GLASGOW CITY CENTRE

ECONOMIC HEALTHCHECK

Issue 3: February 2011

Welcome to the third 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 is focused on 2010/11 second quarter: July to September 2010.

In summary:

Indicator	Quarterly Trend	Annual trend	Comment
Footfall (daytime)	↑	↑	
Vacant units	↑	→	
Crime	↑	↓	
Planning & Development	↓	↓	
Tourism	↑	→	

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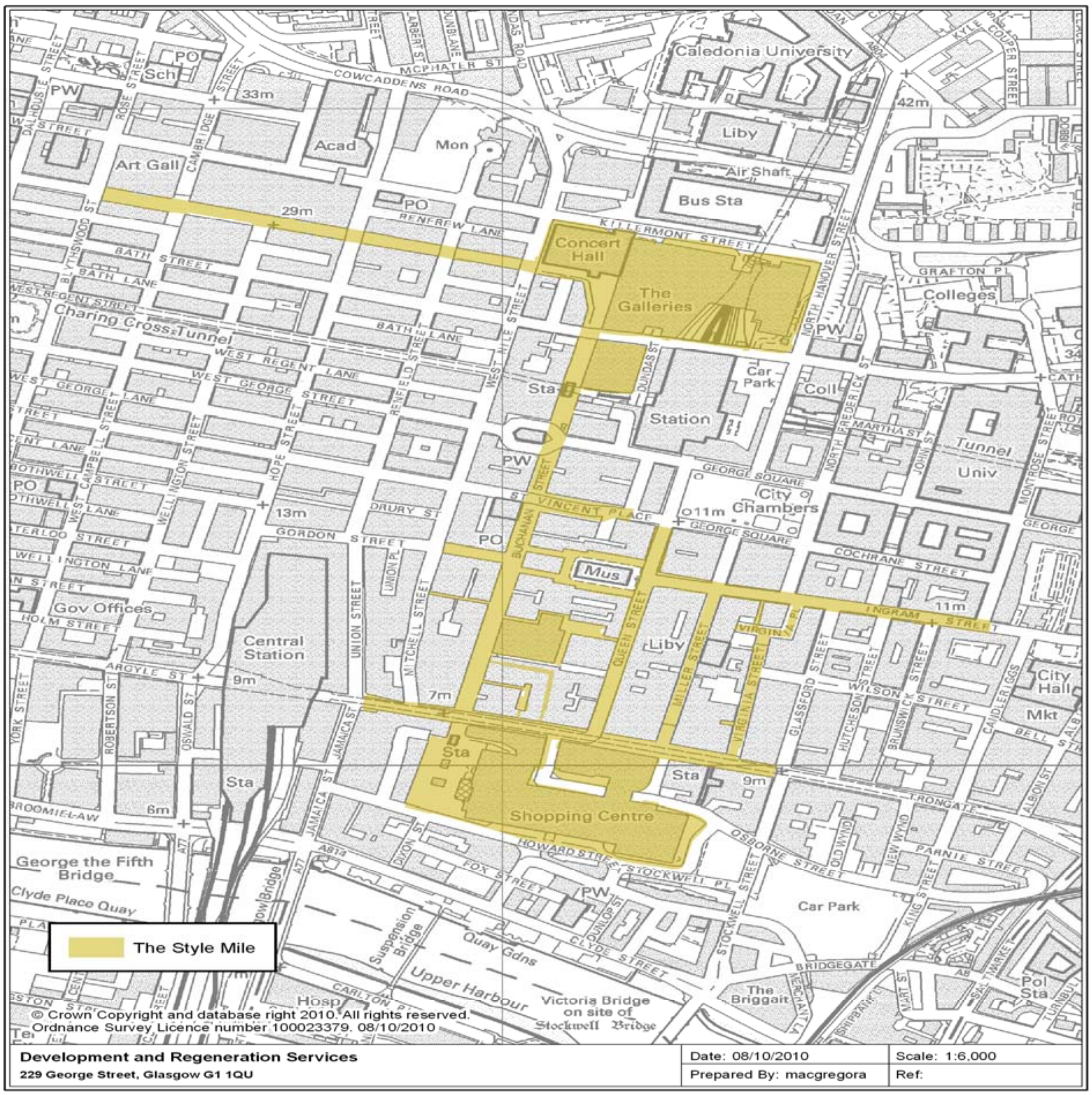
Style Mile: Background and Area Map

Over the past year and a half, 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". Publically launched in August 2009, 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 designation 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]. Glasgow city centre's Style Mile district has some specific performance information collated within this document.



[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

1. FOOTFALL

1.1 Daytime Footfall monitor: Quarter 2 (July – September 2009/2010)

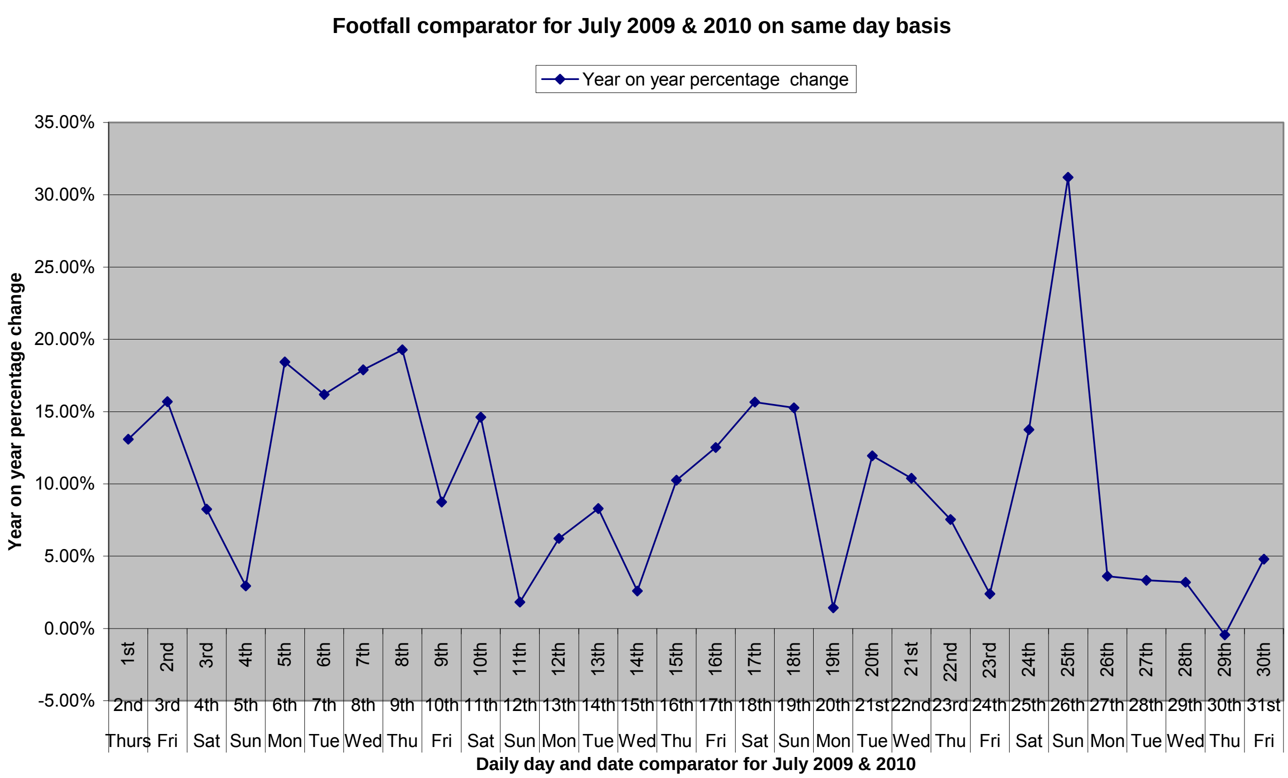
The Style Mile footfall monitor is produced by Glasgow Chamber of Commerce to identify footfall trends in the style mile area and to provide information on general city centre activity for business planning and analysis. This data is provided through in-store footfall counters supplied by a cross section of city centre retailers.

