



GLASGOW CITY CENTRE ECONOMIC HEALTH CHECK October 2015

Welcome to the fourteenth edition of Glasgow city centre's Economic Health Check: a progress report on how the city centre is performing against a range of indicators. This edition, produced by the City Centre Regeneration Team within GCC's Development and Regeneration Services, covers the period January – June 2015 (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 at-a-glance colour coded trend indicators.

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

Indicator	Trend	Comment
Footfall	●	Average headline/overall footfall is down in line with national figures, but Night Zone footfall continues to show record highs
Vacant units	●	Average vacancy rates continue to show relative stability and compare favourably with the rest of the UK
Cleanliness	●	KSB city centre audit shows improvement over previous report
Planning & Development	●	Application rates continue to show upward trends – retail rates hit highest levels
Tourism	●	Hotel occupancy rates and airport passenger levels rates continue to hit record highs

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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 2013¹, 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	£4,903.60	6. Leeds	£1,202.30
2. Glasgow	£1,795.10	7. Westfield London	£1,180.30
3. Manchester	£1,671.40	8. London Knightsbridge	£1,166.20
4. Birmingham	£1,552.90	9. Nottingham	£1,116.20
5. Liverpool	£1,306.20	10. Bluewater	£1,100.60

CACI's research also ranks Glasgow 8th in the Top 10 Resilient Centres²

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)

The most recent Experian report³ (ranking the UK's top retail centres based on comparison spend (£m)) continues to show Glasgow in second place.

1. London West End	£4,465	6. Leeds - Central	£1,447
2. Glasgow	£1,939	7. Westfield Stratford	£1,371
3. Birmingham - Central	£1,561	8. Edinburgh – Princes Street	£1,325
4. Manchester - Central	£1,549	9. Nottingham - Central	£1,261
5. Liverpool - Central	£1,540	10. Bristol - Broadmead	£1,197

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 2014-15⁴ 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 1,614 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	6. Brighton	510
2. Manchester	756	7. Nottingham	506
3. Leeds	622	8. Cardiff	493
4. Birmingham	621	9. Oxford St	492
5. Liverpool	569	10. Edinburgh	491

¹ CACI Retail Footprint 2013 Rankings

² British Marketing Survey 2011

³ <http://www.experian.co.uk/marketing-services/news-retailscape-uk-retail-centres-best-placed-to-thrive.html>

⁴ 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 that registers footfall at designated counters located throughout the Style Mile. These four core counters are positioned at the following locations:

Buchanan Street at Buchanan Galleries
Buchanan Street at Kiehl's

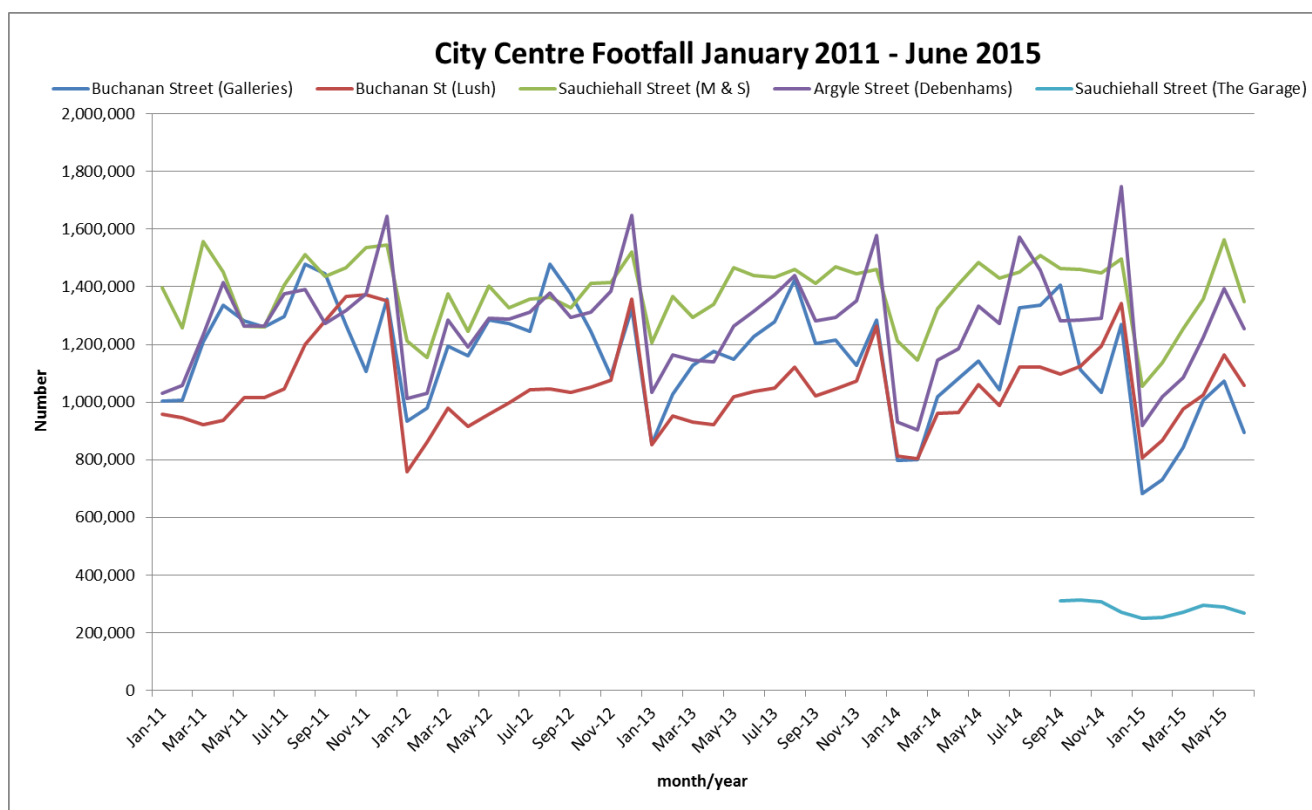
Argyle Street at Debenhams
Sauchiehall Street at Marks and Spencer

An additional counter has also recently been installed adjacent to the Garage nightclub at the western end of Sauchiehall Street.

Table 1a⁵ below shows data collated from these counters from January 2011 – June 2015. Springboard counters record footfall over each 24-hour period and register both day and night time economy.

Total footfall recorded across all counters for the period of January to June 2015 fell by -1.96% when compared against the same period in 2014. During the same comparison period, Buchanan Street precinct (at Kiehl's) performed the best with recorded total footfall increasing by **5.46%**.

Table 1a



The British Retail Consortium (BRC)/Springboard Retail Footfall Monitor gathers data on customer activity in town and city centre locations, and in out of town shopping locations, throughout the UK using the latest generation automated technology. The Monitor records over 60 million footfall counts per week at over 600

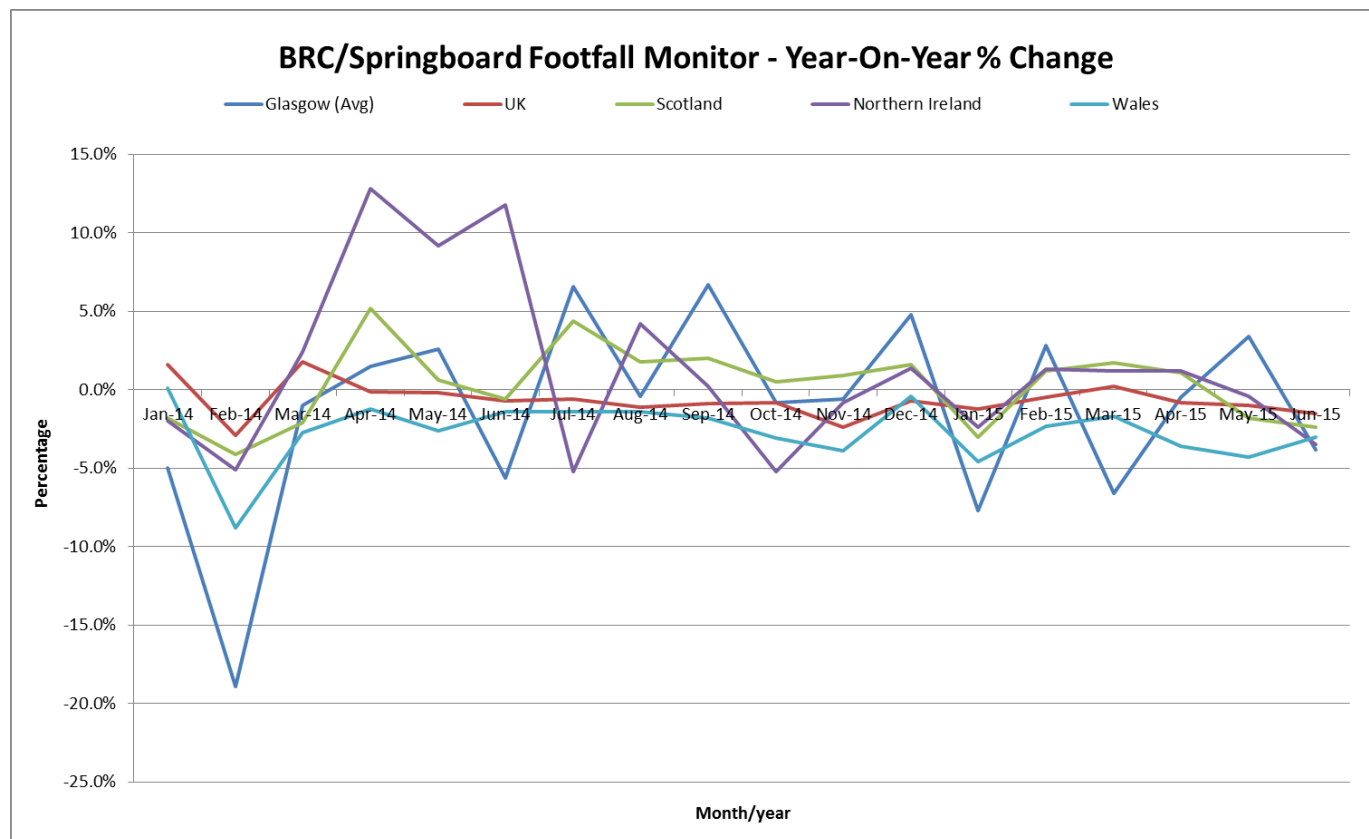
⁵ Springboard, August 2015

counting locations in 227 different shopping sites in 142 towns and cities across England, Northern Ireland, Scotland and Wales. The Monitor covers the main centres in each nation/region and a representative sample of secondary and smaller town centres.

The Monitor provides the only available broad-based measures of the footfall performance of town centres and out of town shopping locations in the UK.

Table 1b⁶ illustrates the year-on-year change in Glasgow's footfall figures as compared against national comparator data drawn from the BRC/Springboard Retail Footfall Monitor from January 2014 to June 2015.

