

**Glasgow Green
Renewal Benefits
Analysis**

**A report to
Glasgow City
Council**

**November
2006**

GEN Consulting

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1. INTRODUCTION

1.1 Introduction

GEN Consulting were commissioned by Glasgow City Council to carry out a benefits analysis of the Glasgow Green Renewal project. The core purpose of the project revolved around an investment of £15.5 million to develop the physical fabric and infrastructure of the Green, improve safety and lighting as well as developing services and attractions for events and visitors.

At the same time however the Heritage Lottery Fund Application to support the physical improvements made reference to the fact that this investment had the potential to generate significant economic, social and regeneration benefits in the area around Glasgow Green and Glasgow as a whole. This review has been commissioned to explore the extent to which these social and economic benefits were achieved and to provide robust evidence in support of these benefits.

1.2 Key aims

The brief for the study set out a number of key aims for the research. Specifically the consultants were asked to:

- assess the fit of the project with the City Council's strategic priorities
- quantify the key economic, social and regeneration benefits of the investment to the locality (and the city)
- assess the extent to which the aims and objectives of the project were attained
- identify lessons for the future based on key learning from the project.

1.3 Methodology

The research has included:

- a review of background documents and statistics on the Glasgow Green Renewal project
- a workshop with key stakeholders to develop the impact model and scope out the availability of data to support the review
- a detailed desk review to establish an extensive set of key indicators to assess the changes in and around Glasgow Green

- consultations with key partners including:
 - staff within Glasgow City Council
 - events promoters
 - developers
 - businesses located in and around Glasgow Green
 - tourism promoters
 - local community council

- an analysis of survey results from a survey of visitors to the Green carried out by Ashbrook Research & Consultancy in September 2006.

1.4 Report structure

This report presents the findings from our research and is set out as follows:

- chapter 2 presents some background and context on the Glasgow Green Renewal Benefits project
- chapter 3 introduces the impact model and the principles that underpin it
- chapter 4 outlines information on recent property investment in and around the Green
- chapter 5 outlines evidence on recent business investment in and around the Green
- chapter 6 examines the wider use of the events space and the Green by visitors since the investment was committed
- chapter 7 looks at the image and perceptions of the Green
- chapter 8 draws the findings together to look at achievement of the project against the aims and objectives set
- chapter 9 draws out the conclusions from the study and the key learning from the investment.

2. THE GLASGOW GREEN RENEWAL PROJECT

2.1 Introduction

This chapter describes the Glasgow Green Renewal project. Specifically this chapter covers the:

- rationale for the project
- project aims and objectives
- funding and investment
- project timescale
- fit with the policy environment.

2.2 Rationale for the project

Historically, Glasgow Green had been widely used for a variety of purposes, and has played an important role in the lives of the people of the East End and Gorbals. However, over time the Green had suffered from crime and its attractions had fallen into disrepair and suffered from vandalism, creating a negative perception of the Green and its associated uses.

Market research amongst users of Glasgow Green in 1996 indicated that there was a desire to see an improvement in the Green, which included improvements in safety, facilities (such as children's play areas), lighting, and the staging of more family oriented events.

The Glasgow Green Renewal project was designed to restore Glasgow Green to a position of prominence within the city, and to improve upon the negative perceptions that people had of the Green. The original proposal was based around the broader Parks and Open Spaces Strategy approved by Glasgow City Council in 1995. This document stated that the City's parks had to provide high quality facilities, which would be available free of charge, and which would contribute significantly to the economic and environmental regeneration of the city.¹

¹ Glasgow City Council, (1996) "Glasgow Green Renewal: Heritage Lottery Fund Application", Section 7.1

2.3 Project aims and objectives

The project had a number of aims and objectives designed to meet the desires of park users and also the aims of the Council with regards to its Parks and Open Spaces Strategy. Specifically these included:

- the regeneration of the city's oldest park including the restoration, enhancement, and interpretation of the key features relating to Glasgow's history and heritage
- significant investment in the physical fabric and infrastructure of the Green:
 - restoration of historically important monuments such as the Doulton Fountain
 - extensive boundary, carriageway, and street furniture improvements
 - improved maintenance profiles
 - appointment of a Park Development officer and dedicated horticulturalist
- improvements to safety and lighting:
 - installation of a comprehensive and technically advanced security system, CCTV cameras and help points
 - improved lighting
- developing services and attractions for events and visitors
 - creating Glasgow's only large external events space capable of accommodating up to 90,000 people
 - investment in existing visitor attractions to improve use (including the Winter Gardens)
 - new interpretation materials outlining the Green's history
 - a dedicated Park Ranger Service which provides guided tours around the green.

2.4 Funding and Investment

Funding was sourced from a number of partners. Key contributions are highlighted in Table 2.1.

Total investment in Glasgow Green was £15.5 million breaking down as:

- £8.8 million from the Heritage Lottery Fund (57% of the total funding package)
- £5.1 million from Glasgow City Council (34% of the funding)

- further investment of £1.8 million from Historic Scotland, the European Regional Development Fund and other fundraising sources (12% of total funding).

Table 2.1: Funding Sources for the Glasgow Green Renewal Project

Partner	Funding
Heritage Lottery Fund	£8,821,000
Glasgow City Council	£5,193,650
Historic Scotland	£949,558
ERDF	£883,000
Other Fundraising	£8,000
<i>Sub Total including £367,400 Revenue funding</i>	<i>£15,855,208</i>
Total Capital Funding (excluding revenue)	£15,487,808

Glasgow City Council has therefore successfully levered in £10.3 million, a ratio of £1.98 of external funding for every £1 of Glasgow City Council money. Furthermore, the City Council received fee income of £1.5 million and £3 million of contract works through the investment programme suggesting effective management of resources.

2.5 Project timescale

The original timescale for the project anticipated that the project would commence on site in 1998, that completion would take around 5 years and that the project would finish in December 2003. However, for a variety of reasons this initial timescale proved to be unachievable and the project was finally completed in 2006. Factors that impacted on the extended timescale of the project included:

- the agreement between Glasgow City Council and the Heritage Lottery fund was concluded in November 1998. Work started on site in 1999
- landscape design resources. There was a need to establish a dedicated landscape design team financed out of capital income generated out of Glasgow Green Renewal. The first task was to develop the masterplan and secure its approval by funding partners. This delayed the start of the site works
- unforeseen site problems. 20 underground air raid shelters were discovered in the area used for events. 17 of the reinforced concrete structures were removed and 3 retained for future restoration by others. Contaminated infill was also discovered in the middle of the events area. A 90m x 80m x 1 m cap was installed and the landforms altered to create the events arena around and over the top of the cap

- earlier agreement with Scottish Power about the location of the Doulton fountain in respect of National Grid cables was changed at detailed design stage requiring relocation of the fountain and incurring additional costs
- Glasgow City Council required that the Peoples Palace and Winter Garden should remain accessible to the public during the works. The restoration and relocation of the Doulton Fountain was managed in 5 sections to achieve this
- the cost implications associated with the above were assessed and additional finance was sought from the Heritage Lottery Fund, Glasgow City Council and ERDF. During this process major projects were delayed for financial management reasons
- delays in submitting to the Heritage Lottery Fund to avoid competing with the Kelvingrove Art Gallery application for HLF funding
- the events programme continued and expanded during the project. Major events take two weeks to set up the infrastructure and two weeks to dismantle it. This impacted directly and indirectly on progress and costs.

It is not uncommon for large scale capital projects to suffer delays around unexpected land issues (such as the discovery of contaminated land at Glasgow Green) and the complexity of scheduling key aspects of development.

2.6 Fit with the policy environment

2.6.1 The Glasgow City Council Plan

The Glasgow City Council Plan 2003/2007 is structured around 5 Key Objectives. These are:

- provide accessible, accountable Council services that are effective and offer value for money
- create a cleaner, safer city and a sustainable environment
- promote social inclusion and tackle poverty and improve health and well being
- sustain the physical, social, economic cultural and environmental regeneration of Glasgow

- develop Glasgow's metropolitan role, quality of life, heritage and services.

The Glasgow Green Renewal Project sits well against these Key Objectives. The project has a strong emphasis on environmental enhancement. Glasgow Green is the City's oldest park and is a key part of Glasgow's social and cultural heritage. The key aim of the project was to improve the use of the Green for both Glasgow residents and visitors and as such the project makes a significant contribution to developing Glasgow's metropolitan role, enhancing quality of life and promoting health and well being.