In addition to this, Glasgow City Council has recently commissioned Springboard to provide a high street footfall counting service within the Style Mile. Springboard footfall counters became live on 5th November 2010 and their data will be provided in Issue 4 of the Healthcheck.

July - September 2010

Table 1a compares average daily footfall changes across the Style Mile in July 2010 compared to the same day in July 2009, ensuring a like for like trend comparison.

Table 1a[3]: Daytime Footfall July



Key trends : July 2010

- Impact of St Enoch Centre redevelopment should be recognised when viewing figures
- Total average daily footfall for the style mile increased 10% compared to July 2009
- Strongest year on year growth experienced in the first half of the month. This then slowed at the Glasgow fair holiday (19th)

[3] Glasgow Chamber of Commerce, Jan 2011

Table 1b compares average daily footfall changes across the Style Mile in August 2010 compared to the same day in August 2009, ensuring a like for like trend comparison.

Table 1b[4]: Daytime Footfall August

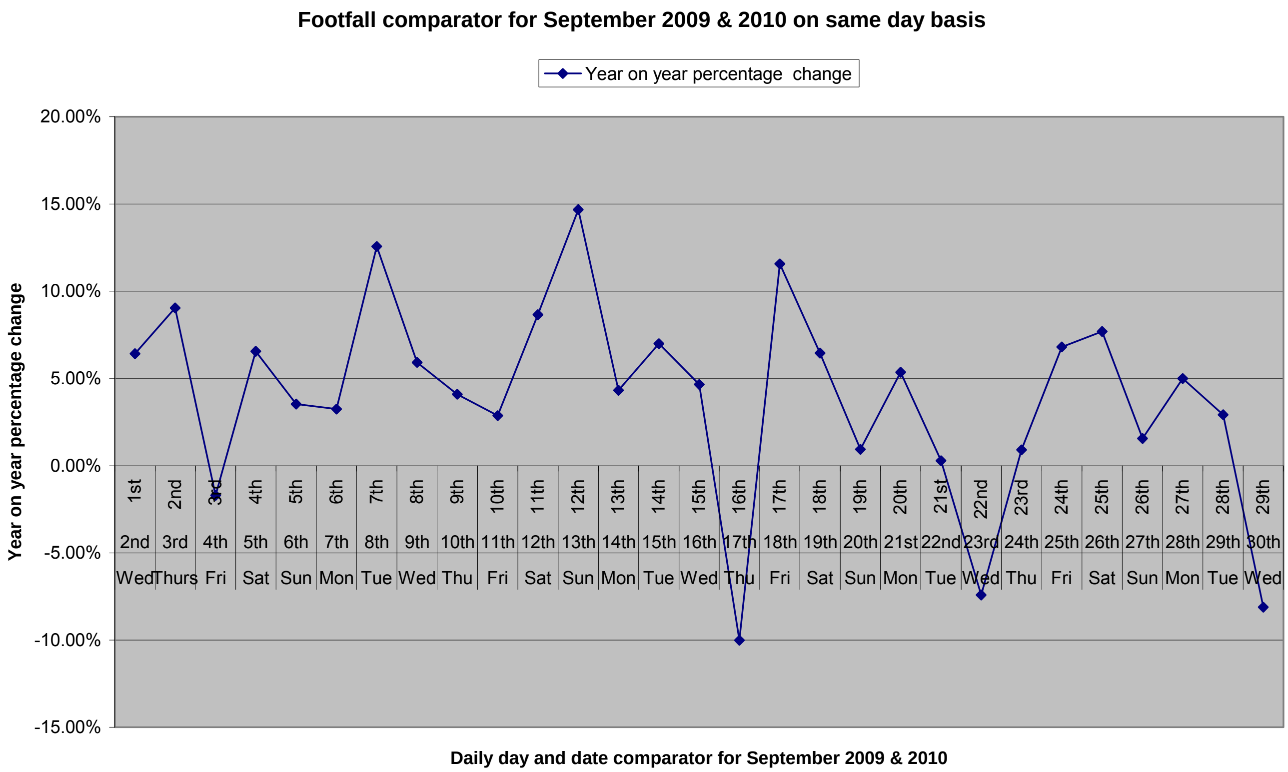
Key Trends: August 2010

- Impact of St Enoch Centre redevelopment should be recognised when viewing figures
- Strongest year on year growth experienced in the first and last weeks of the month, with 5% & 7% growth respectively. Middle two weeks were neutral.

[4] Ibid

Table 1c compares average daily footfall changes across the Style Mile in September 2010 compared to the same day in September 2009, ensuring a like for like trend comparison.

Table 1c[5]: Daytime Footfall September



Key Trends: September 2010

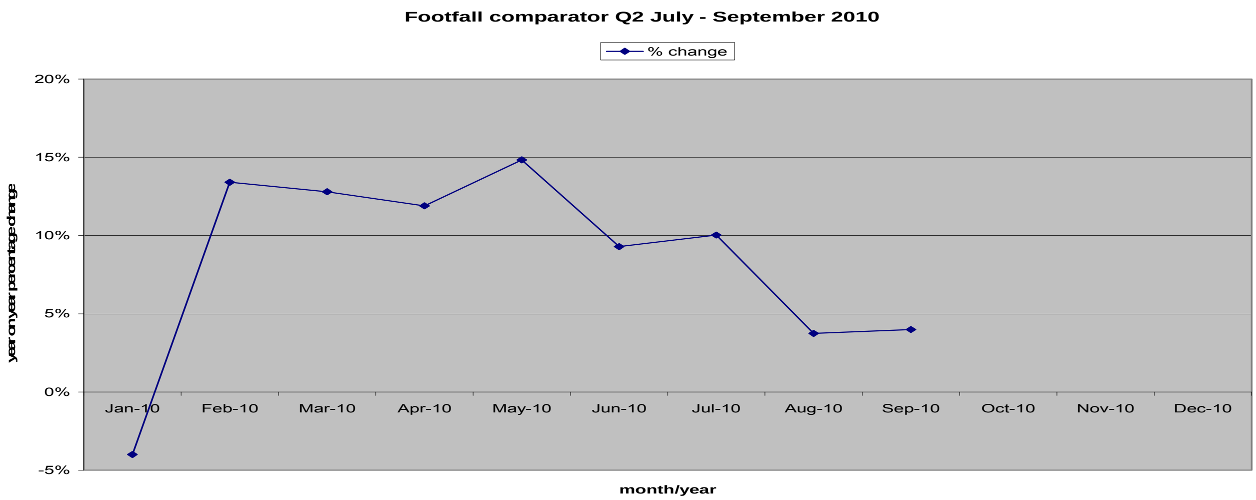
- Impact of St Enoch Centre redevelopment should be recognised when viewing figures
- Total average daily footfall for the style mile increased 4% compared to September 2009
- Strongest year on year growth experienced in the first half of the month, at 6% compared to the last half where growth slowed to 2%

[5] Ibid

1.2 Average daytime footfall

Table 1d below summarises average monthly footfall changes showing the year on year percentage change across the Style Mile in from the start of 2010 including Quarter 2 (July - September) 2010, compared to the same period in 2009. Average daytime footfall for quarter 2 in 2010 is up on same period for 2009, which is positive despite the current economic climate.

