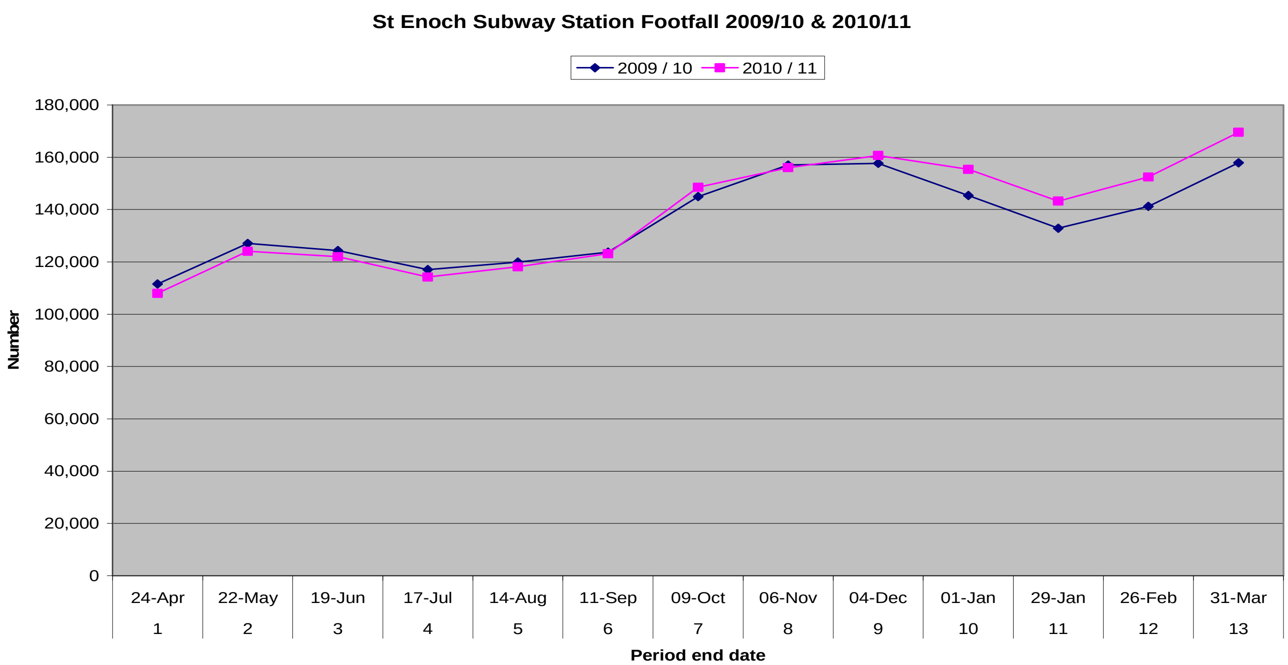
ATCM – Springboard continually monitor the Night Time Economy Index and reported an increase of 1.4% in footfall for high streets in January 2011 which is very encouraging compared to the annual change for January 2010 which showed a drop of -3.9% for the same period. Glasgow also shows an increase in footfall for January.

[11] Ibid

February footfall during the night time hours in Glasgow showed a decline whilst UK wide figures recorded by ATCM-Springboard an increase of 11.4% from January, although this still represented a decline of 0.7% from February 2010 and March shows a 1.6% decline from the previous year.[12]

1.3 SPT Footfall

SPT have thirteen reporting periods in which they collate Subway footfall data based on numbers boarding (going through the barrier). The chart below shows a complete set of figures over the thirteen periods reflecting similar trend patterns for 2009/10 and 2010/11, however its encouraging to note a higher number of passengers boarding the trains at St Enoch for the year 2010/11. SPT are also in the process of developing a Smartcard, similar in principle to the cashless transport Oyster card currently operational in London which also acts as an e-purse allowing purchases such as snacks, newspapers and leisure activities. SPT hope the smartcard will be operational in 2013.



[12] ATCM – Springboard Night Time Economy Index – February 2011 Commentary

Table 1j[13] illustrates the footfall count for Buchanan Street Subway Station for the thirteen periods of 2010/11 against the same periods in 2009/10. The trends for both periods are very similar.