3. THE IMPACT MODEL

3.1 Introduction

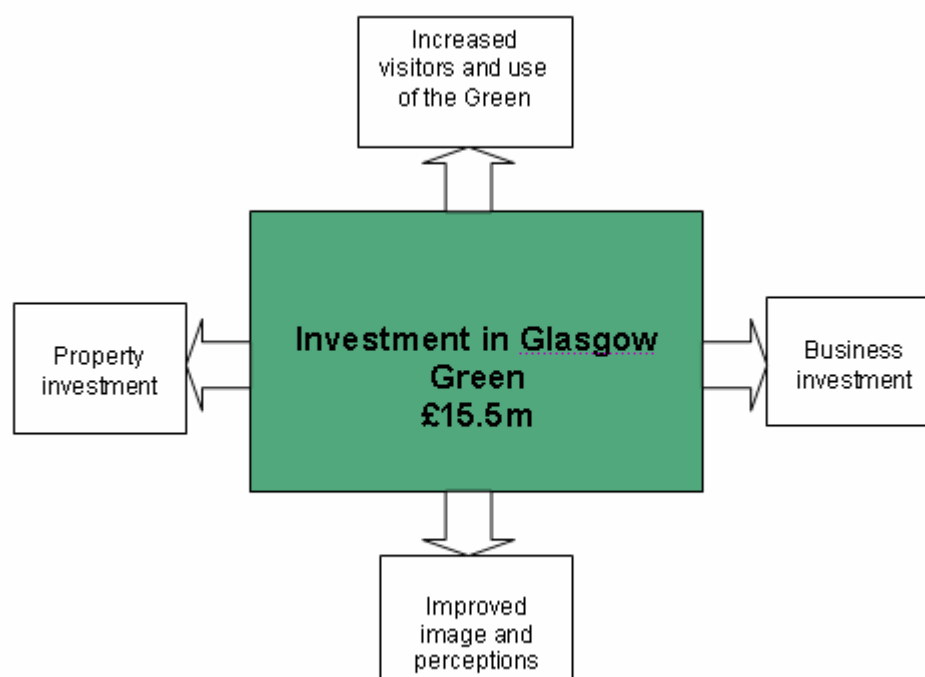
This chapter describes the impact model developed to assess the benefits of the investment in the Glasgow Green Renewal Benefits project. More specifically the chapter covers:

- the impact model
- data sources
- the geographic boundary for the study
- the challenge for the study.

3.2 The impact model

In order to fully identify the changes in the Green over the last 10 years, as well as the contribution of the original investment to those changes, the consultant team developed an impact model to provide a framework for understanding the key benefits that might flow from the project. The impact model assumes that the £15.5 million investment in the Green generates a series of wider economic, community, social and regeneration impacts and attempts to quantify what these might be (Diagram 3.1).

Diagram 3.1: Glasgow Green Impact Model



The model recognised that there had been significant changes in and around Glasgow Green since 1998. At the impact model workshop, the consultants explored with a range of stakeholders what key changes they believed had taken place.

The key changes identified at the workshop are summarised below:

- *residential property investment*: new residential units developed in the area, changes in house prices, increased council tax yield for the City Council and spin off regeneration benefits in other areas
- *business investment*: changes in the number and type of businesses located in the area, impacts on business rates generated, improved perceptions of the area in and around the Green as a place in which to do business, increased productivity for staff
- *increased visitors and use of the Green*: increased numbers of events being held at the green, increased visitors to attractions as well as increased 'day to day' use of the Green
- *improved image and perception*: improvements to the attractiveness of the area to visitors and tourists and increased safety.

3.3 Data sources

This discussion was then used to identify a set of indicators that would help to track and where possible measure that change. The consultants aimed to select indicators which helped describe key changes, that were robust, trackable over time and available for the period 1998 to 2006. The key indicators and data sources selected for the impact model are outlined below.

Figure 3.2 – Key indicators and data sources used in the Impact model

Impact model theme	Key indicator	Key data sources
Residential property investment	Residential units built	Planning consents / GCC
	Council tax revenue generated	Glasgow City Council
	Change in house prices	Registers of Scotland
	Wider regeneration benefits	Consultation evidence
	Value of investment	Funding applications
		Glasgow City Council
		Developer Consultations
Business investment	Number of businesses	Annual Business Inquiry
	Types of businesses	Annual Business Inquiry
	Number of employees	Annual Business Inquiry
	Employment by type	Annual Business Inquiry
	Sizeband of firms	Annual Business Inquiry
	Value of investment	Funding applications
		Glasgow City Council
Business views	Business Consultations	
Events, visitors and use	Number of events	GCC events
	Visitors attending events	GCC events
		Evaluation evidence
	Visitor attraction numbers	Visitor Attraction Monitor
	Day visitors	Visitor Survey
	Visitor spend	Evaluation evidence
Image & perceptions	Visitor perceptions	Visitor survey
	Levels of recorded crime	Strathclyde Police
	Community perceptions	Community councils
	Health & exercise	Visitor survey
		Consultation evidence

3.4 The geographic boundary for the study

In identifying the changes in and around the Green we have sought to capture data at three geographic areas (outlined in Map 1 on the next page):

- *in and around the Green* – using standard data based on the G40 1 postcode sector, supplemented by data for part of G1 5
- *the immediate surrounding (or wider) area* - which includes change in a number of nearby neighbourhoods including Oatlands, Hutchesontown, the Gorbals and Bridgeton (see map 1 overleaf)
- *Glasgow City* - which we have used as a comparator data set to track relative changes for the first two areas.

Map 1: Geographic Boundary for the Study

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3.5 The challenge for the study

The following chapters present data on the key changes for each of the indicators and other evidence of change for at least two of these geographic areas. The chapters present a compelling story of the wider regeneration and change that has taken place in this part of the city over the last 10 years. At the end of each of the following four chapters we also present conclusions on the extent to which the Glasgow Green Renewal project has made a direct contribution to these changes.

4. RESIDENTIAL PROPERTY INVESTMENT

4.1 Introduction

This chapter draws on the residential property investment in and around the Green using the data from the impact model developed for the study as well as evidence from key consultations. More specifically this chapter covers:

- potential outcomes of residential property development
- the changes in and around the Green
- changes in the wider area
- the impact on residential property investment.

4.2 Potential outcomes of residential property development

The impact model seeks to identify key measures of change in the property market that might result from the investment in Glasgow Green. A review of the literature² on the subject suggests that investment in greenspace that focuses on vision, attractive appearance and appropriate context can bring substantial improvements. The key improvements cited in the literature include:

- capturing developer interest which leads to the further development of other properties in the locale
- increased land and property values, which in turn leads to increased property prices and greater collection of local taxes
- greater marketability of areas, with an increase in interest and desirability of the area, which in turn leads to new residents moving in to the area
- wider regeneration of the area as well as adjacent sites with developments facilitating further growth and improvement in the area as well as nearby sites

² Including: Morris Hargreaves McIntyre (2006) *A Literature Review of the Social, Economic and Environmental Impact of Architecture and Design*. Scottish Executive.
Scottish Executive (2001) *A Policy on Architecture for Scotland*, Scottish Executive.
Carmona.M, Magalhaes.C.D and Edwards.M (2002) *Stakeholder Views of Value and Urban Design*, Journal of Urban Design, 7:2 pp145-169.

- job opportunities as the developments themselves create employment, but also through the development of facilities to meet the needs of new residents moving into the area.

4.3 The changes in and around the Green

The main changes that the model aimed to pick up on included:

- scale of residential development
- council tax generated
- change in house prices
- employment.

4.3.1 Scale of residential developments

There have been a substantial number of new residential developments since 1998. Data supplied by Glasgow City Council suggests that there have been 1,504 new residential units developed in and around the Green³. This includes:

- 401 units at the St Andrews Square / Homes for the Future Development
- 183 units at Templetons on the Green
- 241 units at Main Street.

This development will have attracted a number of new residents to the area (both from within the city and beyond). Assuming an average of 1.5 persons per residential unit developed this would amount to 2,256 new residents moving into the area. Given that these new residents will be predominantly owner occupiers (and purchasing properties with an average value of £68,000) we can estimate their income at around £30,000. These new residents are likely to have brought significant extra spending power to the area.

³ Based on the G40 1 postcode and part of the G1 5 postcode sector

Table 4.1: Residential Development at Glasgow Green

Development	Number of Units
St Andrews Square / Homes for the Future	260
Homes for the Future Phase 2	141
The Merk Building	38
London Rd/ Arcadia St	202
Main Street	241
Verde	92
The Green Glasgow	75
89 James St	12
23 Greenhead St	15
Templetons on the Green	183
11-61 Newhall St/ 310-344 Main St	157
Greenhead Works	88
Total	1,504

The City Plan Policy RES 3 (Residential Greenspace Standards) allows for housing developers to provide a financial contribution to the improvement and maintenance of existing local off site council owned green spaces and facilities. Contributions received through RES 3 are assigned to Land Services who use the finance to bring forward a number of additional projects across the city to compliment its annual park development programme.