Table 1d[6]: Average Daytime Footfall Quarter 2: July - September 2010

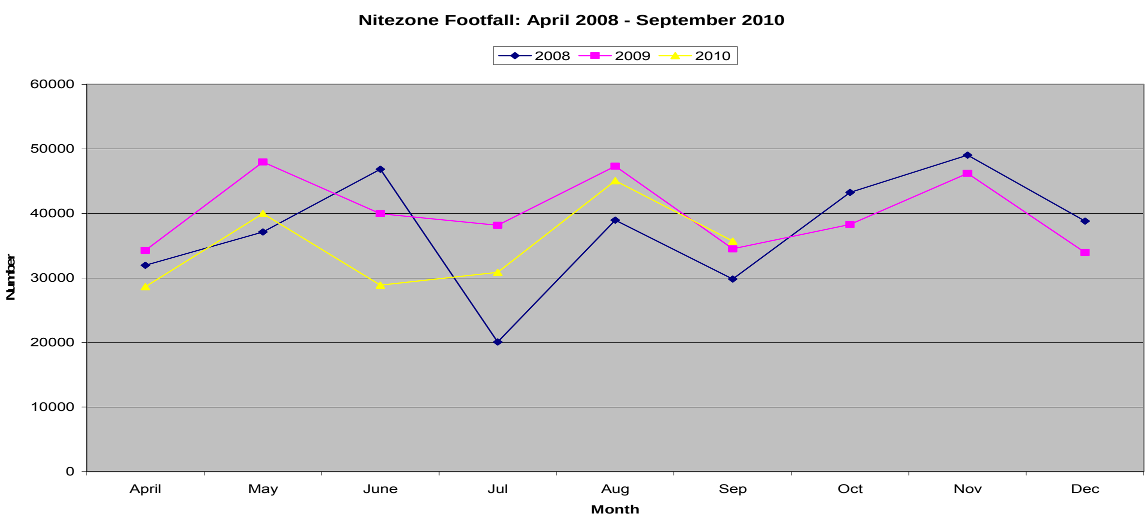


1.4 Nitezone footfall

Table 1g illustrates comparative Nitezone footfall figures across Quarter 2 (July – September) for the last three years.

Footfall is generally down on the previous two years with a particular dip in the first quarter of 2010. However the trend now appears to be balancing out with peaks broadly attributed to public holiday weekends.

Table 1g[7]: Nitezone Footfall: April 2008 - September 2010



[6] Ibid
[7] Glasgow Community Safety Services, January 2011

1.3 SPT Footfall

SPT have thirteen reporting periods in which they collate Subway footfall data based on numbers going through the barrier.* Both tables illustrate an almost identical trend for the first 2 quarters in 2010 against the same periods in the previous year.

Table 1f[8] illustrates the St Enoch Subway Station footfall count for quarters 1 & 2 2010/11 against the same period in 2009/10.

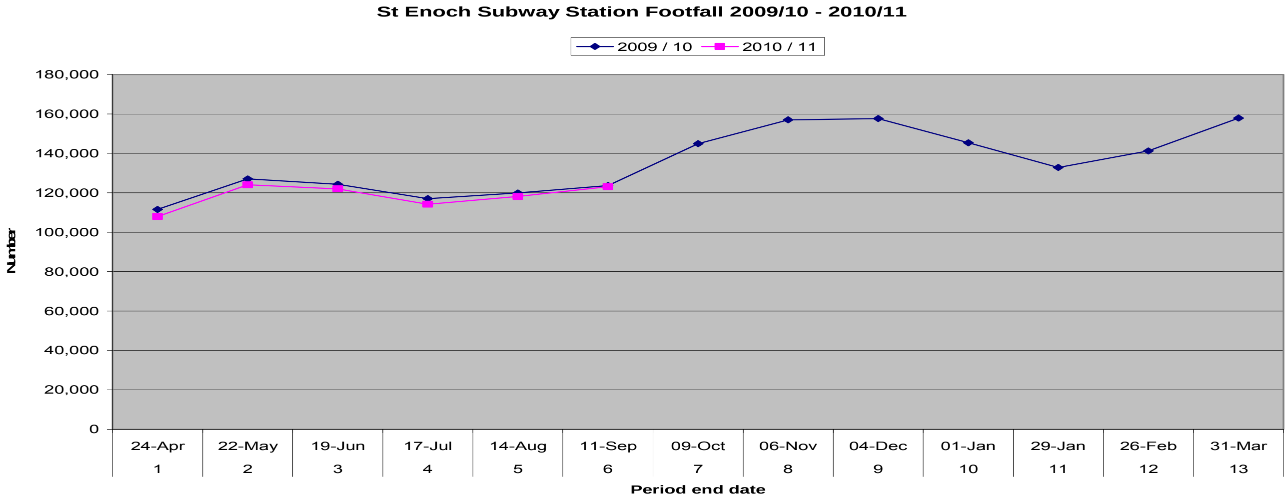
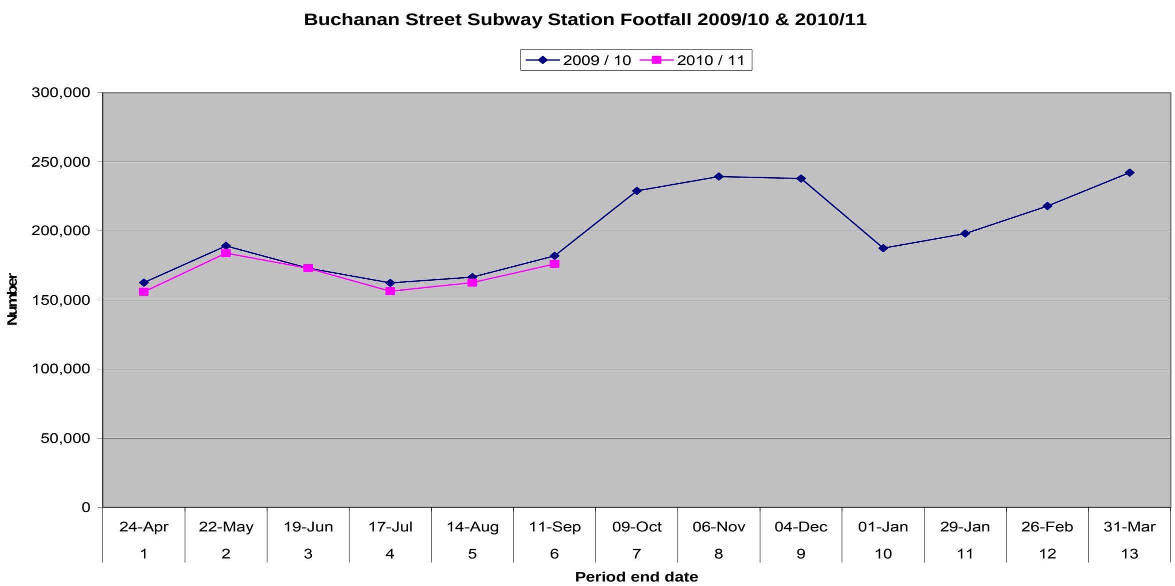


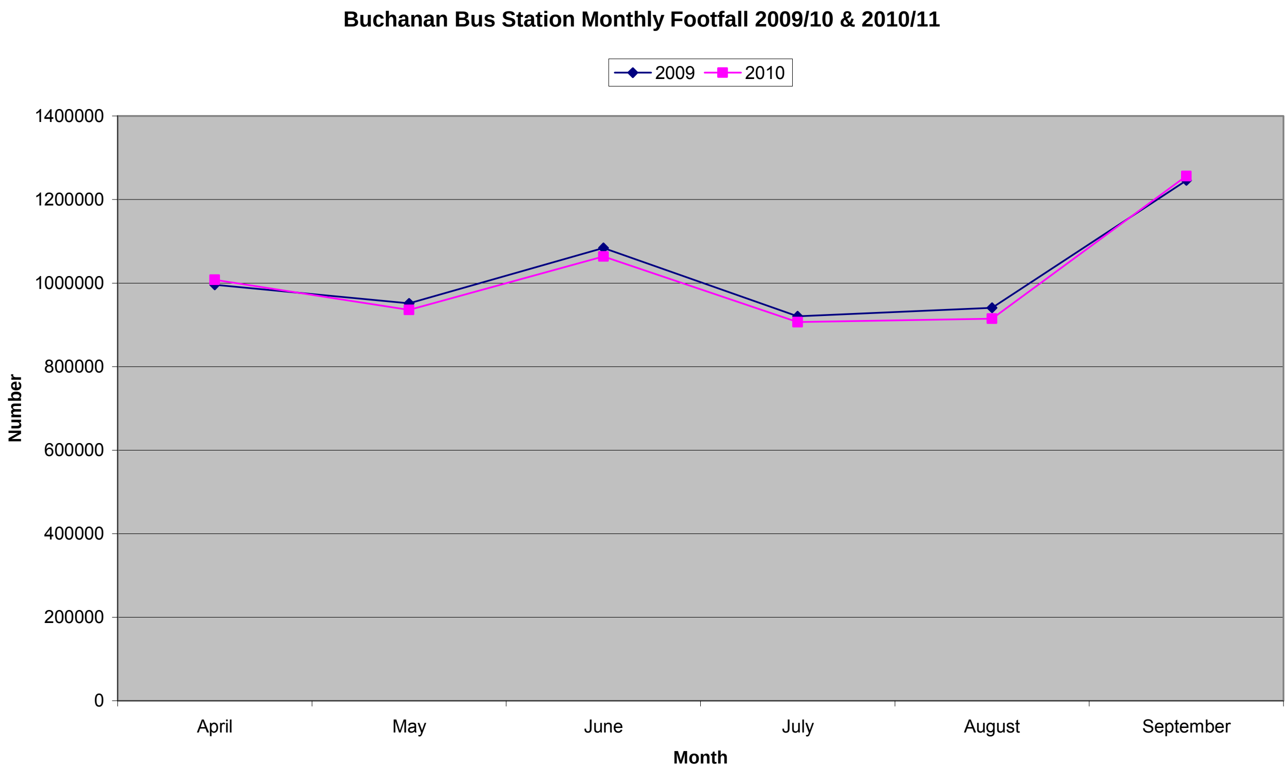
Table 1g[9] illustrates the footfall for Buchanan Street Subway Station footfall count for quarter 1 & 2 2010/11 against the same period in 2009/10.