Table 1b



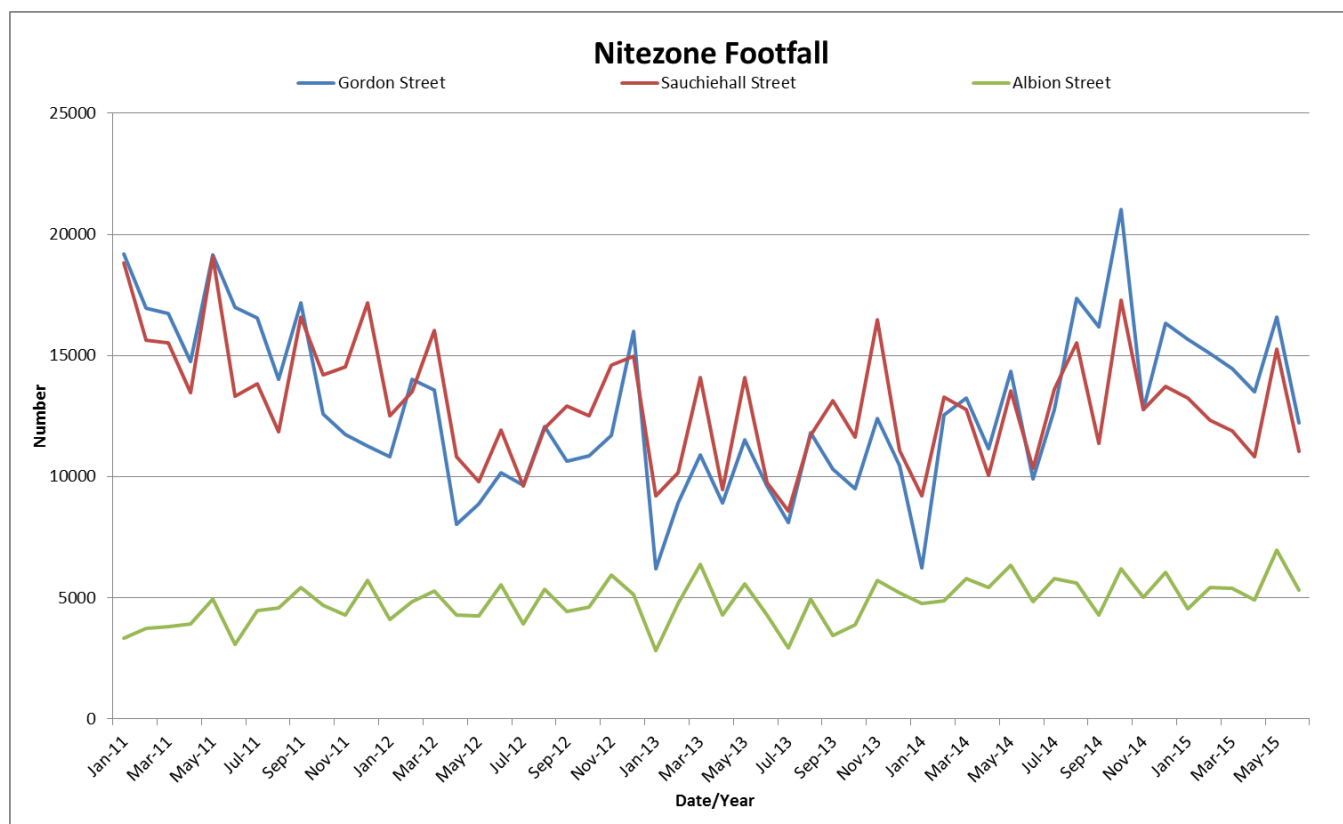
⁶ BRC/Springboard Footfall & Vacancies Monitor, August 2015

Nitezone footfall

Table 1c⁷ illustrates comparative Nitezone footfall figures from January 2011 – June 2015. The figures (relating to Gordon Street, Sauchiehall Street, and Albion Street) 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.

Average footfall figures recorded in Gordon Street and Sauchiehall Street appear to have stabilised since mid-2012. Albion Street figures have remained stable throughout. The total Nitezone footfall recorded over all three city centre precincts for the period January to June 2015 was **15.41%** greater than the figures recorded for the corresponding period in 2014.

Table 1c



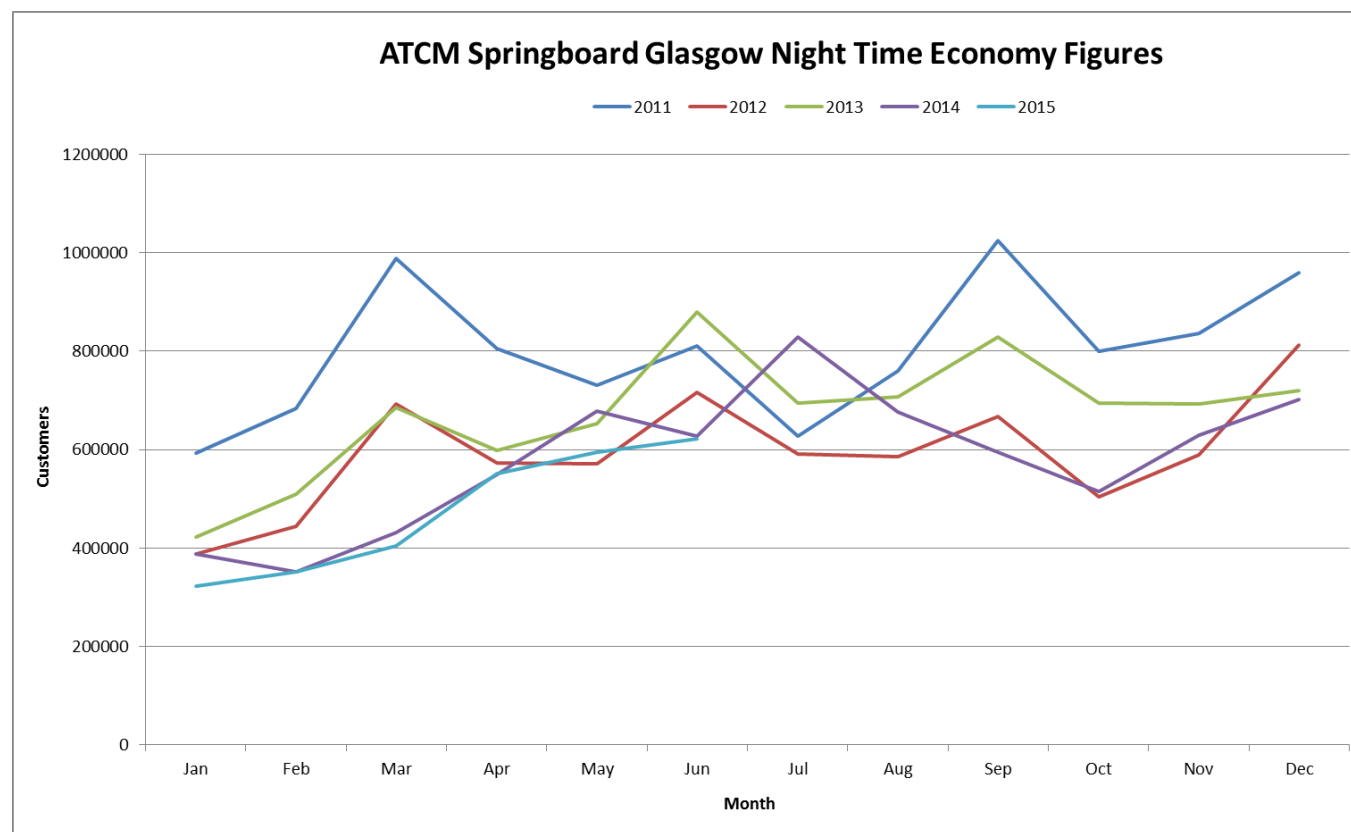
⁷ CSG August 2015

ATCM-Springboard collates the Night Time Economy Index⁸ 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 2015 against the same period in 2014 showed a change of -2.57%. The Scottish national average over the same period showed a change of -3.07%. For the same period Glasgow's figures showed a change of -5.91%.

Glasgow's figures are based on the footfall recorded by the Style Mile counters during the hours of 6pm – 4am. It should be noted that whilst this reporting provides some basic benchmarking, due to the placement of the footfall counters involved, it could be argued that it does not best represent the true Night Time Economy footfall which is largely located elsewhere.

Table 1d⁹ shows the Night Time figures for Glasgow Style Mile from January 2011 to end of June 2015.

Table 1d



⁸ ATCM Springboard Night Time Economy Index – August 2015

⁹ Springboard, August 2015

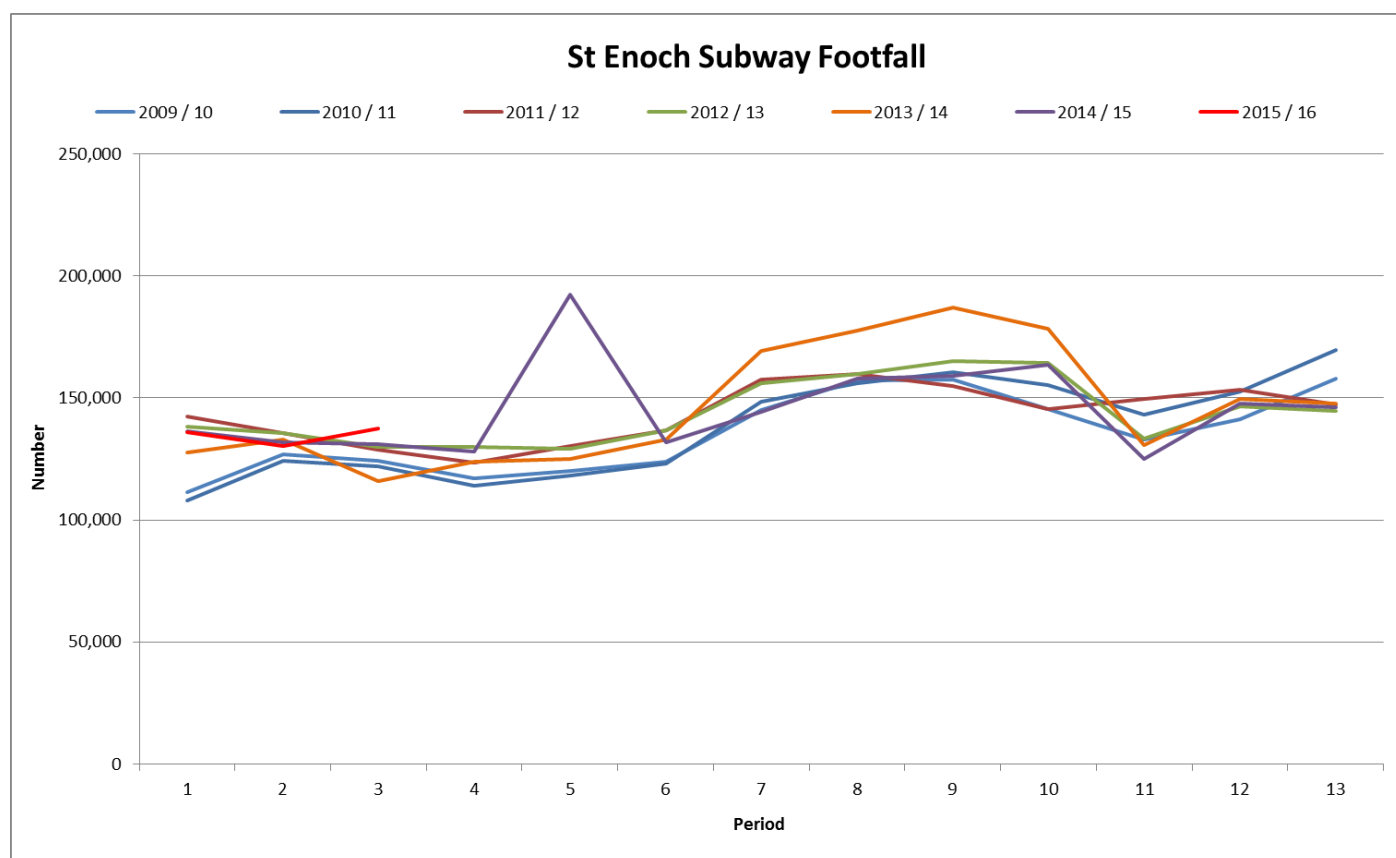
1.2 SPT Footfall

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 2015/16 in the graph below represents the 4 weekly period ending 18 April 2015.