There are 5 potential RES 3 contributions from residential property developments in and around Glasgow Green. These include:

- 4 developments which could potentially contribute up to £50,000 each from sites at Templeton Street, Charlotte Street and Greenhead Street
- 1 development which could potentially contribute between £50,000 to £90,000 at Newhall Street.

This is a further benefit from the residential property developments around the Green which provides additional resources to the Council that can be used to finance additional projects in the local area.

4.3.2 Council tax generated

The new and continuing development of residential properties at Glasgow Green has increased the stock of housing in the area. This has led to a subsequent increase in the value of council tax generated in and around the Green.

In 2006 the value of council tax generated from the area was £2.1 million. This was up £695,515 (47%) on the amount collected in 1998. This is a

substantial benefit that amounts to over half a million pounds more council tax collected per year in the area. Given that some of the developments have only been completed recently we estimate that since 1998 the council will have taken around £2.5 million in extra council tax from the area.

This provides strong evidence that the investment in the Green has had an impact on the value of local taxes, which was outlined as a key benefit of investment in greenspace from the review of literature.

Table 4.2: Council Tax Generated in and around the Green

	1998	2006	Change 1998-2006	
			Number	Percentage
Glasgow Green	£1,468,164	£2,164,679	£695,515	47%

The new property developments have also had a positive impact on the mix of socio-economic groups in the area as there is now a more even spread of properties across council tax bands. This is an important change, as the area has been associated with deprivation and low demand housing in the past. In 1998 35% of properties were in band B, while in 2006 the greatest proportion of properties were found in Band C. In addition, there is now more properties in Band E and F which gives the area a better mix of income groups than in the past.

This greater mix of income groups is important in the longer term regeneration and development of the area as owner occupiers (who are the group moving into the area) are widely believed to invest in the area which leads to further development of facilities and services⁴. The evidence therefore suggests that this will support the wider regeneration and development of the area.

Table 4.3: Residential Units by Council Tax Band, 1998-2006

	1998		2006	
	Number	Percentage	Number	Percentage
Band A	465	34%	473	28%
Band B	471	35%	538	31%
Band C	386	28%	586	34%
Band D	38	3%	93	5%
Band E	1	0%	26	2%
Band F	0	0%	1	0%

4.3.3 Change in house prices

House prices are a key reflection on the desirability of an area. As such assessing this change in and around Glasgow Green is a key component of the impact model.

⁴ EDAW (1997) *Crown Street Regeneration Project Mid Term Review*, Scottish Enterprise.

There has been a substantial increase in the house prices in the Glasgow Green area and an increase in the number of property transactions which suggests that the area is becoming more desirable. The data shows that:

- the average house price has increased by £22,818 (50%) to reach £68,640 in 2005
- the number of property transactions in the area has increased from 30 in 1998 to 134 in 2005
- the value of property transactions has increased from £1.3 million in 1998 to £9.2 million in 2005. This amounts to a 569% increase in value.

Table 4.4: Property Transactions, 1998-2005

	1998	2005	Change 1998-2005	
			Number	Percentage
Average House Price	£45,822	£68,640	£22,818	50%
Value of Transactions	£1,374,650	£9,197,705	£7,823,055	569%
Number of transactions	30	134	104	347%

Across Glasgow as a whole the average house price in 2005 was £122,400. This was greater than the average house price for the Glasgow Green area (£68,640) but hides a high degree of variation across the area. In 2005 prices in and around the Green ranged from £10,000 to £250,000. This highlights that the residential property prices at the Green are in some cases higher than the Glasgow average.

Over time though, house prices in Glasgow have increased faster than at the Green. Between 1998 and 2005 house prices in Glasgow increased by 111%, compared to 50% for the same period in around the Green. This reflects the general buoyancy in the property market in Glasgow and the large number of exclusive developments throughout the city.

4.3.4 Employment

The investment in the Green has also resulted in a series of employment outcomes. This can be split by direct job outcomes as a result of the investment and jobs that result from the residential property developments in and around the Green.

The first uses the ERDF claim form to record the number of direct jobs generated. This counts the employment that has arisen as a result of the original £15.5 million investment. In total 4 new jobs were achieved in the parks service, meeting the target set. In addition 162 construction job years

were created, as a result of the original investment, against a target of 143. This amounts to attainment 13% above target. More specifically the construction employment included outputs against European funding priority groups:

- 10 jobs for women, beating the target set by 1 job
- 5 people under the age of 25 securing employment, meeting the original target set
- 41 jobs for people from Social Inclusion Partnership (SIP) areas. This exceeded the target by 17%, or 6 more jobs than originally planned.

Table 4.5: Employment Outcomes from the Investment

	Target	Achieved	Attainment against target
Parks - new jobs created	4	4	100%
Construction job years	143	162	113%
(Construction jobs People under 25)	(5)	(5)	(100%)
(Construction jobs – women)	(9)	(10)	(111%)
(Construction jobs – SIP residents)	(35)	(41)	(117%)

The second estimate counts the wider construction employment benefits from the new property developments in and around the Green. Based on a ratio of 1 job for every £300,000 of investment⁵ we can estimate that the new developments on the Green will have supported a further 319 construction job years.

The scale of employment opportunity outlined above supports the view that investment in greenspace and built heritage can bring about employment opportunities through further development and regeneration of surrounding areas.

4.4 Changes in the wider area

The review of the literature suggested that a key benefit of targeted interventions can be the wider regeneration of adjacent sites. As such we outline the changes in the wider area in relation to:

- residential developments
- wider regeneration benefits.

⁵ Based on Scottish Enterprise guidance

4.4.1 Residential developments

While there have been a number of developments in the immediate vicinity of Glasgow Green, there has also been a number of other wider developments in the Gorbals, Oatlands and East End. We have focused on the largest developments as there is a better developed evidence base for these.

The Crown Street regeneration project was a landmark inner city development designed to regenerate the Gorbals part of the city. Investment of £170 million has resulted in the development of 1,871 new homes in the area. Furthermore, developments at Queen Elizabeth Square worth £11.5 million has resulted in the development of over 500 new homes highlighting the significant scale of development in the wider area.

These developments will be complemented by the planned £200 million Oatlands regeneration which will result in over 1,200 new homes which will add a further development to the wider area.

Table 4.6: Residential Development in Surrounding Area

Development	Number of Units	Investment
Crown Street	1,871	£170,000,000
Queen Elizabeth Square	520	£11,500,000
Oatlands	1,275	£200,000,000
Total	3,666	£381,500,000

4.4.2 Wider regeneration benefits

The review of literature on investment in greenspace, built heritage and design suggests that a potential outcome is wider regeneration of surrounding areas or at least a spur to further development.

Evidence from the consultations suggests that the Glasgow Green Renewal programme has played an important complementary role to the developments referred to on the previous section. This linking role was described in a number of ways:

- the Green is an important and accessible greenspace for residents of these wider developments – and importantly negative perceptions have been removed
- the Green is an important, and attractive, route for pedestrian and cycle traffic to reach the City Centre and the east end
- the improvement of existing visitor attractions (the Doulton Fountain and Peoples Palace) and the location of other businesses such as the East End brewing company has created the development of a leisure destination

- each of these factors are believed to have played an important role in increasing the attractiveness of the east end as a whole and has helped in the marketing of new residential developments in the surrounding area.

Approaching regeneration in an integrated and complementary fashion is one of the key themes in the Scottish Executive regeneration policy statement *People and Place*⁶. The policy statement specifically highlights improvements in land values in the Gorbals and Glasgow Green area as a result of public investment. The document states that 'after a decade of pump priming expenditure, the level of subsidy fell to the extent that Phase 2 of Homes for Future was built without subsidy and with a substantial positive land value. This essentially increased the value of the land from a nominal £100,000 per hectare to £300,000.

The evidence would therefore appear to suggest that the Glasgow Green Renewal project has had an important regeneration role in the immediate area but also in the wider area around the East End and Gorbals parts of the city. This fits with the wider regeneration theory cited earlier in the review of literature.

4.5 The impact on residential property investment

The early part of this chapter has highlighted some of the substantial changes in the property market in and around Glasgow Green and the wider area. A key question for the study however is to assess the specific contribution that the £15.5m Heritage Lottery funded renewal programme made to bringing about these changes.