[8] SPT, February 2011
[9] Ibid

Table 1i illustrates the number of passengers using Buchanan Bus Station on a monthly basis. Figures supplied are collated in full weeks within a month so this should be taken into account when viewing the trend-line. The table has compared Q1 & Q2 April 2010 – September 2010 against the same period for 2009 which illustrates an almost identical trend with a sharp rise between August and September.

Table 1i[10] Footfall: Buchanan Bus Station Q1 & Q2 April - September comparator for 2009/10 & 2010/11



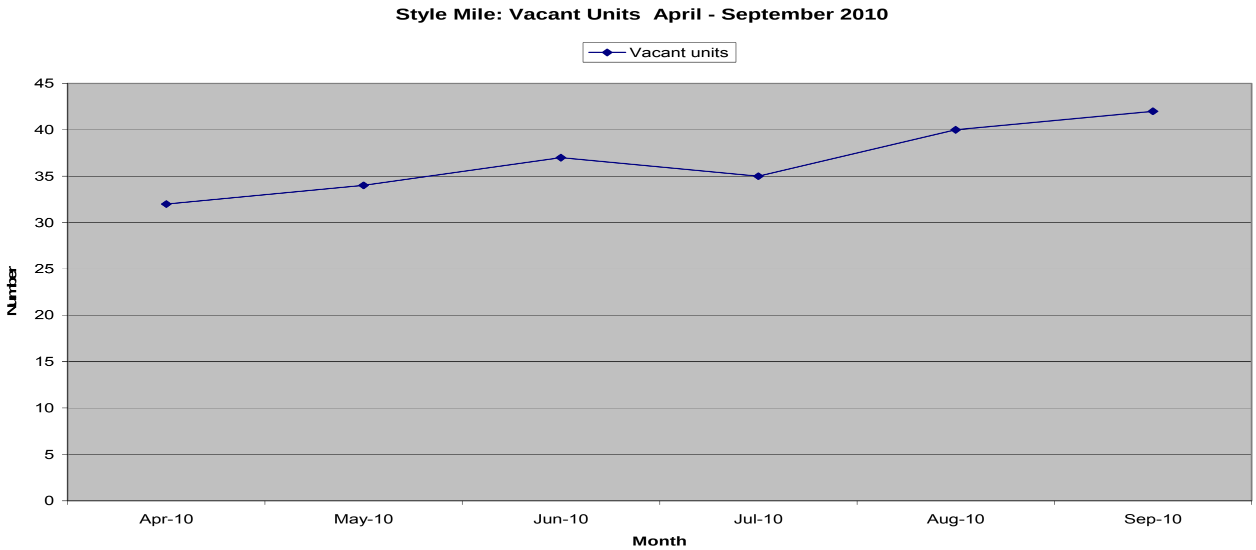
[10] Ibid

* 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 quarter 1 and 2 (April – September 2010). The trend shows an increase in number for the first quarter before dipping in July and again increasing in quarter 2. It should be noted however that in the latest quarter some of the units were under negotiation at the time of survey. Statistics on the number of vacant units on a month to month basis have only been collated since March 2010 therefore it is not possible to show a trend line for quarter 1 and 2 2010/11 against the same period for 2009/10.

Table 2a[11]: Vacant units (Style Mile) Quarter 1 & 2: April – September 2010



[11] Glasgow City Council, January 2011

3. VACANT SITES (CITY CENTRE)

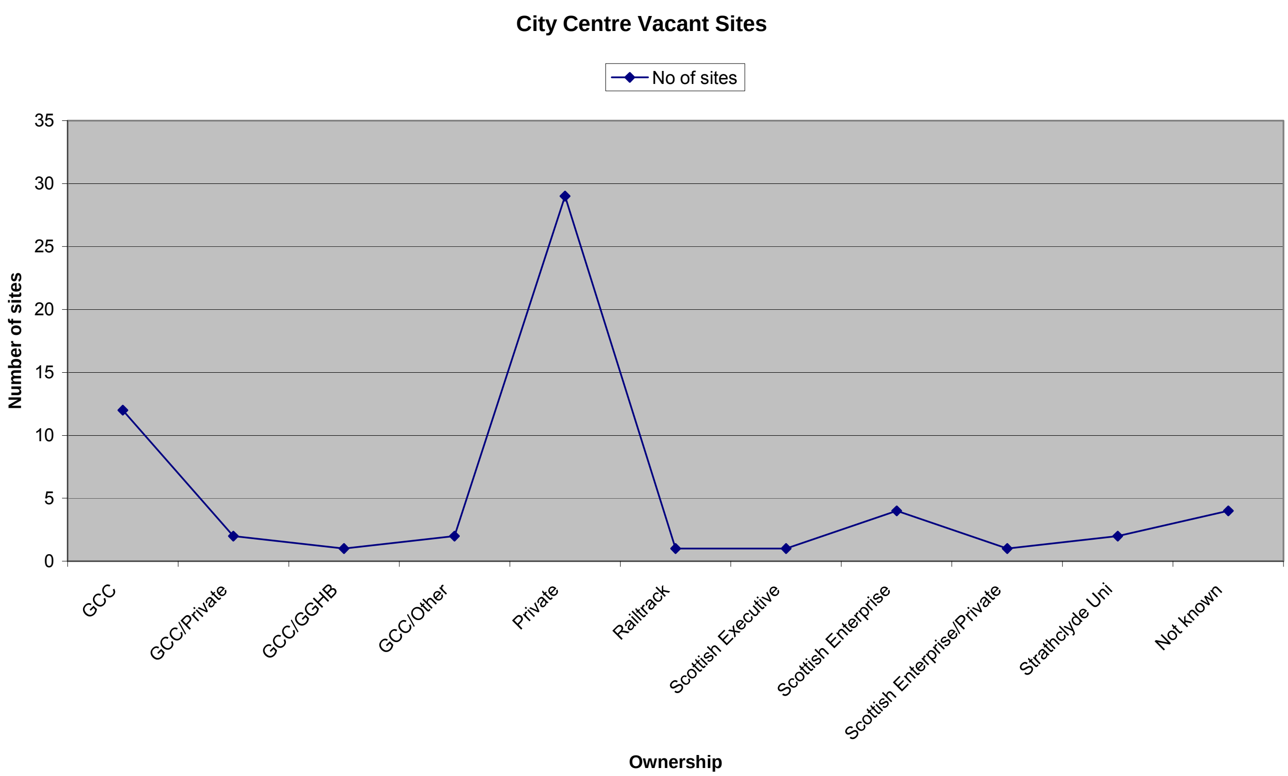
Table 3a provides an outline of city centre vacant sites and derelict land, and their specified ownership. The following definitions apply:

- **Derelict land**: is land which has been so damaged by previous uses that it is incapable of sustaining new development without requiring some measure of remediation work
- **Vacant land**: generally includes unused or unsightly land which would benefit from development, improvement etc

All sites between Kingston Bridge and High Street should be included in the graph. In total there are 59 identified sites with 7 under 1 hectare in scale.

