



ESSENTIAL TRENDS

BID MARKET INTELLIGENCE

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Introduction

The latest trend data is a bit of a mixed bag, the revenue figures show a small growth from the contributing businesses but I know from my own meetings that some retailers and restaurants have not been seeing growth.

The footfall trend is more consistent with the BID figure down as expected, largely due to the tram disruption. The interesting thing was that George Street was not up as much as last time the buses were routed that way in February 2009. The overall comparison to last year showed a dip in numbers, although this is due in part to the additional visitors created by the Papal visit plus three international sporting events during September 2010, which significantly increased footfall. We need to focus on bringing the tourists that visit the Old Town down into the New Town and build the strongest possible Christmas plans to try and pull things back.

The Edinburgh Sparkles campaign is being finalised at the moment, to which Essential Edinburgh has contributed £50,000 and it will feature TV advertising for the first time to give an extra boost in this difficult year.

Regards,

A handwritten signature in blue ink that reads "A. Neal".

Andy Neal
Chief Executive

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Some 16.7% of the UK's population are "Enthusiastic Greens" – according to ACORN, CACI's people classification system. Where in Edinburgh do we find most tree-huggers? And where are the Unconcerned?

According to ACORN, "Enthusiastic Greens" are well educated people who are more usual to work in professional and senior managerial occupations. "Often middle-aged, these couples tend to have older children, although a significant proportion of this segment will be empty nesters."

People from this group are not only enthusiastic about recycling, sustainability, public transit and bicycling. They are also more likely to shop ethically so, for example, they consider a product's carbon footprint and if a retailer engages in fair trade.

According to ACORN, readership of The Guardian, the Financial Times, Telegraph or The Independent is well above the average in this group. They often shop online and get information from the internet.

Edinburgh has a high density of

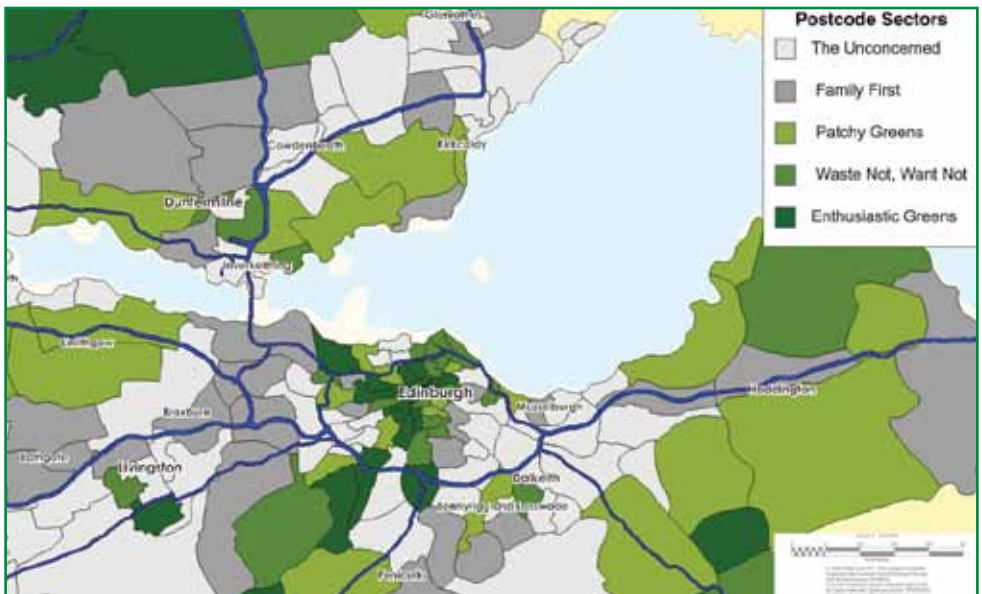
"Enthusiastic Greens" in its city centre. The New Town, Corstorphine, and postcode sectors around Morningside are home to many people with this green lifestyle.

The second environmentally friendly group is the so called "Waste Not, Want Not" segment. This is mainly older people who typically have paid off any mortgage and own their home outright.

"Patchy Greens" are mostly white-collar workers and professionals in full or part time work. Most are aged under 40 with younger, dependent children. Half of them are single.

The so called "Family First" will earn above average, although particularly high incomes are rare in this segment. The vast majority of these people are in employment.

If you want to learn please contact Grant Stewart, BID Liaison Officer on 0131 652 5940 or grants@essentialedinburgh.co.uk.