Table 1e¹⁰ shows the footfall recorded for each reporting period from 2009/10 onwards. This edition of the Healthcheck looks at data collected over reporting periods 11 to 13 in 2014/15 and 1 to 3 in 2015/16. A comparison of this data with the same data collected 12 months previously shows a very slight change of -0.54% in total footfall figures.

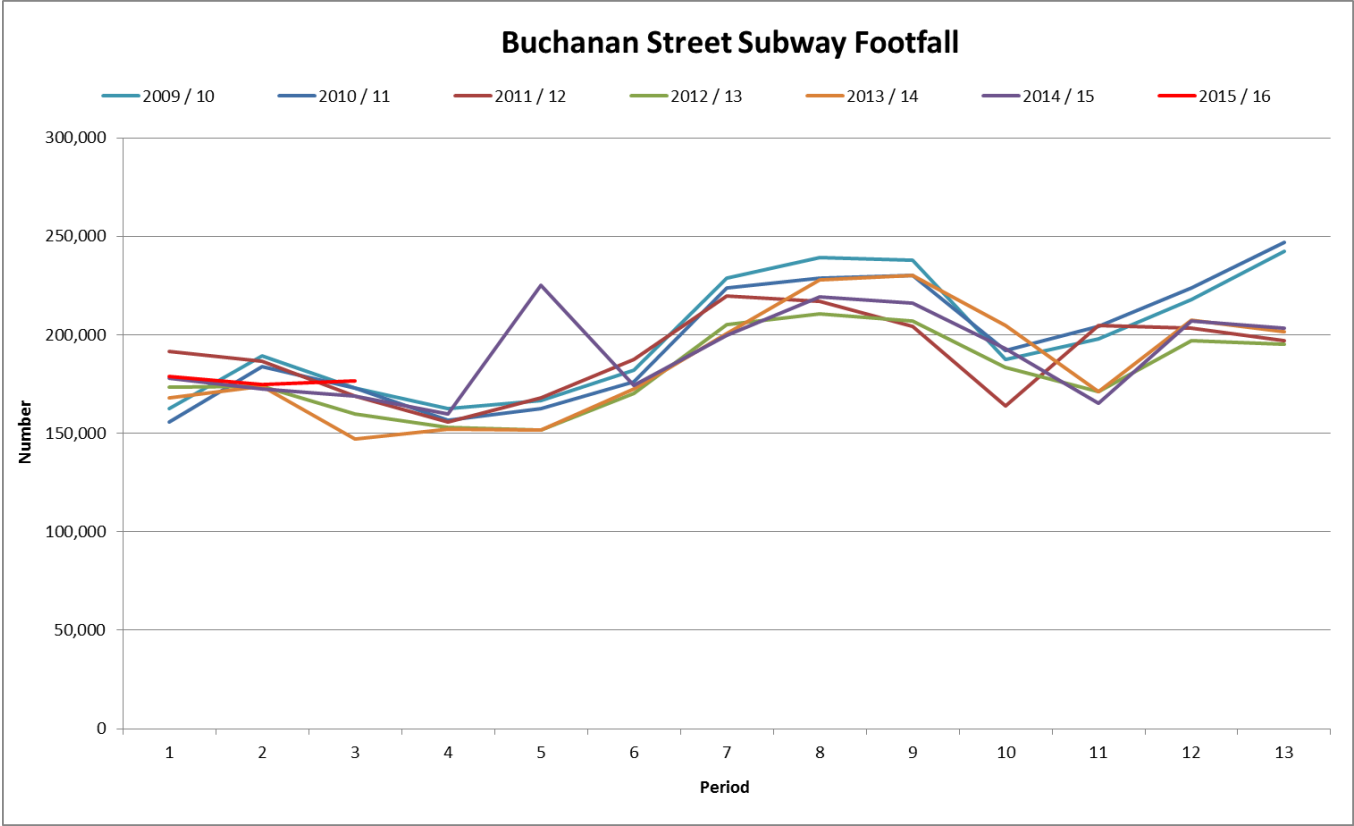
Table 1e



¹⁰ SPT, September 2015

Table 1f¹¹ shows that Buchanan Street Subway station records a higher footfall than St Enoch Subway station. This edition of the Healthcheck looks at data collected over reporting periods 11 to 13 in 2014/15 and 1 to 3 in 2015/16. A comparison of this data with the same data collected 12 months previously shows a very slight change of 0.55% in total footfall figures.

Table 1f

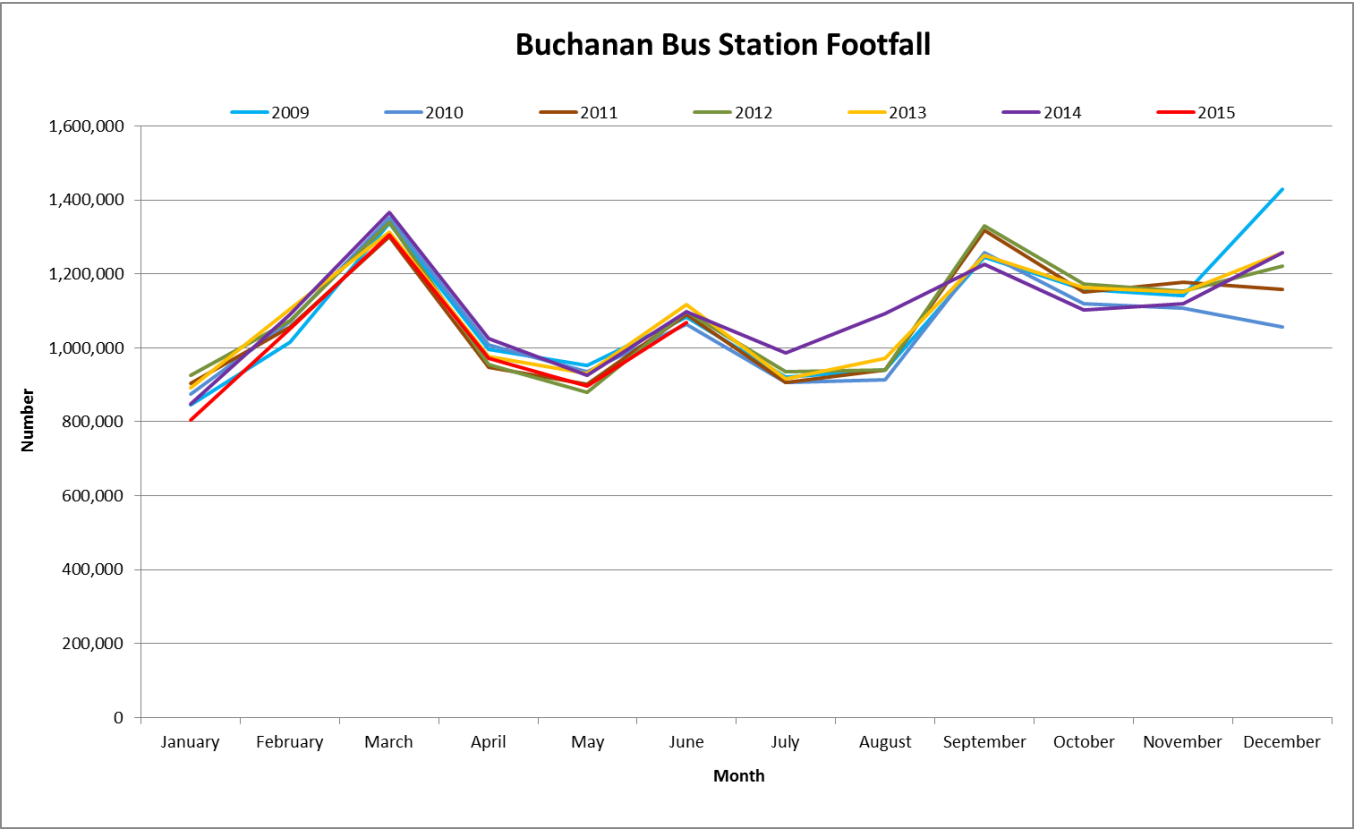


¹¹ Ibid

Bus Station Footfall

Table 1g¹² illustrates the footfall at Buchanan Bus Station. Total footfall recorded at this location between January and June 2015 showed a change of -4.02% against the figures recorded over the same period in 2014.