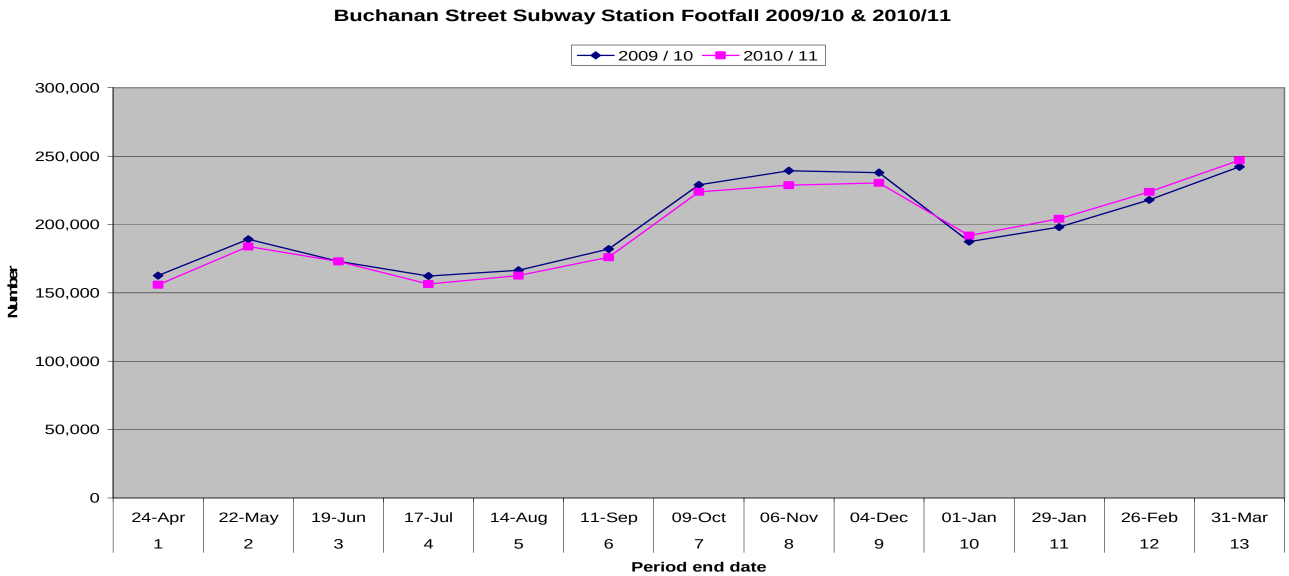
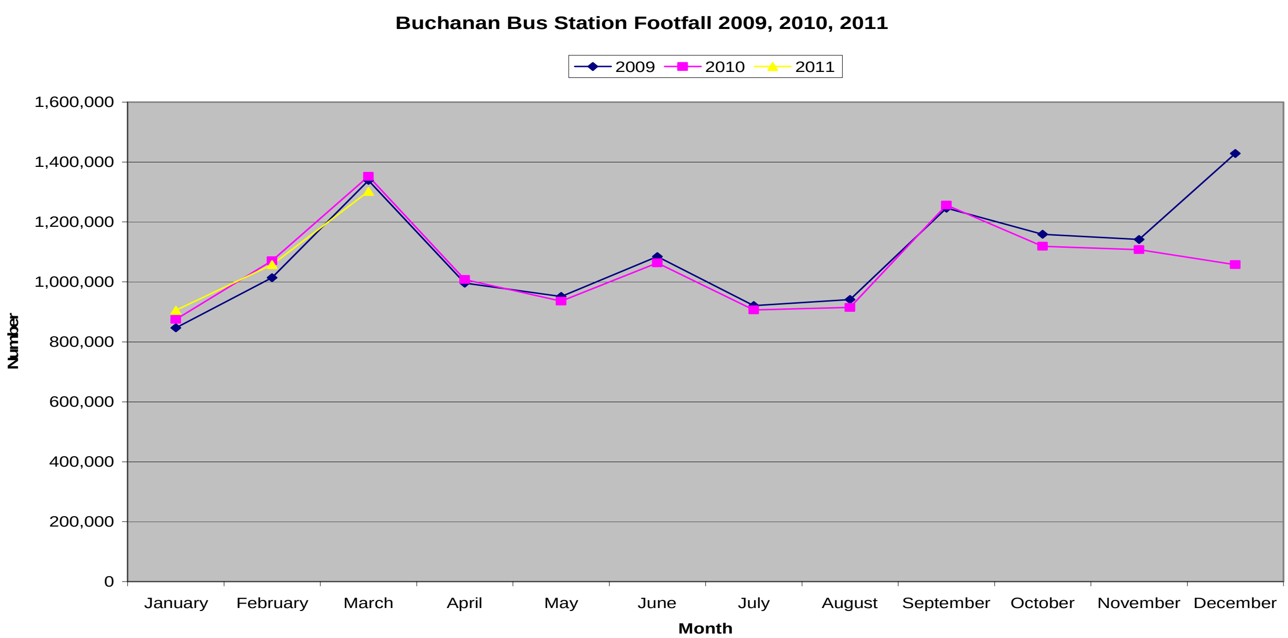


Table 1k[14] Footfall: Buchanan Bus Station 2009/2010 & Q4 2011

The table below shows footfall for Buchanan Bus Station recorded over the last two years and for the Q4 January – March 2011. It would appear from the trend lines that the footfall pattern recorded is consistent and almost identical with the exception of a dip in December 2010 which could be attributed to the severe weather conditions experienced which had a significant impact on public transport services which reduced the number of visitors coming in and out of the city centre.



[13] Ibid
[14] Ibid
* Please note that period 1 & 13 have differing amount of days

2. VACANT UNITS (STYLE MILE)

Table 2a shows the number of vacant units recorded in the Style Mile over each quarter and charts the trendline from April 2010 – March 2011. Statistics for each month have been collated since March 2010 so this is the first opportunity in the Healthcheck to illustrate a complete year's trend. Encouragingly, despite the current economic climate the number of vacant units dropped in December and the figure has remained consistent at 37 since then until March 2011.

