

ESSENTIAL TRENDS

BID MARKET INTELLIGENCE

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Introduction

The November footfall and turnover figures are disappointing, especially related to Princes Street.

It will be interesting to see if the extra activities throughout December gives business a boost.

In conversation with various businesses it seems the shops, bars and restaurants are busy and comparisons are up with last year (although a lot of which is due to the bad weather experienced last year) so we await December's results with interest.

Finally, I would like to take this opportunity to wish everyone a happy and prosperous New Year.

Andy Neal
Chief Executive

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CACI Edinburgh Town Centre Report

Part 2: Edinburgh's City Centre vs Morningside

In this new series, we report on overlapping catchment zones within Edinburgh. Part 2 compares where Edinburgh's City Centre (mostly BID) shoppers come from compared to shoppers from town centre Morningside.

The red area in the annotated map below indicates where the first 75% of shoppers to Edinburgh's City Centre come from (for more detail on primary and secondary catchment zones see Essential Trends 3 and 4).

In total, 764,020 people live in the red area (which furthermore includes other towns in East Lothian, Midlothian and West Lothian; areas, that are too far out to be shown on this map). The largest share of those, 263,497 (or 34.5%) are so called Urban Prosperity, i.e. well educated and mostly prosperous city centre dwellers.

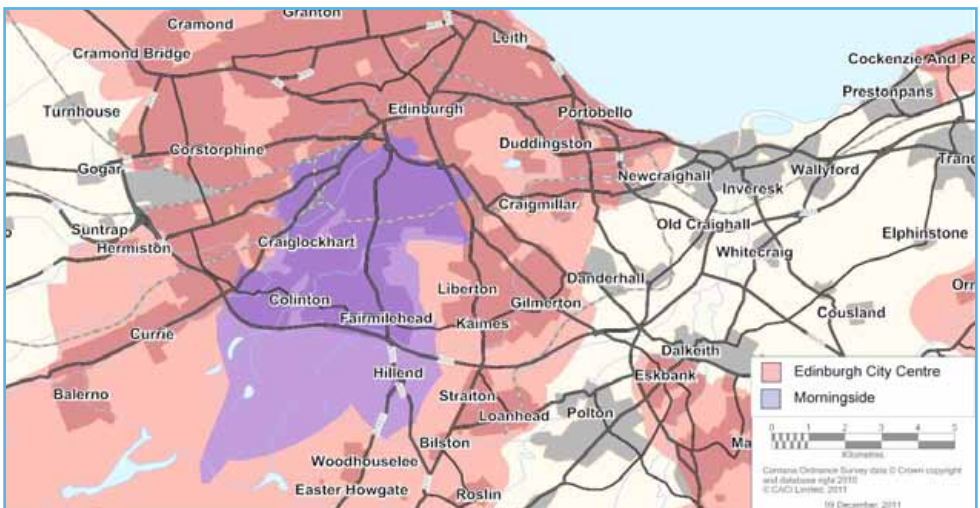
Another 130,812 people (or 17.1%) living in the red area are so called Wealthy Achievers, i.e. some of the most successful and affluent people in the UK. When combining the two groups it becomes clear that the majority within the Edinburgh City Centre's catchment zone are a rather

wealthy lot. They are confident consumers too, who enjoy spending on looking good and latest technology.

Morningside, a district in the south-west of Edinburgh, is known for niche independents, arts galleries and, similar to Stockbridge (see the previous issue of Essential Trends) good quality charity shops. Morningside is the other district in Edinburgh that has a Waitrose supermarket.

The blue area in the annotated map below shows where the first 75% of shoppers to Morningside come from. In total, some 196,273 people live in this catchment zone. The vast majority of them – 117,708 or 60% - are Urban Prosperity.

To find out more get in touch with Grant Stewart, BID Liaison Officer on grants@essentialedinburgh.co.uk or call 0131 220 8580