Table 1g



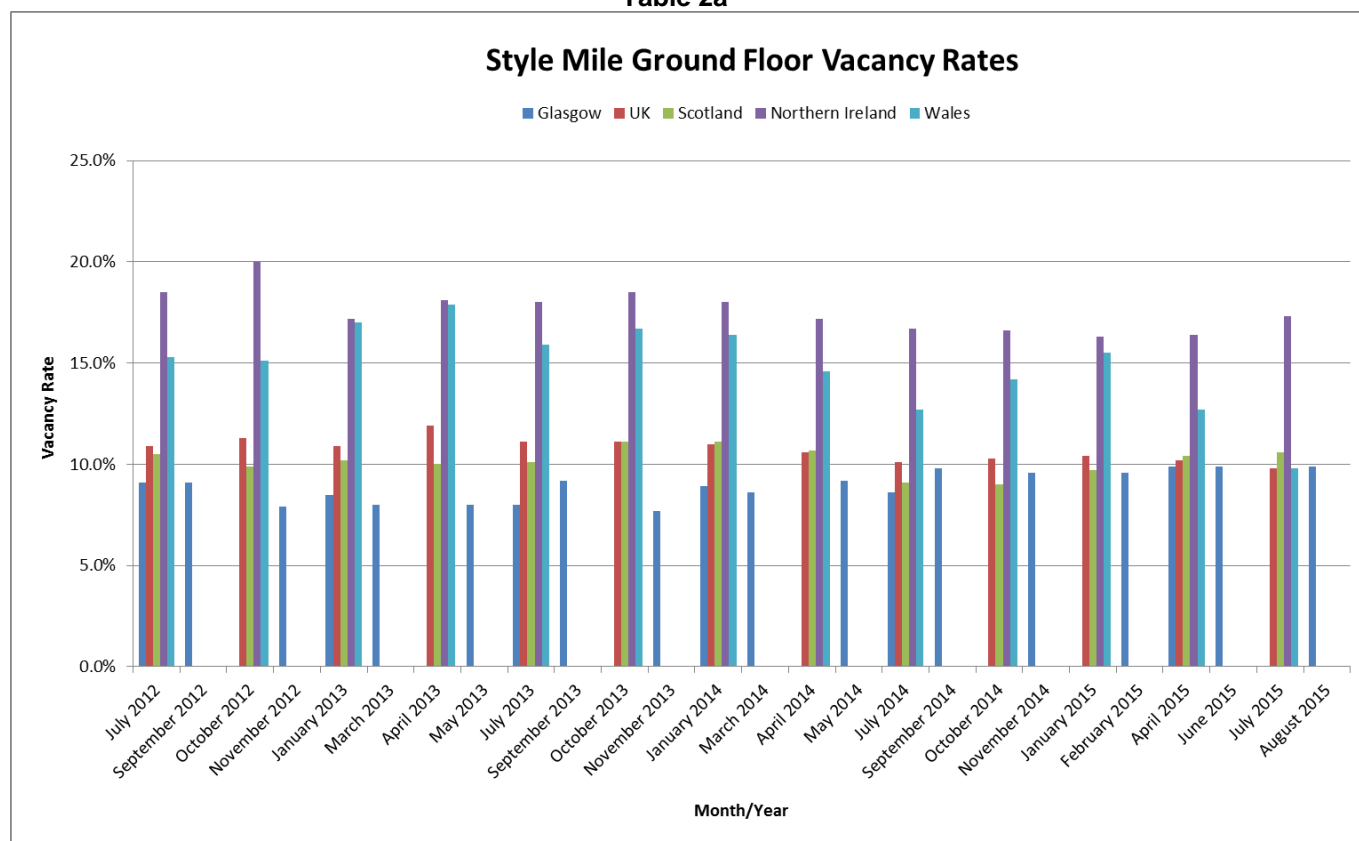
¹² Ibid

2. VACANT UNITS (STYLE MILE)

Table 2a¹³ 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 comparators¹⁴. In general, the Glasgow report is updated every second month whilst the UK data is reported every quarter. The Glasgow data is a record of 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). It 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).

The average annual percentage of vacant units recorded for Glasgow in 2015 so far is 9.8%. This is an increase upon last year's average annual percentage which was 9.1%. However, Glasgow's average figure for 2015 still compares favourably with the average vacancy rates recorded for the other UK comparators during the same period which are: UK (10.1%); Scotland (10.2%); Northern Ireland (16.7%); Wales (12.7%).

Table 2a

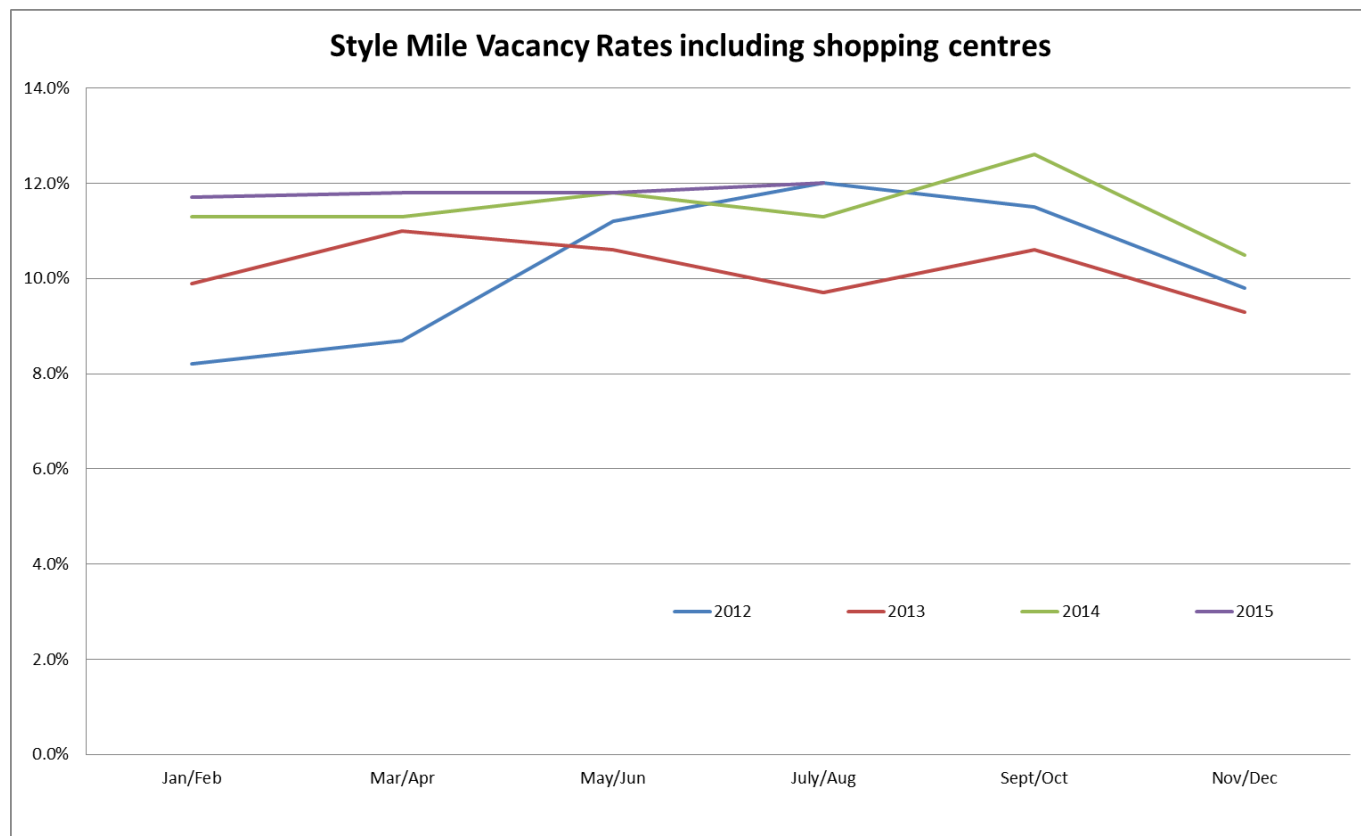


¹³ GCC August 2015

¹⁴ BRC/Springboard Footfall & Vacancies Monitor, September 2015

Table 2b¹⁵ shows vacancy rates for the Style Mile including shopping centres over the reporting periods in years 2012 to 2015. 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 2014 was 11.5%. The year-to-date average for 2015 is 11.8%.

Table 2b



¹⁵ GCC August 2015

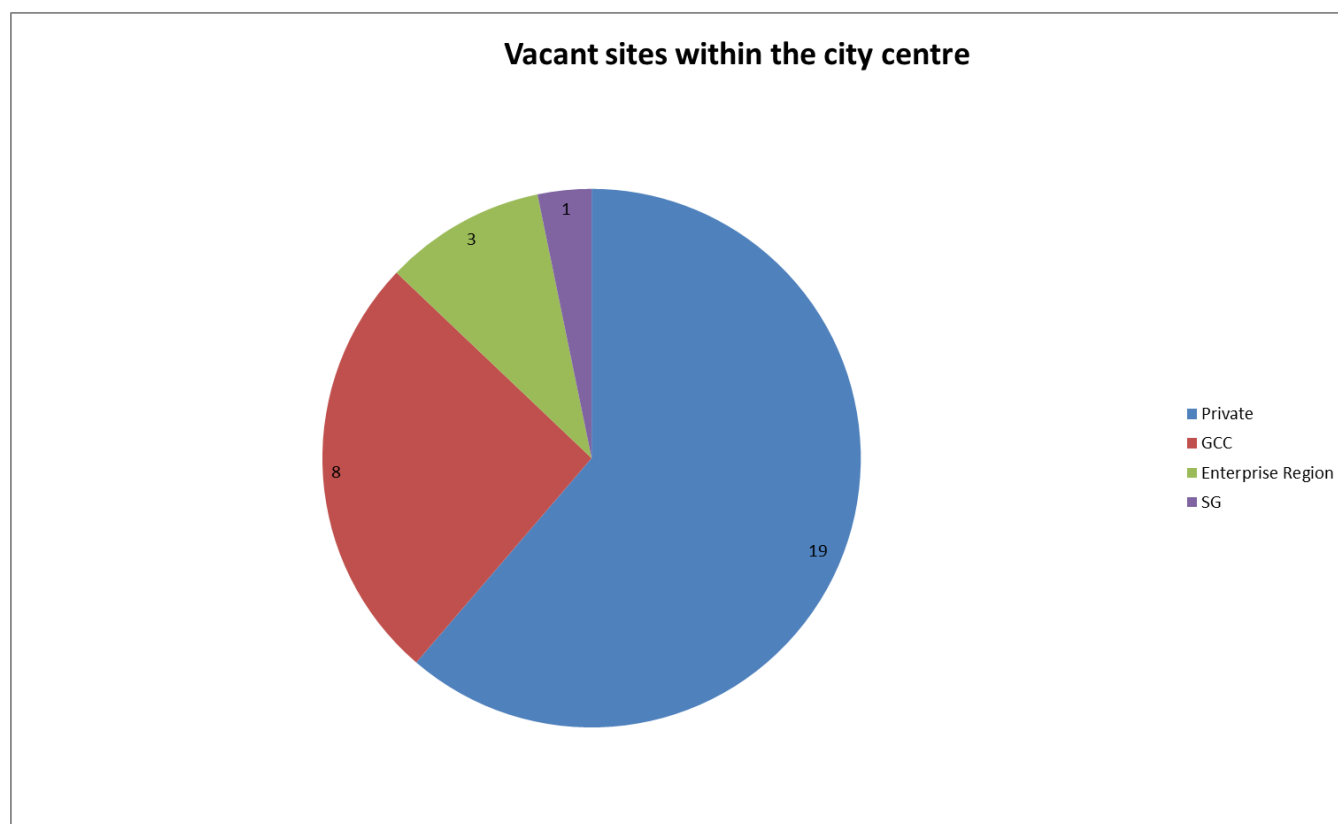
3. VACANT SITES (CITY CENTRE)

Table 3a¹⁶ provides details of vacant and derelict sites within Glasgow city centre.

The pie-chart represents 10.32ha of vacant and derelict land across 31 sites within the city centre area bounded by the M8, High Street and the River Clyde. There has been no change in this data since the last issue of the Healthcheck document.