As the graph below indicates, the majority of sites are privately owned. Their potential land use is a mix of uses 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. However the churn rate tends to be slow because of the nature, scale and complexity of vacant sites, as well as the impact of the current global economic environment.

Table 3a[12]: Vacant sites (City Centre) Quarter 2: July - September 2010



12 This list of sites is based on the citywide register of vacant/derelict land in Glasgow, which uses criteria set down by the Scottish Executive Development Department for the National Scottish Vacant and Derelict Land Survey (SVDLS). In addition, smaller, non-Survey Vacant and Derelict sites under 0.1 ha, and other Development Opportunities have been added. Glasgow City Council, DRS Land and Property Jan 2011

4. CAR PARKING

Car parks owned by City Parking (Glasgow) LLP within the boundary of the city centre, include Cambridge Street, Cadogan Square, Charing Cross and Concert Square. **Table 4a** illustrates occupancy rates on the total number of vehicles per site per month for Quarter 2 July – September 2010 as well as occupancy rates for the previous Quarter 1 April – June 2010. It reflects a fairly consistent pattern in occupancy for all the car parks throughout both quarters.

Table 4a[13]: City Parking Occupancy

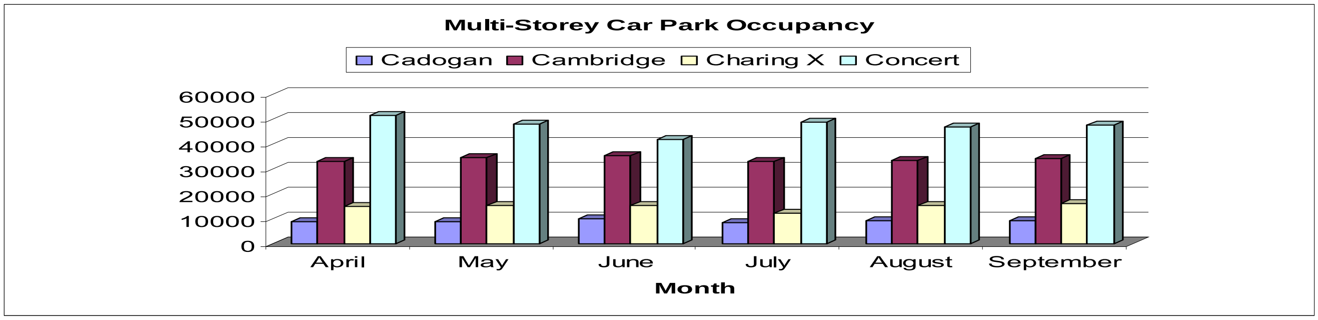
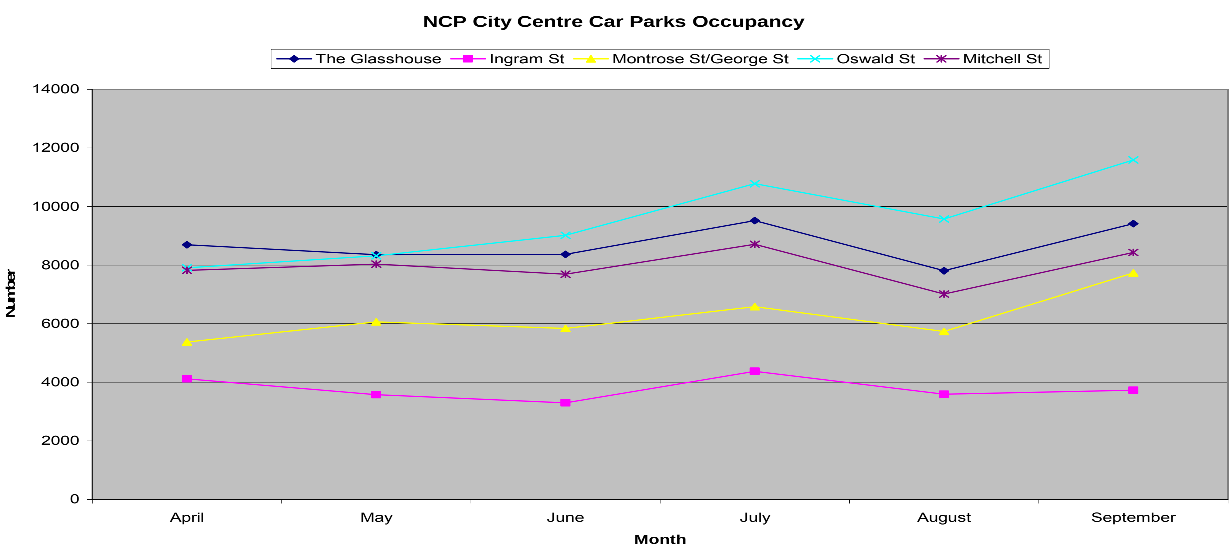


Table 4b shows NCP city centre car parks' occupancy statistics for Quarters 1 and 2 2010/11. The car parks in the city centre are as follows: The Glasshouse in Glassford Street (occupancy capacity – 3,570), Ingram Street (245), Montrose Street/George Street (2,030), Oswald Street (3,885), Mitchell Street (1,540).

The trend lines for the NCP car parks monitored tend to follow a similar pattern where all reflected a peak in July and dipped in August before picking up again in September with the exception of Ingram Street which peaks in July then dips slightly.

Table 4b[14] **NCP city centre car parks Occupancy**



[13] City Parking (Glasgow) LLP, Jan 2011
[14] NCP, Jan 2011

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 (AEQIs). The city centre is disaggregated into two zones: premier and outlying, and separately scored. Thereafter the scores are accumulated to produce the overall cleanliness index.

The overall cleanliness index scores to date:

- **66 in November 2010**
- **64** in November 2009
- **66** in November 2008
- **66** in September 2007
- **62** in March 2007 (when Clean Glasgow was launched).

It should be noted that a score of 66 for a high density urban city centre is at the highest end of the scoring range, and any achievement beyond this score is unlikely.

This section will be updated annually only, when the November city centre survey results are released by Keep Scotland Beautiful.

5.2 Key Performance Indicators (KPIs)

Various indicators are collected at Community Planning level each month, for Clean Glasgow. A summary of those KPIs relevant to the city centre, and covering the Quarter 2 period, are detailed below Graffiti and flyposting removal is higher for quarter 2 however the number of notices for littering handed out has reduced. No clean ups took place in the schools, or community and business in quarter 2 this would be due to school closures during the summer recess which is also reflected in the number of volunteers involved. It should be noted that the figures collated are for the whole of ward 10 which includes Partick/West/Anderston and the city centre.

	Q2
• Square meterage of graffiti removed	6,903
• Square meterage of flyposting removed	429
• Fixed penalty notices for littering	1,419
• Number of school, community and business clean-ups undertaken	0
• Number of volunteers involved	162

5.3 Crime and antisocial behaviour

Table 5a provides some information on crime, incidents and antisocial behaviour (ASB) during the second quarter (July - September 2010). It should be noted that the data is provided for the City Centre/Merchant City neighbourhood.

Table 5a[15]: Crime/ASB indicators, Quarter 2 City Centre/Merchant City neighbourhood

Indicator	Quarter 2 2010/11 (Jul-Sep)	Quarter 2 2009/10 (Jul-Sep)	+/-	% change
No. of violent crimes	736	674	90	14%
Anti Social Behaviour Incidents	2300	2397	-97	-4%
Number of youth disorder incidents	154	164	-10	-6%
Anti Social Behaviour Crime*	2309	1189	1120	94%

*The City Centre/Merchant City experienced the largest increase in anti social behaviour crimes in quarter 2 of 2010 compared to the same period for 2009 with a rise in recorded crimes of 1120. This escalation in figures is due to the increased use of Fixed Penalty Notices (FPN) by the Police. The City Centre/Merchant City has been identified as the most problematic area for violent crime across Glasgow.