Retail Sales Turnover

In Edinburgh’s city centre, sales in August 2011 were up 3.5% on August 2010 when sales had risen 8.9%. The current figure compares to the Scottish average of -0.7% and the British average of 1.0%.

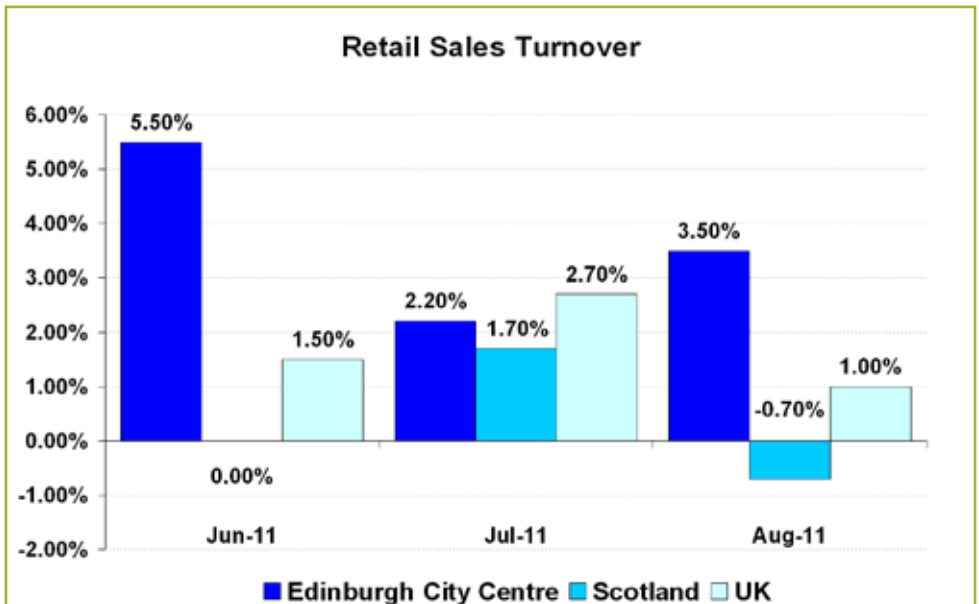
Retailers participating in the City Centre Monitoring Programme, which is co-organised between Essential Edinburgh and the City of Edinburgh Council, reported these figures for Aug 2011. The figures for Scotland and the UK were reported from the BRC-SRC-KPMG Retail Sales Monitor and the BRC Scottish Retail Sales Monitor.

Andy Neal, Chief Executive at Essential Edinburgh, said: “It is of course good to see that Edinburgh bucks the Scottish trend in the 4th consecutive month. Nevertheless, we know from this year’s festival survey that some retailers near by the Assembly Rooms reported declines as this venue was closed.

Essential Edinburgh will ensure that we bring a significant Fringe presence back to the BID area for 2012.”

Stephen Robertson, British Retail Consortium Director General, said: “This is a modest piece of good news for hard-pressed households. For the second month in a row a fall in overall shop price inflation can be put down to food inflation slowing.

Global commodities, such as wheat, have dropped from the peaks they reached earlier in the year, though costs remain high. And good harvests of fresh fruit and vegetables such as apples, plums and corn-on-the-cob have also helped keep food prices down.



“This is a modest piece of good news for hard-pressed households...”

“Competition between retailers continues to protect consumers from the full impact of food inflation. Nearly 40 per cent of all groceries going through the tills are on some sort of promotion or special offer, meaning savvy shoppers can reduce the impact of price rises on their own budgets by picking the deals that work best for them.”

You can receive this information around 3 weeks before publication in Essential Trends if you agree to participate in the City Centre Monitoring Project. Contact Dr Tom Mathar, Market Research Executive at the Economic Development Service in the City of Edinburgh Council, on tom.mathar@edinburgh.gov.uk or 0131 529 4962 to participate in the City Centre Monitoring Project.