Table 2a[15]: Number of Vacant units (Style Mile) April 2010 – March 2011

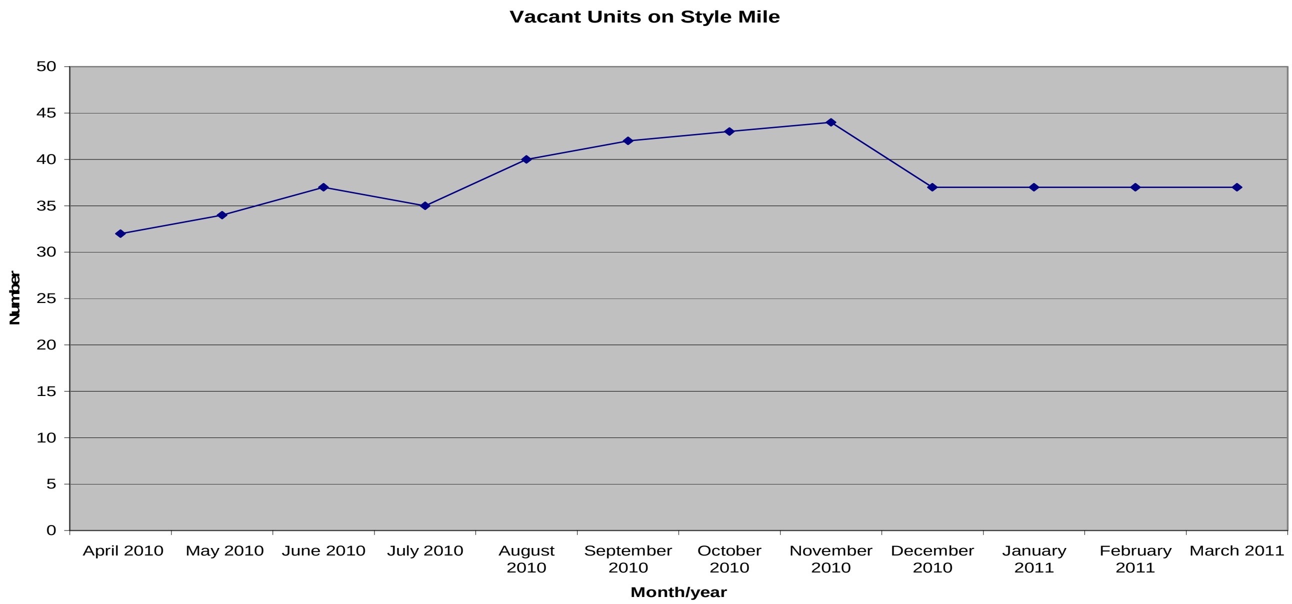
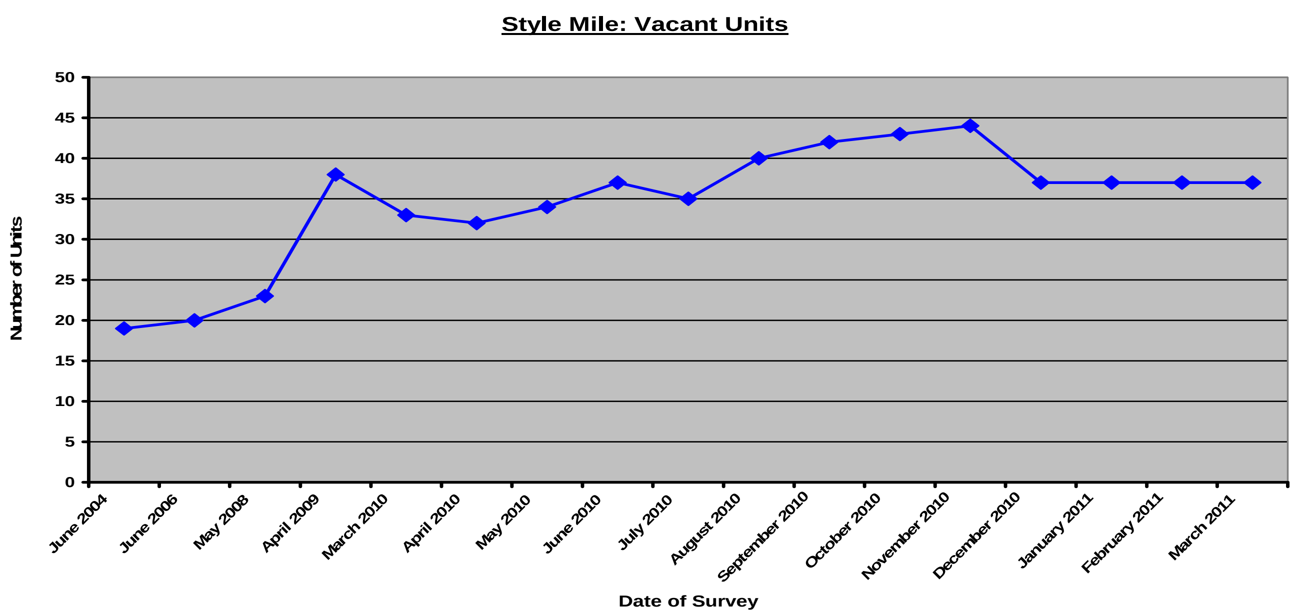


Table 2b has been included to show some earlier comparable figures which were collected on an ad-hoc basis from 2004 - the year in which the lowest number of vacant units were recorded.

Table 2b[16]: Number of Vacant units (Style Mile) June 2004 – March 2011



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15 Glasgow City Council, May 2011
16 Ibid

According to a recent Shop Vacancy Report produced by the Local Data Company[17] (LDC) empty shop units in Scotland reached a level of 12.6% compared to a UK average of 14.6% the highest ever recorded. The LDC also commented that whilst vacancy is an issue so too is occupancy with more pound shops and charity shops occupying shop units on the high streets.

Within Glasgow City Centre the vacant unit figures show that the number of empty shop units over 2010/11 peaked at 13% in November 2010, and has remained static between December 2010 and March 2011 at 10.9% which is substantially lower than the UK average of 14.6%.

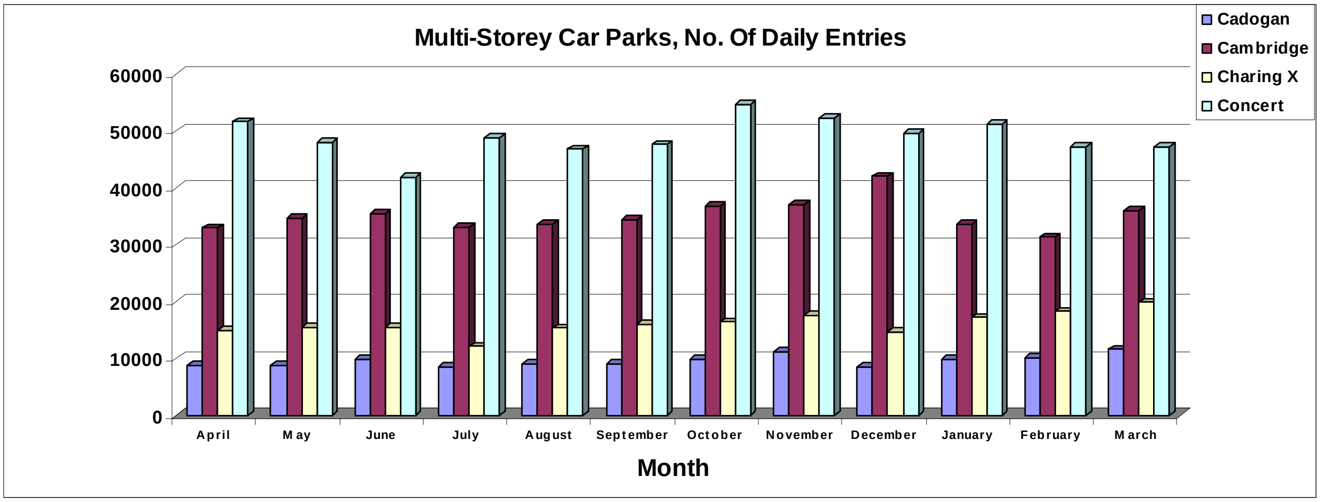
[17] www.business7.co.uk (accessed 15.2.11)

3. CAR PARKING

City Parking (Glasgow) LLP which is an Arms Length Organisation, own Cambridge Street, Cadogan Square, Charing Cross and Concert Square car parks which sit within the boundary of the city centre.