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



¹⁶ GCC August 2015

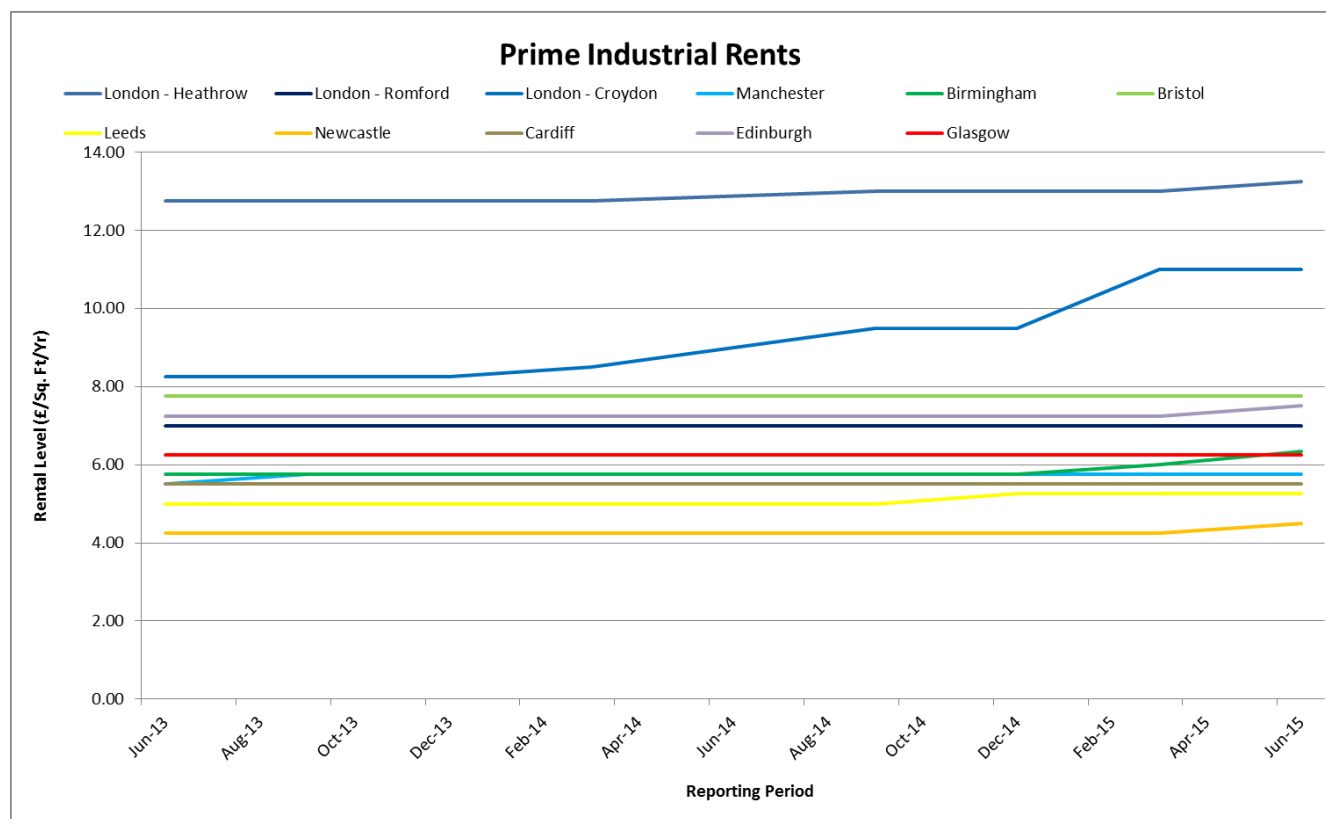
4. UK PROPERTY MARKET TRENDS

Cushman & Wakefield is a privately held commercial real estate services firm which provides a range of services globally. Their UK Quarterly MarketBeat is a review of market trends and price movements in the UK property markets, which includes an analysis of yields and rental values for the retail, office, industrial, hotel and residential property sectors. It should be noted that these reports are prepared solely for information purposes and do not purport to be a complete description of the markets or developments contained therein. Further information can be found via <http://www.cushmanwakefield.co.uk/en-gb/research-and-insight/local-reports/>.

4.1 Industrial

Table 4a¹⁷ shows the indicative prime industrial rent levels over the relevant reporting periods for Glasgow and various other UK comparator locations.

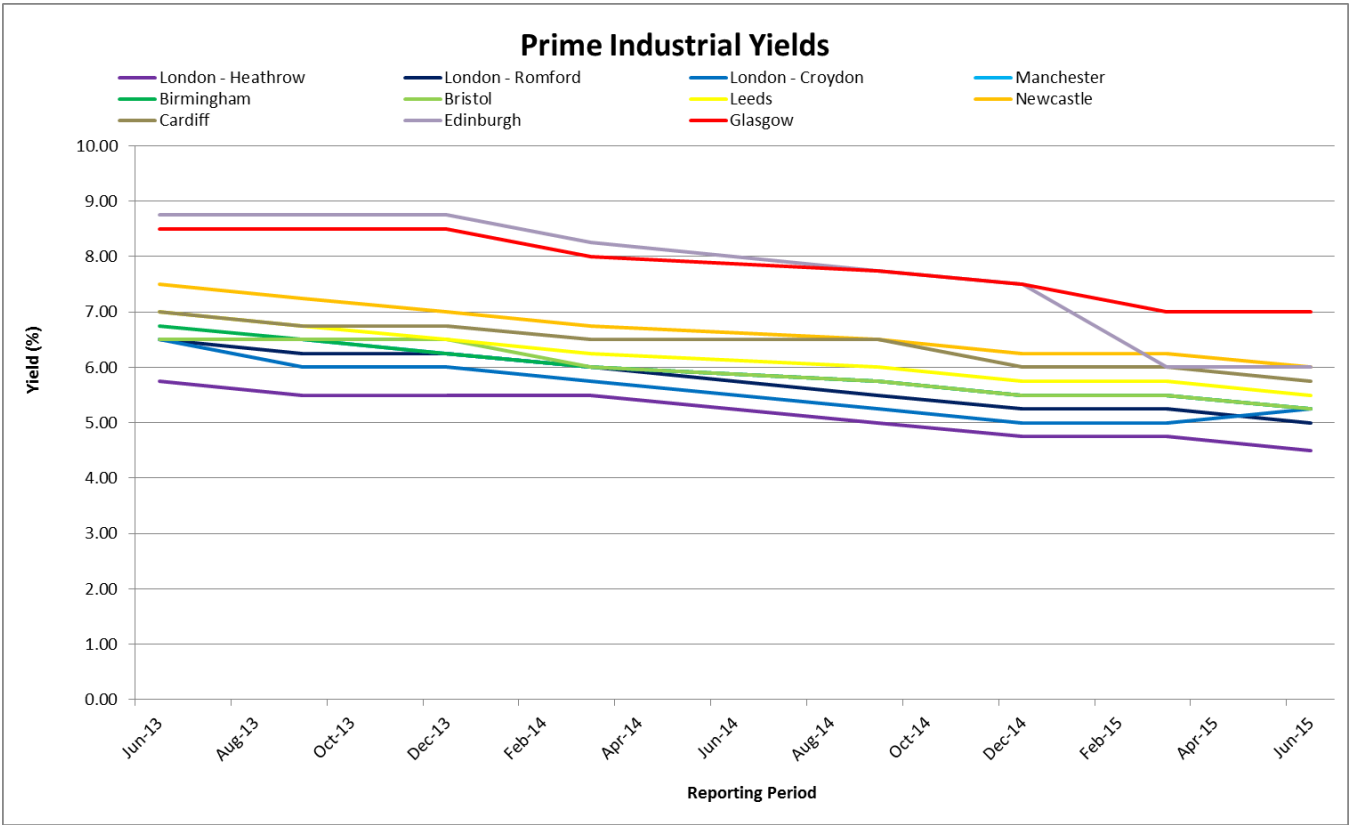
Table 4a



¹⁷ Cushman & Wakefield, September 2015

Table 4b¹⁸ shows the indicative prime industrial yields over the relevant reporting periods for Glasgow and various other UK comparator locations.

Table 4b

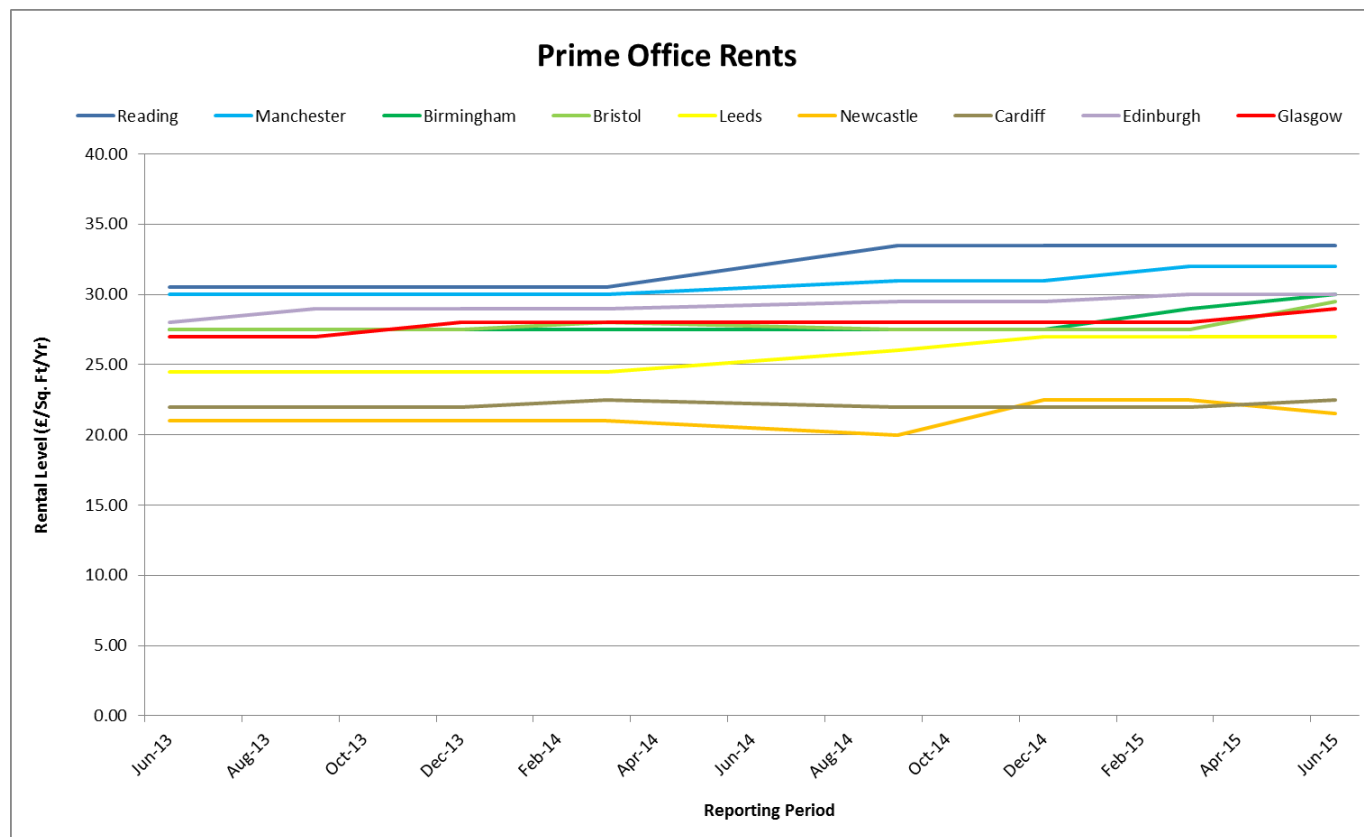


¹⁸ Ibid

4.2 Office

Table 4c¹⁹ shows the indicative prime office rental levels over the relevant reporting periods for Glasgow and various other UK comparator locations.

