

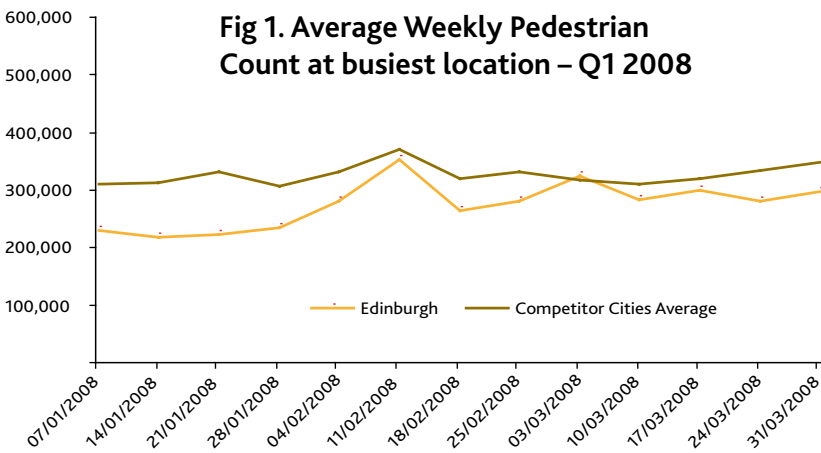
Welcome to the first issue of the City Centre Health Watch bulletin. Produced by the City of Edinburgh Council's Economic Development Section, this new quarterly bulletin is designed to provide a regular snapshot of performance in the centre of the Scottish Capital.

With an average (across all locations) weekly count of over 92,000 people per week, early data from the city's new network of people counters demonstrates that Edinburgh city centre remains a popular destination. While footfall in areas such as Shandwick Place and St Andrew Square has fallen – most likely as a result of access changes

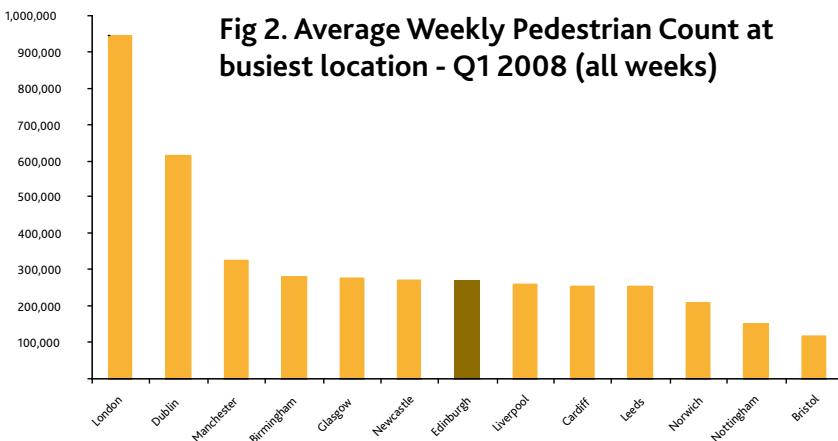
Key Footfall Indicators – Q1 2008

Weekly average pedestrian count across the city centre	92,565
Peak daily flow at busiest location (M&S, Princes Street)	90,312
Busiest day this quarter (all locations)	Saturday 1 March
Edinburgh ranking (out of 13)	7th

and the relocation of bus stops connected with tram construction works – pedestrian volume in most areas of the city centre has increased during the first quarter of the year.



Two particularly busy weeks, 11-24 February and 3-10 March, helped Edinburgh to match the level of footfall recorded in key competitor cities for the first time this year (see Fig. 1). In the first instance, the driver appears to have been St Valentines Day while the second busy week appears to have been a result of the Scotland/England rugby international which was played on 8 March (also the single busiest day recorded in Shandwick Place since counting began in November).



Encouragingly, the gap between Edinburgh and its main competitor cities has narrowed since January with the result that the city is now ranked as 7th out of 13 key competitors (see Fig. 2), two places higher than in December 2007. However, with Edinburgh city centre still lagging behind such important centres such as Glasgow, Birmingham and Dublin there remains no room for complacency.

For sources and notes on data see page 3.

