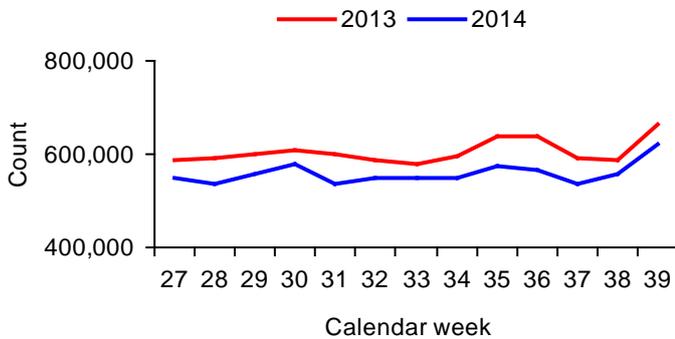


# Chief Executive's Directorate; *Insight*

## Coventry City Centre: Third Quarter 2014 Healthcheck review Jul-Sep 2014

### Footfall



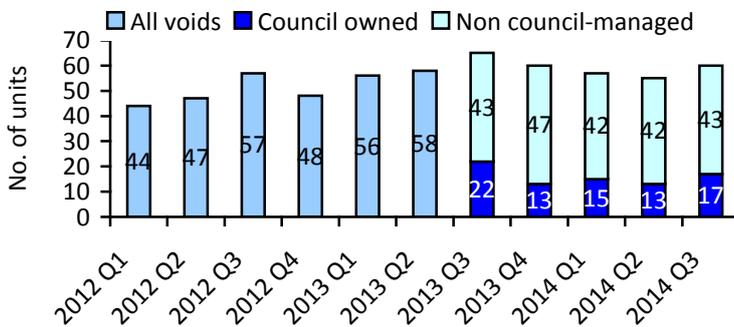
City centre footfall	Year-on-year performance				
	Q3 2014		Cumulative - year to date		UK to date
Total	-7.7%	↓	-2.4%	↓	-0.2% ↓
Evening (7pm- 3am)	-16.4%	↓	-13.6%	↓	

Includes Footfall counts from City Arcade, Hertford St, Market Way, Priory Place, Smithford Way, Upper Precinct plus shared data from Lower Precinct & West Orchards. (Evening data does not include shared data).

### Prime retail void units

Voids at end of:	Q3 2014	Q2 2014	% change vs. Q2 2014	Q3 2013	% change vs. Q2 2013
No. of void units	60	55	9.1% ↑	65	-7.7% ↓

City centre retail voids  
(last day of quarter)



Q3 2014 voids as % of city centre	15.5%
National voids (Springboard Research UK Q3 result)	10.3%

Newly occupied units Q3 2014	6
Newly void units Q3 2014	11
Council-managed voids Q3 2014	17

New measure being recorded from Q3 2013: retail voids now differentiated by council-managed and non council-managed properties.

### City centre cleansing

% of sites inspected falling below satisfactory standards for litter				
Q3 2014	% point change vs. Q2 2014		% point change vs. Q3 2013	
0%	-0.8%	↓	-4.7%	↓

Results based upon weekly cleansing team inspections of city centre locations (approx. 260 inspections per quarter). Sites inspected randomly and according to Tidy Britain Group methodology. Those failing to achieve grade B or above classed as unsatisfactory standard.

### Tourism website (visitcoventry)

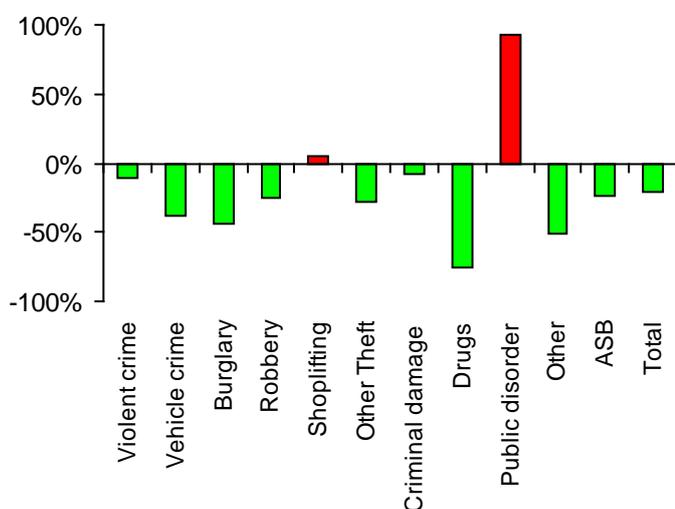
	Year-on-year performance	
	Q3 2014	Cumulative - year to date
Estimated users	Website relaunch - recording system changed to Google Analytics in June 2014. No comparable data for this quarter.	
Unique IP addresses		
Page views (minus spiders)		

Spider activity refers to automated page views performed by computer programs such as search engines i.e. non-human activity.



## City centre crime

City centre crime: Year-on-year percentage change Q3 2014



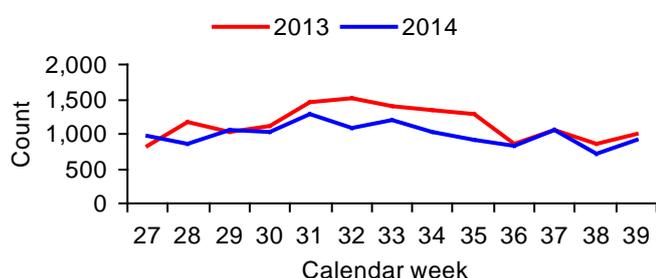
### Year-on-year performance

Crime type	Q3 2014		Cumulative - year to date	
	n	YoY		
Violent crime	96	-11.1% ↓	-10.2%	↓
Theft of/ from Vehicle	5	-37.5% ↓	-23.7%	↓
Burglary	15	-44.4% ↓	-8.3%	↓
Robbery	9	-25.0% ↓	-20.9%	↓
Shoplifting	131	4.8% ↑	19.7%	↑
Other Theft (incl. from person)	155	-28.6% ↓	-9.0%	↓
Criminal damage & arson	34	-8.1% ↓	1.9%	↑
Drugs	4	-75.0% ↓	-42.6%	↓
Public disorder & weapons	27	92.9% ↑	53.8%	↑
Other	28	-51.7% ↓	-27.3%	↓
Anti-social behaviour	174	-23.7% ↓	-13.5%	↓
<b>Total</b>	<b>678</b>	<b>-20.2%</b> ↓	<b>-6.8%</b>	<b>↓</b>

Crimes recorded within Coventry's ring road (police data supplied by Community Safety team).

## Tourist Information Centre (TIC)

Tourist Information Centre footfall



### Year-on-year performance

	Q3 2014		Cumulative - year to date	
TIC Footfall	-13.3%	↓	-7.1%	↓

### Financial quarter Jul-Sep 2014

	Financial quarter Jul-Sep 2014		Financial year to date	
TIC Sales & Commission	-14.2%	↓	-23.3%	↓

## Shopmobility

### Year-on-year performance

	Q3 2014		Cumulative - year to date	
Usage	4.2%	↑	16.5%	↑
New members	-4.1%	↓	1.9%	↑

For further information regarding this update, please contact Richard Evans, Insight Team

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