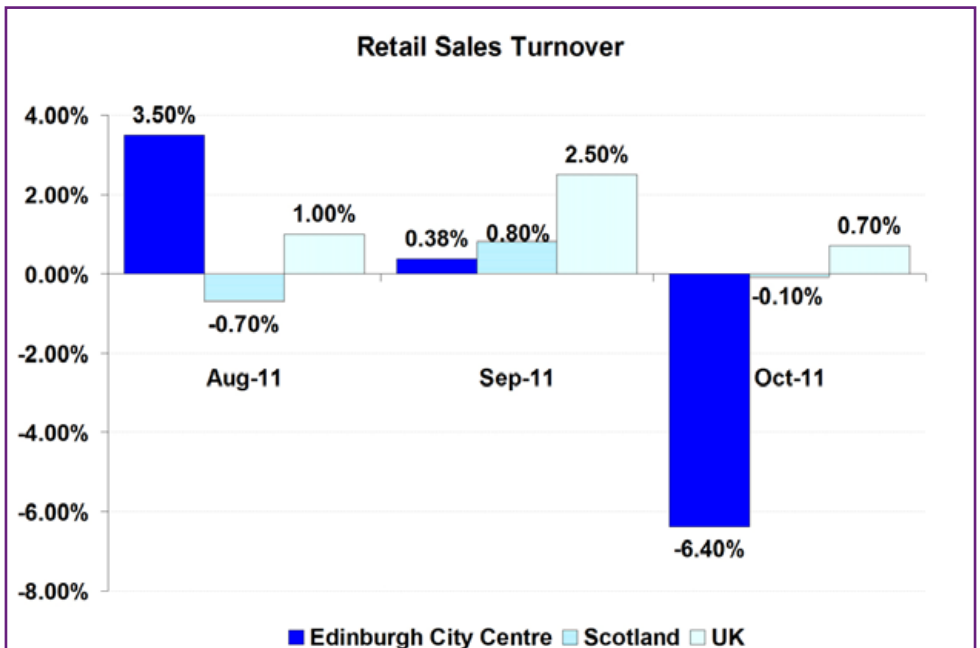
Retail Sales Turnover

In Edinburgh’s city centre, sales in October 2011 were down -6.4% on October 2010 when sales had risen 11.4%. The current figure compares to the Scottish average of -0.1% and the British average of 0.7%.

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 October 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: “These figures clearly grasp the impact of

tram works and obviously identify how much retailers in the city centre are struggling in what is already challenging times. We know from our Liaison Officers who are discussing the impact of tram works amongst other things that some retailers particularly on George Street have seen a boost in their turnover on last year whilst others have declined. Either way, the figures gathered in Edinburgh are behind the patterns observed elsewhere in the UK.”



“These figures clearly grasp the impact of tram works and obviously identify how much retailers in the city centre are struggling in what is already challenging times.”

Stephen Robertson, British Retail Consortium Director General, said:

“Which part of the wave we’re riding varies from month to month but the water is consistently chilly. For a fifth month, total sales growth continues its strangely regular flip-flopping between 2.5 and 1.5 per cent. But, the year-to-date figure, which smooths out these minor moves, is unchanged from the previous month. This is evidence of the basic weakness of consumer confidence and demand and worrying this close to Christmas.”

Ian Shearer, Scottish Retail Consortium Director, said:

“Retailers are still hoping for some festive magic but these gloomy figures are not a good start to the Christmas build-up. Non-food retailing continues to struggle as customers cut back on things they don’t need immediately, but food sales have been hit too. In October total food sales grew at their slowest rate since April 2004, showing people are reducing spending across the board.”

You are sent this information around 3 weeks before publication in Essential Trends if you agree to participate in the Programme. Please contact Steven Bunch - Economic Development Officer in the Economic Development Service in the Council – to either get further information or share your figures: email: steven.bunch@edinburgh.gov.uk or call 0131 529 6465.