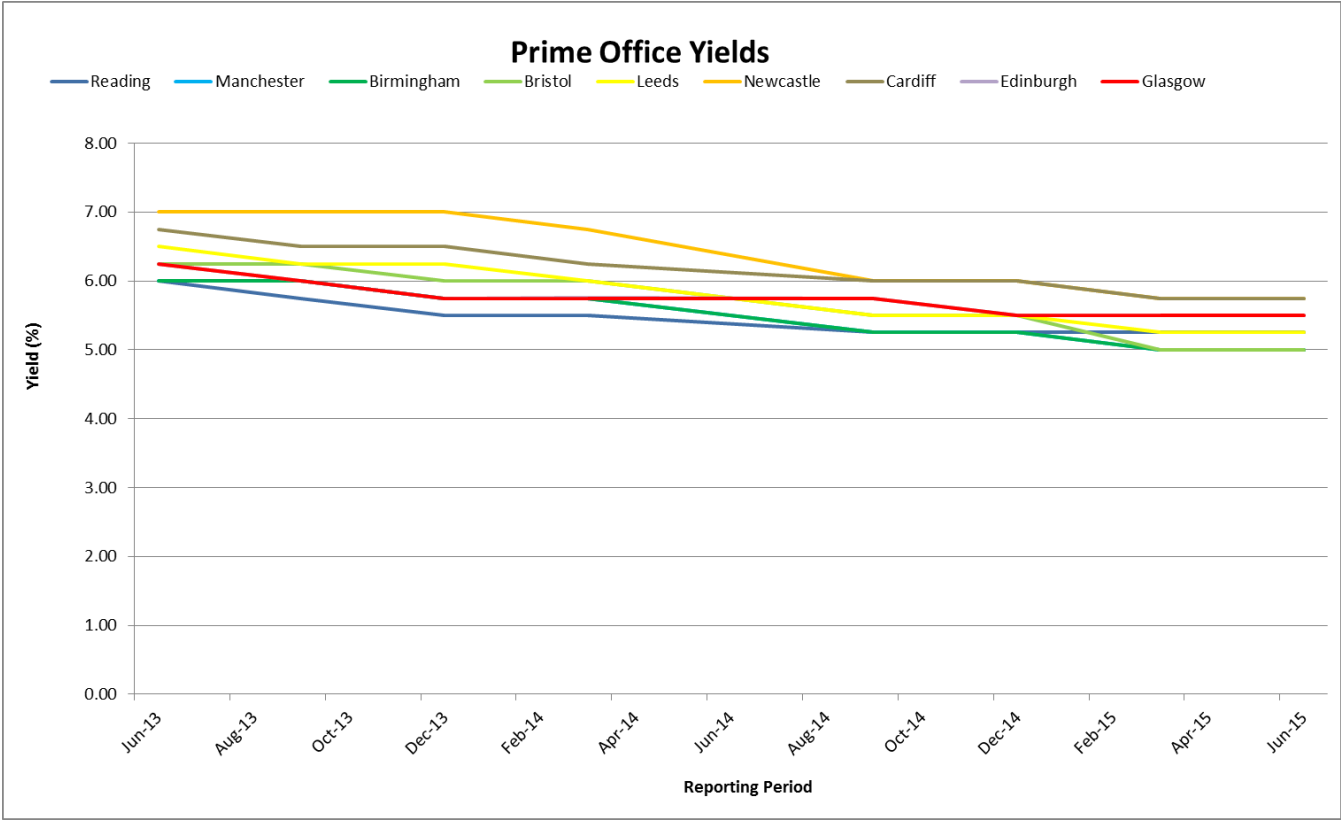
Table 4c



¹⁹ *Ibid*

Table 4d²⁰ shows the indicative prime office yields over the relevant reporting periods for Glasgow and various other UK comparator locations.

Table 4d

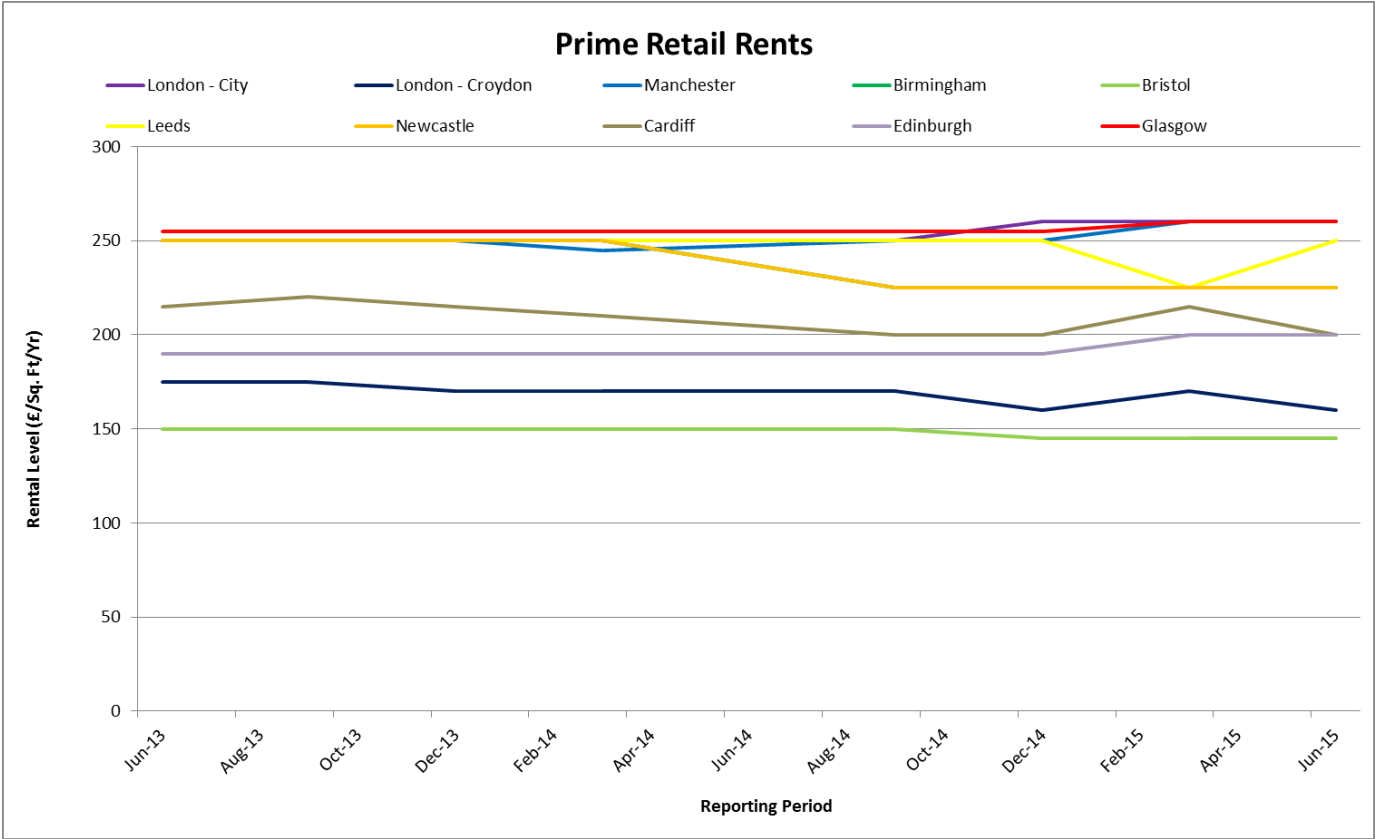


²⁰ Ibid

4.3 Retail

Table 4e²¹ shows the indicative prime retail rental levels over the relevant reporting periods for Glasgow and various other UK comparator locations. Due to the discrepancy between its high rental level figures and the other comparator locations, London (West End) is not included in this table. Please also note that zoning practices can differ between cities.

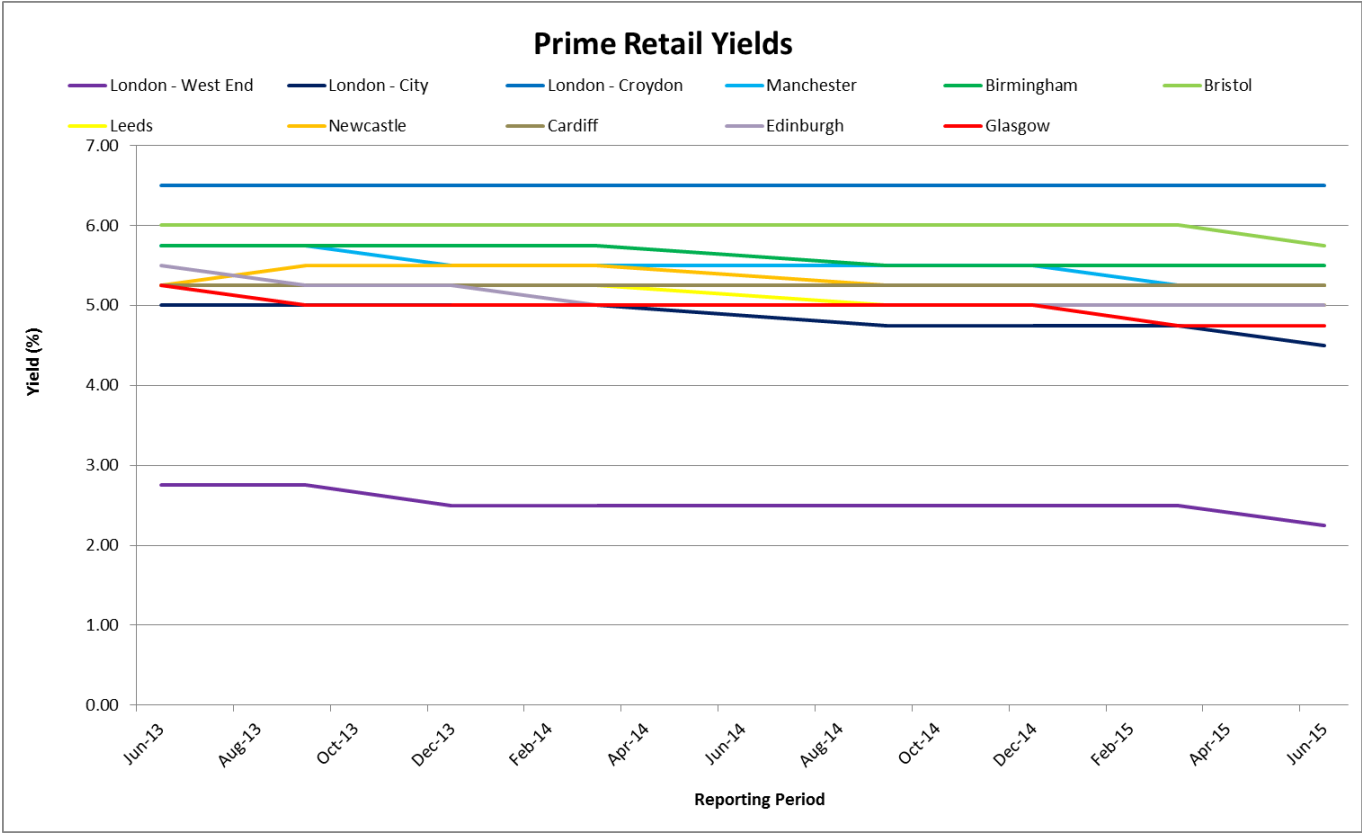
Table 4e



²¹ Ibid

Table 4f²² shows the indicative prime retail yields over the relevant reporting periods for Glasgow and various other UK comparator locations. Please note that zoning practices can differ between cities.

Table 4f



²² Ibid

5. ENVIRONMENTAL INDICATORS AND CITY CENTRE INFORMATION

5.1 Street Cleanliness

Clean Glasgow was launched by Glasgow City Council in February 2007, and this body commissioned independent street cleanliness surveys of the city centre which have been undertaken by the national environment agency, Keep Scotland Beautiful (KSB). Whilst the annual city centre survey was not repeated in November 2013, the City Centre Regeneration team commissioned a renewal of this report for November 2014 with a view to maintaining this process going forward.