To do this GEN carried out telephone and face to face interviews with a number of property developers who have been involved in bringing forward residential developments in the area over the last few years.

These consultations suggest that the Glasgow Green Renewal project has made an important contribution to the wider regeneration of the east end and highlighted a number of key messages.

Importantly it was recognised that the Glasgow Green area is likely to have been one that was attractive to developers in any case – it has a number of advantages for residential development, including proximity to the city centre, for jobs, shopping and leisure and offers a historic setting.

⁶ Scottish Executive (2006) *People and Place, Regeneration Policy Statement*

Nevertheless the consultations suggested that the Glasgow Green Renewal project has made a number of important contributions to bringing forward residential development over the last 8 years:

- *quality of development* - the Renewal programme has helped mitigate some of the negative perceptions that were held of the Green. In addition by creating a more attractive setting some developers suggested that this had increased the quality and nature of the development they believed was viable in the area
- *complementarity* - the Renewal programme was viewed as an important complementary element of a wider range of interventions that have made a significant contribution to the enhancement of the Glasgow Green area for property development. Key amongst these interventions was the Homes for the Future project, phase one of which coincided with the beginning of the Renewal programme
- *timing and investor confidence* – the Renewal programme and Homes for the Future were recognised as an important statement of intent on the part of the Council and other partners to the sustainable regeneration of the Glasgow Green area. The consultations suggested that this had brought forward other residential developments more quickly than would otherwise have been the case
- *the snowball effect* – finally developers suggested that a key outcome of the earlier developments has been a ‘snowball effect’ with other, much more marginal sites to the edge of the Green now being considered as viable development options. This is reflected in higher values, and increased developer interest.

Based on this evidence we have assumed that in the absence of the Park Renewal Programme taking place, residential property investment in and around the Green would have been of smaller scale, have taken longer and might have been of lower quality. We would estimate that the level of additionality attributable to the project is between 30% - 50%. In terms of the outcomes identified throughout this section this would equate to net benefits in and around the Green in the region of:

- 500 - 750 additional new residential units
- £800,000 - £2 million of additional council tax revenue generated
- £3.0m - £4.5 million of additional residential property transactions
- 165 - 245 construction job years associated with residential property development.

We have assumed that there has been no displacement from these developments. The period from 1998 – 2006 has seen a significant increase in developer interest in city centre and edge of centre residential development. Major developments have taken place in the City Centre (at George Square and Queen Street), in the Merchant City, and along Glasgow Waterfront. In essence therefore it is difficult to argue that residential development at Glasgow Green has been at the expense of other development sites in and around Glasgow.

5. BUSINESS INVESTMENT

5.1 Introduction

This chapter draws on the business investment in the Green using the data from the impact model developed for the study as well as evidence from key consultations. More specifically this chapter covers:

- potential outcomes of business investment
- changes in and around the Green
- the changes in the wider area
- the impact on business investment.

5.2 Potential outcomes of business investment

The impact model seeks to identify the key changes in business investment that could result from the Glasgow Green renewal programme. The literature review⁷ of the relationship between greenspace investment and business investment identified a number of potential benefits including:

- having a positive impact on firms' location decisions
- higher tax and rate collections from businesses, which essentially provides a tangible return on investment to the city council.

The review of the literature on the subject also suggests that there are business operation and performance benefits for new and existing businesses from investment in greenspace. These can include:

- improved worker recruitment, retention, satisfaction, creativity and morale as a result of the pleasant physical environment that parks and greenspace offer
- following on from this more tangible benefits around increased sales and productivity
- sending a positive message to clients by being located in a prestigious location.

⁷ Including: Morris Hargreaves McIntyre (2006) *A Literature Review of the Social, Economic and Environmental Impact of Architecture and Design*. Scottish Executive.
Scottish Executive (2001) *A Policy on Architecture for Scotland*, Scottish Executive.
Carmona.M, Magalhaes.C.D and Edwards.M (2002) *Stakeholder Views of Value and Urban Design*, Journal of Urban Design, 7:2 pp145-169.

5.3 Changes in and around the Green

The main changes that the model aimed to pick up on included:

- change in the number and type of businesses
- change in employees and sector
- change in value of business rates
- business views.

5.3.1 Change in the number and type of businesses

Over the period 1998 to 2006 the data suggested that the total number of businesses in the area increased by 16% (or 30 businesses) from 192 in 1998 to 222 in 2006. This growth was faster than the increase across the city (3%).

Table 5.1: Change in Businesses, 1998-2004

	1998	2004	2006	Change 1998-2006	
				Number	Percentage
Glasgow Green	192	162	222	30	16%
Glasgow	19,720	20,270	n/a	550*	3%*

2006 is an estimate based on recent business figures from the Glasgow Valuation Roll and discussions with the owner of Templeton's

** This calculation is based on the change in Glasgow between 1998 and 2004*

Discussions with the owner of Templeton's Business Centre have confirmed that occupancy rates at the Centre have increased significantly over the last few years. On taking over the Centre there was approximately 250,000 sqft. of commercial space in the Centre, of which 30,000 sqft. was occupied.

Restructuring of the existing business space and improved marketing meant that the total space given over to commercial development has been reduced to 140,000 sqft, the majority of which is currently occupied. The developers estimate that somewhere between 600 – 700 people are currently employed within the Centre in 60 different businesses, and this could increase by a further 150 when a new anchor tenant occupies a further 30,000 sqft of business space next year.

Viewing this evidence, and that from the Annual Business Inquiry (ABI) in tandem suggests that the actual number of businesses in and around the Green has increased since 1998.

5.3.2 Change in employees and sector

The data suggests that the number of employees in and around the Green has also increased, rising from 1,800 in 1998 to 2,300 in 2004. This amounts to 500 more jobs in the area or growth of 28%. Again, this is faster than the increase in employment across Glasgow as a whole.

Table 5.2: Change in Employees, 1998-2004

	1998	2004	2006	Change 1998-2006	
				Number	Percentage
Glasgow Green	1,800	1,700	2,300	500	28%
Glasgow	347,200	393,400	n/a	46,200*	13%*

2006 is an estimate based on recent employment figures from Templeton's

** This calculation is based on the change in Glasgow between 1998 and 2004*

The businesses that are located locally are largely in the retail & catering sector, though one fifth each are classed as public sector employers and business & financial service firms. These latter two sectors are important as they provide well paid, steady and high value jobs.

5.3.3 Change in value of business rates

The total value of rateable properties in and around the Green has increased from £1.3 million per year in 1998 to £1.5 million in 2006, an increase of 15%. This means that around £957,500 more in business rates will have been generated from the area since 1998.

These trends are all the more positive when considered against a real terms decline in business rates since 1998. Charges for firms are down from 47p on the pound in 1998 to 44p on the pound in 2006 for properties under £10,000 in value. There has also been little change in and around the Green in terms of property values (used to determine the rateable value) which suggests that the overall change of 15% reflects the increasing number of businesses located in and around the Green and not an increase in rates.

This indicates that the properties currently used by businesses are larger and that the increase in take up of space at the Templeton Business Centre, in particular, are having a positive impact.

The review of the literature suggested that investment in greenspace could generate increased revenue from business rates. The evidence above suggests that this has been the case on the Green.

Table 5.3: Rateable Value, 1998 and 2006

	Value		Change 1998-2006	
	1998	2006	Number	Percentage
Glasgow Green	£1,298,900	£1,490,400	£191,500	15%

5.3.4 Business views

The interviews with businesses focused on:

- the location decisions of companies
- the key business benefits of being located on the Green
- their views on the investment programme and change in the Green over time.

The consultations with firms revealed that most located on the Green because it provided the environment and space they wanted for their business. One business also specifically mentioned the regeneration at the Green as a key factor in their decision to invest in the area. They felt that the change in image had added a degree of prestige to the area which was viewed positively by customers and therefore provided a key rationale for investing in the area. The Green was therefore perceived to offer the locational benefits of being near the city centre with a pleasant greenspace environment.

Firms generally felt that their location near the Green offered a number of key business process benefits that included improved worker retention and satisfaction as well as increased morale. This stemmed from the pleasant environment that the Green offers. Firms felt that these benefits were important to their operation.

There was also some evidence from firms that they experienced increased sales and turnover as a result of their location – though this was more to do with the visitor element and not as a result of the positive environment for staff. For some businesses there was a reliance on the visitors to the Green for their income and as a result they could cite impact. There was a belief that since the investment there had been an increase in the use of the Green which had led to a corresponding increase in their sales and turnover. Businesses that were not reliant on visitors for sales or business, however, could not cite any harder benefits around turnover or sales to the location.