[15] Glasgow Community Safety Services, January 2011

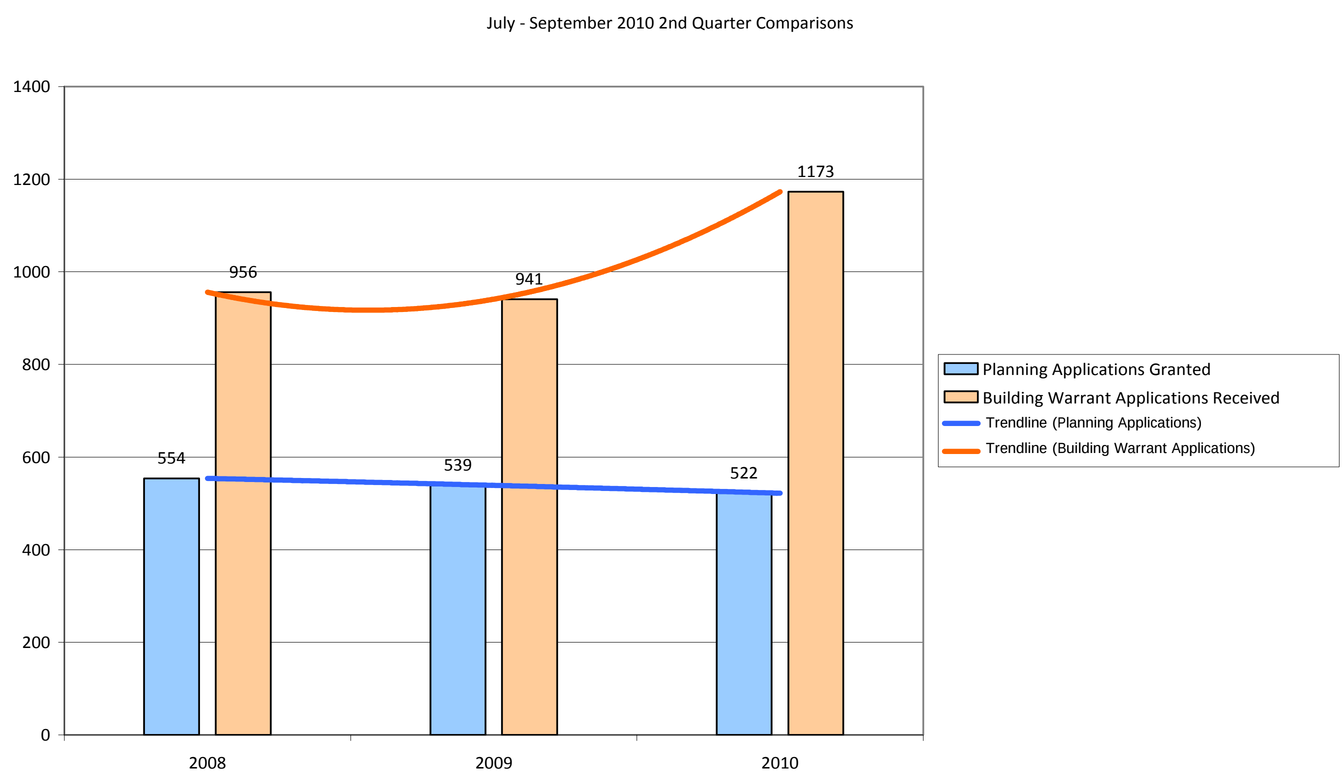
6. PLANNING AND DEVELOPMENT

6.1 Table 6a provides a comparison on planning applications granted and building warrant applications received on a city-wide basis for the second quarter of 2010, and the preceding two years. During quarter 2 period ending in September 2010, Glasgow City Council granted 522 planning applications and received 1173 building warrant applications.

For planning applications, this represents a downward quarterly trend on the previous two years with 32 and 17 fewer applications for 2008 and 2009 respectively.

1173 Building Warrant applications were received in quarter 2 2010/11 which was 150 more than than the previous quarter.

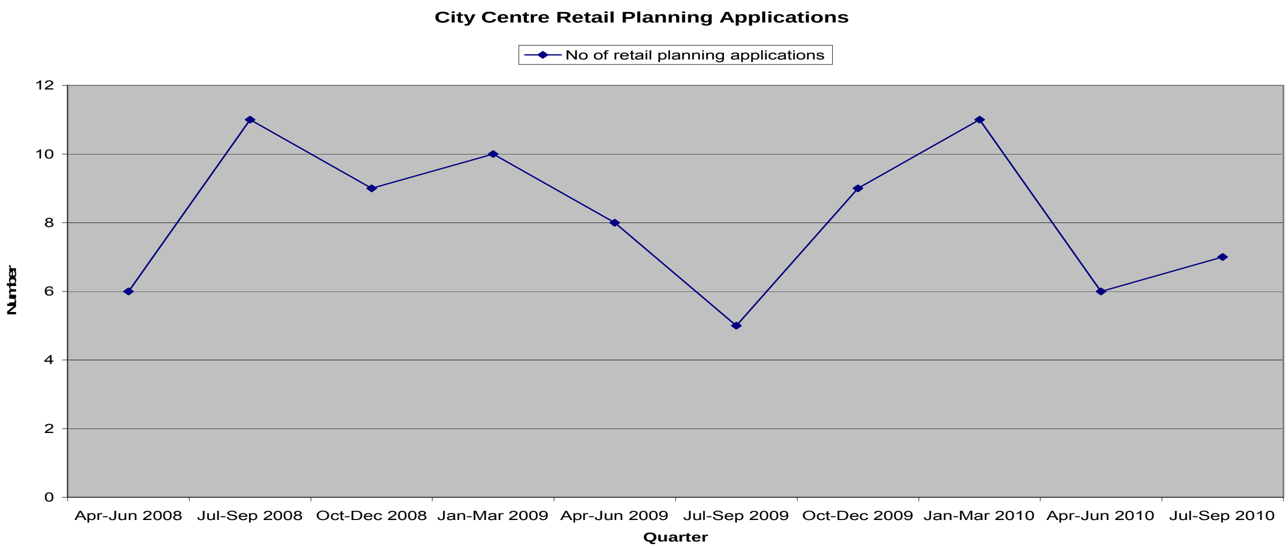
Table 6a[16]: Planning applications granted and building warrants received, Quarter 2 2008/9 & 2010/11



[16] GCC, January 2011

6.2 City Centre Retail Planning Applications

Table 6b[17] shows the volume of retail planning applications since April 2008 until September 2010 which is consistent and in line with previous years. This could be viewed as encouraging in a tough economic climate and demonstrates a robust developer confidence in the Style Mile and city centre as a whole.