Table 3a illustrates occupancy rates based on the total number of vehicles per site per month from April 2010 – March 2011. Concert Square is the most utilised which would be expected given its proximity to Buchanan Street and the Royal Concert Hall, with Cadogan Street showing the lowest occupancy rates as it is located on the edge of the city centre.

Table 3a[18]: City Parking Occupancy



[18] City Parking (Glasgow) LLP, May 2011

4. ENVIRONMENTAL INDICATORS AND CITY CENTRE INFORMATION

4.1 Key Performance Indicators (KPIs)

Various indicators are collected by Glasgow Community Safety Services (GCSS). These form part of their strategic vision and are grouped under three key headings, **Safer, Cleaner, Better.** Below is a summary of those KPIs relevant to the city centre, and covering the Quarter 4 period January – March 2011 (previous 3 quarters are also included below as comparators). Please note that figures collated are for the entire ward 10 which incorporates Partick West, Hillhead and Anderston City as well as the city centre[19].

	Q1	Q2	Q3	Q4
• Square meterage of graffiti removed	5166	6902	5149	4731
• Square meterage of flyposting removed	90	429	41	58
• Fixed penalty notices issued (includes flytipping, dog fouling, & litter)	1701	1413	1013	1188
• Number of school, community and business clean-ups undertaken	18	65	31	31
• Number of volunteers actively engaged with GCSS through ECAT[20]	412	188	103	738

4.2 Crime and antisocial behaviour

Table 4a provides some information on crime, incidents and antisocial behaviour (ASB) during the fourth quarter January – March 2011. It should be noted that the data collated is for the City Centre & Merchant City neighbourhood.

Table 4a[21]: Crime/ASB indicators, Quarter 3 City Centre/Merchant City neighbourhood

Indicator	Quarter 4 2010/2011 (Jan - March)	Quarter 4 2009/10 (Jan – March)	+/-	% change
No. of violent crimes	655	588	67	11.4%
Anti Social Behaviour Incidents	2060	2052	8	0.4%
Number of youth disorder incidents	89	131	-42	-32.1%
Anti Social Behaviour Crime*	2083	2429	-346	-14.2%

*The City Centre/Merchant City is the most problematic for ASB incidents and crime, however as evident from the table that whilst violent crime rates increased by 11.4% over same period for 2009/10 the number of anti social behaviour crime and youth disorder incidents is significantly reduced this quarter compared to same period last year. Whilst 100% of first time offenders receive warning letters an average of 89% of those do not re-offend within 6 months following receipt of their warning letter[22].

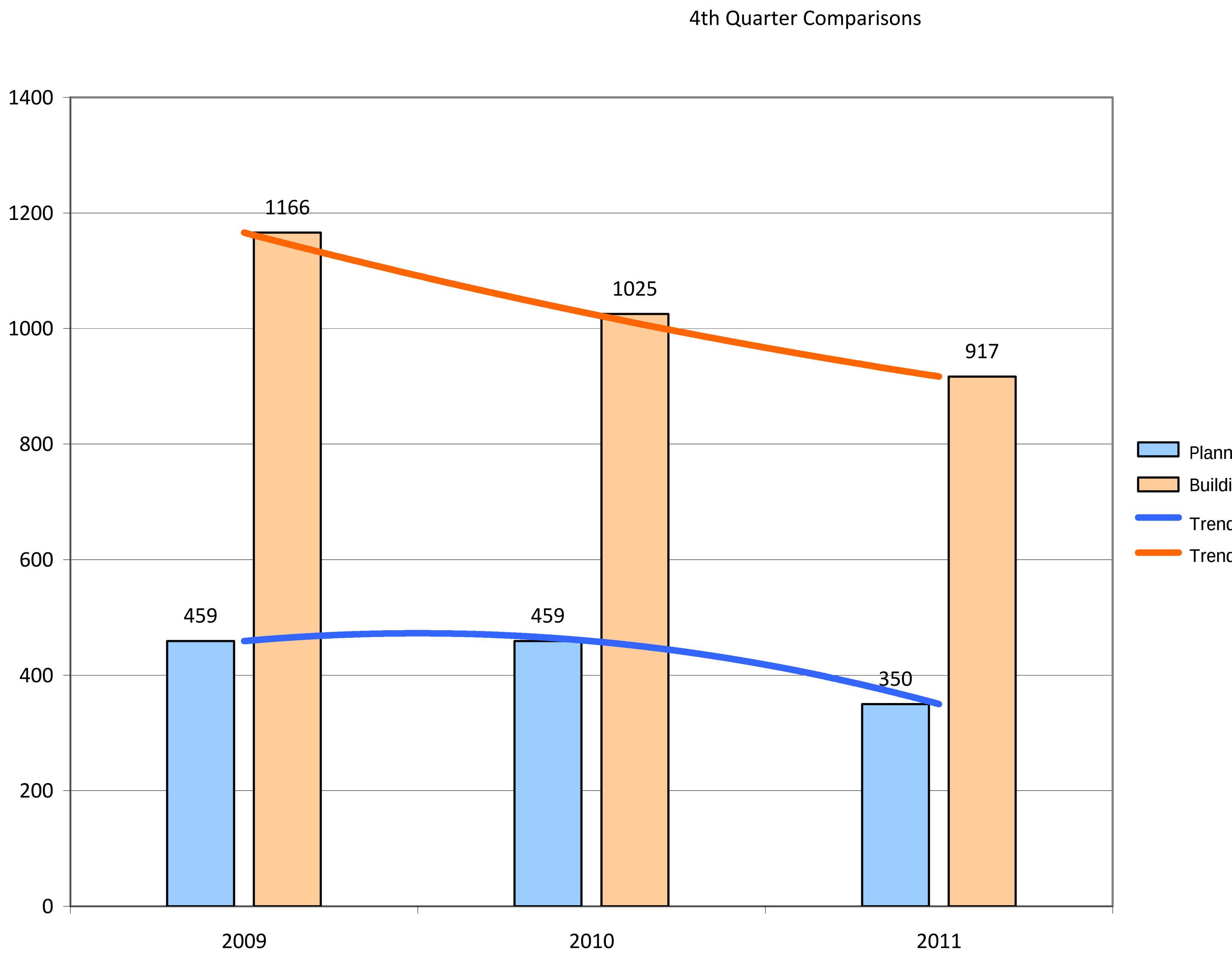
Quarter 4 contained 2 – 3 extra Old Firm football games and a semi cup final match, which tend to have an impact on violent crime and could be attributed to the increased figure, though overall the levels of violent crime city-wide have been at their lowest for 5 years.