Edinburgh Convention Bureau
Inspiring Conferences



Edinburgh’s Conferences

Marketing Edinburgh, Convention Bureau reports that between November 2011 and February 2012, 10 conferences attracting 2,660 delegates will take place in the city worth a total of £2,713,540 to the local economy, these include:

Vascular and Smooth Muscle Physiology,
6-8 December 2011, 150 delegates

European College of Equine Internal
Medicine Annual Conference, 2-4
February 2012, 150 delegates

In the first 7 months of its current financial year, the Convention Bureau has won 96 new conferences, confirmed for as far ahead as 2018. Combined, the conferences are worth £43.3 million in economic benefit to the local economy and are expected to attract 28,000

delegates

For more information on the range of services and benefits available via membership of Marketing Edinburgh, Convention Bureau please contact Hillary Bett, Head of Convention and Membership Sales, email: hillary.bett@marketingedinburgh.org, tel: 0131 473 3666.

Confirmed Conferences

Nov 2011, 8 conferences, 2,055 delegates

Dec 2011, 2 conferences, 610 delegates

Edinburgh footfall index, September 2011

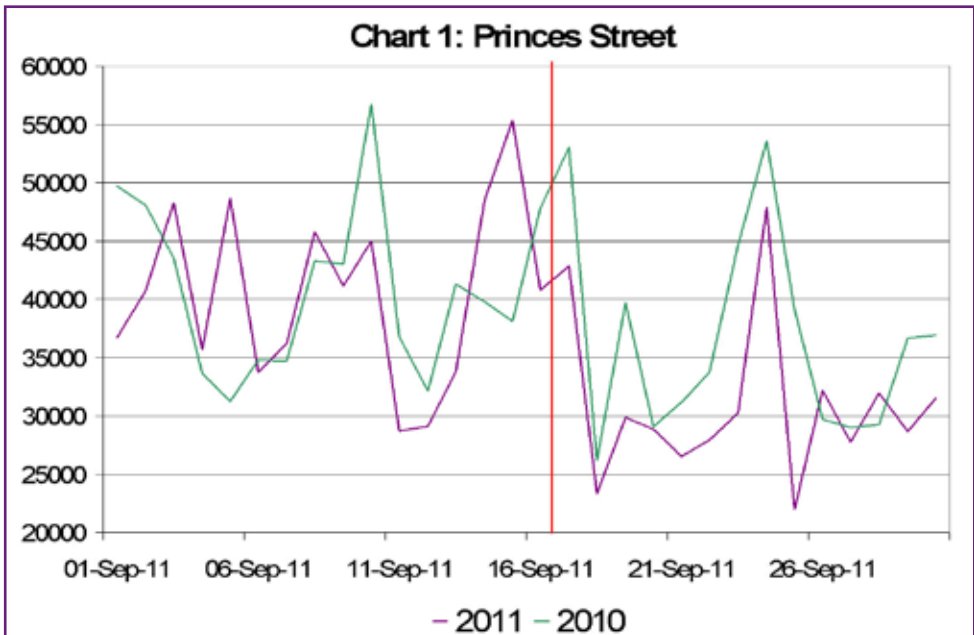
The 3 footfall cameras installed at Princes Street, George Street and on Shandwick Place counted a total number of 1,768,176 pedestrians in September 2011. This is down almost 6% from this period in 2010 and indicates the impact of tram works.

The 5 counters installed in the city centre were passed by 2,405,548 pedestrians. This is down 30.2% from the Festival's main month. More importantly, the current figure is down 7.9% from September 2010. After August, this is the second time this year that a month's footfall numbers are down on the previous years.

September's footfall was impacted by 2 factors: in the first half of the month there was rather unsettled weather with some heavy rain and strong winds at times.

Last 6 Month Breakdown Edinburgh City Centre*		
	Month-on-Month	Year-on-Year
Apr-11	17.80%	24.50%
May-11	-7.70%	5.90%
Jun-11	-1.30%	9.70%
Jul-11	17.90%	11.70%
Aug-11	23.35%	-7.20%
Sep-11	-30.20%	-7.90%

* Average figure from 5 counters (see article)



“The current figure is down 30.2% from the festivals main month 2010. More importantly, though, it is down 7.9% from September 2010.”

On September 17, Princes Street was closed for tramworks – buses were thus diverted to George Street.

