

# ESSENTIAL TRENDS

BID Market Intelligence

**ISSUE 104**

*FIGURES FOR MAY & JUNE 2019*

ESSENTIAL  
EDINBURGH



## Introduction

### Welcome to our latest edition of Essential Trends, reporting on Edinburgh's footfall in June and the retail and hospitality figures for May.

June has been a challenging month for the city with our footfall and retail sales both showing decreases against the same period last year.

Footfall in the city centre has decreased by just over 3% in June although this has been counteracted somewhat by the city as a whole reporting an overall increase of just over 4%. The footfall within the BID area itself exceeded 7.5M which represents over 70% of

the total footfall in the city. The positive take away from these figures is the undoubted increase in tourist numbers in the city especially the Old Town although these are obviously not necessarily being reflected in visits to the city centre.

Edinburgh sales figures decreased by just under 2% during May, although these figures outperformed Scotland and UK who

reported year on year decreases of 3.1% and 2.7% respectively. The success story of the city centre's hospitality's businesses has continued with an impressive 7.9% increase in turnover compared to 2018.

As we head into the crucial summer period, there is no

doubt that the retail conditions are exceptionally tough throughout the UK with Edinburgh no exception.

Roddy Smith  
Chief Executive

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# Edinburgh Footfall Index June 2019

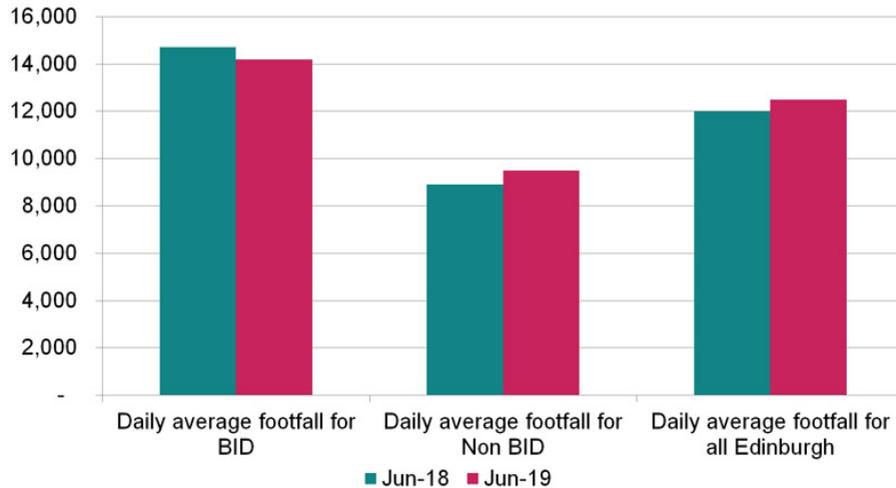
June has seen a decrease in average footfall of 3.4% when compared to the same month in 2018 in the BID. Edinburgh as a whole has shown an increase of 4.2%.

The non-BID counters did well in June showing a 6.8% increase. This could be a result of an increase in tourists visiting the Old Town.

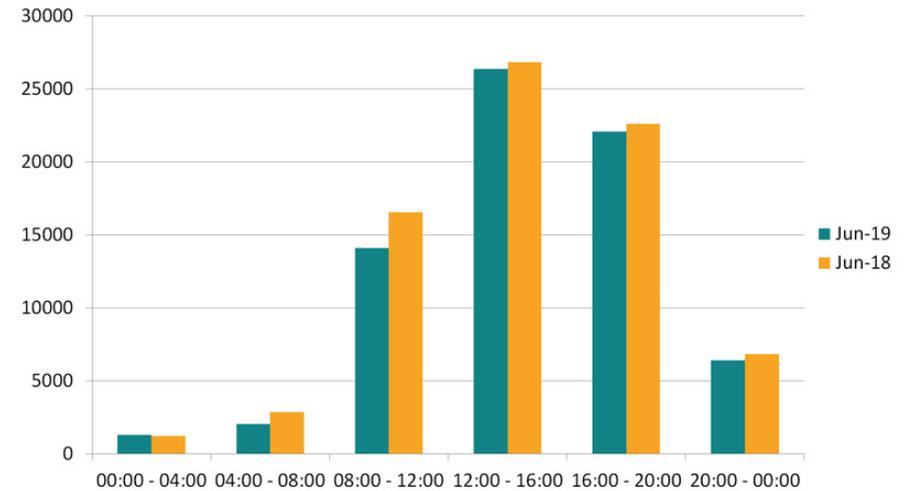
The following charts look at annual footfall averages by month, by hourly intervals and by quarter 2 compared to June 2018.