[19] Glasgow Community Safety Services, July 2011
[20] ECAT stands for Environmental Community Action Team
[21] Glasgow Community Safety Services, April 2011
[22] Ibid

5. PLANNING AND DEVELOPMENT

5.1 Table 5a provides a comparison on planning applications granted and building warrant applications received on a city-wide basis for the fourth quarter of January – March 2011, and the preceding two years. During quarter 4 period Glasgow City Council granted 350 planning applications and received 917 building warrant applications. For planning applications, this represents a downward quarterly trend on the previous two years with 109 fewer applications for 2009 and 2010 respectively. 917 Building Warrant applications were received in quarter 4 2010/11 which equates to 108 less than same period in 2010 and 249 fewer than those received in 2009.

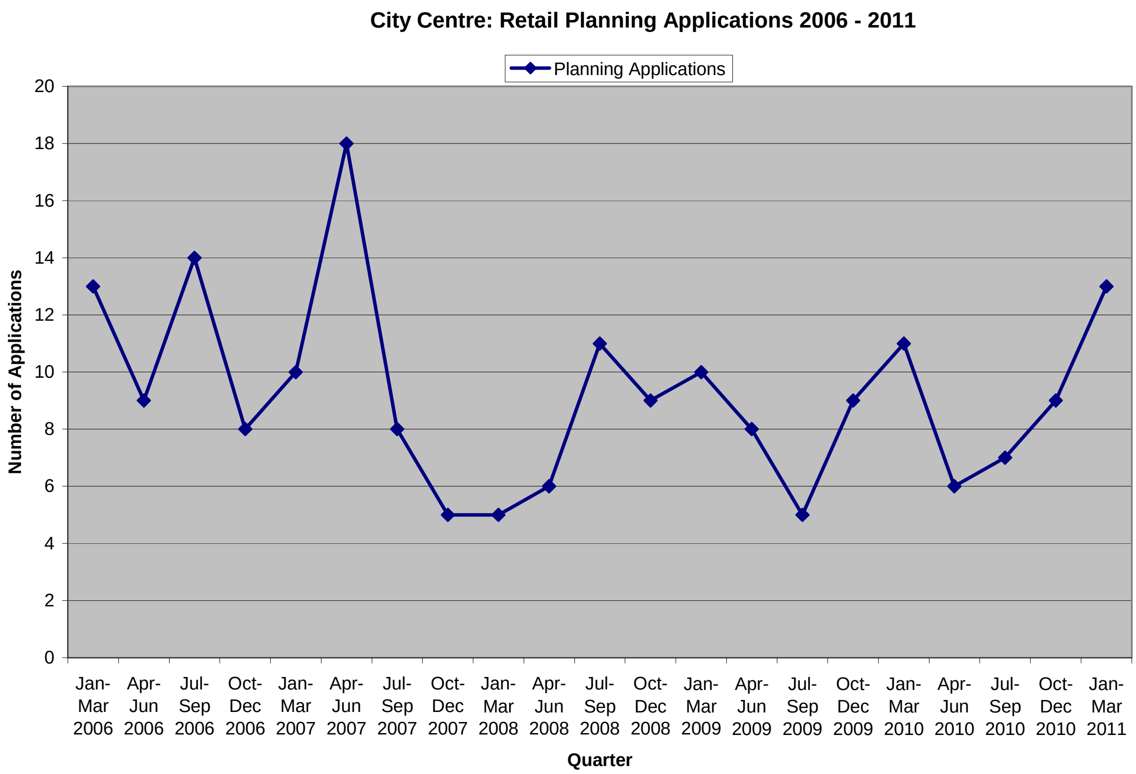
Table 5a[23]: Planning applications granted and building warrants received, Quarter 4 Jan – March 2008/9 & 2010/11



[23] GCC, May 2011

5.2 City Centre Retail Planning Applications

Table 5b[24] illustrates quarterly numbers of retail planning applications since January 2006 until March 2011. The number of retail planning applications has increased from 9 to 13 in this quarter and despite the current economic climate illustrates the same number of applications received in the same quarter of 2006, the numbers peaked in 2007 and it is encouraging to see that while numbers had dipped quite dramatically in Q1 (April – June 2010) they have shown a steady continuous increase in the trend line from thereon, perhaps reflecting more confidence in market stability and development.



