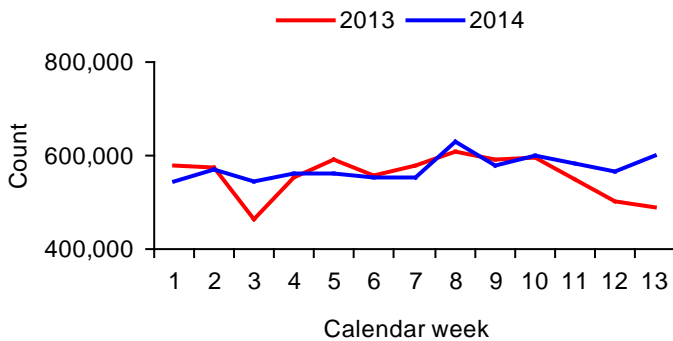


Chief Executive's Directorate; *Insight*

Coventry City Centre: First Quarter 2014 Healthcheck review Jan - Mar 2014

Footfall

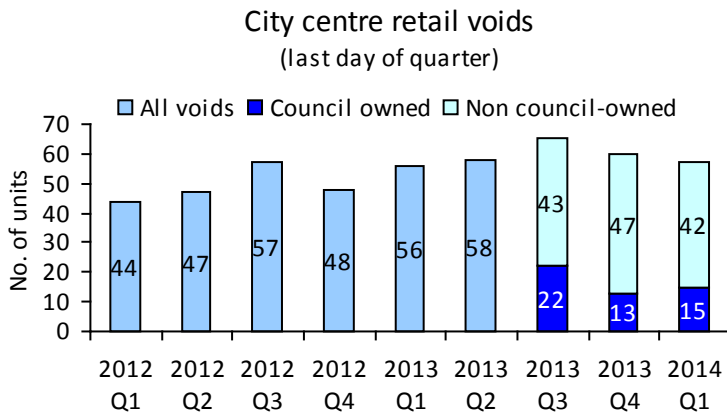


City centre footfall	Year-on-year performance				
	Q1 2014		Cumulative - year to date	UK to date	
Total	2.4%	↑	As Q1	0.4%	↑
Evening (7pm- 3am)	-5.4%	↓			

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:	Q1 2014	Q4 2013	% change vs. Q4 2013		Q1 2013	% change vs. Q1 2013	
No. of void units	57	60	-5.0%	↓	56	1.8%	↑



Q1 2014 voids as % of city centre	14.7%
National voids (Springboard Research UK)	10.6%

Newly occupied units Q1 2014	10
Newly void units Q1 2014	7
Council-owned voids Q1 2014	15

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

City centre cleansing

% of sites inspected falling below satisfactory standards for litter				
Q1 2014	% point change vs. Q4 2013		% point change vs. Q1 2013	
3.1%	-1.2%	↓	0.4%	↑

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)

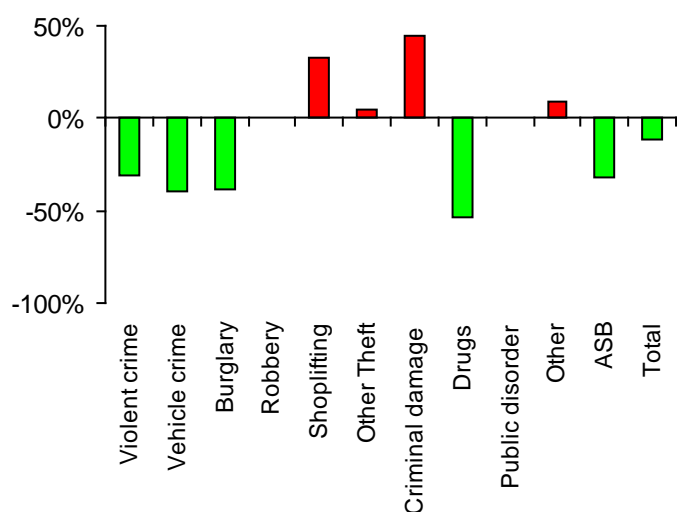
	Year-on-year performance			
	Q1 2014		Cumulative - year to date	
Estimated users	-44.1%	↓	As Q1	
Unique IP addresses	15.9%	↑		
Page views (minus spiders)	22.1%	↑		

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 Q1 2014

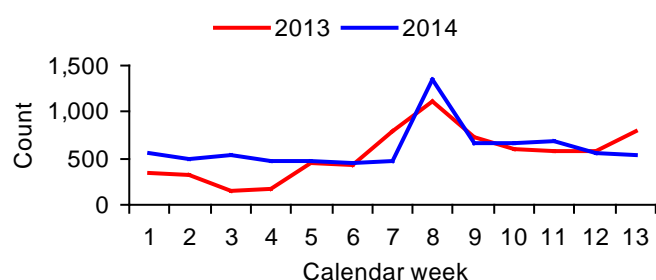


Crime type	Year-on-year performance		Cumulative - year to date
	n	YoY	
Violent crime	78	-30.4% ↓	As Q1
Theft of/ from Vehicle	14	-39.1% ↓	
Burglary	19	-38.7% ↓	
Robbery	15	0.0% ↓	
Shoplifting	163	32.5% ↑	
Other Theft (incl. from person)	180	4.7% ↑	
Criminal damage & arson	42	44.8% ↑	
Drugs	12	-53.8% ↓	
Public disorder & weapons	25	0.0% ↓	
Other	23	9.5% ↑	
Anti-social behaviour	203	-31.6% ↓	
Total	774	-11.4% ↓	

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		Cumulative - year to date
	Q1 2014		
TIC Footfall	11.5%	↑	As Q1

	Financial quarter Jan – Mar 2014		Financial year end	
TIC Sales & Commission	-20.7%	↓	+3.1%	↑

Shopmobility

	Year-on-year performance		Cumulative - year to date
	Q1 2014		
Usage	33.6%	↑	As Q1
New members	-11.1%	↓	

For further information regarding this update, please contact Sandra Griffiths or Richard Evans, Insight Team
Telephone: (024) 7683 1332/ 4372
Email: insight@coventry.gov.uk

Report produced by
 Insight Team, Coventry City Council
 Floor 4, Civic Centre 4,
 Much Park Street, Coventry, CV1 2PY