The area surveyed consists of approximately 166 street sites (transects) 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 (AEQIs). Each transect is graded (from A to D) with each grade worth a requisite number of points. The overall city centre Cleanliness Index (CI) is then a reflection of the total points scored as a percentage of the total possible points available.

The CI score for 2014 was **64**. However, it should also be noted that the KSB audit found that **93%** of all transects surveyed were found to be of an acceptable standard (i.e. Grade A, B or B+). The overall CI scores for the **city centre** surveys undertaken to date are as follow:

Period	Mar 2007	Sep 2007	Nov 2008	Nov 2009	Nov 2010	Nov 2011	Nov 2012	Nov 2014
CI Score	62	66	66	64	66	66	62	64

As part of the independent surveys they conduct, KSB also report on various aspects of street cleanliness including Adverse Environmental Quality Indicators (AEQIs) i.e. common issues affecting the local environment within communities. The number of incidences of these issues recorded in each KSB report has been collated in **Table 5a** below.

Table 5a

	Mar-07	Sep-07	Nov-08	Nov-09	Nov-10	Nov-11	Nov-12	Nov-14
Dog fouling	2	2	2	1	1	1	4	1
Graffiti	23	12	10	13	16	17	15	4
Vandalism	0	1	1	0	1	0	0	0
Weeds	4	11	0	9	5	5	2	4
Detritus	16	8	11	12	10	12	9	7
Gum	43	28	31	66	57	16	46	32
Fly-posting	4	2	4	5	7	2	4	1
Fly-tipping	1	1	1	2	1	1	1	1

The Keep Scotland Beautiful annual survey results for Glasgow **city-wide** cleanliness are shown in **Table 5b** as below.

Table 5b

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	73	63	83	74

Please note that the methodology involved in the surveys for the year 2014/15 has changed. As a result of this the format of the scoring achieved has also changed to the following.

Year	Assessment 1 (Glasgow City CI)	Assessment 2 (Glasgow City CI)	Assessment 3 (KSB Validation)	Overall Score
2014/2015	82	85	76	81

5.2 Key Performance Indicators (KPIs)

Community Safety Glasgow monitors various quarterly performance indicators relating to crime and antisocial behaviour²³. Below is a sample of these indicators relevant to the city centre from July 2013 to June 2015. From April 2012 the data was collected by local authority ward rather than a larger area that had previously incorporated Partick West and Hillhead.

Ward 10 (Anderston/City)	Jul-Sep 2013	Oct-Dec 2013	Jan-Mar 2014	Apr-Jun 2014	Jul-Sep 2014	Oct-Dec 2014	Jan-Mar 2015	Apr-Jun 2015
• Square meterage of graffiti removed	5690	5630	5167	7090	5908	3917	5127	5946
• Square meterage of flyposting removed	30	346	1826	702	582	617	525	495
• Fixed penalty notices issued (includes fly-tipping, dog fouling, litter, cigarette litter and chewing gum)	4169	3198	3643	3987	3841	2894	3100	3279
• Number of school, community and business clean-ups undertaken	27	30	20	16	65	56	54	102
• Number of volunteers actively engaged with CSG through NIES ²⁴	96	256	76	87	354	174	223	451

²³ CSG, September 2015

²⁴ Neighbourhood Improvement and Enforcement Service

5.3 Crime and antisocial behaviour

Table 5c 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 decreased when compared to the same period last year.

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

KPI Type	January – June 2014	January – June 2015	+/-	% change
ASB Incidents	3368	3136	-232	-7%
Youth Disorder	188	165	-23	-12%
ASB Crime	6262	6113	-149	-2%
Violent Crime	896	881	-15	-2%

DEFINITIONS

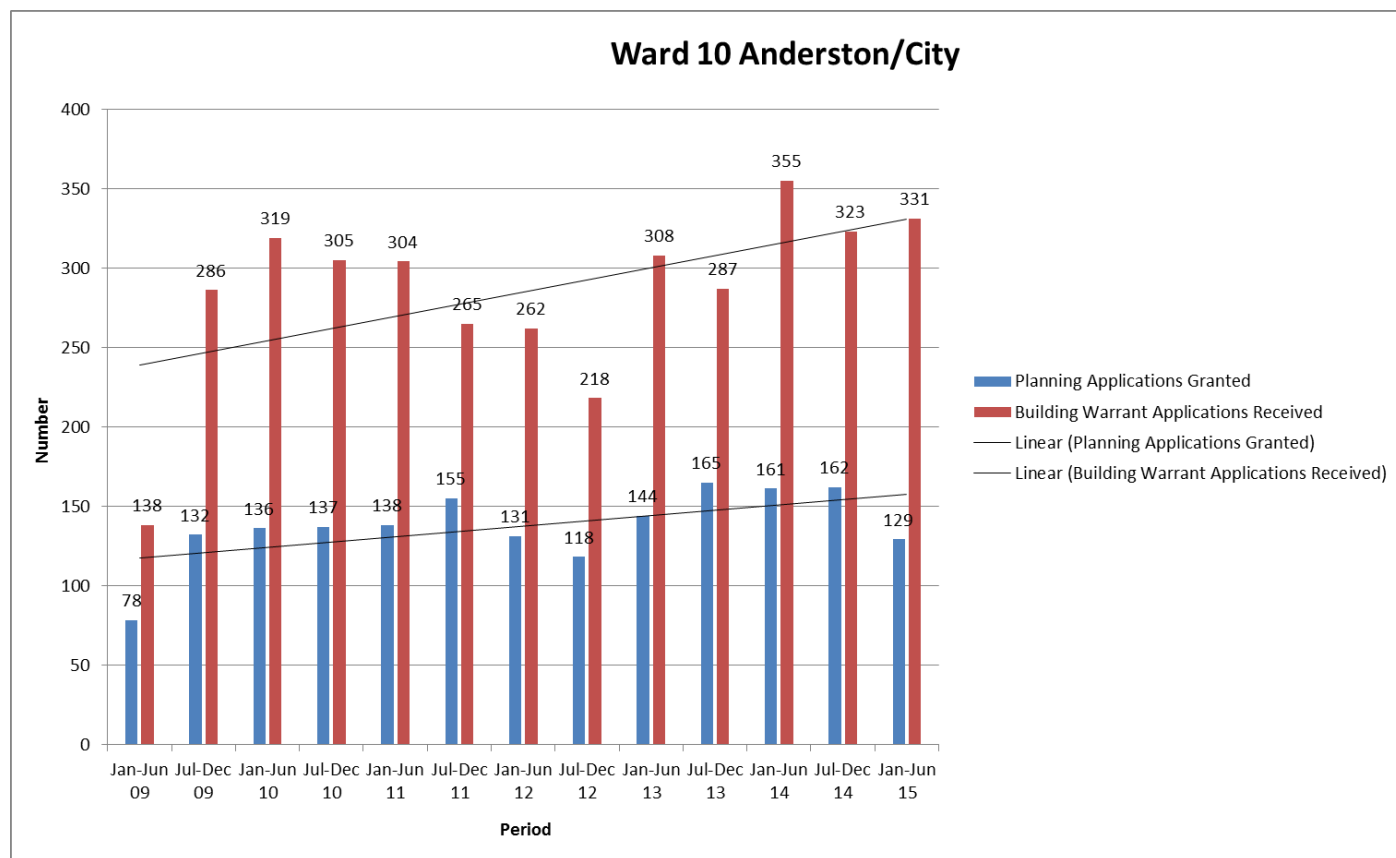
- *ASB Incidents - Police Scotland incidents relating to complaints, disturbances, neighbour and noise complaints.*
- *Youth Disorder - the same as above but filtered to isolate youth related incidents by disposal code/qualifier and free text search for phrases indicating youth involvement.*
- *ASB Crime - 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 6a²⁵ 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 2015. The number of planning applications granted for period January to June 2015 showed a change of -20% against the same period in 2014. The number of building warrant applications received for period January to June 2015 showed a change of -6% against the same period in 2014.

Table 6a Planning and Building Warrant Applications



²⁵ GCC September 2015

6.2 City Centre Retail Planning Applications

Table 6b²⁶ tracks the quarterly numbers of retail planning applications approved since January 2006 to June 2015 using monthly data collated by GCC. Within this timeframe, the figures for the whole of 2014 were the highest yet recorded. So far, the figures collected from January to June 2015 show a change of -27.0% against the same reporting period in 2014, but are largely comparable to the figures recorded in previous years..

Table 6b



²⁶ Ibid

7. TOURISM

7.1 Glasgow Hotel Occupancy Rates

The data recorded for hotel occupancy rates is based on 22 city centre hotels. **Table 7a**²⁷ illustrates the hotel occupancy rates from 2008 to 2015. The average hotel occupancy rate recorded over the period January to June in 2014 was 79.7%. The rate recorded over the same period in 2015 was **80.3%**.

Table 7a

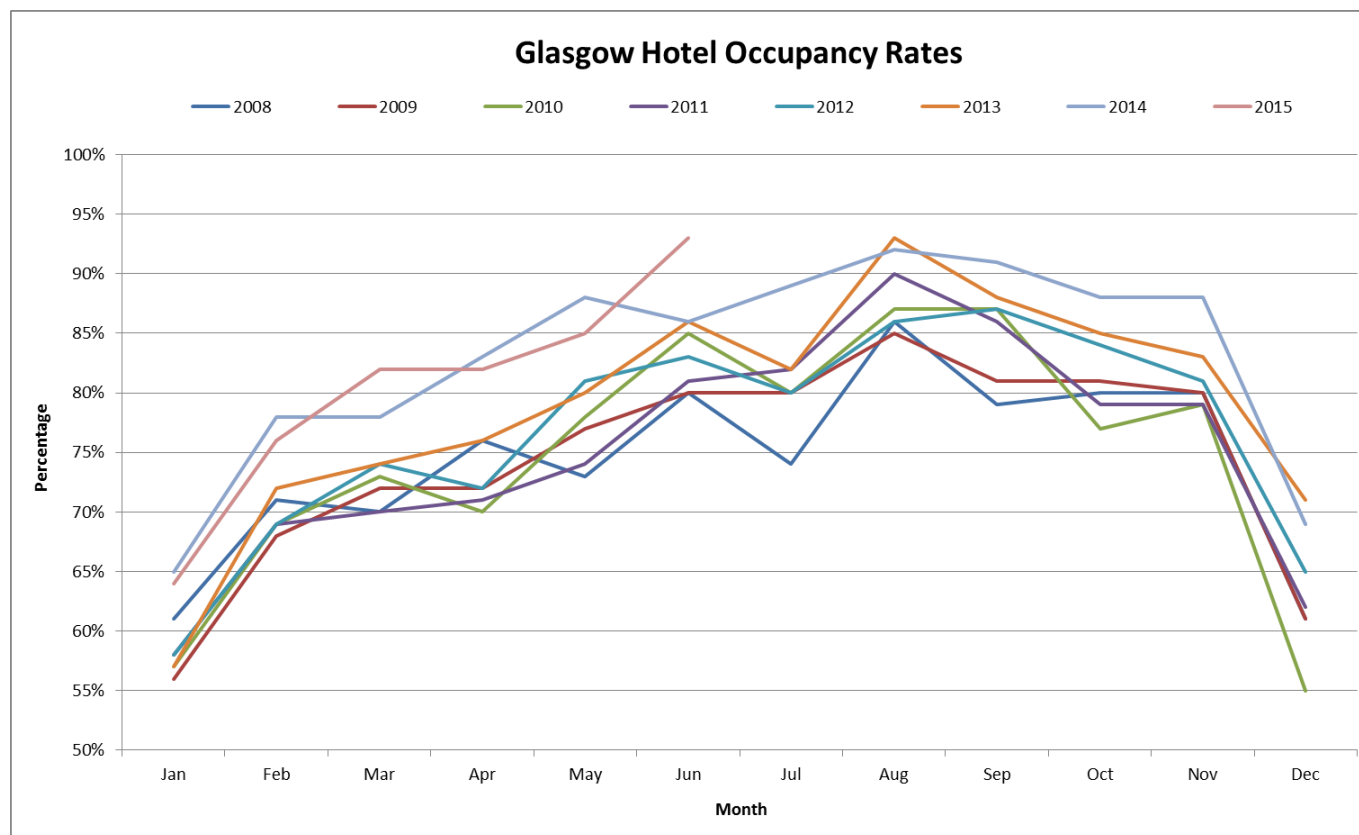


Table 7b²⁸ illustrates the average hotel occupancy rates for previous years. The average hotel occupancy rate for 2014 was recorded at **82.9%** - this is the highest rate yet recorded and is significantly greater than the previous high of 78.9% for 2013.