6.3 City Plan Monitoring: Private Sector Development Activity 2009-10

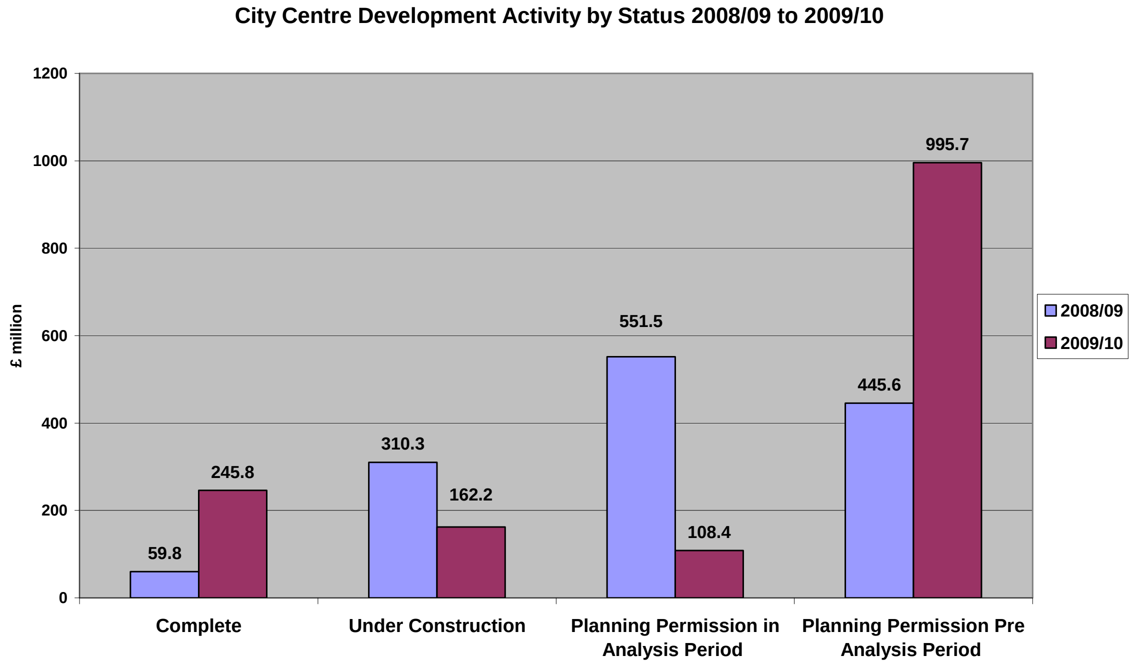
The City Centre and Clyde Waterfront are key locations in Glasgow's economic regeneration, accounting for around £2.8 billion in development value (or about 73% of the City's total value). The retail and office sectors dominate in the City Centre, with around £200 million of development completed in 2009-10. However relatively little additional floorspace is under construction or newly consented in the City Centre,, reflecting a cautious approach to the current economic circumstances. Table 6c **charts the activity in graph format**. [18]

More detailed information on proposed major development proposals in city centre developments can be found by accessing our website at
http://www.glasgow.gov.uk/en/Business/Planning_Development/PlanningPolicy/.

This site also contains information on proposed city centre developments below 2,000 square metres and those which already exist.

[17] Ibid
[18] Ibid

Table 6c



6.3 Office, Retail & Industrial Rents

A recent article published in 'Estates Gazette' (27 November 2010) produced summary information on Office, Retail and Industrial rents within Glasgow.

Office space showed the take up of Grade A accommodation during Q4 2009/10 was 417,981 sq.ft, from an available 630,890 sq.ft, with prime rents sitting at £29/sq,ft[19].

Industrial space available to November 2010 equated to 3,898,000 sq.ft with a take up in this period of 1,100,000 sq.ft[20].

Retail rents recorded for 2010 up to June amounted to £235/sq.ft.[21] This could be viewed as optimistic news for the city when compared to 2009's figure which showed a lower take up of £210/sq,ft.

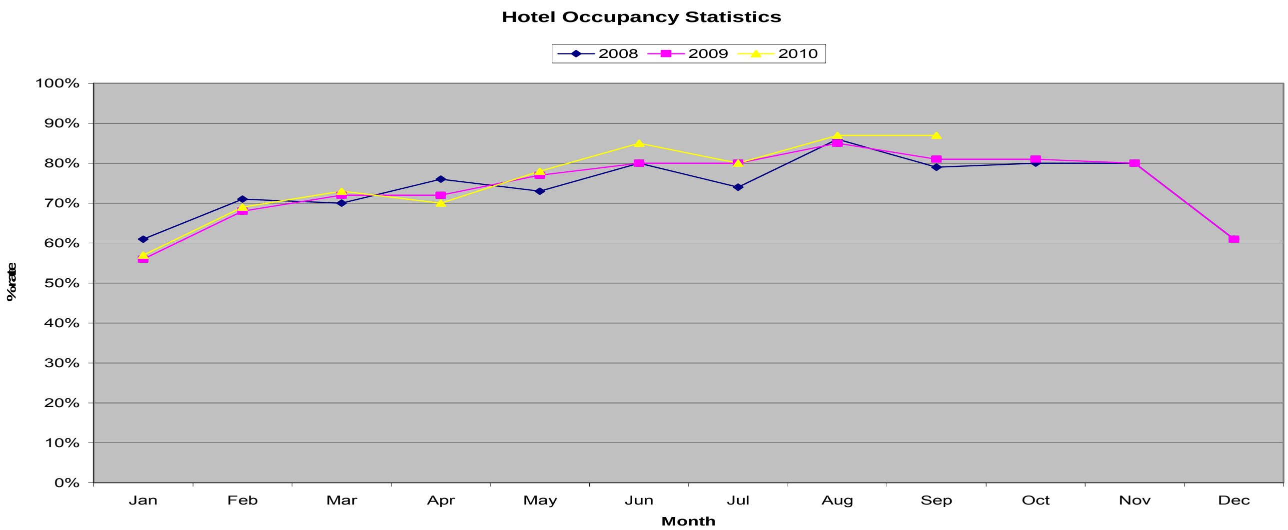
[19] Cushman & Wakefield
[20] Colliers International
[21] Ibid

7. TOURISM

7.1 Glasgow Hotel Occupancy Rates: January 2008 to September 2010

Data is based on 22 city centre hotels. Quarter 2 2010 continues an increasing trend and higher occupancy rates than same period in 2008 and 2009. Average occupancy rates for this quarter were 86% compared to an average of 82% in 2009.

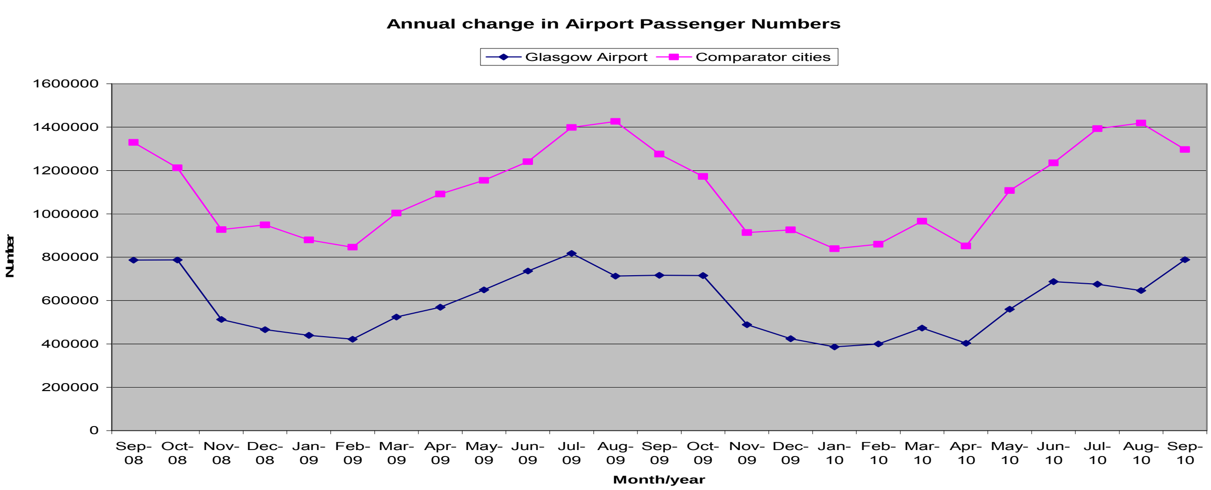
Table 7a[22]: Hotel Occupancy rates



7.2 Glasgow International Airport: Passenger Numbers

Table 7b 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 table illustrates quarter 2 2009/10 numbers were higher than those recorded for 2010/11.

Table 7b[23]: Glasgow Airport Passenger Numbers



[22] GGHA City of Glasgow Forecaster – Zone A (provided by GCMB January 2011)
[23] Civil Aviation Authority, January 2011

8. SHOPMOBILITY

8.1 **Table 8a and 8b** show the number of shopmobility bookings and locations used, at the Shopmobility units within Buchanan Galleries and the St Enoch Centre. Bookings can be made for equipment at both locations for use in either of the centres and the surrounding area including the Style Mile. Applicants must register for the scheme in advance prior to any booking being made.