Fig 3. Average Footfall by Location – Q1 2008 (two way flows)

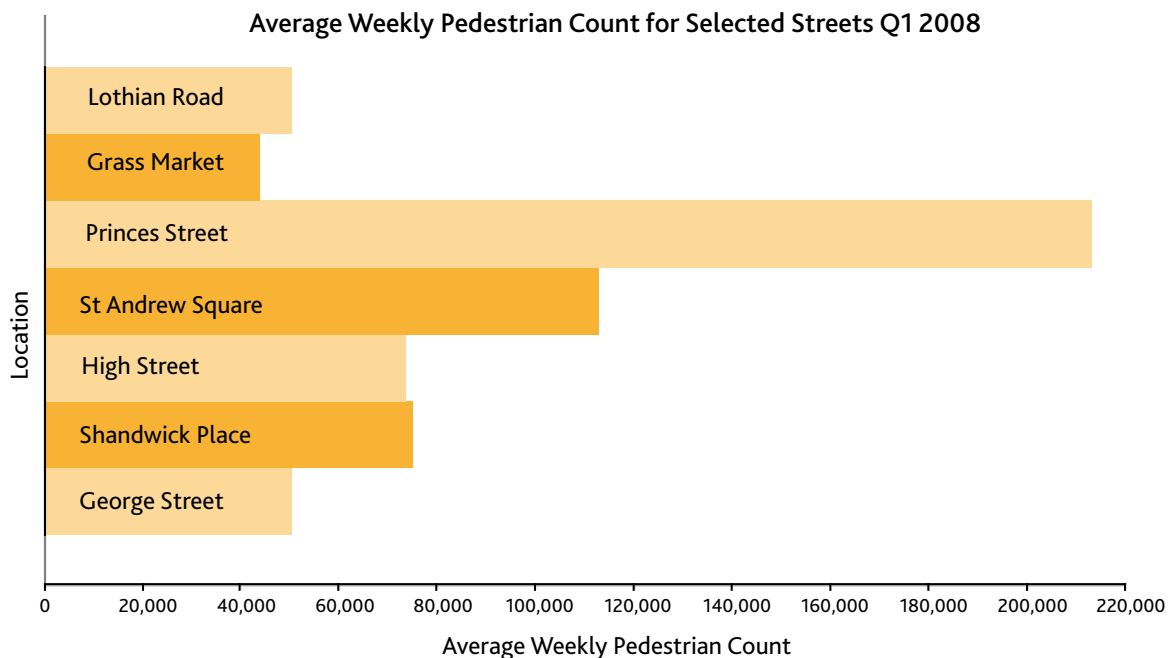
Location	Average weekly count	Location	Average weekly count
Princes St. at Marks & Spencer	270,938	George St. at Rohan	48,043
Princes St. at Car Phone Warehouse	218,784	Lothian Rd. at Black & Lizars	45,029
Princes St. at Frasers	165,829	Grassmarket at Costume HaHa	43,718
St Andrew Sq. at Harvey Nichols	112,440	Shandwick Place at Lothian Buses	N/A
High Street at Radisson Hotel Shandwick Place at Spec Savers	85,837	Rose Street at Black & Lizars	N/A
High St. at Bella Italia	77,840	South Bridge at Latest News	N/A
Lothian Rd. at Pizza Hut	61,004	South Bridge at Offbeat Clothing	N/A
George St. at the Dome	55,337	Princes Street at Thornton's	N/A
George St. at Whistles	54,473		
	48,546		

Princes Street is by far the busiest street in Edinburgh city centre with average weekly footfall of over 200,000 people, roughly double that recorded anywhere else. At Marks & Spencer, the city's single busiest location, the average is even higher, on occasion reaching as many as 300,000 people per week. St Andrew Square is the next busiest location in the city centre, with average footfall of between 110,000 and 120,000 per week followed by Shandwick Place and the High Street, both of which usually see very similar levels of footfall of around 70-80,000 people per week. George Street and Lothian Road also record very similar levels of footfall of around 50,000 people per week while the Grassmarket

usually records around 40,000 visitors each week.