Table 7b: Yearly Average Hotel Occupancy Rates (%)

2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
65.7	65.5	66.0	68.4	70.8	71.5	74.3	77.4	74.3	74.4	74.4	75.1	77.4	78.9	82.9

²⁷ GGHA City of Glasgow Forecaster – Zone A (provided by GCMB August 2015)

²⁸ *Ibid*

7.2 Tourist Surveys

The quarterly Lynn Jones Forecasting report system previously available through the Visitract online survey is no longer being used by Glasgow City Marketing Bureau. As a result, this particular form of data collection is now defunct and other methods are currently being appraised going forward.

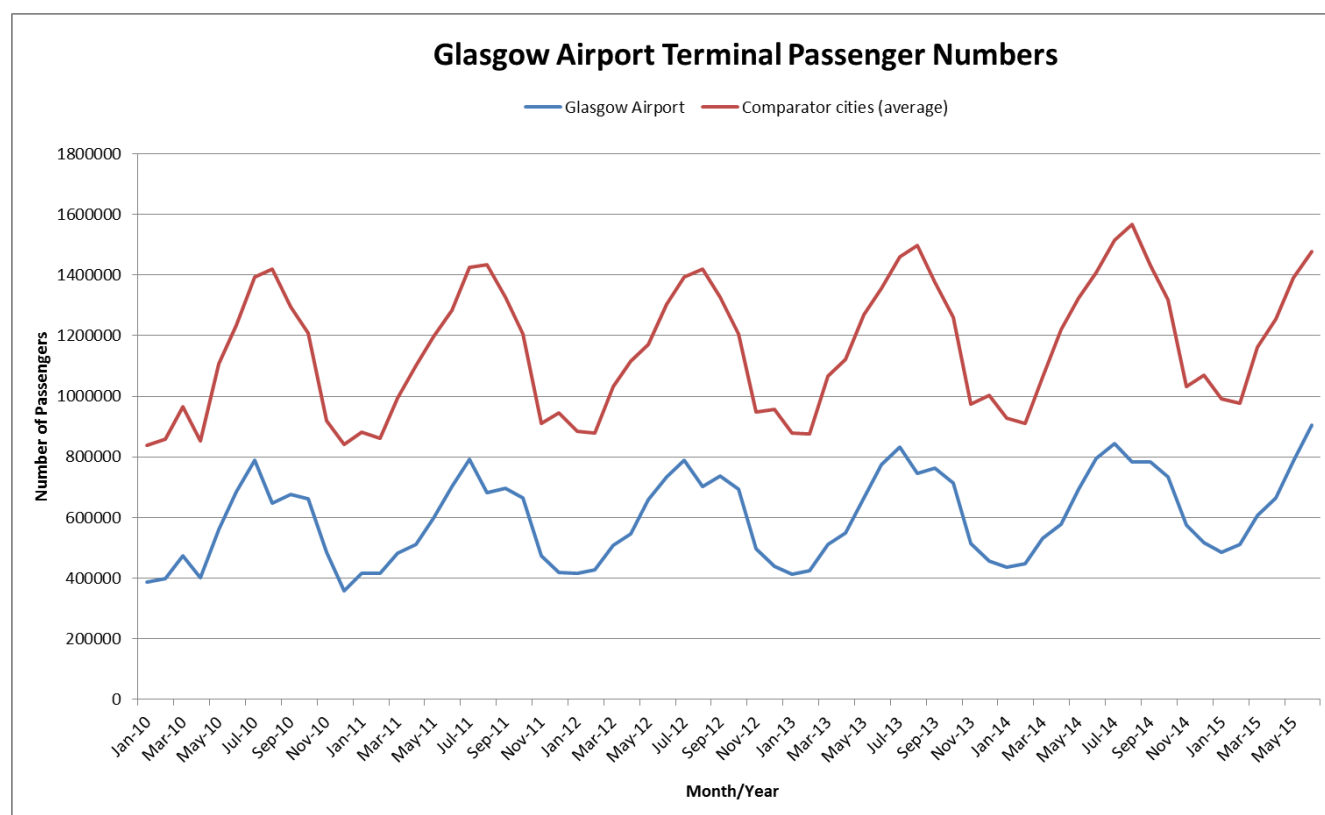
7.3 Glasgow International Airport: Passenger Numbers

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 economy²⁹. 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 7c³⁰ illustrates Glasgow Airport's total passenger numbers and how they compare to an average taken of other cities³¹. The figures cover the period January 2010 – June 2015 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.

Comparing the first half of 2015 against the first half of 2014, Glasgow Airport demonstrated a **13.76%** increase in average monthly passenger numbers. In the same year on year comparison, UK comparator cities showed an increase of 5.84% in average monthly passenger numbers.

Table 7c



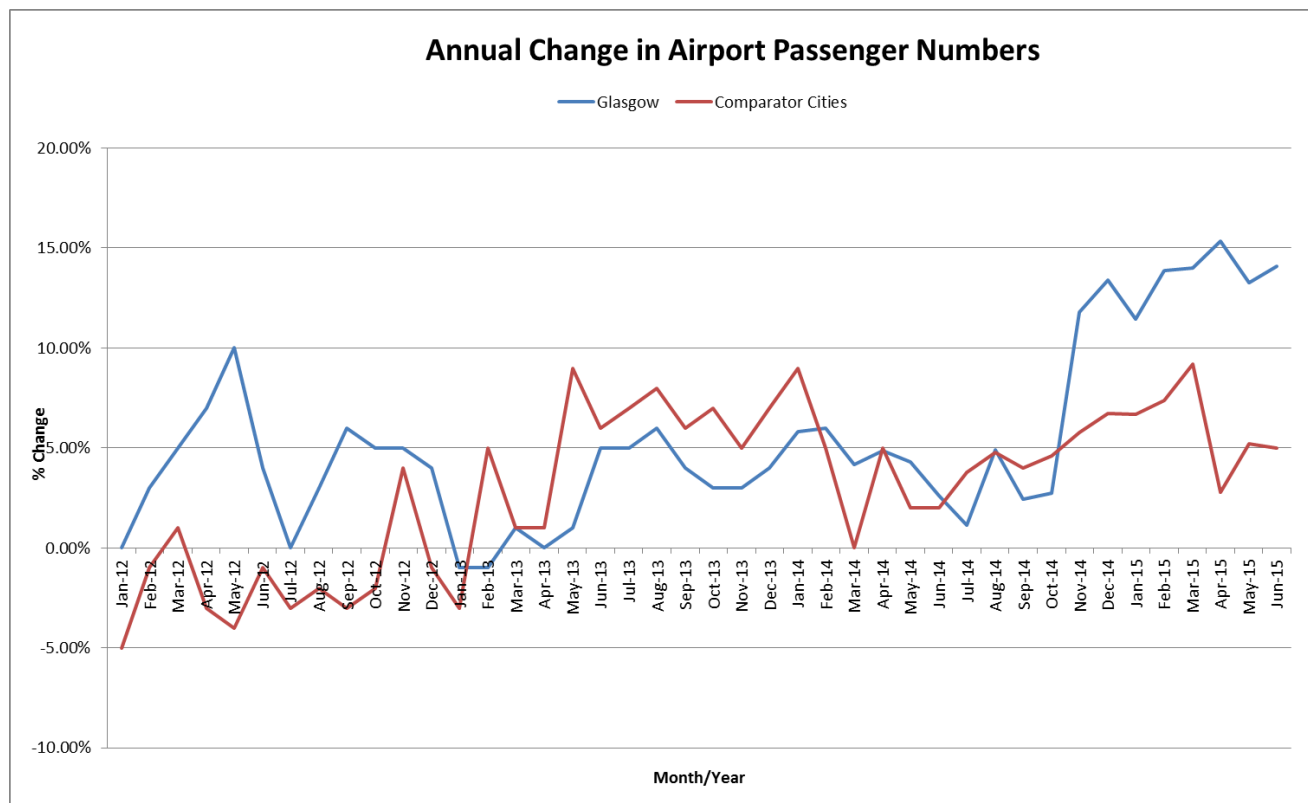
²⁹ Glasgow Airport website accessed August 2015

³⁰ CAA website accessed August 2015

³¹ Birmingham, Bristol, Cardiff, Edinburgh, Gatwick, Heathrow, Leeds, Liverpool, London City, London Luton, Manchester, Newcastle, Norwich and Stansted

Table 7d³² shows the year-on-year percentage rate change in airport passenger numbers recorded at Glasgow Airport for each month. For comparison purposes, a similar calculation is made for the year-on-year percentage rate change in the average airport passenger numbers of the comparator cities. The graph shows that Glasgow performed better than the average of the comparator cities during the comparison period i.e. the first half of 2015 (13.67% against 6.04%).

Table 7d



³² *Ibid*

8. GLASGOW NEWS ROUND-UP

Glasgow Youth Arts Festival takes centre stage – 30 March 2015

<http://www.eveningtimes.co.uk/news/glasgow-youth-arts-festival-take-centre-stage-201773n.121680490>

Singing group set for the world stage – 30 March 2015

<http://www.eveningtimes.co.uk/news/singing-group-set-for-the-world-stage-201810n.121904363>

New Scottish theatre base planned for Glasgow – 30 March 2015

<http://www.scotsman.com/lifestyle/arts/news/new-scottish-theatre-base-planned-for-glasgow-1-3732969>

Glasgow set to begin search for Burrell Collection design team – 30 March 2015

<http://www.architectsjournal.co.uk/news/glasgow-set-to-begin-search-for-burrell-collection-design-team/8680652.article>

Plans unveiled for Pacific Quay development – 1 April 2015

<http://www.bqlive.co.uk/2015/04/01/plans-unveiled-for-pacific-quay-development/>

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