24 Ibid

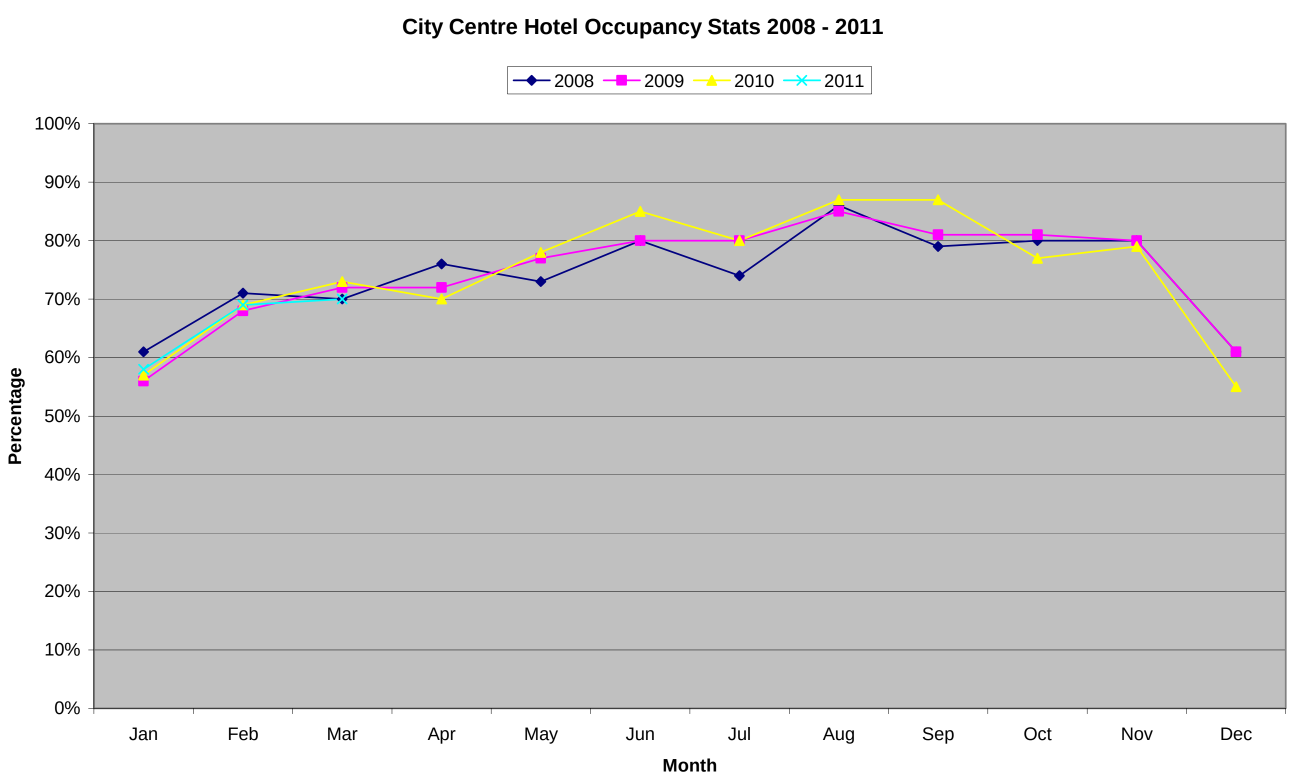
6. TOURISM

6.1 Glasgow Hotel Occupancy Rates: January 2008 to March 2011

Please note that data collated is based on 22 city centre hotels. Statistics show a decline in occupancy at the end of 2010, however illustrates a continued rise in the first 3 months of 2011. The trend line for 2011 so far reflects a similar pattern to those recorded for the previous 3 years over the same period. Year averages recorded so far are as follows[25]:

2008	2009	2010
74.3%	74.4%	74.7%

Table 6a[26]: Hotel Occupancy rates



Some other interesting facts which will help the city centre's development and tourism include the opening of a new boutique hotel in April 2011. Hotel Indigo, which is owned by InterContinental, the world's biggest hotel group has 95 bedrooms and its opening has helped provide job opportunities for approximately 100 staff.

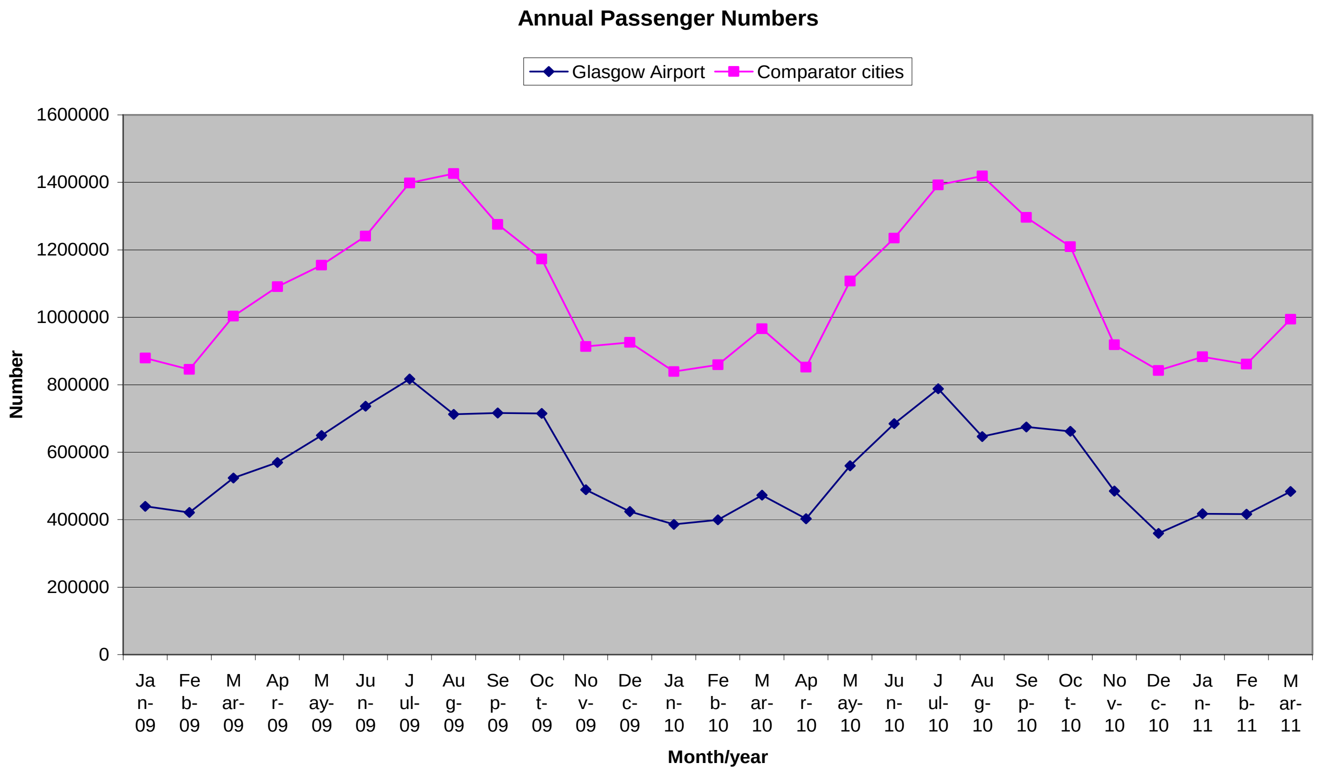
Glasgow Herald reported recently that "Glasgow emerged 29th in the world"[27] in the league table which records the top conference cities, ahead of Edinburgh (38th) and just behind London (27th). The city is continuing to attract many high profile conferences which can only help boost the city's economy.