Table 8a[24]

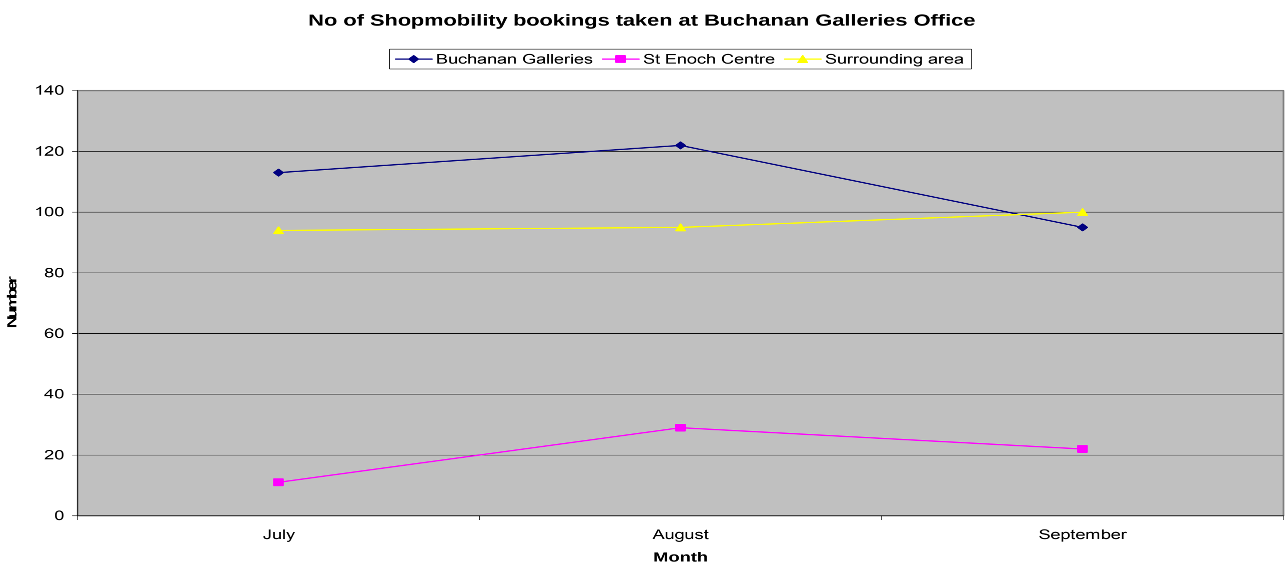
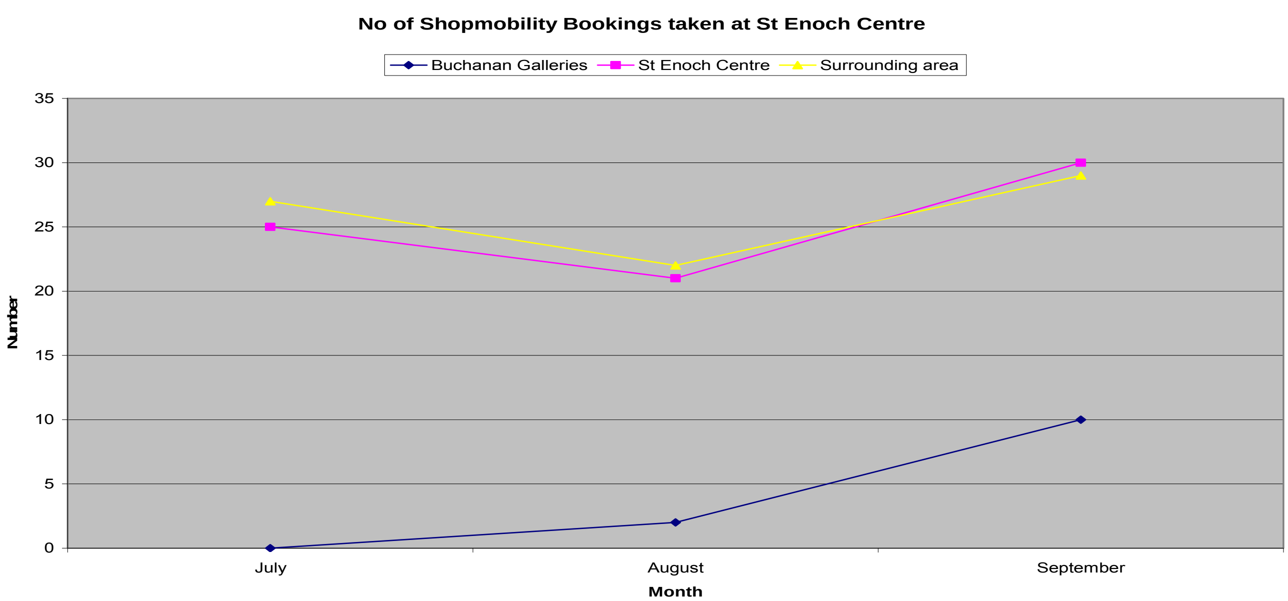


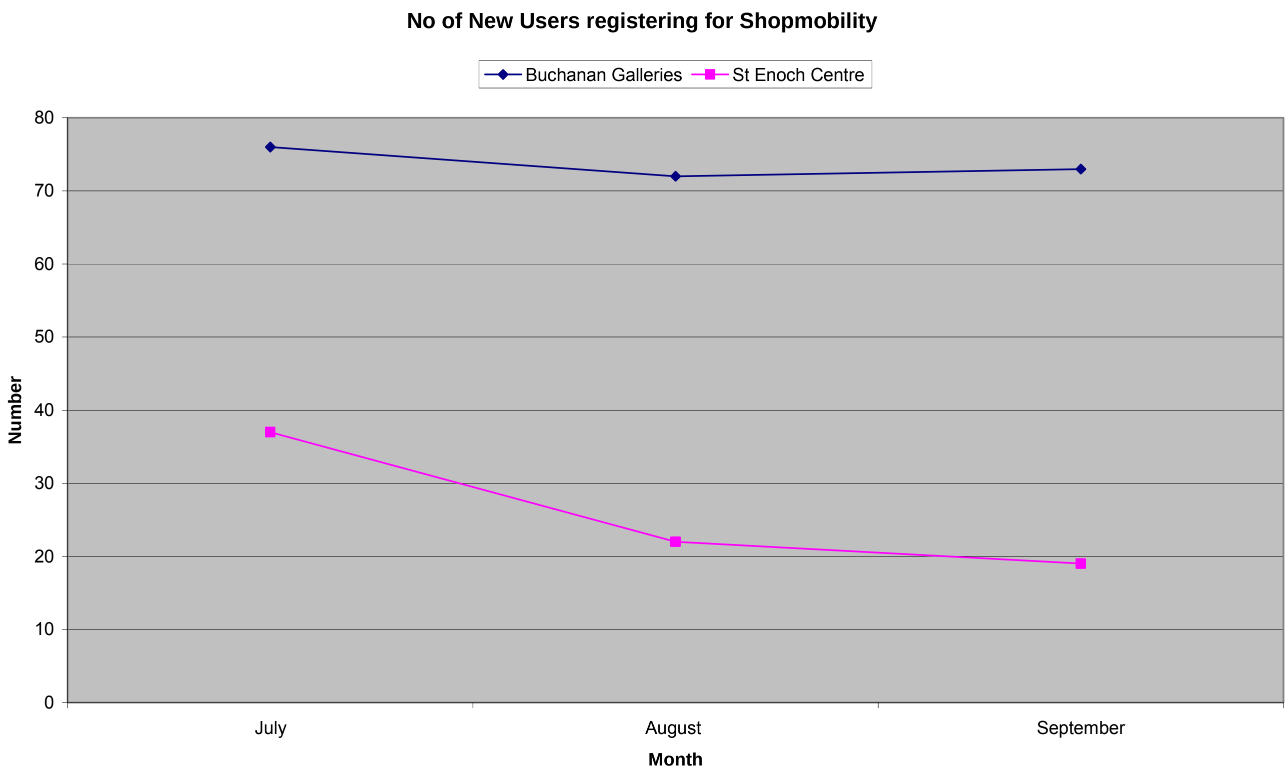
Table 8b[25]



[24] Shopmobility (Maureen McAllister) January 2011
[25] Ibid

Table 8c illustrates the number of new users who registered for the scheme in Quarter 2 July – September 2010.

Table 8c[26]



[26] Ibid

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