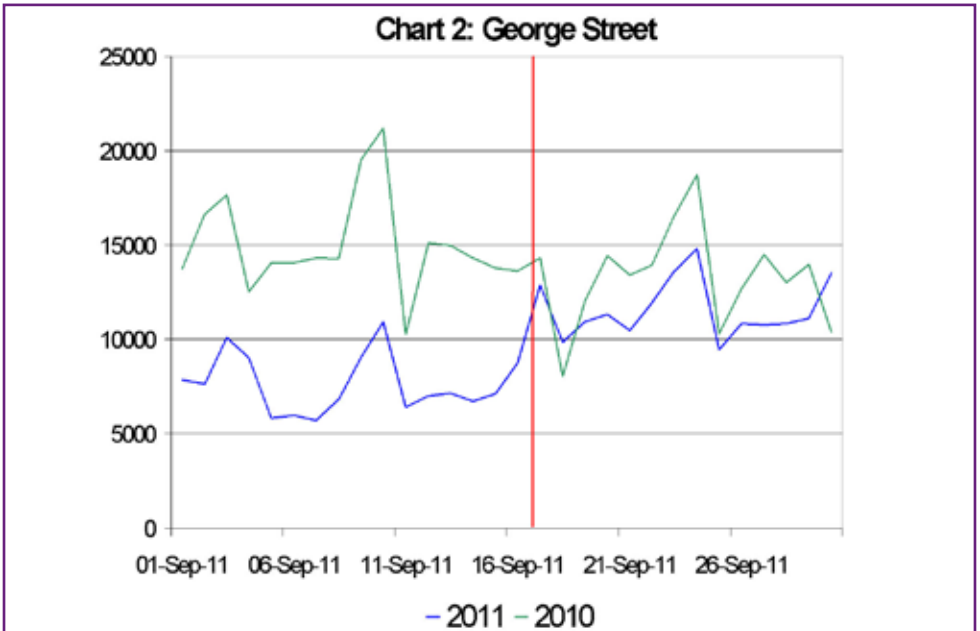
The reduction in footfall between 2010 and 2011 could also be attributed to a number of events taking place in

Edinburgh during September 2010, which would have increased footfall for that month; such as the Papal Visit of 15th September, the IFSC World Youth Climbing Championships, the ITU Duathlon World Championships and the Archery World Cup Final.

Princes Street at Marks & Spencer was passed by 1,079,347 people. That’s down 6.9% from this period in 2010. When comparing trajectories from Chart 1 and Chart 3 it is difficult to judge on the immediate impact of the closure of Princes Street to buses in 2011

Last 6 Month Breakdown United Kingdom*		
	Month-on-Month	Year-on-Year
Apr-11	-1.50%	-2.10%
May-11	-3.90%	-1.30%
Jun-11	2.40%	0.20%
Jul-11	1.60%	-2.20%
Aug-11	-1.20%	-3.20%
Sep-11	-0.70%	-2.40%

* Experian Footfall National Index



Footfall Continued...

compared to 2009. Pedestrian flows are down, but there was no consistent trend in each of the previous years.

Some 284,507 people passed the counter outside The Dome on George Street. This is up 5.4% from August but down 33.5% from September 2010.

When buses were diverted to George Street in 2009, footfall outside The Dome was up significantly (see Chart 4). This trend does not seem to occur this time which indicates that retailers on George Street do not benefit from diverted bus traffic as they did in 2009.

Pedestrian traffic on Leith Walk is down on last year: 246,021 people passed the counter installed at Vittoria, the Italian

restaurant; that's up 1.1 % from September 2010.

Footfall on Shandwick Place, according to the counter installed outside Specsavers, is up an impressive 38% on September 2010. It is down 22.9% from August which again proves that retailers there benefited from the St Georges West Church which was used as a venue during the Fringe. (See article on the festival's economic impact in Essential Trends 12).

Some 391,351 people passed the counter installed at Bella Italia, the Italian restaurant on the High Street. That's down 46.9% on August and down 19.1% on September 2010.