Edinburgh footfall index, November 2011

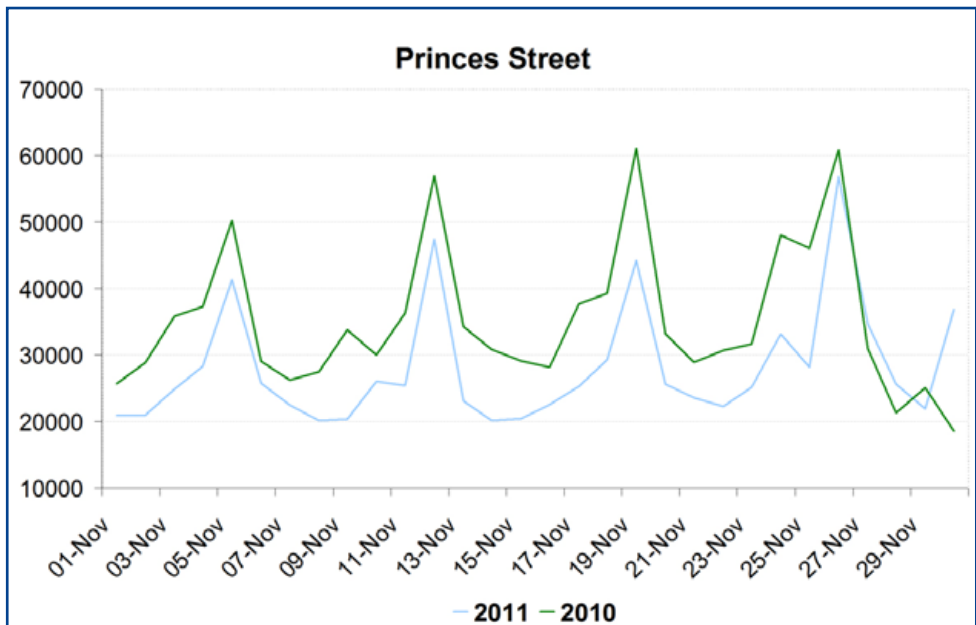
As in the previous months, tram works affected footfall patterns in the city centre. The number of pedestrians passing Marks & Spencer on Princes Street declined 20.6% on this period last year. Outside the Dome, however, footfall was up 31.7% on last year.

In total, 1,899,455 people passed the 5 counters installed at strategic sites in the city centre. The current figure is down 11.1% on October 2011. More importantly, though, it is down 5.3% from November 2010.

Despite tram works in front of its main entrance doors, Marks & Spencer on Princes Street remains the busiest spot in the city centre: 843,188 people passed the counter installed there. That's down 20.6% from

Last 6 Month Breakdown Edinburgh City Centre*		
	Month-on-Month	Year-on-Year
Jun-11	-1.30%	9.70%
Jul-11	17.90%	11.70%
Aug-11	23.35%	-7.20%
Sep-11	-30.20%	-7.90%
Oct-11	-11.20%	-8.50%
Nov-11	-11.10%	-5.30%

* Average figure from 5 counters (see article)



“...the confident consumers could be holding off right until the last minute to grab the best bargains.”

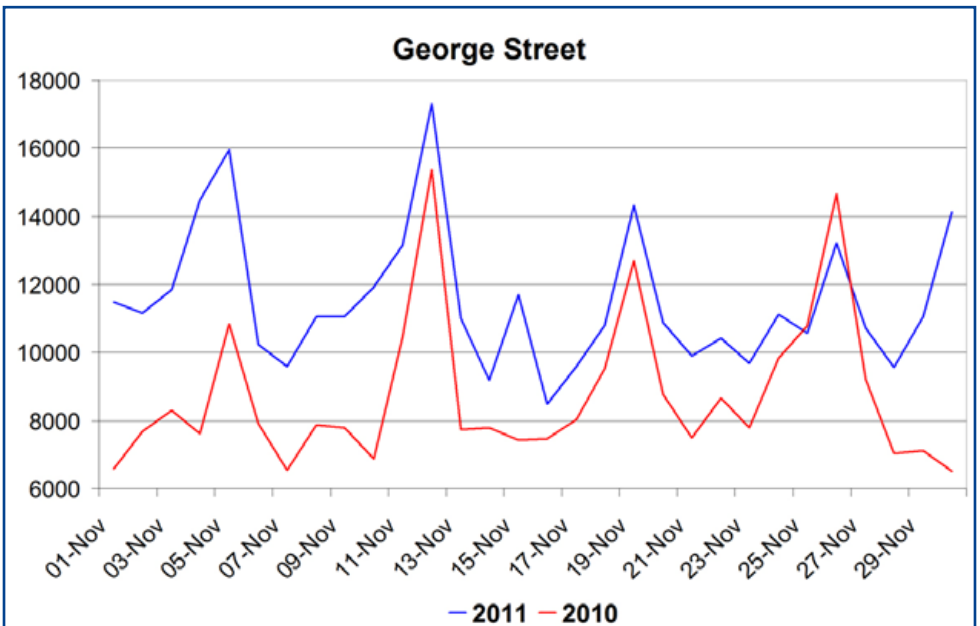
Last 6 Month Breakdown		
United Kingdom*		
	Month-on-Month	Year-on-Year
Jun-11	2.40%	0.20%
Jul-11	1.60%	-2.20%
Aug-11	-1.20%	-3.20%
Sep-11	-0.70%	-2.40%
Oct-11	4.50%	-3.10%
Nov-11	3.40%	-3.00%

* Experian Footfall National Index

this period in 2010. It should be noted, however, that the counter installed there will only count people walking on the pathway.