Finally, firms were questioned about the investment programme and their views on changes to the area. All businesses were unanimous that the Glasgow Green Renewal project had made a significant difference to the physical environment and image of the Green and that it had impacted positively on their firm (even if they couldn't cite direct turnover or sales benefits).

5.4 The changes in the wider area

The impact on the wider area in relation to business is much more difficult to determine. This is further complicated by the area's proximity to the city centre and the fact that the Green is not a business space.

There is clear evidence now that high profile multinational firms are attracted not just by issues around skills, business property and infrastructure but also quality of life and greenspace. Research released by the Department for Communities and Local Government⁸ identified quality of life as one of six critical drivers of economic performance. In particular those cities with a good mix of assets around environment, distinctive architecture, cultural facilities, diverse housing stock and access to natural amenities were better placed to compete than those who lacked them.

Glasgow Green provides something under each of these categories such as the pleasant environment of the park itself, the world renowned architecture of the Doulton fountain, the cultural facilities at the People's Palace/Winter Gardens and diverse housing stock covering the Homes for the Future development, Verde and now Templeton's on the Green.

This suggests that the recent renaissance in Glasgow's economic and employment performance is being supported (albeit in a small way) by the attractiveness of Glasgow Green and specifically as a result of the investment programme in the area.

5.5 The impact on business investment

The chapter has suggested that there have been significant changes to the business base in and around Glasgow Green over the last 8 years. The data we have presented suggests that overall:

- the number of businesses in and around the Green has increased to over 220, up from around 190
- total employment has increased from 1,800 to an estimated 2,300
- since 1998 an additional £960,000 of business rates have been generated from these businesses.

Identifying the contribution that the Renewal project has had on the business investment is complicated. A number of factors have to be taken into account:

⁸ Parkinson.M, Hutchins.M, Simmie.J, Clark.G, Verdonk.H (2004) *Competitive European Cities, Where Do the Core Cities Stand* ODPM

- the net change figures presented above mask significant churn in businesses and jobs – in effect the overall number of new businesses who have moved into the area and indeed businesses that have moved away, or failed will be much higher
- anecdotal evidence and indeed the consultations with developers suggest that on balance the types of jobs and businesses that have moved into the area are higher value – especially in the Templeton Business Centre. Some of the businesses consulted placed high value on the environmental quality and benefits offered by their location near to the Green
- the development of the Green as a key tourism and leisure destination is also attracting investment from bars and restaurants, which was difficult to envisage in the area 8 years ago
- it is not inconceivable that without the Glasgow Green Project the overall number of businesses might have fallen over the last 8 years. Indeed this has been the experience of a number of other areas in the East End.

At the same time some of these changes in the business base are likely to have taken place in any case. Where the Glasgow Green Renewal Project has potentially had most impact though is around tourism and leisure businesses, and in attracting higher quality tenants to the Templetons Business Centre, particularly those who place a high value on the environmental quality of the area.

Beyond this it is difficult to offer a robust estimate of the direct contribution that the Renewal project has had. Instead we would offer the following indicative estimate. If the Glasgow Green Project was responsible for attracting 10% of the jobs there in 2006 (a relatively modest proportion) then the project would be responsible for:

- attracting 20 new businesses
- supporting 230 jobs
- generating £96,000 of additional business rates revenue since 1998.

6. EVENTS, VISITORS AND USE

6.1 Introduction

This chapter draws on the development of event space and visitor attractions in the Green using the data from the impact model developed for the study as well as evidence from key consultations. More specifically this chapter covers:

- potential outcomes from investment in visitors and events
- use of event space
- visitor attractions
- day visitors
- visitor spend
- the impact on events and visitors.

6.2 Potential outcomes from investment in visitors and events

The impact model seeks to identify the key changes in the number of events, use of the Green and attendance at visitor attractions that could result from the investment programme. A review of the literature⁹ on the subject suggests that investment in events space, tourist attractions and wider infrastructure improvements can have substantial benefits on the use of parks and facilities. Some of the key impacts of investment include:

- events space increasing use of an area which in turn leads to wider regeneration
- an increased number of visitors going to attractions which increases visitor spend in the area
- the longer term use of areas as a result of developments with a particular focus, such as concerts or play events.

⁹ Including: Morris Hargreaves McIntyre (2006) *A Literature Review of the Social, Economic and Environmental Impact of Architecture and Design*. Scottish Executive.
Scottish Executive (2001) *A Policy on Architecture for Scotland*, Scottish Executive.
Carmona.M, Magalhaes.C.D and Edwards.M (2002) *Stakeholder Views of Value and Urban Design*, Journal of Urban Design, 7:2 pp145-169.

Consultations with event organisers suggest that this has been a notable success on the Green, with a greater number of events being held and more people using the space and facilities.

6.3 Use of event space

Overall, we would estimate that there are around 40 or so events on the Green each year and that this has increased over time. From these events we conservatively estimate that around 356,000 people attend per annum and that the number of visitors has been growing over time.

6.3.1 Number of events

In total Glasgow City Council have a record of 42 separate events booked to take place at Glasgow Green in 2006. From this we have developed a typology of events to assess the use of the Green. This breaks down as:

- 16 events classed as sporting events. This covers the Lung run, Race for Life, the Great Wee Scottish Walk and the JogScotland 5km challenge amongst others
- 10 events classed as major events. This includes Maydaze, The Glasgow Show, Fireworks, Sport Relief, The Proms and the World Pipe Band Championship
- 16 events classed as niche events. These are specialist events that would attract a particular audience and include such things as theatre performances, funfairs and particular events such as Architecture Week.

Table 6.1: Events at Glasgow Green in 2006

Category	Number
Major	10
Sports	16
Niche	16
Total	42

No comprehensive records have been kept covering the full list of events held at Glasgow Green from before 2006. As such we have developed a list of the main events based on a selection of available records and consultations with key staff from the City Council.

We estimate that since 1998 there has been at least 49 major events with Maydaze, the World Pipe Band Championships and Glasgow Fireworks being held in every year. There have also been a series of other notable events including Gig on the Green, which was held at Glasgow Green from 2000 to 2003 and since 2004 a series of charity and fun runs.

Over time there has been an increase in the number of events for which we can find records. The implication is that more events are taking place in Glasgow Green than in the past. For example, the Proms in the Park is a relatively new event that has made the Green its home as have other major high profile events such as Sport Relief.

These trends appear to support the view in the literature that investment in event space and the infrastructure of parks can lead to positive change in use.

6.3.2 Visitors attending events

It is not possible to get a definitive count of visitors for all events. As such we have aimed to estimate the number of visitors based on evaluation evidence, recent council records and consultations with key City Council staff.

In 2006 we estimate that there has been over 356,000 people attending the events held on the Green. This breaks down as:

- 299,000 people attending the major events such as the Fireworks, World Pipe Band Championship and Glasgow Show. This accounts for 82% of all visitors to events
- 55,000 people attending the sporting events held on the Green such as the Fresh and Low Great Scottish run, Tour of Britain and Lung run. This amounts to 16% of all visitors to the events at the Green
- 8,000 people attending niche events, or specialist events that would attract a particular audience including theatre production, funfairs and other more specific events such as architecture week. This amounts to 2% of all visitors to the events at the Green.

Table 6.2: Estimates of Visitors Attending Events 2006

Event	Number of Attendees
Major	293,000
Sporting	55,000
Niche	8,000
Total	356,000

The above visitor estimates support the propositions in the literature that investment in parks and events space can bring substantial numbers of new visitors to an area. The sheer scale of visitors suggests that this has certainly been the case at the Green.

6.4 Visitor attractions

6.4.1 Visitor numbers

The main visitor attraction at Glasgow Green is the Peoples Palace and Winter Gardens. This attraction has seen an increase in use since 1999 as more visitors come to the Green. The Visitor Attraction Monitor for Scotland shows that in 2005 340,000 people visited the Peoples Palace in 2005, up 46% on the 1999 total of 235,000 people.

Table 6.3: Visitors to the Peoples Palace and Winter Gardens

	1999	2001	2003	2005	Change 1999-2005	
					Number	Percentage
Visitors	235,000	298,000	181,000	340,000	105,000	45%

Furthermore, recent data shows that 55% more people visited the Peoples Palace in 2005 than in 2004. The report¹⁰ notes that this substantial change can be attributed to the opening of the Doulton Fountain and the Glasgow Green Renewal Programme.

This increase in visitors was in contrast to the 12% decline in visitors to the Edinburgh Botanic Garden and the lack of any change in Visitors to the Glasgow Botanic Gardens.

Using data supplied by the Peoples Palace there has been a significant increase in visitors to the Peoples Palace and Winter Gardens since 1998. These figures include the 18,000 structured educational visits to the Peoples Palace by school pupils since 1998. This provides more evidence to the theory that investment in greenspace leads to a greater number of visitors and more use of existing facilities.

There are also wider spin off benefits around people viewing the Doulton Fountain. Glasgow Bus Tour Operators now visit the Green on a daily basis. The firm estimate that around 16,000 people now get off to visit the Peoples Palace or use the Green. While these people will be picked up in the visitor numbers above the evidence from the firms suggests that significantly more people now get off to visit than in the past.

In addition, Commercial Tour Bus visits to the Doulton Fountain have increased since the completion of the Renewal project. Estimates suggest that as many as 16,000 people a year may be stopping to view and photograph the fountain. Given that the people on the tours are not stopping for any length of time, we can assume that their number are not included in the visitor figures. This suggests that there are a large number of 'visual visits' to the Green.

¹⁰ Moffat Centre (2005) *Visitor Attraction Monitor*, Glasgow Caledonian University

6.5 Day visitors

Evidence from the visitor survey suggests that the Green is being used more frequently than in the past and that a greater proportion of visitors are coming for the first time, with most visiting the Green to go for a walk.

6.5.1 Number of visitors

The 2006 visitor survey shows that most visitors to Glasgow Green use the park several times a week. In 2006 48% of survey respondents picked this option, up from 24% in 2001 (when a similar visitor survey was carried out). Furthermore, 23% of the visitors in the 2006 survey suggested that they had visited the Green a few times in the past 2 years. For 10% it was their first visit to the Green, down from 13% in 2001.

The implication is that more people are using the Green on a regular basis than in the past. This provides clear evidence of change in use of the Green.

Table 6.4: Frequency of visit to Glasgow Green

	2001 Visitor survey	2006 Visitor survey
Several times a week	24%	48%
Several times a month	19%	13%
A few times in the past 2 years	n/a	23%
Once in past two years	n/a	6%
First visit	13%	10%

6.5.2 Use of the Green

Visitors to the Green were asked what the main reason for their visit was. The main reason cited by survey respondents was to go for a walk, cited by 32% of visitors. This was up from 26% in 2001. Other key activities arising from the survey included:

- visit to the peoples palace/winter gardens (18%)
- using the park as a shortcut (12%)
- space for children to play (8%).

In many respects these answers point to the use of the facilities on the Green for children to play and to visit the Peoples Palace. Further, the use of the park as a shortcut highlights the role of the area as a key node between the City centre, Merchant city, East End, Gorbals and Oatlands. This idea of Glasgow Green being a key link between areas such as the Gorbals and East End and the City Centre was discussed in the section on property and this evidence further supports the case.

It also shows that basic usage of Glasgow Green is increasing, which was suggested as an impact of wider investment.

Table 6.5: Main Reason for Visiting the Park

	2006 Visitor Survey
To go for a walk	32%
Visit to peoples palace/winter gardens	18%
Shortcut	12%
Space for children to play	8%
To walk a dog	7%
To enjoy the park, its gardens and open spaces	6%
To take part in/watch a major event	4%
Visit to Douulton Fountain	3%
Sport/Physical activity	3%
Other	7%

6.6 Visitor spend

We calculate visitor spend by following a number of phased stages. This involved:

- identifying the number of events held each year since 1998
- developing estimates of the number of people attending the events and visiting the Peoples Palace/Winter Garden
- we then exclude those who came from within the city council boundary
- we then only count those people for which the visit to the event or Peoples Palace/Winter Gardens was their primary reason for coming to the city
- we then multiply the number of additional visitors from beyond the city councils boundary by visitor spend for each category of visitor (major event visitor, sporting event visitor, niche event visitor and Peoples Palace/Winter Gardens visitor)
- we then estimate the wider benefits in the economy of the visitor spend using tourism specific multipliers.

The end result is that the events on the Green since 1998 have generated £37.3 million of gross visitor spend. This amounts to:

- £56.7 million of gross sales in the wider economy

- £15.3 million of gross wages and salaries
- 77 gross jobs, or full time equivalent jobs supported by the net expenditure each year.

This suggests that the events and visitors to the Green generated a substantial economic benefit for the wider economy of the city which fits with the theories emerging from the literature review.

6.7 The impact on events and visitors

The information above suggests that there have been a number of positive changes in the use of the Green covering increased day visitors, more people visiting the attractions and a greater number of events and event visitors. Evidence from the consultations suggested four clear trends:

- there has been a substantial increase in the scale of events that have been taking place on the Green for a number of years
- new events are now being held on the Green that would not have been attracted to the city without the development of the events space
- the improvements to the physical infrastructure of the Green have led to an increase in day visitors, making visits to the visitor attractions in and round the Green
- the improvements to the physical infrastructure of the Green have led to an increase in day visitors using the Green for leisure activities.

In total we would estimate that there are now around 750,000 visitors a year to the Green who fall into the first three categories¹¹.

Over the period from 1998 – 2006 we estimate that the visitors to the Green who have attended events or visited the People Palace have generated a visitor spend of £37.3 million, based on the evaluation evidence provided. Given the previous scale and range of events at the Green and the increase in visitor numbers we estimate additionality to be in the region of 40-60%. This would amount to net visitor spend from 1998 to 2006 of between £14.9 million and £22.4 million. This would translate into:

- net sales in the wider economy between £22.7 million - £34 million
- net wages and salaries of between £6.1 million - £9.2 million

¹¹ We do not have an estimate for the number of day visitors using the Green for Leisure purposes.

- between 31 – 46 net jobs per year.

It is important to recognise that these impacts would be realised over the whole city, and not just in and around the Green. Further, the larger events such as the World Pipe Band Championships generate a substantial impact on their own as a result of their ability to attract overseas visitors. Overall, the investment has generated a substantial economic impact.

7. IMAGE AND PERCEPTIONS

7.1 Introduction

This chapter presents evidence on improvements to the image and perceptions of Glasgow Green. It draws on a number of sources including the impact model developed for the study, evidence from key consultations and data from the 2006 visitor survey carried out by external consultants. More specifically this chapter covers:

- potential outcomes from investment in image and perception
- visitor perceptions
- visitor feelings of safety
- levels of recorded crime
- community cohesion
- health and exercise
- the impact on image and perceptions.

7.2 Potential outcomes from investment in image and perception

The impact model seeks to identify the key changes in image and perception of the Green that could result from the investment in the Green. A review of the literature¹² on the subject suggests that investment in greenspaces can result in a number of outcomes including:

- the encouragement of local people in the restoration process, which will have a longer term impact on regeneration
- greater feelings of safety through the improvement/development of natural surveillance (through better pathways and lighting) and CCTV
- the improvement to social interaction, exercise, health and wellbeing through improved facilities and safer places

¹² Including: Morris Hargreaves McIntyre (2006) *A Literature Review of the Social, Economic and Environmental Impact of Architecture and Design*. Scottish Executive.
Scottish Executive (2001) *A Policy on Architecture for Scotland*, Scottish Executive.
Carmona.M, Magalhaes.C.D and Edwards.M (2002) *Stakeholder Views of Value and Urban Design*, Journal of Urban Design, 7:2 pp145-169.

- the strengthening of civic pride, increased vitality and social value through good design.

The above indicators are more challenging to measure than some of the harder impacts covered earlier in this report. However, the indicators collected as part of the impact model, in collaboration with the consultation evidence, provides some clear trends since the investment.

7.3 Visitor perceptions

The views of those using the Green was assessed by way of a visitor survey. This provided a detailed review of the opinions of those using the Green and provides some valuable information on their perceptions. The results of the survey are compared with a similar survey conducted in 2001.

The key message from the recent survey was that visitors hold the Green in high regard and that there has been significant positive change in perception and use. The key trends include:

- 45% say that their perceptions of Glasgow Green are more positive than 5 years ago, with only 2% saying less positive
- 70% thought the Councils money was well invested in renewing Glasgow Green
- an improvement in the perception of the buildings in the area increasing from 7% of those surveyed in 2001 finding the building attractive to 63% in 2006. While there has been a subtle change to the questionnaire this still represents a significant improvement
- an improvement in the perception of the Clyde, increasing from 9% in 2001 to 58% in 2006
- less than half of the visitors surveyed felt that the facilities and public transport to be very good, though this is still a major improvement on the position in 2001.

While there are some differences in the questions asked the most recent survey shows that visitors see the Green in a positive light and that there has been significant improvement across the board in the physical environment, infrastructure and facilities.

Table 7.1: Visitor thoughts on attractiveness

	Very attractive		Change 2001-2006 Percentage Point
	2001	2006	
Buildings	7%	63%	+ 56
Facilities	9%	45%	+ 36
The Clyde	9%	58%	+ 49
Public transport	7%	46%	+ 39

7.4 Visitor feelings of safety

The 2006 visitor survey outlines the current view of visitors on how the Glasgow Green Renewal project has affected safety. The poor reputation and image of the Green as a venue for drug dealing and prostitution was a major reason for the investment in the Green and has been a major perceptual barrier to the promotion and development of the area. However, the most recent survey suggests that there has been a major change in perception and people now view Glasgow Green as safe and secure.

The latest survey reveals that:

- 75% of visitors surveyed believed that the CCTV cameras had improved safety a lot
- 74% of those surveyed felt that the realignment/resurfacing of paths and new lighting along paths had improved safety a lot
- the park rangers service (67%) and help information points (65%) were also seen as helping to improve safety a lot.

The key issue is that there appears to be a much more positive attitude about the Green and in particular the feeling of safety experienced by visitors.

Table 7.2: Impact of Development on Safety

Do you think that recent developments have improved safety...	A Lot	To at least some degree
Realignment/resurfacing of paths	74%	94%
Park ranger services	67%	82%
New lighting along paths	74%	86%
Help information points	65%	81%
CCTV video cameras	75%	90%

7.5 Levels of recorded crime

One of the key aims of the Glasgow Green Renewal project was to improve the use of the Green through tackling issues of crime and disorder, and in particular, drug dealing and prostitution. This was to be achieved partly

through the use of CCTV cameras strategically placed at key points on the Green.

Police crime statistics show that the number of crimes committed in the Police Beat 11 area, which included the Green, declined by one third between 1998/99 and 2005/06. Further:

- crimes of indecency, which includes prostitution, declined by 96% (172 crimes) between 1998/99 and 2005/06
- drugs/ weapons offences were static between 1998/99 and 2005/06. Across Scotland as a whole these offences increased by 42%¹³ for the same period
- non sexual crimes of violence were also relatively static. This is despite the increased number of people using the Green since 1998.

The literature suggests that CCTV can improve feelings of safety and security by reducing crimes in certain areas. The evidence above suggests that there have been some substantial successes on the Green that would support these arguments.

Table 7.3: Recorded Crime in Police Beat 11*, 1998 and 2006

	1998	2006	Change 1998-2006	
			Number	Percentage
Non sexual crimes of violence	19	17	-2	-11%
Crimes of indecency	180	8	-172	-96%
Crimes of dishonesty	164	79	85	52%
Fire, raising, vandalism, etc	32	49	17	53%
Drugs/weapons	38	37	-1	-3%
Other crimes	165	192	27	16%
Total Crimes	598	382	-216	-36%

* Police Beat 11 covers Glasgow Green and the Barras, Gallowgate to Saltmarket

7.6 Community cohesion

Consultations with the Calton Bridgeton Community Council suggest that the investment programme has had a major impact on the perception and use of the Green.

The key benefits cited by the community council covered:

¹³ Scottish Executive (2006) *Recorded Crime in Scotland, 2005/06*

- the transformation of the Green from a place felt to be unsafe by residents to a more secure and pleasant greenspace
- improvements to the facilities in the area which had made the Green a more attractive environment for a family day out
- the attraction of foreign tourists, who were perceived as bringing money into the city and the local area
- increased use of the Green by local people on a more regular basis than in the past.

These findings are supported by the Qualitative Review undertaken by Ashbrook Research and Consultancy as part of the visitor survey work commissioned by the City Council. This review also found similar issues around increased safety and use and a much better image than in the past. Key quotes to support this include:

- *"The Peoples Palace and the fountain attract a lot of tourists"*
- *"I now have a child so use the play area and go for walks in the park with her"*
- *"Events on the Green benefit all of the people of Glasgow"*
- *"I feel that the Green has a future now. The Council seem to be taking an interest in it."*

The Green is now also used by the Culture and Leisure Services Education and Access team, who believe that the renewal programme has brought significant benefits.

The Education and Access team provide learning experiences for a wide range of groups and individuals including schools groups, community groups, adults, elderly. This is done through a programme of workshops for schools, a holiday-time activities programme, as well as talks, events and activities for a range of other visitor types. The team also aims to increase access to the museums - not just physical access - but access in its widest sense. This is done through trying to make displays and exhibitions relevant and intellectually accessible, and through projects that encourage excluded groups to use the museum. Over the past year or so the team has been able to incorporate the Doulton Fountain, the adjacent Green Garden, and Glasgow Green as a whole into what they do.

The Education and Access team believe that the people of Glasgow, and in particular the people of the East End, feel a sense of ownership for the museum and Glasgow Green. Projects like this help to improve civic pride

and ensure that the Green and the People's Palace are always places that people feel welcome and at ease, whatever their background.

7.7 Health and exercise

There also appears to be changes in the use of the Green for health and exercise. This takes three main forms:

- the increased number of charity / fun runs that now take place (start/finish) on the Green
- the use of the park for sport/ recreation and leisure
- the improvement of personal wellbeing from visiting the Green.

The increasing number of charity runs and fun runs taking place in the Green will have had a major impact on health and exercise. There were 16 different sporting events scheduled for the Green in 2006 alone and many of these have now been running for the last 2-3 years.

The visitor survey also revealed that the main reason for visiting the Green was to take a walk. Furthermore, a small proportion (3% of those surveyed) had visited the Green to take part in sport/physical exercise. This suggests that the Green is playing a role in the development of health and exercise.

In addition, the visitor survey showed that 46% of those questioned felt that visiting Glasgow Green improved their personal wellbeing to a great extent, while a further 36% felt that it improved their personal wellbeing to some extent.

7.8 The impact on image and perceptions

The evidence cited above suggests that there has been a major change in perception of the Green. The evidence appears to present quite clear evidence that the improvement in image and safety is directly linked to the investment programme.

The evidence is based on the views of those using the facilities and despite some small changes in the questions asked shows some quite dramatic improvement. This trend is consistent the image of the Green, feelings of safety and issues around health and exercise. This suggests that the changes can be directly attributed to the investment programme.

8. ACHIEVEMENTS AGAINST OBJECTIVES

8.1 Introduction

This chapter draws together the findings from the review and looks at achievement against the objectives set for the Glasgow Green Renewal project. More specifically this chapter covers:

- provision of accessible accountable services
- creation of a cleaner, safer city
- promotion of social inclusion
- sustaining the regeneration of Glasgow
- developing Glasgow's metropolitan role.

8.2 Provision of accessible accountable services

The provision of accessible accountable services was a key aim of the investment in Glasgow Green. The investment has met this aim through:

- improving satisfaction with Glasgow Green
- developing the events space
- increasing the use of the Peoples Palace and Winter Gardens
- sensory access and interpretation materials
- assessing peoples views of the investment.

The 2006 visitor survey highlighted a high degree of satisfaction with the area with almost half of the visitors questioned stating that they use the Green several times a week and largely rated the image as very good (52%) or fairly good (37%). Furthermore, visitors believed that the main beneficiaries would be the people of Glasgow (48%) and residents near the Green (10%). However there was also a clear view that tourists would benefit from the investment (30%).

The use of the Green as an event space further highlights the accessible nature of the Green. We conservatively estimate that around 40 events are held each year providing entertainment and services to over 356,000 people.

In addition, the use of the Peoples Palace and Winter Gardens has been steadily increasing since the investment in 1998 which means that there have been around 1.8 million visits to this important museum resource since 1999.

The post implementation review of the investment suggested that sensory access had been improved through changes in fence detail, planting and improved lighting. While interpretation material would introduce schoolchildren, citizens and visitors to the extraordinary significance and history of Glasgow Green.

The final test of the accountability of the investment is the approval of visitors to the Green. When questioned on the Glasgow Green Renewal project 70% of respondents stated that the £15.5 million was well invested. This final point is particularly important as to most people £15.5 million will be a significant sum of money. Providing a positive answer shows just how highly thought of the changes are.

These changes suggest that the renewal project has helped to deliver accessible and accountable services.

8.3 Creation of a cleaner, safer city

The Glasgow Green Renewal project has transformed the Green from an area associated with drug dealing, prostitution and a poor physical environment to a greenspace that can be enjoyed by Glasgow residents and visitors.

There have been a number of major changes which suggest that the project has met this aim. These are focused on:

- improvements in the physical environment
- specific developments aimed at improving safety
- police crime and offence statistics.

Firstly, visitors surveyed on the environment, including buildings, the River Clyde, signs and access, personal safety and leisure facilities, were overwhelmingly positive. In the case of the river Clyde and buildings over 90% rated these as good.

Secondly, the visitor survey revealed that recent developments around realignment of paths, CCTV video cameras and new lighting had improved safety to at least some extent.

Finally, the police statistics for the area suggest that the number of recorded crimes have declined by around one third since 1998/99. This includes some particular successes around prostitution, which has declined substantially,

and drug offences, which has remained static at a time when it has been increasing across Scotland as a whole.

The Glasgow Green Renewal Project has therefore played a role in the creation of a cleaner, safer city.

8.4 Promotion of social inclusion

The Glasgow Green Renewal Project has also met the aim of promoting social inclusion. It has achieved this objective in two main ways:

- through the construction employment associated with the investment and surrounding developments
- through meeting standards for disabled users.

The initial £15.5 million investment in the Green generated 162 construction job years including 41 jobs for SIP residents, 5 jobs for people aged under 25 and 10 jobs for women.

The Post Implementation Review also notes that the developments have been audited by the Adapt Trust to ensure that the needs of the disabled are met. Their opinion is that every part of the Green, Winter Gardens and Peoples Palace is accessible to the disabled.

These changes suggest that the project has helped to promote social inclusion.

8.5 Sustaining the regeneration of Glasgow

The Glasgow Green Renewal project is but one small part of the wider regeneration of the city. The Green, however, plays an important linking role in the wider regeneration of the East End and Gorbals, Hutchesontown and Oatlands parts of the city.

The investment can be seen as developing a regeneration arc that links the City Centre and Merchant city with the East End and Gorbals. All of these are key priorities for regeneration and in many respects each has their own specific and unique plans. These individual regeneration plans are joined up through the development at Glasgow Green. The Green has a long link with the Gorbals and East End and by improving the access through the Green it creates impetus for development in the wider area that links in with specific investment in these areas. This link was highlighted in the Scottish Executive regeneration policy statement.

The Glasgow Green Renewal project has therefore played an important role in sustaining the regeneration of Glasgow.

8.6 Developing Glasgow's metropolitan role

While the Glasgow Green Renewal project had an aim to improve the services offered to Glasgow residents there was also a desire to develop Glasgow's metropolitan role.

The project has met this aim due to the profile of visitors who attend events and visit the key attractions on the Green.

Evaluation evidence of a number of events held at the Green show that a proportion of visitors come from beyond the city. For example the visitor profile of those attending the Glasgow Proms shows that 29% were Glasgow residents, while 71% were from beyond the city boundary. Even events such as the Glasgow Show, which has a city focus, has a significant proportion of visitors from beyond the city boundary. More specifically 71% of visitors at the 2005 Glasgow show were from Glasgow, while 29% were from beyond the city boundary.

This highlights that the improvements made at the Green as a result of the investment has had a metropolitan impact.

9. Conclusions and Key Learning

9.1 Introduction

This chapter summarises the findings from the review and looks at the overall impact of the Glasgow Green Renewal project.

The core purpose of the project revolved around an investment of £15.5 million to develop the physical fabric and infrastructure of the Green, improve safety and lighting as well as developing services and attractions for events and visitors.

At the same time however the Heritage Lottery Fund Application to support the physical improvements made reference to the fact that this investment had the potential to generate significant economic and social benefits in the area around Glasgow Green and Glasgow as a whole. This review has been commissioned to explore the extent to which these social and economic benefits were achieved and to provide robust evidence in support of these benefits.

9.2 Conclusions

The study has demonstrated that the Glasgow Green Renewal Project has delivered a series of key economic, social and regeneration benefits to the Green, the wider area and the city as a whole.

The main changes on the property market at the Green (and beyond) include:

- 1,504 new residential units in the area including the landmark Homes for the Future developments
- a 47% increase in council tax from the area amounting to around £2.5 million since 1998
- a greater mix of property types in the area, including a better mix of income groups
- an increase in the average house price in the area to £68,640 in 2005
- total employment gain of 166 jobs from the initial investment (mostly in the construction sector)
- Glasgow Green acting as a key node linking the developments in the city centre and merchant city with the East End and the Gorbals.

These outcomes fit very closely with the expected benefits of successful short term area improvement schemes and in particular investment in greenspace.

The main changes in the business base include

- a 15% increase in business rates from the area, amounting to just under £1 million since 1998
- businesses viewing the location as a key selling point for their company
- improved business processes around staff motivation, retention and morale.

The outcomes around area attractiveness and increased tax revenues from investment are clearly demonstrated above. However, the wider benefits of a growing business base are less evident from the data. This information does hide some important changes around the take up of business space at Templetons, the opening of the West Brewing Company, Deli on the Green and the plans to develop Inn on the Green as a hotel and for flats. As a result of this we estimate that the number of employers and employees has increased in the area over the last 2 years.

The main changes around events visitors and use include:

- over 40 events now held on the Green per year
- over 2.2 million people have attended events at the Green and 1.8 million people have visited the Peoples Palace and Winter Gardens since 1998
- increased use of the Green and more first time visitors using the space
- between 40%-60% of the visitor spend from the Green can be attributed to the investment programme.

There have been some major improvements in the use of the Green, including day to day use, visits to the Peoples Palace and as an events space. These fit very closely with the expected benefits of investment in greenspace outlined in the literature review as do the substantial benefits around visitor spend and wider economic impact.

Finally, the main changes in safety and perception of the Green include:

- improved perception of the physical environment

- a clear view amongst visitors that the investment in the Green had improved safety
- a fall in recorded crime of around one third
- the Green playing a role in health and exercise through the fun runs and charity runs now held there as well as more day to day use for sport and exercise
- people believing that attendance at the Green improves their personal wellbeing.

These wider changes also fit with the expected benefits outlined in the literature around safety, improved perceptions, improved mental and physical wellbeing.

Overall, the Glasgow Green renewal project appears to have met its objectives and delivered significant benefits to the Green, the wider area and the city as a whole.

9.3 Key Learning

A final aim of the study was to identify key lessons from the project which might inform the development of future projects, and the consideration of future funding bids.

The most obvious lesson from the study is that investment in greenspace does have the potential to deliver significant economic, social and regeneration benefits. The study has confirmed that these come from a number of areas, including:

- attracting visitors to attractions and events, which in turn generates additional visitor spend
- sending signals to, and building confidence in, the residential investment market and encouraging developers to invest more, quicker and in a higher quality of development than would otherwise have been the case
- influencing business location decisions and improving the attractiveness of an area to employers and employees alike
- increasing the range and volume of uses in a place, and addressing issues of image and perception, particularly around safety.

This study has represented one of the first attempts to quantify these benefits in a robust and transparent way. As a result we would offer three observations:

- there is a need for social, economic and regeneration benefits to be explored more fully in relation to other investments in greenspace
- it is important to recognise however that different greenspace projects are likely to make different contributions in terms of economic, social and regeneration benefits, both in terms of scale and the relative balance of benefits that emerge
- we would hope that the data presented and the conclusions drawn in this report generate some debate about the most appropriate ways of measuring economic, social and regeneration benefits of greenspace investment. This study should be viewed as a starting point in that debate, and not necessarily as a definitive approach that is suitable for evaluating investment in all types of greenspace.

Our consultation process also suggested that a number of other factors also helped support some of the impacts which emerged as a result of the investment in the Glasgow Green project:

- the scale and nature of investment in Glasgow Green, one of the five City Parks, has been unique with total capital funding of £15.5 million
- the investment in the Green was part of a wider approach to the regeneration of the east end and the east end of the City Centre – and there was significant complementarity with projects such as Homes for the Future and the regeneration of St Andrews Square
- the investment in Glasgow Green also took place at a time of rising residential property values and strong market interest in city centre, and edge of city centre housing. The existence of these market conditions made the capturing of benefits much easier
- the investment programme sought to reinforce and enhance the performance of pre-existing visitor assets and activities (such as the Peoples Palace and major events such as Mayday) – again this gave a strong basis on which the visitor impacts emerged.

While these factors might be hard to replicate in other greenspaces across the city, it suggests that future investments in greenspace should be timed to coincide and reinforce wider regeneration activities and exist to build upon existing economic and visitor assets.