In June 2019 total footfall counted in the BID exceeded 7.5M, representing 72% of all footfall counted in Edinburgh.

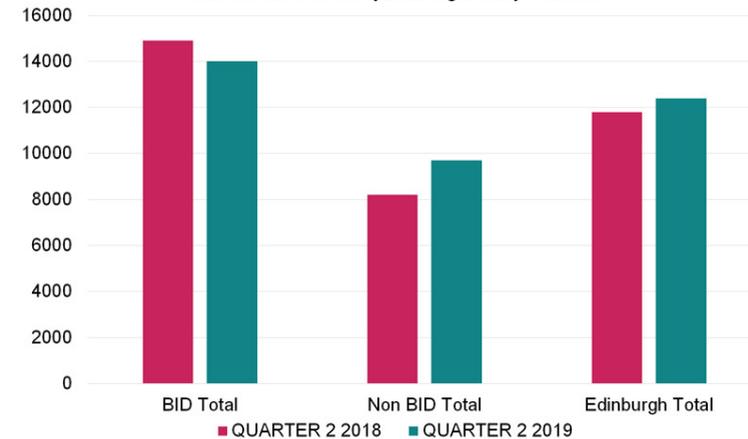
Daily average footfall - annual comparison June



Average footfall per day: all areas



Quarter 2 Footfall by Average Daily Footfall



# Sales Monitors for May 2019

May has seen a downturn in sales turnover for Edinburgh city centre, for Scotland as a whole, and for the UK. Retailers in Edinburgh reported a 1.9% fall in sales during May 2019 compared to May 2018, performing slightly better than the UK (2.7%) and Scotland overall (3.1%) for the same time period.

Retailers participating in the Retail Monitoring Programme provided these figures for May 2019.

The figures for Edinburgh are based on a sample of city centre retailers. The figures for Scotland and the UK were reported by the BRC-KPMG Retail Sales Monitor and the

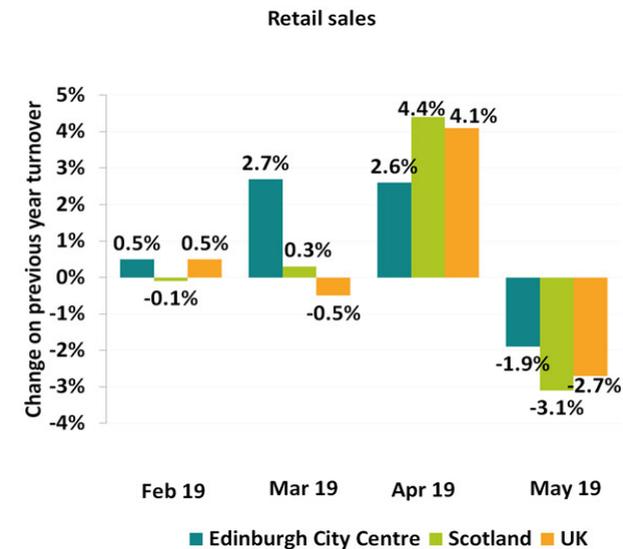
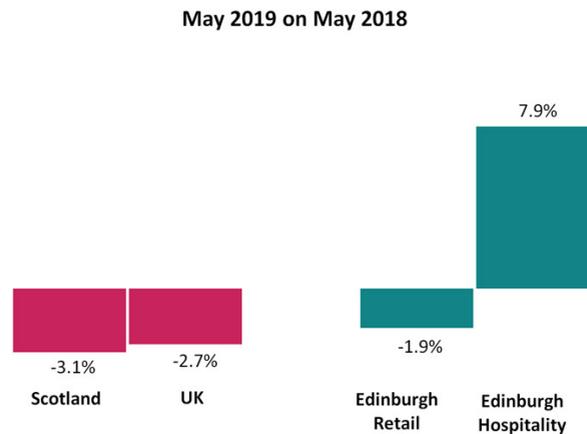
BRC Scottish Retail Sales Monitor.