[25] GGHA Greater Glsgow & Clyde Valley Forecaster & GGHA City of Glasgow Forecaster – Zone A March 2011
[26] GGHA City of Glasgow Forecaster – Zone A (provided by GCMB April 2011)
[27] Glasgow Herald, 1st July 2011

6.2 Glasgow International Airport: Passenger Numbers

Table 6b illustrates the trend and average data from the following comparator cities which include Birmingham, Bristol, Cardiff, Edinburgh, Gatwick, Heathrow, Leeds, Liverpool, London City, London Luton, Manchester, Newcastle, Norwich and Stansted. The figures are based on the number of terminal passengers and the table charts from quarter 4 January 2009 to March 2011. As expected Glasgow passenger numbers form a lower level trend line than the averages of the comparator cities; however peaks and troughs are occurring during the same periods throughout the year with both trend lines illustrating peaks coinciding with the most popular holiday periods. Glasgow Airport passenger figures for the first 3 months of 2011 are only slightly down on those recorded in the previous two years, although it is anticipated that passenger numbers will increase again as economic recovery prevails. BAA has meantime dropped their plans to develop a second runway in Glasgow[28].

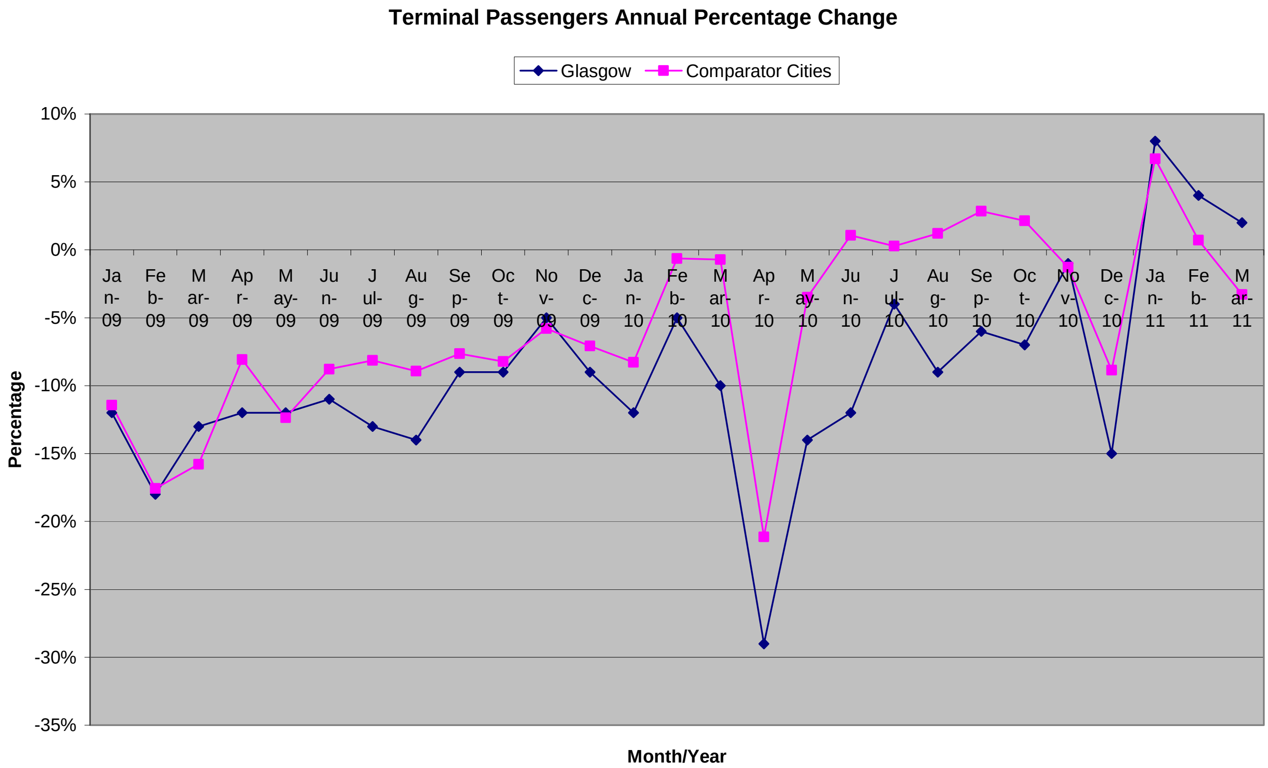
Table 6b[29]: Glasgow Airport Passenger Numbers



[28] Airportwatch.org.uk, August 2011
[29] Civil Aviation Authority, April 2011

Table 6c shows the chart for terminal passenger figures as the annual percentage change on previous two years. The huge dip in figures recorded in April 2010 was attributable to the Icelandic ash cloud which resulted in massive disruption to flights and many cancellations for passenger safety reasons.

Table 6c[30]



[30] Ibid

7. **SHOPMOBILITY**

Glasgow's Shopmobility service is free to use provided users have registered for the service. It provides assistance for people with limited mobility or other impairment who wish to access shops and visit leisure spots within the city centre.

Shopmobility Services include:

- Powered scooters, powered wheelchairs, manual wheelchairs and other mobility aids.
- A "Meet and Greet" service, which involves arranging for staff to be at a city centre transport point with booked equipment.
- Extra assistance – staff who have been trained to accompany service users, if required.

Since its launch figures recorded for year 1 are as follows:

Total Usage for Year 1 - April 2010 - March 2011													
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	**Total**
Buchanan Galleries	56	89	114	166	165	145	182	186	146	142	128	144	1663
St Enoch	11	28	43	35	43	47	66	61	46	33	49	67	529
Total Usage/month	**67**	**117**	**157**	**201**	**208**	**192**	**248**	**247**	**192**	**175**	**177**	**211**	**2192**
Meet & Greet	0	3	16	11	17	16	20	13	21	22	27	31	197
Companion								2	1				3

7.1 **Table 7a** shows the numbers using/booking shopmobility equipment within Buchanan Galleries and the St Enoch Centre for the period July 2010 to march 2011 and **Table 7b** shows the number of new registrations for the same period. Users **must** register prior to any bookings being made for any equipment. Equipment booked can be used in either of the centres and surrounding areas. St Enoch Centre although not showing as high a number of users its results for quarter 4 reflect a more positive increase.