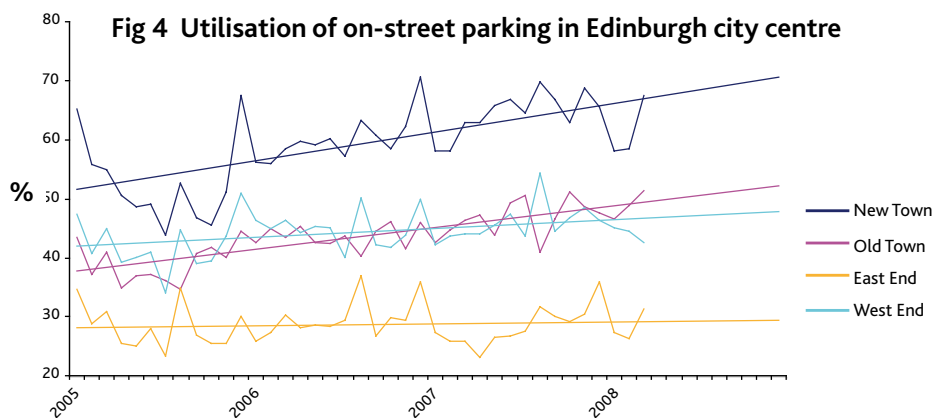
As counting at most locations only began toward the end of 2007 it is not yet possible to compare current weekly counts with previous years or with previous quarters however some general trends can be discerned. Aside from very significant peaks of activity over the Christmas period, footfall in both George Street and Princes Street has remained fairly steady since counting began last year. Large fluctuations have however been recorded in Shandwick Place where footfall fell significantly both immediately before Christmas, probably as a result of office workers going on Christmas leave, and again in mid February immediately before

the street closed to traffic due to tram works. Recent data suggest that footfall in Shandwick Place does now appear to be recovering. Footfall in St Andrew Square declined steadily throughout most of January as pedestrian numbers trailed off after a busy Christmas period, a trend which is likely to have been exacerbated by tram works. However, like Shandwick Place, figures do now appear to be improving. Footfall in the High Street has also been increasing steadily since counting began in mid-December although a gradual decline has been recorded on Lothian Road at the other end of the city centre since counting began there in early February.



Parking

Analysis of data extracted from parking meters in the city centre shows that the East End of the city centre is by far the easiest location in which to park. Average utilisation rates in this area are generally under 30%, a figure which has not changed significantly since 2005. This is in contrast to the New Town where parking is much more heavily used and typically has utilisation rates of around 65%, a figure which has increased significantly since 2005. Until recently the Old Town and West End have both had very similar average



utilisation rates of between 45% and 50%. However, a marked change has been recorded since the beginning of 2008 when average utilisation in the West End began to fall. This is in contrast to the rest of the city centre

where utilisation has generally gone up since the beginning of the year, suggesting that visitors may be choosing to park in alternative locations while tram construction progresses in the West End.

Note on sources and data:

All footfall data is collected via a new network of 18 fully automated pedestrian counters, commissioned by the City of Edinburgh Council and Edinburgh City Centre Management Company and operated by Springboard, an industry leader in the provision of pedestrian counting technology.

Fig. 1 Competitor cities average includes average data collected at the single busiest location in a portfolio of competitor

cities including London, Dublin, Manchester, Birmingham, Glasgow, Newcastle, Liverpool, Cardiff, Leeds, Norwich, Nottingham and Bristol. Edinburgh data is collected at M&S on Princes Street, Edinburgh's busiest counting location.

Fig. 2 Each data point represents the average of all weekly averages recorded at the busiest counting location in each city.

Fig. 3 Average weekly count figures are the average figures recorded over the past quarter.

Where a street has more than one counting location, street figures are an average of the data collected at each counting location.

Fig. 4 Parking utilisation is based on data collected from all parking meters located within the ECCMco area. Utilisation rates are calculated as the ratio of time paid for to total hours where charging applies. Data is based on the entire period during which charging applies and as such does not account for variations in usage at different times of day.

String of Pearls update

According to new figures produced by economic consultants Roger Tym & Partners, the Edinburgh City Centre Redevelopment project – or String of Pearls – is expected to generate nearly £400million per annum for Edinburgh in additional economic benefits. This would include the creation of 6,500 new jobs, 1,000 new residential units and 256,000 sq. m. of additional commercial floor space.