Due to diverted bus traffic over George Street, footfall in November was up 31.6% on this period in 2010. It is 8.3% down on the previous month, though.

Footfall on Shandwick Place, according to the counter installed outside Specsavers, is up 29.8% on November 2010; however, it is down 17.6% on October 2011.

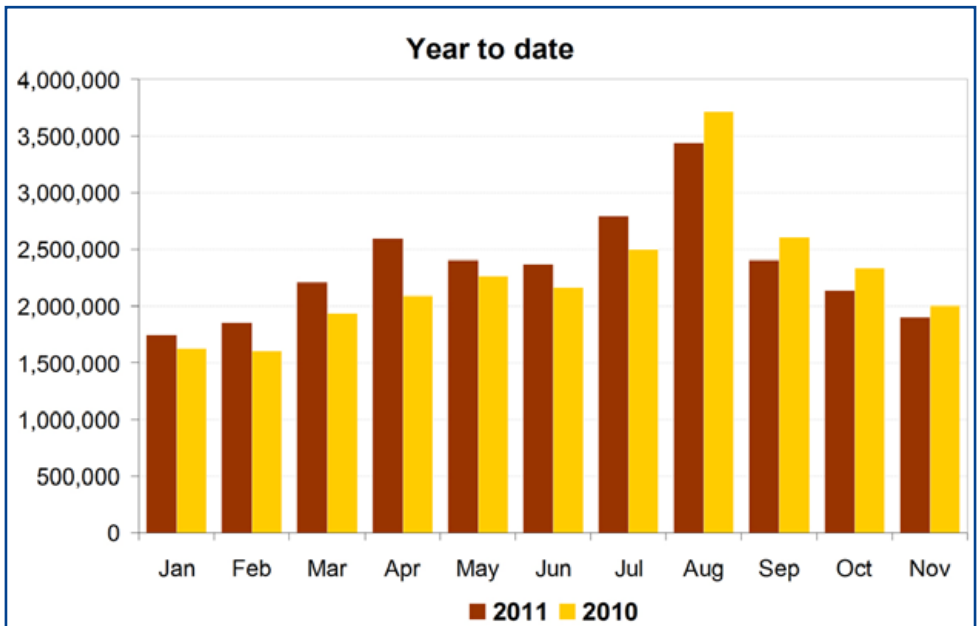


Footfall Continued...

For the third successive month, pedestrian traffic on Leith Walk is up on last year: 201,111 people passed the counter installed at Vittoria, the Italian restaurant; that's up 7.5% from this period in 2010.

The High Street is on a negative trend since August this year: 245,806 people passed the counter installed outside Bella Italia, the Italian Restaurant at the North Bridge/High Street junction. That's down 15.2% on this period in 2010.

Experian reported that "Shifting channel choice, and more sophisticated and discerning consumers is one of the cause of scanty shoppers during this month. Many consumers will this year also be shopping from smartphones, predictions have been made that 12% of online sales will be made via a smartphone. Also, consumers have become accustomed to initially price comparing and buying online before hitting the High Street and the confident consumers could be holding off right until the last minute to grab the best bargains."



"...the number of pedestrians passing Marks & Spencer on Princes Street declined 20.6% on this period last year. Outside the Dome, however, footfall was up 31.7% on last year."



Edinburgh's Conferences

Marketing Edinburgh, Convention Bureau promotes Edinburgh as a premier conference, incentive and event destination. With high levels of product knowledge, specialist skills and effective coordination of venues and support services, Marketing Edinburgh, Convention Bureau works with its partners and members to maintain the profile of Edinburgh as a world-class business tourism destination.

In the last month Marketing Edinburgh, Convention Bureau has confirmed 19 new conferences with a combined value of £4.4m and will take place in the city between 2012 and 2014.

During March, April and May 2012 twenty-five conferences, which have been won or confirmed through the efforts of Marketing Edinburgh, Convention Bureau will be held in Edinburgh. These conferences have a combined value of £14.3m, and will attract 11,500 delegates and include:

Ninth World Congress on Brain Injury, 22-25 March 2012, 1,000 delegates,

World Potato Congress, 27-31 May 2012, 600 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, tel: 0131 473 3666. Email: hillary.bett@marketingedinburgh.org

Confirmed Conferences

22 - 25 March 2012

Ninth World Congress on Brain Injury, 1,000 delegates

27 - 31 May 2012

World Potato Congress, 600 delegates

Parking Index - November 2011

The New Town and Old Town were equally busy in terms of parking occupancy rates with 36.3% of parking bays occupied there on average in each location. As in the previous month, tram works affected the way parking bays are being used.