Chart 3: Princes Street Comparison

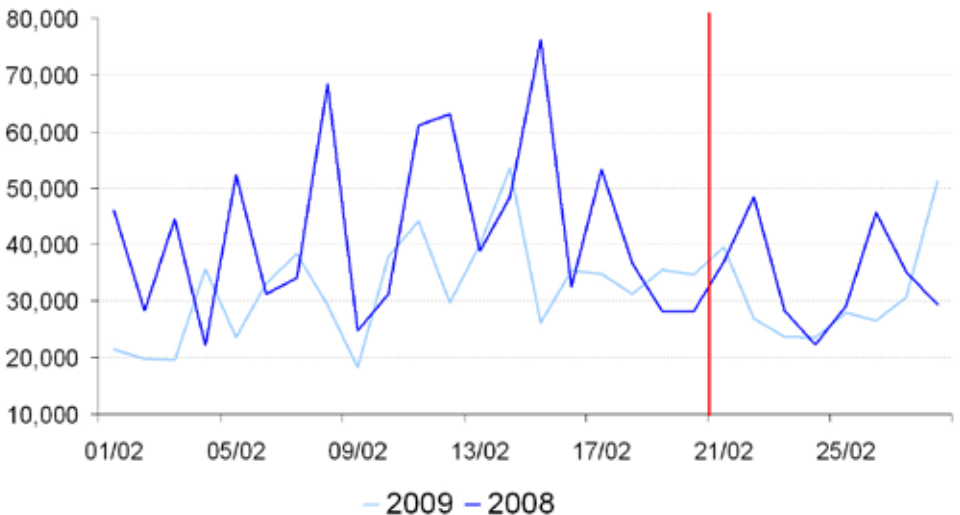


Chart 4: George Street Comparison

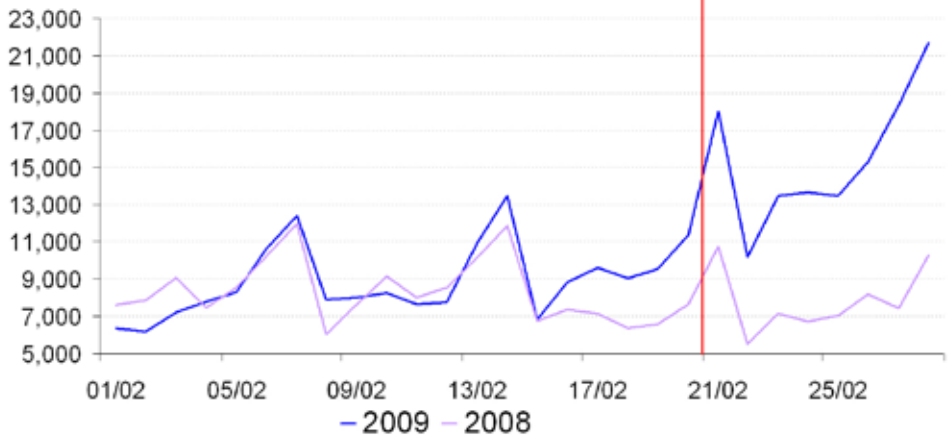
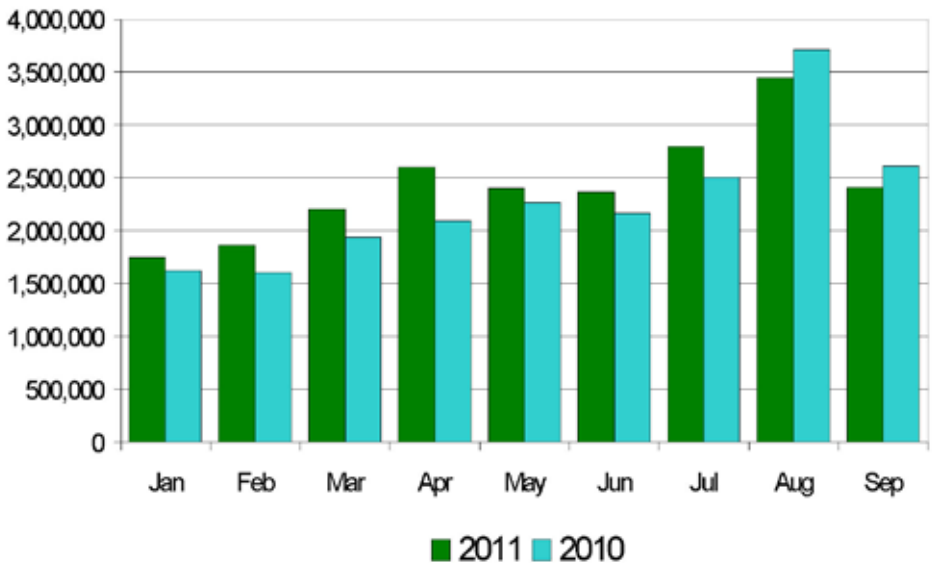


Chart 5: Year to Date



Parking Index - September 2011

Tram works in the New Town made the Old Town the busiest area in terms of parking occupancy rates: 42.1% of parking bays were occupied on average on this side of the city centre. The average occupancy rate in the New Town was 40.6%.