In addition to these tangible economic benefits, the project will also deliver

significant qualitative benefits including a major boost to Edinburgh's image and place competitiveness – befitting the Capital's status as the 'front door' of Scotland. Market and investor confidence is also expected to improve as is visitor and tourist potential for the country as a whole.

Following the approval of the 'Princes Street Framework', the first phase of the development blueprint, by the Council's Planning Committee in September, the project is now forging ahead. Preparation of detailed

planning briefs for individual locations – or 'pearls' is now under way. The first of these, 'Pearl 10' (Waterloo Place, Regent Road and Calton Road) along with the revised Heritage Framework, are both due to go before the Planning Committee later this month.

With such encouraging progress already being made and the new economic impact figures clearly demonstrating the economic case for the ambitious project, these are exciting times indeed for the city centre.

City centre round up

The City Centre News Round up is based on various press and other media sources during Q1 2008. The column is intended to provide a snapshot of recent events in Edinburgh city centre and should not be considered a comprehensive list of all relevant events. While every effort has been made to ensure a high degree of accuracy the authors can make no guarantees as to the accuracy of information quoted and interested parties should seek further independent clarification if further details are required.

Edinburgh regained its position as one of the **top 20 retail destinations** in the UK this month for the first time in five years. According to the annual ranking, produced by retail consultants CACI, Edinburgh has moved up five places since last year and is now ranked as 19 in the UK.

The **West End of Princes Street** received a welcome boost as ladies' fashion retailer New Look announced it would take up a lease for a three-floor outlet currently occupied by 'Pride of Scotland'. The building will undergo renovation, with the store expected to open for business in 2010. Meanwhile, an amusement arcade in the same block has also been made available to let and is looking for a retailer.

The cobbled section of the **Grassmarket** is to be closed for traffic in an attempt to bring its revamp back on course to meet its deadline of September this year. The £6 million project began in September 2007 has fallen two months behind schedule due to bad weather and archaeological finds. Traders suggested the closure, saying that it would be a huge 'morale boost' if at least half the project is completed before the busy summer

season. The main road from West Port to the Cowgate will remain open and events are already being planned for this space after completion.

George Street has cemented its reputation as the Capital's best-performing leisure and retail street, according to letting firm Jones Lang LaSalle's annual report. Strong demand from upmarket fashion retailers, bars and restaurants, together with a lack of supply of available space pushed up rental prices up to £155 per sq. ft and closer to Princes Street, where prime headline rental rates reach £200 per sq. ft.

The revamped **St Andrew Square Garden** was opened to the public on the 4 April for the first time in its 238 year history. The garden has been leased for the next 50 years from the St Andrew Square proprietors and is being operated by the Edinburgh City Centre Management Company. The City of Edinburgh Council and Scottish Enterprise Edinburgh & Lothian invested £2.6 million on the area, which now boasts curved footpaths linking together the south-west and north-east corners of the garden, allowing easy access between Multrees Walk and George Street. Other added features include a reflecting pool and a small café pavilion.

While the footfall statistics tell us that footfall has been holding steady across the city centre as a whole, some areas of the City Centre have seen reductions in footfall resulting from tram work. So far, much has been done to support businesses in these areas.

Over £600,000 given back to businesses in tie's Tram **Small Business Support Scheme**, with additional support available for 'hot

spot areas' (those businesses that experience additional or prolonged work outside their property).

Additionally, the **Open for Business** campaign has been given a £300,000 budget over three years to promote tram-affected areas. Plans for the budget include a shopping guide, online shopping tool, erecting 18 new clear sign boards in tram affected areas and hosting a 'Month of Sundays' – a programme of cultural events, food markets and other events to take place on Sundays.

Meanwhile, the West End traders Association are taking the initiative by holding an **open-air street market** designed to encourage people to continue shopping in the unique 'West End Village' during tram construction. The market will comprise 12 stalls on Stafford Street featuring high-end craftwork by local producers. The Council has agreed to waive the usual fee of £708 for a market licence in view of the difficulties faced by traders in the area due to tram construction. A trial is planned for Saturday 7 June and if successful, will continue on a regular basis during the summer.

The city centre performance bulletin is produced by the City of Edinburgh Council. For further information please contact:
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Further information about Edinburgh's economy can be found at



Details of events in Edinburgh city centre can be found at