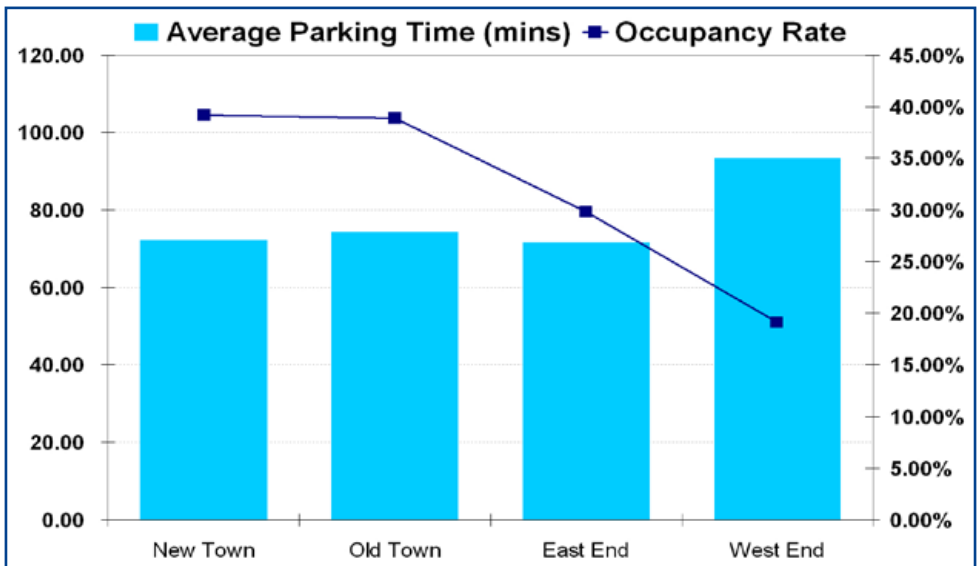
Current occupancy rates in the New Town are down almost 17% on last year which is mainly due to tram works. It should be noted, however, that both occupancy rates and average parking time are derived from transactions at parking ticket machines, the number of which varies throughout the year and thus are not directly comparable.

Occupancy rates in the Old Town are up 10% on November 2010. Chambers Street was used most often for parking: 47.5% of parking bays were occupied there on average. Market Street with an average occupancy rate at 67.6% was also one of the busiest areas in the Old

Town. Johnston Terrace was one of the lowest at 18.4%.

The average occupancy rate in the West End is 30.3%. This is down 1.7% on November last year. In the West End, Melville Street was used more often than average: the average occupancy rate there was 39.4%. On King Stable Road, it was only 17.1%.

In the East End, the average occupancy rate stood at 19.6%. This is down 7.7% on November 2010. On this site, the average car owner returns to their vehicle after 1 hour and 34 minutes. This compares to the average parking time in



	Occupancy Rate %	Average Parking Time
St Andrew Square	23.8	47 minutes
Queen Street	47.7	68 minutes
George Street	47.9	69 minutes
Abercromby Place	31.2	83 minutes
Heriot Row	35.7	89 minutes

Table 1: Parking figures in the New Town

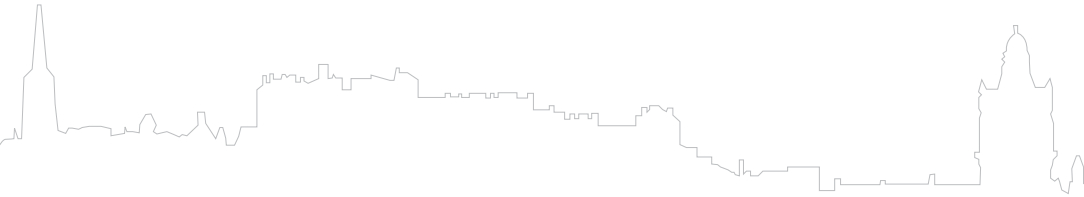
the New Town of 70 minutes, the Old Town at 73 minutes, and in the West End at 72 minutes.

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



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Central Business Improvement District



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