Even on George Street, which normally reaches occupancy levels well above 70%, the utilisation rate was 52.4% only. The figures indicate that this indeed meant that fewer shoppers come into the city centre using their cars.

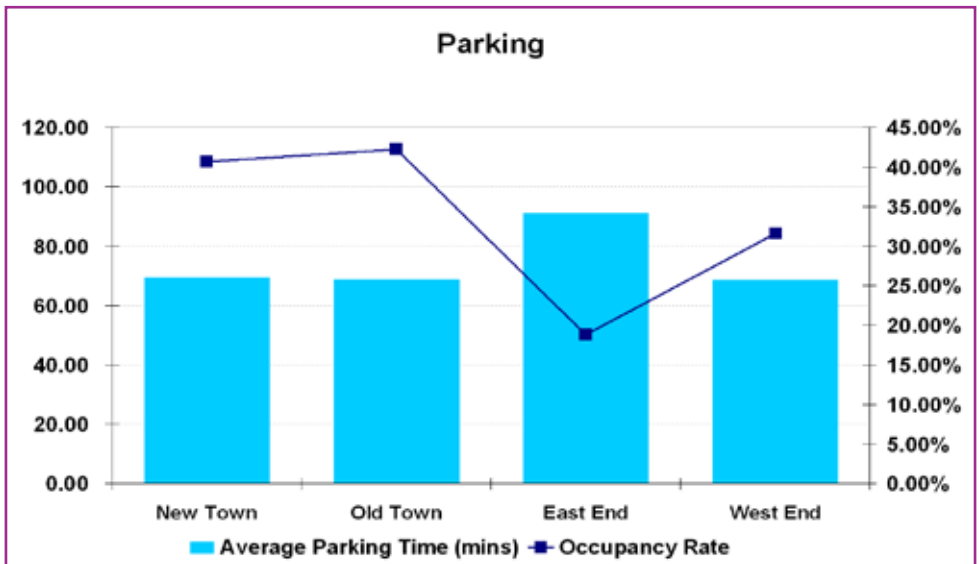
Abercromby Place and Heriot Row – sites that are not affected by tram works as they are two blocks further north – have occupancy rates at 32.3% and 29.9% respectively. This is more than in July; however less than in August. (See Essential Trends 11 and 12)

In the Old Town, average utilisation of on-street parking bays was 42.1%. The picture varies for different sites there

too. Car owners prefer Market Street, the street most near by to Princes Street, over East Market Street (occupancy rates there were 54.4% and 38.9% respectively).

Chambers Street, where the refurbished National Museum of Scotland is based, had average utilisation rates of 50.9%. Johnston Terrace, however, located just beneath the south side of the Castle, had an average occupancy rate of 26.4% in September.

The average utilisation rate in the West End was 31.6%. Parking bays on Melville Street, which runs parallel to Shandwick Place, were fairly similar to



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that average (33.6%). Stafford Street, the road that connects Melville Street and Shandwick Place, was busier than that at 45.7%. Kings Stable Road – to the south-west end of Princes Gardens, had an average utilisation rate at 16.7%.

In the East End, the average occupancy rate stood at 18.8%. On this site, the average car owner returns to their vehicle after 1 hour and 31 minutes. This

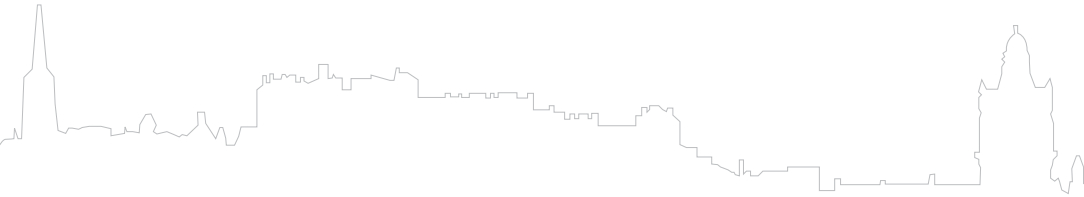
compares to the average parking time in the New Town and the Old Town at 69 minutes, and in the West End at 68 minutes.

For real time information on utilisation rates in off-street car parks follow this link: <http://edinburgh.cdmf.info/public/carparks/list.htm>

“the longest average length of stay was in the East End where, in September, car owners parked for an average of 1 hour and 31 minutes. In the New Town & the Old Town, car owners, on average, returned after 69 minutes”.

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Central Business Improvement District



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