Table 7a[31]

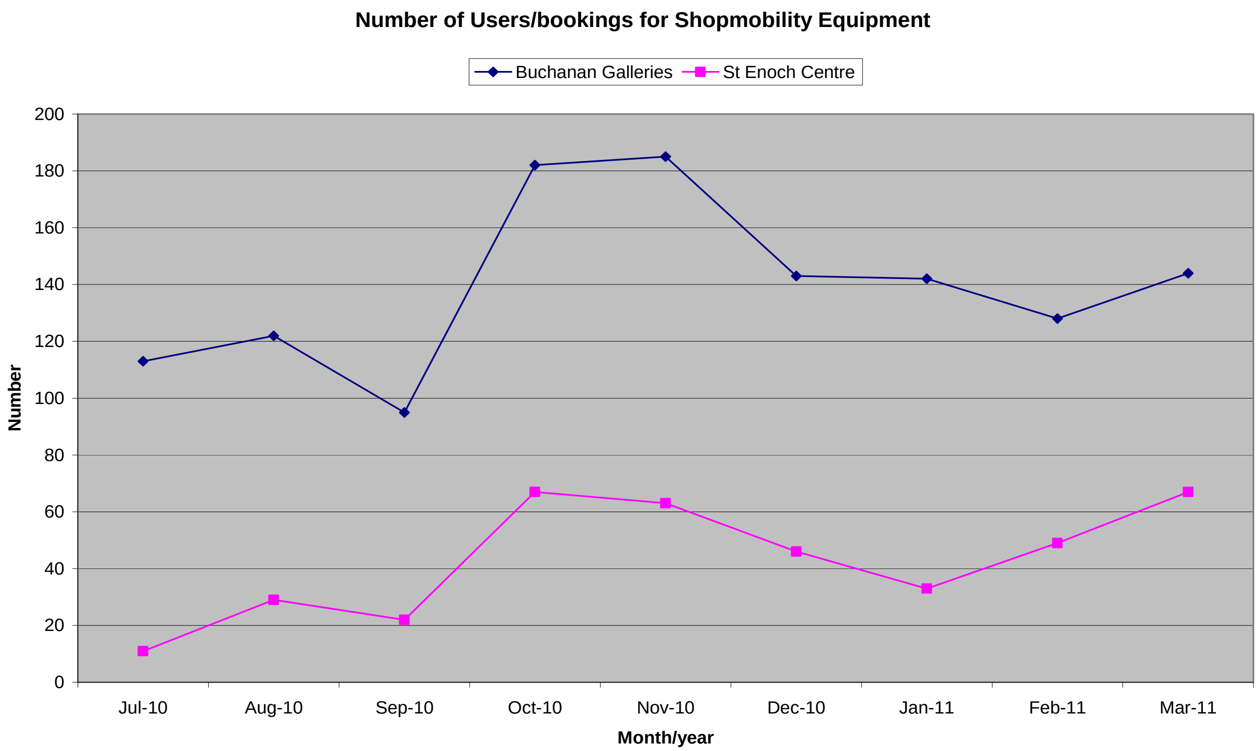
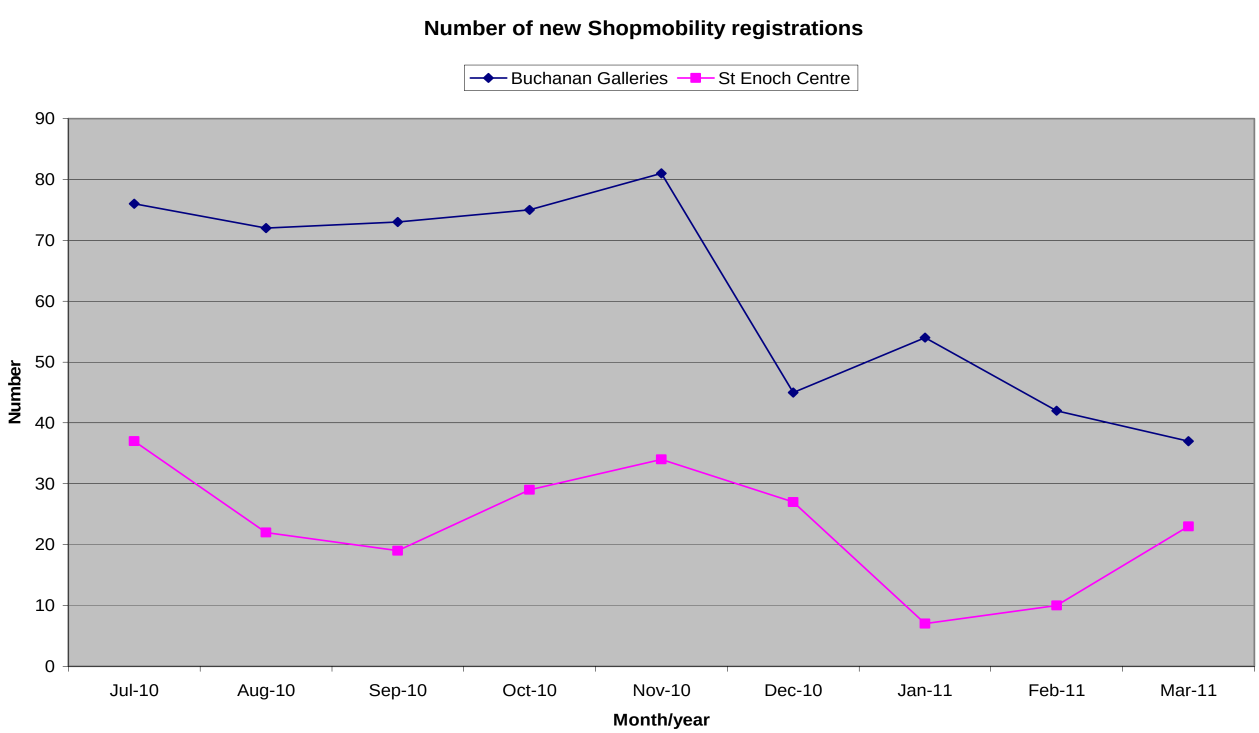


Table 7a[32]



[31] Shopmobility (Maureen McAllister) May 2011
[32] Shopmobility (Maureen McAllister) May 2011

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