However, May did see positive sales for Edinburgh’s hospitality businesses, who saw a turnover increase of 7.9% when sales during the month in 2019 were compared with the same month in 2018.

Helen Dickinson OBE, Chief Executive, BRC, commenting on the UK figures said:

*“With the biggest decline in retail sales on record, the risk of further job losses and store closures will only increase. While May 2018 offered almost unbroken sunshine, topped off by the run up to the World Cup and the marriage of Meghan and Harry, May 2019 delivered political and economic uncertainty. Food sales dropped for the first time since June 2016, with further declines in clothing, footwear and outdoor goods.”*

*“With retail conditions the toughest they have been for a decade, politicians must act to support the successful reinvention of our high streets and local communities. Business rates remain a barrier, preventing many retailers from investing in their physical space. We have a broken tax system, which sees retailers paying vast sums of money regardless of whether they make a penny at the till, and yet the Government is failing to act. The legislation is falling behind the technological revolution.”*



Paul Martin, UK Head of Retail, KPMG, commenting on the Scottish figures said:

*“The latest figures confirm the scale of the challenges facing retailers throughout Scotland.*

*While the industry continues to outperform the rest of the UK, there is a clear downward trend across most major categories, including static growth in typically resilient food sales, and the worst*

*performance for non-food retailers since our records began in January 1999.*

*“Ongoing economic and political uncertainty, combined with shifting consumer behaviour, are creating a volatile landscape for Scotland’s retail sector, with leading brands facing a struggle for survival. Our insight suggests it could be some time before we see signs of recovery.”*

## Can you participate in the city centre monitoring programme?

We are looking for more retail and hospitality businesses to participate in this anonymous programme.

For more information about how to join the Turnover Monitoring Project, please contact STR, who manages this project on our behalf: [RRyce@STR.com](mailto:RRyce@STR.com) or 0131 240 1247.

*You are sent the sales performance information before publication in Essential Trends if you agree to participate in the City Centre Monitoring Project.*

## Parking Index: May 2019

The information below shows the number of times and length of time each parking bay is used during the chargeable period. The higher the turnover of paid parking spaces, the more opportunities for shoppers to find a space.

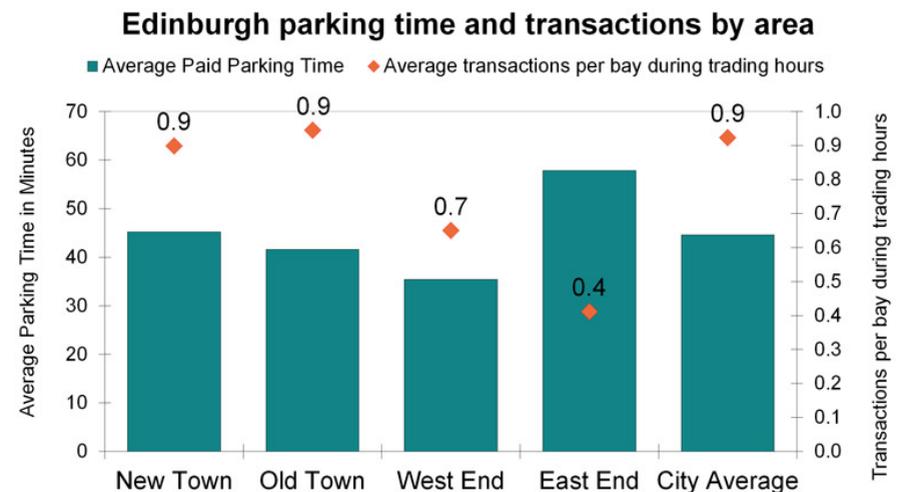
The table below reflects the levels of usage of parking bays during the times when parking charges are levied:

Monday to Saturday

- 8:30am – 5:30pm in areas with lower parking ticket sales
- 8:30am – 6:30pm in areas with higher ticket sales

In the New Town there are 959 bays in zones 1A and 2, which covers the Essential Edinburgh BID area.

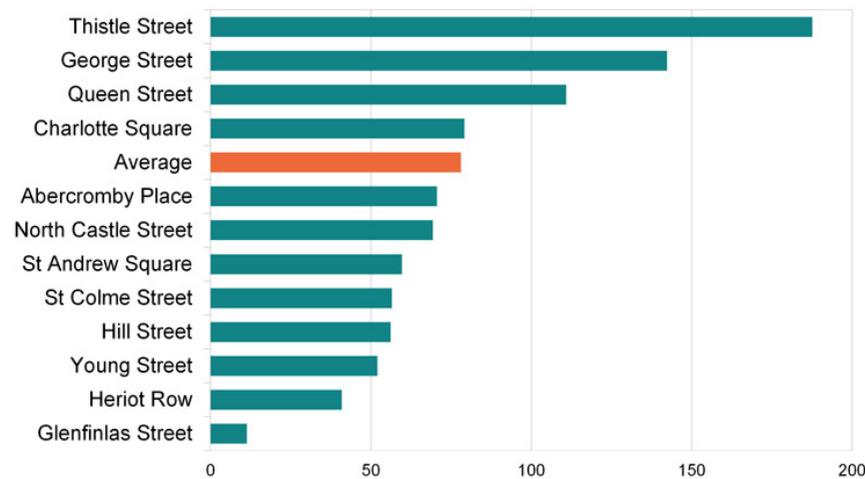
It should be noted that the average daily number of transactions per bay during trading hours and the average length of time parked are derived from transactions at parking ticket machines,



which vary throughout the year. The relatively low number of daily transactions per bay is likely to be due to the usage of the bays by holders of resident's parking permits.

The city average turnover of parking spaces per day during May was 0.9. In the New Town the average was 0.9, Old Town average was 0.9, this compares to 0.7 in the West End and 0.4 in the East End.

**Utilisation Index: New Town**



**Parking Utilisation**

Shoppers looking to park their car are more likely to find a space in the streets that are less utilised. It is clear that Thistle Street had the highest levels of utilisation, followed by George Street.

The streets that are used less than average for parking include; Young Street, St Colme Street, Heriot Row, Abercromby Place and Glenfinlas Street.

**Come what May**

A total of 1,381,187 passengers travelled through Edinburgh Airport last month making it the busiest May on record.

*to passengers. And as we come into the summer season, we hope the breadth of destination and trip that is available at Edinburgh brings even more people through our doors.*

Numbers were 4.3% up on the same month last year with new route growth over the past year and increased capacity on existing routes aiding the rise.

*“We do, however, remain cautious as airlines plan their winter and summer schedules for next year and look at new and existing routes as well as capacity on those routes. We strive to keep Edinburgh as attractive as possible and hope to maintain steady numbers despite other contributing factors.”*

Gordon Dewar, Chief Executive of Edinburgh Airport said:

*“Growth is always good as it shows a thirst for travel to and from Scotland, be that for leisure or business purposes, and our increased connectivity allows us to offer that choice*

	May 19 vs May 18	
Domestic	496,399	3.8% ↑
International	884,788	4.6% ↑
<b>Total</b>	<b>1,381,187</b>	<b>4.3% ↑</b>

[www.edinburghairport.com](http://www.edinburghairport.com)

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Parking statistic source:

