

C I T Y

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W E L C O M E T O G L A S G O W

Powerhouse of the Scottish economy, Glasgow is the business, cultural, sporting and academic heart of Scotland and one of Europe's most vibrant and cosmopolitan cities.

It is Scotland's largest city with a population of more than 626,000 people at the centre of a metropolitan region of 1.8 million people which generated £42.9 (€50.6) billion Gross Value Added (GVA) in 2018, 30% of the Scottish total. The Central Belt Region (Glasgow and Edinburgh) is home to 3.5 million people, making it one of the 20 largest urban regions in Europe.

The forecast is for the Glasgow metropolitan population to grow at a faster rate than in Lisbon, Helsinki and Amsterdam, and as fast as New York, Los Angeles and Paris. Between 2018 and 2035, this equates to a growth of 175,000 residents, around 130% more than the population growth recorded between 2000 and 2018.

Glasgow has one of the most highly skilled and flexible workforces in Europe with 77% of the population of working age (between 16 and 74). A working age population of 1 million is within a 45-minute commute, and 2 million within an hour.

Top businesses choose Glasgow for many reasons. Primary reasons include the quality and loyalty of the flexible and qualified workforce, the cosmopolitan feel of a large city, great access, world-class and cost-effective office space and one of the most sophisticated telecommunications environments in Europe. With one of the youngest populations in Scotland and over 46% educated to degree level, finding and retaining staff is easy.

Glasgow is firmly establishing itself as a knowledge city. It now benefits from a very strong higher education attainment by European standards and the percentage of people employed in knowledge-intensive occupations also continues to increase. With more than 185,000 students from 140 countries, Glasgow's metropolitan region has the second largest student population in the UK and has more international students studying in competitive universities than almost any medium-sized city (1-3 million) in the world.

A preferred destination for an ever increasing number of FTSE 100 and AIM listed companies, it is now widely acknowledged that Glasgow represents a mature global investment proposition for corporate and real estate investment



CITY COMMENTARY

-BUSINESS AND THE ECONOMY





STUART PATRICK, CHIEF EXECUTIVE, GLASGOW CHAMBER OF COMMERCE

If there is one statistic that captures the reason why Glasgow's economy grew at a solid 4% in the last year, it is the city's performance in cultivating high level skills. Glasgow regularly reports as second only to London amongst the UK's largest cities for the share of the working age population having achieved graduate level qualifications. That strength also stands up to international comparison with Glasgow ranking in the top 15% of European regions.

It helps that Glasgow is the only city outside London in the UK to have 2 universities ranking in the top 40 nationally and to be one of only 9 major European cities with a global top 75 university. Together the city's universities and colleges are producing one of the UK's healthiest supplies of graduates in financial and business disciplines, in life sciences and in engineering, design and advanced manufacturing.

It also helps that the city is good at retaining its graduates once they have completed their degrees not least through a combination of a high disposable income and the UK's most affordable major housing market.

That in turn explains why Glasgow is consistently ranked in the top 100 most innovative cities in the world and why alongside an unusually large financial services industry for a city of its scale, Glasgow has an expanding role in some of the industries shaping the new industrial revolution.

Quantum engineering, low carbon industries, space communications, financial technology and

precision medicine are just a handful of the sectors where you will find the very best of academic research talent working alongside a fast-growing community of innovative technology companies.

During 2019 the evidence was plentiful of investments and commitments which are consolidating the diversification of Glasgow's economy. The University of Strathclyde launched the Glasgow City Innovation District surrounding its city centre campus with a plan to double the existing Technology Innovation Centre zone. M Squared Lasers opened its new quantum research facility in the zone developing equipment such as the UK's very first commercial quantum gravimeters and accelerometers.

Work also began on the Advanced Manufacturing Innovation District Scotland next to Glasgow Airport which will include the National Manufacturing Institute and the Medicines Manufacturing Innovation Centre.

The University of Glasgow continued the build of its new £90.6 (€106.9) million state of the art James McCune Smith Learning Hub with a capacity for 2,500 students and several buildings including the £113 (€133) million Research Hub are emerging from the site of the old Western Infirmary. The announcement was also made of the plans for the Clyde Waterfront Innovation Campus in Govan devoted to nanofabrication and photonics.

In the International Financial Services District the physical evidence is emerging of investment decisions made by Virgin Money (Clydesdale Bank), Barclays, JP Morgan and the HMRC who are all continuing to build the scale of the city's financial and business services sector.

Glasgow City Council reported on its Connectivity Commission setting out recommendations for bold investments in the city's transport infrastructure and the very first phase of a new Glasgow Metro linking Glasgow Airport to the rail network was confirmed for delivery through the Glasgow City Region City Deal. ScottishPower also committed to a bold plan to help Glasgow achieve its ambitions to become Scotland's first net zero carbon city.

Nothing could be more relevant to Glasgow's engineering heritage than finding technological solutions to climate change and the announcement that the city will host the United Nations Climate Change Summit COP26 in 2020 will supercharge the business community's enthusiasm for finding solutions and will certainly emphasise Glasgow's own role in tackling the issue. Glasgow Chamber itself is an enthusiastic advocate of the circular economy as one route and plans for a circular strategy for Glasgow companies and the city itself will also progress through the next year.

COP26 also becomes the latest example of legacy from the investment made in the city's conferencing and events infrastructure for the 2014 Commonwealth Games. The Scottish Events Campus and the SSE Hydro arena continue to excel with the Hydro once again being the second busiest concert venue in the world. The Emirates Arena delivered the 2019 European Indoor Athletics Championships and will be one of the many venues involved in the inaugural UCI Cycling World Championships in 2023. Glasgow being announced as the world's leading events and festivals destination at the World Travel Awards in Oman is just one accolade the city received in 2019 and helps explain the growth in the city's tourism economy.

Whilst the political and economic context is forever changing Glasgow has every reason to be confident that its future is secure.



CITY COMMENTARY

- COMMERCIAL REAL ESTATE





DOUG SMITH, CHAIRMAN SCOTLAND, CBRE LTD

If construction cranes on the skyline are any measure of development activity in a city, and that is in turn an indicator of economic strength, then Glasgow is doing well.

There are more cranes around the city than have been seen for some time.

But behind this apparently simple statement there lies a more complex, but pleasingly positive picture, for there are two key differences in this cycle of development activity compared to those that have gone before.

First, the activity covers multiple sectors. Projects on site or due to commence very soon span the office, hotel and residential sectors.

Second, the projects in the office sector are underpinned by occupiers who are either expanding, in some cases significantly, or consolidating their employment in Glasgow.

And that is a very strong proposition from which Glasgow can look forward with confidence.

The aim of the City, and the agencies which look to promote it, is to secure economic and employment growth.

Speculative real estate development certainly has a role to play in that equation, and Glasgow has opportunity for more of that, but ultimately development is about occupiers,

for it is they who will drive development and investment interest and activity.

Companies staying, expanding or choosing to locate in Glasgow for the first time create the jobs which in turn sustain a wide range of retail. leisure and other businesses.

And Glasgow is good at attracting these companies.

Recent completions of significant new buildings for Scottish Power and Morgan Stanley are now being followed by similar projects of scale. Virgin Money (Clydesdale Bank), HMRC and JP Morgan Chase will each see many thousands of staff re-locate into bespoke, modern and efficient new buildings.

In terms of hard numbers, office take-up in Glasgow was 856,410 sq ft in 2019, 262,655 sq ft higher than Edinburgh's 2019 take up (593,755 sq ft) and 22% above the five-year Glasgow average of 701,000 sq ft.

And the biggest project of all is the new development at Buchanan Wharf on the south side of the Clyde which will see Barclays Bank almost double their headcount, bringing more than 2,000 new high-quality jobs into the city.

But what lies behind this growth in jobs?

The CBRE Tech Cities report looks at UK cities outwith London and measures their competitiveness to attract new investment. In 2019 Glasgow improved its ranking to come second. A combination of skills, demographics, education (across schools, colleges and universities), cost effectiveness and a strong cultural sector creates a strong proposition in an increasingly competitive environment, with only Manchester ranking higher.

Creating, attracting and retaining talent is a key challenge and as Glasgow continues to perform well in this area businesses will respond.

And all of this contributes to making the city of Glasgow "investable".

Historically dominated by Scottish and UK domestic investors, Glasgow is now attracting significant levels of investment from international sources. Germany, Singapore, Korea, South Africa, United States and many more all now feature on the list of countries from which investors into Glasgow originate.

And this is particularly pleasing given that these investors, who are able to make global choices about where to deploy capital, have Glasgow on their list of investment locations.

But it is equally true that challenges - some might say opportunities - still exist, especially in the office sector, where little speculative space is yet in the pipeline. Consider these statements from a CBRE report:

"shows a latent demand for better quality space,

"when this latent demand is compared with future supply, considerable shortfalls of high-quality space in prime locations are indicated"

Wise words as we look towards the start of a new decade?

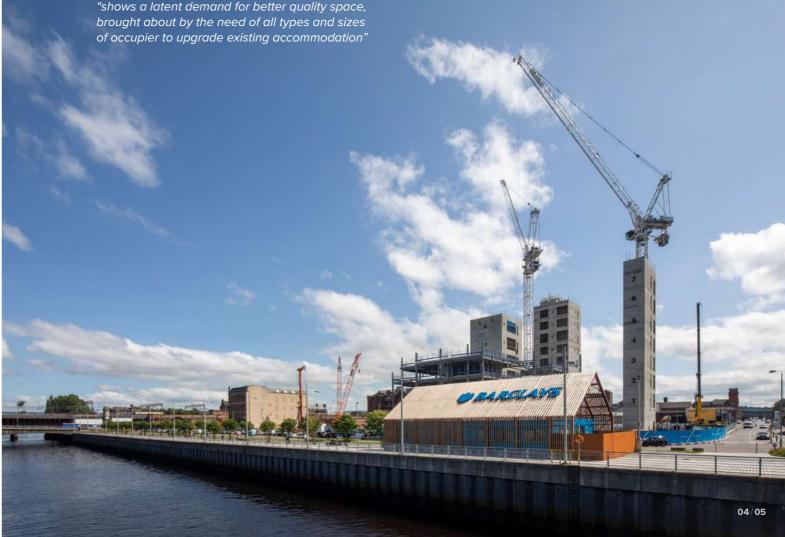
Not exactly.

These statements come from a CBRE report prepared in spring 1986, after which there followed one of the most sustained periods of new development that the city has seen.

And I can see clearly the same opportunity now emerging.

Current strong economic and employment development and investment activity.

As we enter a new decade there exists in Glasgow an opportunity for a fresh and exciting new cycle of development and investment to support those who live, work and enjoy their leisure time in this dynamic city.



WHY GLASGOW?

10 KEY REASONS



1. GLASGOW'S POPULATION IS GROWING AND URBANISING

Population growth is on a strong upward curve. The share of people living in and around the city centre continues to increase driven by the demands of a vibrant younger workforce and a growing appetite for city centre living. Glasgow is a genuine metropolis and borrows scale from its wider (Central Belt) region, home to 3.5 million people and one of the 20 largest urban regions in Europe.



2. GLASGOW'S SKILLS AND TALENT BASE IS ON THE UP

Glasgow is now a city of applied knowledge. By European and global standards, a very high share of the city's workforce has achieved a high level of education and qualification. The talent base is also boosted by the globally impressive number of international students that call Glasgow home, particularly in essential business disciplines such as finance, engineering and life sciences.



3. GLASGOW'S JOBS BASE AND ECONOMY HAVE GROWN AND DIVERSIFIED

Glasgow has been through a very clear cycle of growth and diversification, strongly growing its jobs base, halving its unemployment rate, and honing strengths in high productivity sectors such as finance and business services and creative industries, transforming the entire city region into a very powerful economic engine. This trend is forecast to continue, with the Glasgow City Region expected to secure nearly half of all new Scottish jobs over the next decade.



4. GLASGOW: A MATURE INVESTMENT PROPOSITION AND AN ESTABLISHED BUSINESS HUB

Glasgow is an established destination for corporate and real estate investment. The city's maturing status as a preferred location for FTSE 100 and AIM listed companies, and a national leader in insurance, shipbuilding and whisky production, is helping to attract a range of investors and businesses of all sizes. With a large International finance and business services sector still expanding, and development underway for three new innovation districts, Glasgow is witnessing an unprecedented range of investment activity across all real estate sectors.



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5. GLASGOW IS RENEWING ITS CAPACITY FOR INNOVATION AND INGENUITY

A runner-up for the European Capital of Innovation Award, Glasgow has developed strong commercial edges in nanotech, health and life sciences, digital media, energy and advanced manufacturing, is a global capital of the space and satellite industry, and is a UK leader for FinTech education and meetups. The city's overall innovation and start-up eco-system is now improving faster than most major European cities due to its pipeline of new innovation districts, improved networking, and policies to strengthen entrepreneurship.



6. GLASGOW'S UNIVERSITIES AND COLLEGES EXCEL, SERVE BUSINESS AND FUEL INNOVATION

Glasgow is the only city in the UK outside of London to have 2 universities ranking in the top 40 nationally. City universities and colleges achieve global reach and resonance, are re-connecting the city with its DNA of creativity, engineering and design. Alongside world-leading research capabilities, Glasgow's universities also generate high levels of industry collaboration, research council funding, company spin-outs and student satisfaction.



7. GLASGOW'S TRANSPORT, DIGITAL AND ENERGY INFRASTRUCTURE PROVIDES SCALE AND REACH

Glasgow has the scale and capacity of infrastructure to access much wider markets and also achieve regional resilience. An important node in the European airport network, Glasgow's international air connectivity is very high by global standards. The cluster of national renewable energy groups in the Glasgow City Region makes it a global leader in green energy sources. Glasgow is also a gateway city, home to the UK's 2nd busiest non-London railway station, and also an adopter with the highest long-range Internet of Things (IoT) coverage and 3G/4G signal strength among UK core cities.



8. GLASGOW IS A DESTINATION AND TRUSTED HOST FOR EVENTS AND EXPERIENCES

Glasgow is internationally recognised as a destination in its own right because of its hospitality, retail appeal, and ability to host high-level meetings and events. The city is a proficient and creative year-round host of large-scale conventions, accommodating significant increases in tourist visits and growing demand for cultural experiences. The Glasgow Convention Bureau was named the UK's Best Convention Bureau for a world-record 13th year in a row at the influential Meetings and Incentive Travel (M&IT) Awards in 2019.



9. GLASGOW FITS THE LIFESTYLE PREFERENCES OF THE NEW. NEXT AND ESTABLISHED GENERATIONS

Glasgow has achieved significant increases in the city's appeal to millennial and career-age talent in recent years. Disposable income, efficient infrastructure and levels of openness, social cohesion and inclusivity are important differentiators for Glasgow. The friendly Glaswegian spirit, excellent work-life balance and high levels of affordability mean that Glasgow is increasingly seen not only as a place to "get on the property ladder", but also a "place to call home", and a place to return to.



Glasgow's early adoption of sustainable policy in various industries, and its leadership on climate and environmental agendas, has firmly established it as a city that leads by example when it comes to environmental friendliness and sustainability. Glasgow is the first city outside of London to introduce a low-emission zone, the first to introduce an electric bus fleet to its airport car parks, and is the first European convention bureau to receive a Green Tourism award. Glasgow's greenness and renewable energy credentials are set to grow even further as a result of huge investment in the region's Green Network.



WORLD CLASS TALENT AND EDUCATION

Glasgow attracts major international companies because they are able to recruit and retain key staff from a highly-skilled workforce. Glasgow has a consistent track record of developing, attracting and retaining talent, an education system that is highly responsive in preparing the next generation of the workforce via multiple routes, and a high share of people working in higher-level occupations.

TALENT

40% + employees

in the Glasgow City Region are in **higher level occupations**



46% of residents have a degree, well above the

UK average

of 38%

2nd largest student population in the UK

- 185,000 higher and further education students from 140 different countries



Glasgow's universities produce
20,000
graduates
per year



Glasgow ranks No. 1 among UK core cities for the highest number of students and graduates in:

• Finance and Business Services • Digital Technology • Life Sciences • Engineering, Design and Advanced Manufacturing

EDUCATION

The Glasgow City Region has 6 Institutions of Higher Education and 6 Super Colleges educating some 185,000 students from 140 countries each year. 30% of Scotland's higher education students and postgraduate students choose to study in Glasgow. Except for London, Glasgow is the only city in the

UK to have two universities ranking in the top 40 nationally. Glasgow's universities and colleges have a strong track record of working with business to deliver bespoke courses tailored to meet future industry requirements.

No. 1 UK city for graduate retention in 2017/18 with a rate of 51% (Liberty Living 2019)

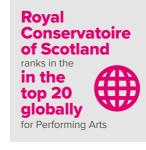


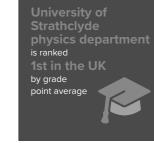


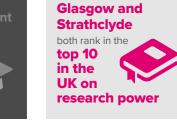
Triple accredited business schools at both the University of Glasgow and the University of Strathclyde - a distinction held by just 1% of the world's business schools

Universities of

Glasgow School
of Art ranks 8th
globally for Art and
Design, or 3rd
in Europe
outside
London















ESTABLISHED GLOBAL BUSINESS HUB

Glasgow has one of the largest city economies in the United Kingdom and is now firmly established as a world-class business destination. Central to this success, is the high level of sector diversification that exists within the city's strong and growing business and industry base, combined with a highly skilled workforce.

Major global companies in business and finance, life sciences, digital technology, engineering, manufacturing, creative industries, maritime services and food and drink have opted for Glasgow as their preferred business location. As a consequence, the city has developed global niche sector strengths, and performs strongly across a range of specialist subsectors including FinTech, general insurance, precision medicine, photonics, design, low carbon and many more.

GLASGOW - STRATEGIC GROWTH SECTORS

Key Sectors	Specialist Subsectors
Digital Technology	FinTech, Software Engineering, Artificial Intelligence, Data Science, and e-commerce and Marketplace.
Finance and Business Services	Asset Management, Banking, General Insurance and FinTech
Health and Life Sciences	Precision Medicine, MedTech, Clinical and Translational Medicine, and Pharmaceutical Services
Engineering, Design and Advanced Manufacturing	Electronics, Photonics and Sensors, Aerospace, Shipbuilding and Marine Energy, Chemicals, Quantum Technology, Space and Satellite Technology, Intelligent Transport Systems, and Medicine Manufacturing
Creative Economy	Advertising, Architecture, Contemporary Art, Design, Animation, Film, TV and Radio, Games Development, Music, Publishing, Software, and Web and Digital Media
Circular Economy	Low Carbon, Renewable Energy, Smart Grid Technology, Clean Technology, and District Heating
Tourism and Events	Sport and Major Events, Conferences and Conventions, Retail, Music, and Culture
Universities and Colleges	6 Institutions of Higher Education 6 Super Colleges

GLOBAL INWARD INVESTMENT

Glasgow was proclaimed the number one city for FDI Strategy in the Large European Cities of the Future 2020/21 category by fDi Intelligence in 2020. Having such an innovative and comprehensive FDI strategy led to Glasgow successfully attracting the largest ever inward investment project in Scotland in 2018. Barclays Bank, already with a significant presence in the city, unveiled its plans to create up to 2,500 new jobs at a purpose-built campus at Buchanan Wharf, a large scale mixed use development at the city centre waterfront.

Many global giants such as JP Morgan Chase & Co and Morgan Stanley initially set up in the city on a relatively small scale before undertaking exponential investment programmes to establish and grow their operations from Glasgow, citing talent and education, a business-friendly ecosystem (currently ranked 4th largest European city for business friendliness) and access to Grade A office buildings and infrastructure as their key reasons for doing so.

Barclays Bank

Barclays decided on Glasgow as the prime location to host its new Northern European Hub to house its technology, functions and operations teams. The move to a new purpose-built campus, part of Barclay's global strategy to create world class banking facilities, will see the bank double the size of its current workforce in Scotland to around 5,000 people, creating 2,500 new jobs and making Barclays one of Glasgow's largest employers. The new campus, currently under construction, will sit at the heart of Drum Property's exciting Buchanan Wharf mixed use development, a new dynamic city centre district, based on the south bank of the world-famous River Clyde.

Scottish Enterprise and Glasgow City Council worked in partnership with Barclays to make the project happen. The Council played an instrumental role in developing a viable project and Scottish Enterprise is supporting Barclays with grant funding of just under £13 million to guarantee that at least 42% of the new positions are of high value and at least 341 posts are designated for disadvantaged groups or people with disabilities.



Argyle Street - Osborne + Co

JP Morgan Chase & Co

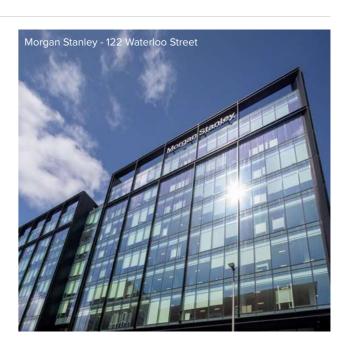
It's more than 20 years since US financial services giant JP Morgan Chase & Co opted for Glasgow as the preferred international city to host its new European Technology centre. Since 1999, JP Morgan Chase's Glasgow workforce has increased from around 50 to 2,000 technology specialists who lead on software development as well as data science and cloud engineering services for its global operations.

JP Morgan Chase is, and has been for a long time, fully committed to the city of Glasgow, in particular because it is able to recruit and retain employees with relevant high level industry skills and qualifications. Further demonstrating its commitment to Glasgow, the company recently disclosed plans to locate all 2,000 city employees into a new 270,000 sq ft Grade A purpose-built office building in the centre of Glasgow's International Financial Services District (IFSD), with extra capacity to accommodate 700 additional staff. The 13-storey building, located at Argyle Street is being developed by Osborne + Co. With planning permission in place, the building is scheduled to open in 2022.

Morgan Stanley

2020 represents the 20th anniversary of Morgan Stanley's presence in Glasgow. In 2000, the company set up in the city with a small team of initially six locally recruited employees to manage a specific settlements function from London. Such was the success of this team another small team joined them very soon after, again recruited locally, to manage a wealth management function. Today, Morgan Stanley's Glasgow operation is its second largest operation in Europe and fifth largest globally having expanded to more than 1,300 employees working across a range of divisions including Operations and Funding, Finance and Technology and Data.

In 2018 Morgan Stanley strengthened its long-term partnership with Glasgow by relocating all company employees in Scotland into a new 155,000 sq ft Grade A purpose-built building at 122 Waterloo Street based within Glasgow's IFSD.





OVERSEAS INVESTMENT IN GLASGOW

Germany

Argyle Street (36-48) (TK Maxx) Bothwell Street (95) Broomielaw (200) Buchanan Street (20-26) Buchanan Street (61-75) Buchanan Street (235) George Square (5) (G1 Building) Queen Street (110) Renfield Street (199) (Broadway 1) West Regent Street (2)

USA

St Vincent Street (319) (St Vincent Plaza) Argyle Street (311-351) Blythswood Square (18) Buchanan Street (155-159) (Stock Exchange Building) Stockwell Street (31-33) (Granite House) Wellington Street (70) (Pacific House) York Street (60) (Capella)

France

Atlantic Quay 2 (45 Robertson Street) Blythswood Square (8-13) (Kimpton Blythswood Square Hotel) Gordon Street (99) (Grand Central Hotel)

New Zealand

West George Street (177-179)
West George Street (201-203)

St Vincent Street (176)

St Vincent Street (145)

Bothwell Street (25) (Allan House)

Singapore

Pacific Quay (70) (The Hub) Waterloo Street (75) (Hotel Indigo) West Regent Street (120)

Spain

Exchange Place (15)
Nelson Mandela Place (4) (The Townhouse)
St Vincent Street (48-72)/Buchanan Street (147)

+ Switzerland

Argyle Street (480) (Cuprum Building) Buchanan Street (55-59) Gordon Street (72-76) (Grosvenor Building)

Jersey

Cadogan Street (5) (Meridian Court) Sauchiehall Street (84-92) Sauchiehall Street (94-102)

Greece

Bothwell Street (73-77) West George Street (163)

Israel

Broomielaw (150) Washington Street (27) (Hallmark Hotel)

UAE

Gordon Street (45) (Ca'd'Oro Building) Sauchiehall Street (165) (The Sauchiehall Building)

South Korea

St Vincent Street (110) Cadogan Street (19) (Equinox Building) Waterloo Street (122)

🛟 Sweden

Argyle Street (275-309) (Radisson Blu Hotel) Jamaica Street (60-96) (Jurys Inn)

Guernsey

Argyle Street (203-205)
Atlantic Quay 6 (55 Robertson Street)

Luxembourg

Douglas Street (55) (Cerium)

Ireland

West Regent Street (119-123)

The Netherlands

Mitchell Street Car Park (81-83)

Canada

St Vincent Street (149) (Sutherland House)

Hungary

Blythswood Street (55)

Thailand

Crowne Plaza Hotel, Congress Road (Scottish Events Campus)

Discalmer: All information correct at time or going to press. This map is for guidance only, siasgow City Council accepts no responsibility for any error or misrepresentation contained in the publication and excludes all liability for loss or damage caused by any reliance placed on the information contained in the map.

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COMMERCIAL REAL ESTATE

M A R K E T O V E R V I E W

Glasgow has been through a very clear cycle of growth and diversification and is now firmly established as a destination for global real estate investment. The city's maturing status a preferred location for FTSE 100 and AIM listed companies has resulted in over £17 (€20) billion in capital investment since 2011, with a new wave of private investment bringing forward a number of planned landmark schemes, across all asset classes, primarily in the city centre.

OFFICE SPACE

Glasgow City Core is the largest office sub-market outside of London. From modern, award-winning, waterfront offices with large floor plates, to the very best converted and refurbished offices, and an impressive choice of flexible and co-working spaces. Glasgow can provide today's employers with a truly sustainable working environment and its standing stock offers an excellent return on investment.

Prime office rental costs remain competitive in comparison to many UK cities with property costs typically 71% lower than London (West End), 12% lower than Manchester and 9% lower than Edinburgh (Cushman & Wakefield, UK Office Market Snapshot Q3 2019).

LEASING

Following on from a record breaking year in 2018, Glasgow continued to perform strongly in the office leasing market in 2019, with an office take-up of 856,410 sq ft, 22% above the five-year city average of 701,000 sq ft.

RENT

With an annual growth rate of 2.7%, average rent growth in 2019 significantly exceeded the city's long-term average and represents some of the strongest growth recorded in this cycle.

SALES

Glasgow continued to see significant investment activity in 2019 with sales transactions totalling £291 (€343) million, and investors availing an impressive average yield of 7.9%.

CONSTRUCTION

Construction activity in Glasgow is at its highest level in over 10 years with just under 1.2 million sq ft of office space currently under construction, 78.4% of which is preleased. (CoStar - January 2020)

MIXED USE

Mixed use development is a key driver in bringing forward new residential, office and leisure development within the city centre.

Planned schemes will deliver future homes, hotels, retail, and workspace and will change how people in Glasgow live, work and socialise.

Major projects include Buchanan Wharf,

Candleriggs Square and Glasgow Harbour.

BUILD-TO-RENT (BTR)

2018 saw the arrival of the BTR sector in Glasgow with the announcement of 3 major developments totalling 1,660 new homes from developers Moda, Get Living and PLATFORM. Over the past two decades Glasgow has seen its city centre residential population rise rapidly, growing faster than the UK average, this is a trend that ensures Glasgow's popularity with BTR developers and investors.

HOTEL

Glasgow's profile as a top international tourism destination has gone from strength to strength. Business tourism, world-class retail, major attractions and global events are all driving demand for additional hotel rooms.

RETAIL

Glasgow is the UK's 2nd largest retail centre by spend and achieves the 2nd highest prime rent in the UK. It is an exciting and extensive retail destination for shoppers and continues to attract new lettings within the core retail areas of the city centre.

2019 MARKET DATA

OFFICE



City Core Office Market

12 Month Sales Volume	Prime Yield	Prime Rent (sq ft)	Vacancy Rate
£291 (€343) million	5%	£32 (€37.76)	7.3%

City Centre Prime Office Rents & Yields

Location	Rents per ft ² (£)	Per m² (€)	Yield (%)
Glasgow	32.00	389	5.00
London (West End)	110.00	1,337	3.75
Reading	38.50	468	5.00
Manchester	36.50	444	5.00
Bristol	36.00	438	4.75
Edinburgh	35.00	425	4.50
Birmingham	34.00	413	5.00
Leeds	30.00	365	5.00
Cardiff	25.00	304	5.50
Newcastle	24.50	298	5.50

(Cushman & Wakefield, UK Office Market Snapshot, 3rd Quarter 2019)

Significant Leasing Transactions in 2019

Address	Size ft ²	Size m²	Occupier
*Argyle Street (One Central)	272,800	25,344	JP Morgan
*177 Bothwell Street (Bothwell Exchange)	65,000	6,039	HFD Managed Office Division
50 West Campbell Street (Princes House)	56,771	5,274	Barclays Bank
*177 Bothwell Street (Bothwell Exchange)	48,780	4,532	Virgin Money
191 West George Street	41,655	3,870	Hilton
151 West George Street	29,438	2,735	CGI
319 St Vincent Street (St Vincent Plaza)	26,910	2,500	ARM
141 Bothwell Street	20,227	1,884	JP Morgan

^{*}Currently under constructio

Grade A Office Pipeline

Address	Size ft ²	Size m²	Developer
177 Bothwell Street (Bothwell Exchange)	313,000	29,079	HFD Property Group
Atlantic Square 1	198,000	18,395	Toylor Clark/DAM
Atlantic Square 2	96,649	8,979	Taylor Clark/BAM
33 Cadogan Street (The Grid)	277,500	25,781	M&G Real Estate
Argyle Street (One Central)	272,800	25,344	Osborne + Co
TIC West	107,700	10,006	Scottish Enterprise
Brown St/Carrick St (Carrick Square)	100,000	9,290	Whiteburn Projects Ltd
20 Cadogan Street (Cadworks)	95,000	8,826	FORE Partnership

Significant Sales in 2019

Property	Price (£m)	Price (€m)	Yield (%)	Purchaser	Source Country (Investor)
110 St Vincent Street	48.40	57.11	5.5	Knight Frank Investment Management	South Korea
123 St Vincent Street	37.75	44.55	7.6	Longmead Capital	UK
2 Atlantic Quay	22.25	26.55	6.3	Corum XL	France
200 Broomielaw	15.60	18.41	10.6	AM Alpha	Germany
180-186 St Vincent Street	14.75	17.40	7.2	Priory RE Ltd	Netherlands
55 Blythswood Street (Spectrum Building)	14.65	17.29	6.3	Futureal (Trinova Real Estate)	European Investor
215 Bothwell Street (Eagle Building)	8.50	10.00	3.7	Commercial Estates Group	UK

INVEST GLASGOW

CITY OF INNOVATION

Glasgow City Innovation District was launched in February 2019, Scotland's first innovation district, with the aim of transforming the way academia, business and industry collaborate to bring competitive advantage to Scotland. Successful innovation districts around the world are recognised for improving productivity, creating jobs and attracting inward investment by bringing together researchers and high-growth firms with technology and creative start-ups, to work side-by-side in vibrant, walkable innovation communities.

Glasgow is the perfect city to foster the development of innovation districts because it has a strong and sophisticated innovation ecosystem - networks of firms, institutions, customer communities, infrastructures, supply chains, labour markets and investment systems that coalesce across the Glasgow City Region. The strength of Glasgow's innovation ecosystem is demonstrated by the recent emergence of two complementary innovation districts in and around the city, namely Glasgow Riverside Innovation District and Advanced Manufacturing Innovation District Scotland.

GLASGOW CITY

INNOVATION DISTRICT (GCID)

GCID is a global hub for entrepreneurship, innovation and collaboration, anchored by the University of Strathclyde. Having secured investment to date of over £100 (€118) million, the district is home to innovative companies and organisations, who locate here to nurture and accelerate inclusive growth, improve productivity and develop world-class talent, research and technology within a vibrant 'live, work, play, innovate' environment. The district is the result of a successful collaboration between Glasgow City Council, the University of Strathclyde, Scottish Enterprise, Glasgow Chamber of Commerce and Entrepreneurial Scotland.

Centrally located in a walkable, liveable 6 x 6 city block area, the district has direct access to the city's motorway network providing direct links to Glasgow and Edinburgh airports, whilst Queen Street and Central stations give access to the Scottish and UK rail network.

The University of Strathclyde is a leading international technological university with an enviable track record in working with industry. The University's Technology & Innovation Centre (TIC) and Inovo industry engagement buildings boast a range of high impact research groups and an impressive collection of high-profile

- Phase I has already seen over £100 (€118) million invested in TIC, Inovo and Tontine. Together these house 18 major research centres and innovation organisations and over 30 innovation companies and SMEs, including the UK's only Fraunhofer site.
- Phase II includes two prepared vacant sites immediately adjacent to TIC and Inovo. Site 1 is 0.4ha and can accommodate 10,000m² of company innovation space and Site 2 is 0.6ha and can accommodate 20,000m² of mixed research and innovation space.

organisations. TIC is home to the Weir Group's Advanced Research Centre and the Fraunhofer Centre in Applied Photonics – **the only Fraunhofer Centre in the UK** - as well as the Engineering and Physical Science Research Council and industry funded Centre for Continuous Manufacturing and Crystallisation.

Alongside TIC, Inovo is home to organisations and SMEs with close links to the energy and enabling technologies sectors, including the Offshore Renewable Energy Catapult, cross-Scotland Innovation Centres in sensors, Industrial Biotechnology and Digital Health & Care Institute, photonics and quantum technology company M-Squared Lasers and med-tech firm Enmovi.

The City Council's business accelerator, Tontine, attracts and nurtures high growth entrepreneurial talent and is spinning out many of Glasgow's growth companies of the future.

> Glasgow City Innovation District



GLASGOW RIVERSIDE INNOVATION DISTRICT (GRID)

The Glasgow Riverside Innovation District (GRID) is a partnership between the University of Glasgow, Scottish Enterprise and Glasgow City Council. Straddling both banks of the River Clyde, GRID offers the city the chance to reimagine its proud industrial heritage for the 21st century and to establish Glasgow's leadership in the hi-tech industries of the future.

GRID will empower the University and its partners to not only form new industrial relationships with dynamic and innovative companies – but to push Glasgow to the next level in industries where it has the genuine potential to lead the world.

The initial focus will be on two world-leading, world-changing future industries in which Glasgow already has a cutting edge, although there will also be work on skills, inclusive growth and creative and cultural ambitions.

Precision Medicine, which promises the 'right drug for the right patient at the right time' has the power to transform the lives of millions of people, whilst at the same time saving the NHS billions of pounds. The next step is to unlock the potential and make Glasgow the leading centre for a genuine revolution in healthcare.



Equally exciting is Glasgow's pre-eminence in quantum technology and nanofabrication. Ambitious plans have been developed for a new Clyde Waterfront Innovation Campus (CWIC) in Govan. Delivering a translational centre that will attract industry, provide local employment and cement Glasgow's status as a world player in these exciting and dynamic new fields.

The development of GRID and the CWIC Campus will be a shared endeavour, working in partnership with local communities and linking with ongoing developments including the Glasgow City Innovation District and the Advanced Manufacturing Innovation District near Glasgow Airport.

ADVANCED MANUFACTURING INNOVATION DISTRICT SCOTLAND (AMIDS)

AMIDS, already home to renowned international manufacturers Rolls Royce, Thermo Fisher, Peak Scientific, Terumo Aortic and Doosan Babcock, will become an internationally recognised centre for innovation, research and advanced manufacturing. The district is adjacent to Glasgow Airport with direct access to Scotland's motorway network and located less than 10 km (6 miles) from Glasgow city centre.

AMIDS will support and reinvigorate Scotland's capabilities across all manufacturing sectors and create thousands of new jobs by providing a high-quality, campus-style environment focused on collaboration between cutting-edge companies and academia to invest in and use best practice to transform manufacturing processes that give Scotland a global competitive edge.



Promoted by the Scottish Government, Scottish Enterprise and the Council, AMIDS has secured significant additional public-sector investment and will be home to:

- National Manufacturing Institute Scotland (NMIS) only such facility in Scotland £65 (€76) million
- Medicines Manufacturing Innovation Centre (MMIC) the UK's first £56 (€65) million
- Lightweight Manufacturing Centre to support the aerospace and automotive industries £8.9 (€10) million
- Infrastructure funding £38 (€45) million

A core 52 hectare (128 acre) greenfield site presents significant and flexible development opportunities at the heart of this exciting emerging innovation district.

INVEST GLASGOW

HIGH QUALITY OF LIFE

AND COST-EFFECTIVE LOCATION

Glasgow is a vibrant city and a fantastic place to live. The cultural, sporting, music, shopping and foodie capital of Scotland, it offers a fantastic quality of life for everyone.

















COST-EFFECTIVE LOCATION

Glasgow is one of the most affordable cities in the UK and Europe, offering businesses and residents excellent value for money while delivering an exceptional business environment.

COMPETITIVE BUSINESS ENVIRONMENT







COST OF LIVING IN GLASGOW



lower when compared to **London**



lower when compared to **Edinburgh**



lower when compared to **Manchester**

(Numbeo 2020)

DISPOSABLE INCOME

Out of 20 major UK cities, employees in Glasgow have the 4th highest level of disposable income (CV Library 2020).

AFFORDABLE PROPERTY MARKET

Glasgow leads the way in Scotland's Build-to-Rent (BTR) market with exciting developments such as Central Quay and Holland Park now underway and several more in the pipeline. Demand for this type of accommodation is being driven, in the main, by the demands of a young professional workforce and a growing appetite for city centre living underpinned by the Council's ambitious City Living Strategy which seeks to significantly increase the population of the city centre over the next 10 years.

Glasgow also has a superb selection of first class housing, including apartments on the River Clyde and generously proportioned Victorian flats in the West End of the city. With large family homes in the leafy suburbs close to high quality school provision, the city offers a perfect solution to a demanding lifestyle and at a very competitive price point and sits just outside the top 10% most affordable major housing markets globally.

AVERAGE PRIVATE RENTAL COST PER CALENDAR MONTH

Property Type	Glasgow	Bristol	Edinburgh	Manchester
1 Bedroom	£606	£845	£1,082	£773
2 Bedroom	£780	£1,135	£1,395	£946
3 Bedroom	£969	£1,414	£2,140	£1,171
4 Bedroom	£1,542	£1,858	£2,593	£1,442
5 Bedroom	£1,784	£2,533	£3,436	£1,849

(Home.co.uk - January 2020

AVERAGE RESIDENTIAL SALE PRICES

Property Type	UK Average	Glasgow	Bristol	Edinburgh	Manchester
All Properties	£235,298	£136,516	£286,432	£277,600	£185,333
Detached	£359,296	£329,333	£536,325	£580,581	£331,558
Semi-Detached	£224,550	£190,322	£349,348	£370,501	£227,623
Terraced	£189,614	£161,560	£291,859	£295,990	£171,452
Flat	£206,357	£117,878	£229,395	£217,103	£163,644

(UK House Price Index - Nov 2019



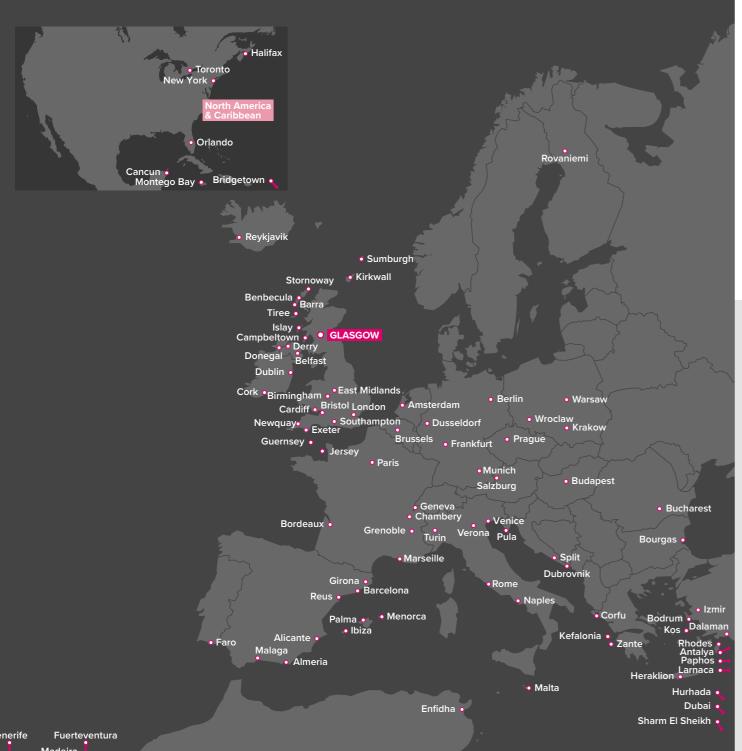
INTERNATIONAL LOCATION

Located on the River Clyde in west-central Scotland, Glasgow sits at the centre of Scotland's only metropolitan region. With a population of 1.8 million the Glasgow City Region is a key driver for both the Scottish and the UK economies. As a result, Glasgow benefits from a well-developed transportation network that ensures excellent access and connectivity.

From Glasgow it is easy to do business in the UK, Europe and beyond.

Gran Canaria

INTERNATIONAL CONNECTIONS FROM GLASGOW AIRPORT





Glasgow Airport Shuttle bus from the airport direct to the city centre every 10 mins. Taxis are always available. Glasgow Prestwick Direct trains every 30 mins to city centre 45 MINS Edinburgh International



strength of local and international transport connectivity and accessibility

Glasgow Airport is Scotland's principal long-haul airport as well as the main freight airport. Located approximately 9 miles west of the city centre substantial recent investment has added new routes and improved facilities while there are further plans for infrastructure investment.

- 150+ destinations worldwide (from Glasgow, Edinburgh and Prestwick)
- Direct flights to North America, Europe, Asia and the Middle East
- 200+ flights daily
- Most European destinations are within a 2 hour flight
- New routes include Frankfurt, Venice, Pula and Sharm el Sheik
- Glasgow Prestwick Airport and Edinburgh International Airport are both within 1 hour from Glasgow city centre

Glasgow is an easy city to find your way around. Built on a grid system, it's compact to navigate, either on foot or by public transport.

RAIL

stations, Central Station and Queen Street Station, and has the largest suburban rail network outside of London. Regular connections to London and major English and Scottish cities makes travel throughout the UK simple.

- Central Station 33 million passengers per year and the main commuter hub
- Queen Street Station £120 (€141.6) million improvement programme
- 20+ trains per day to London
- 8 trains per hour to Edinburgh

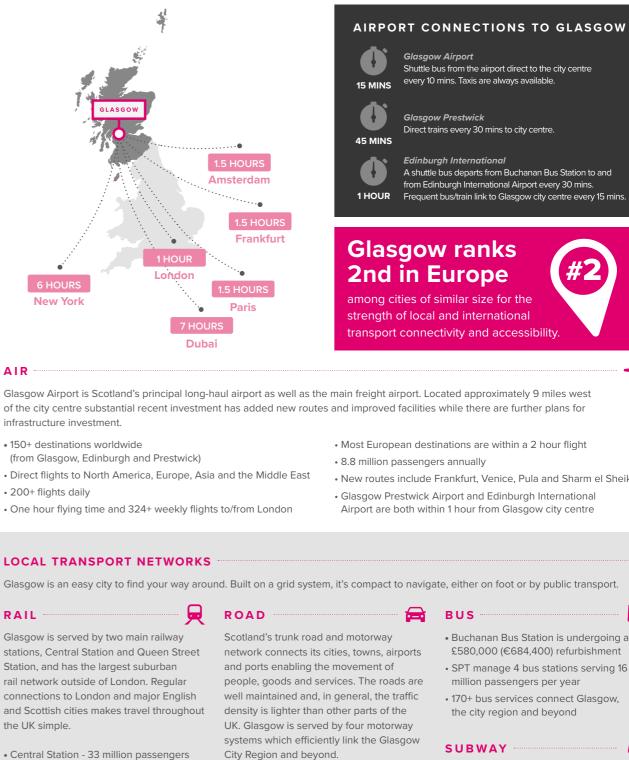
London 4 HOURS 10 MINS Manchester 3 HOURS 30 MINS Edinburah (AVERAGE TRAVEL TIMES)

Edinburgh	1 HOUR 5 MINS
Manchester	3 HOURS 30 MINS
Birmingham	4 HOURS 30 MINS
London ·····	7 HOURS 20 MINS
	(AVERAGE TRAVEL TIMES)

- Buchanan Bus Station is undergoing a £580,000 (€684,400) refurbishment
- SPT manage 4 bus stations serving 16 million passengers per year
- 170+ bus services connect Glasgow, the city region and beyond



- 15 stations
- Runs every 4 mins at peak times
- 13.2 million passengers (2018/19)



AWARD WINNING CITY

TOP LARGE EUROPEAN CITY FOR FDI STRATEGY 2020/21

Glasgow has achieved an outstanding set of results in the prestigious fDi Intelligence 'European Cities of the Future Awards 2020/21. Beating off competition from over 300 cities, Glasgow took first place in the Best Large City for FDI Strategy, reclaiming the title previously won in 2014/15. In the Large Cities categories, Glasgow was awarded:

7th place overall Best Large City; 4th Best Large City for Business Friendliness; and 7th Best Large City for Connectivity.



ONE OF THE WORLD'S BEST PERFORMING FINANCIAL CENTRES

The Global Financial Centres Index (Sep 2019) has ranked Glasgow in the Top 70 of the world's best performing financial centres (out of 104).

Glasgow has the third most important financial centre in the UK and has its own dedicated International Financial Services District.



THE WORLD'S LEADING FESTIVAL AND EVENT DESTINATION

Glasgow has been voted the world's Leading Festival and Event Destination 2019 at the 26th annual World Travel Awards; recognised as the most prestigious honours programme in global travel and tourism. Having been awarded the European title in June 2019, the city beat off strong competition from Singapore; Rio de Janeiro; London; Cape Town and previous doublewinner Dubai to receive the coveted world accolade in November 2019. The prize is voted for by consumers and travel and tourism professionals around the world who recognised the city's commitment to excellence and the array of world-class major sporting and cultural events which Glasgow has hosted in recent years.

TOP UK CITY FOR RETAIL OUTSIDE LONDON

Glasgow is one of the UK's largest and most successful shopping locations. After London's West End, it is the first UK city for retail by comparison spend (tourists, workers and residents) (HDH 2017).

TOP TEN GLOBAL CITY OF THE FUTURE 2018/19

The city has also been ranked as a Top Ten Large Global City overall in 2018/19 by fDi Intelligence. As a further endorsement of the city's appeal, Glasgow ranked 3rd for Business Friendliness, 4th for Human Capital and Lifestyle, and 6th for Connectivity.

THE UK'S TOP CULTURAL AND CREATIVE CITY

Glasgow has been named the UK's top cultural and creative city by the European Commission, ahead of London, Bristol, Brighton and Manchester. The EU Cultural and Creative Cities Monitor 2019 also ranked Glasgow as Europe's leader for 'openness, tolerance and trust'.

EUROPEAN CAPITAL OF SPORT 2023

Glasgow has succeeded in its bid to be named the European Capital of Sport in 2023 - becoming the first destination to win the coveted title twice and marking 20 years since the city first gained the accolade in 2003. Winning the title adds yet another impressive jewel to Glasgow's sporting crown.

ONE OF THE WORLD'S TOP SPORTING CITIES AND NO. 1 CITY FOR SPORT LEGACY

Glasgow has maintained its place as one of the world's top five Ultimate Sports Cities, alongside London, New York, Auckland and Melbourne, within SportBusiness International's prestigious bi-annual 2018 global rankings.

This year, Glasgow will host the 2020 LGT World Men's Curling Championship and four football matches as part of UEFA EURO 2020. And in 2023, Glasgow will again be on the global sporting stage when the city hosts the inaugural UCI Cycling World Championships - an unprecedented event bringing together 13 UCI World Championships across different cycling disciplines for the first time ever.



TRIPADVISOR TOP 10 CITY IN THE WORLD

In 2018, Glasgow was rated as one of the top 10 'most excellent' cities in the world by TripAdvisor, reflecting the city's percentage of restaurants, hotels and attractions in possession of a TripAdvisor Certificate of Excellence awarded for consistently high levels of customer service and strong online reviews. TripAdvisor said: "Our Certificate of Excellence is given to accommodation providers, restaurants, visitor attractions and experiences that deliver outstanding customer service and consistently achieve strong online reviews. Through our 'Most Excellent' list, we're delighted to reveal that Glasgow is one of our best-performing destinations globally where travellers will tripadvisor encounter excellent



UK'S BEST CONVENTION BUREAU 13 YEARS RUNNING

The Glasgow Convention Bureau at Glasgow Life was named the UK's Best Convention Bureau for a record 13th time in 2019. At the influential Meetings & Incentive Travel (M&IT) Awards, held in London, Glasgow beat off strong competition from

across the UK to become the first organisation to collect the top prize on 13 occasions and over consecutive years.

businesses and service."



Best UK Convention Bureau
13 YEARS RUNNING

SSE HYDRO AMONG THE WORLD'S TOP ARENAS

The SSE Hydro was ranked first in the global Billboard Chart Top 10 Venues Index (Mid-Sized Venues) 2018 ahead of Hallenstadion in Zuzrich, the Mercedes-Benz Arena in Berlin and Brisbane Entertainment Centre, Australia as well as being ranked second in Pollstar's Top 200 global arenas list for worldwide ticket sales 2019 ahead of the O2 Arena in London and the Ziggo Dome in Amsterdam. Only New York's Madison Square Garden sold more tickets in 2019 than the SSE Hydro, reinforcing its reputation as one of the top arenas in the world today.

1ST EVER UK CONVENTION BUREAU TO RECEIVE A GREEN TOURISM AWARD

Green Tourism, the world's largest certification programme of its kind, assesses businesses globally on their green credentials. In 2017, Glasgow Convention Bureau became the first convention bureau in the UK to be given an award; receiving a silver grading for demonstrating a progressive approach and commitment to sustainability.

4TH IN THE WORLD FOR SUSTAINABLE BUSINESS TOURISM

Ranked 4th in the world in 2019, Glasgow has been recognised as one of the world's leading cities for sustainable business tourism by the Global Destination

Sustainability Index.

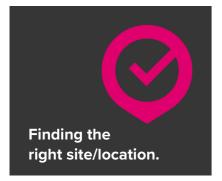
B U S I N E S S INCENTIVES AND SUPPORT

If your company is looking to invest, set up or expand, in Glasgow you will find a business friendly city that takes a very proactive and innovative approach to support commercial real estate investment and business growth.

Invest Glasgow works closely with an array of partner organisations such as Scottish Enterprise, Scottish Development International, Glasgow Chamber of Commerce alongside colleagues in the Council's economic development and planning services departments to provide you with a comprehensive 'Team Glasgow' investment and business support offer.

'Team Glasgow' will support your company with:

COMMERCIAL REAL ESTATE INVESTMENT







BUSINESS GROWTH

- ✓ Investment incentives (Regional Selective Assistance, venture capital and equity funding)
- ✓ R&D and innovation grants
- ✓ Tax incentives including tax credits and Patent Box (pay up to 56% less corporation tax)
- ✓ Lowest corporation tax rate of the G20 countries



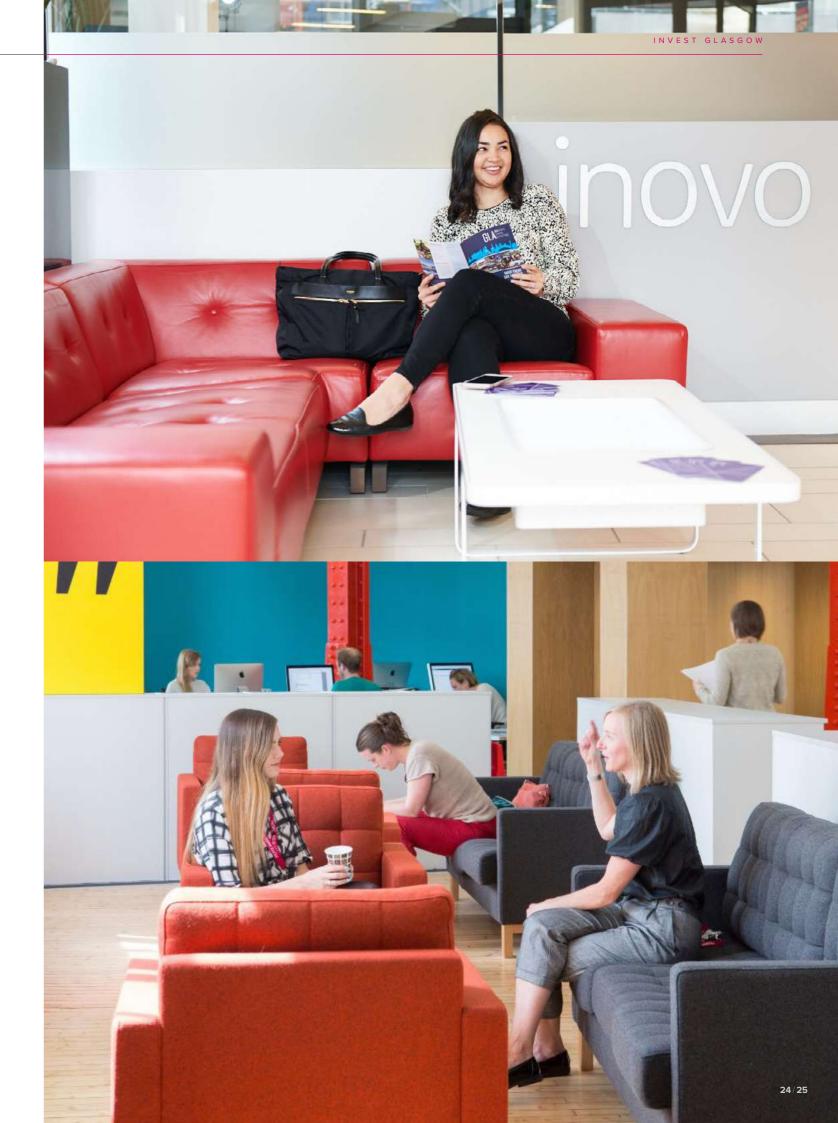
- ✓ Location and property advice
- ✓ Access to partners and networks
- ✓ Access to Scottish research capabilities
- ✓ Investment advice
- ✓ Business development support
- ✓ Recruitment support
- ✓ Access to wage and training subsidies
- ✓ Dedicated aftercare

INVEST GLASGOW

Glasgow City Council's inward investment team provides one point of contact for all companies considering investing, setting up or expanding in Glasgow.

For more information, please contact:

- www.investglasgow.gov.uk
- invest@glasgow.gov.uk
- @invest_glasgow
- in Invest Glasgow
- +44 (0)141 287 8616



INTERESTED? FIND OUT MORE

To find out how Invest Glasgow can support you, contact:



invest@glasgow.gov.uk



investglasgow.com



@invest_glasgow



Invest Glasgow



+44 (0) 141 287 8616





