



Town Reports tip sheet

What are Town Reports?

Town reports provides a detailed analysis of the property data and population profiles of 840 towns and cities throughout the UK.



- What are the demographics of a particular location?
- What is the socio-demographic data of that town?
- What is the local unemployment rate?
- What are the projected population forecasts?
- What are the house price averages for that area?
- Retail : local data on deals, planning and availability
- Office : local data on deals, planning and availability
- Industrial : local data on deals, planning and availability

How can Town Reports help me?

- Target a town for relocation according to demographic data
- Make more informed decisions for investment opportunities
- Analyse which sectors are performing well and where
- Target areas for development opportunities
- Recommend areas for acquisition
- Assess potential of specific areas for a range of property services
- Assess footfall potential for retail
- Understand occupancy potential of specific areas

Where does Town Reports data come from?

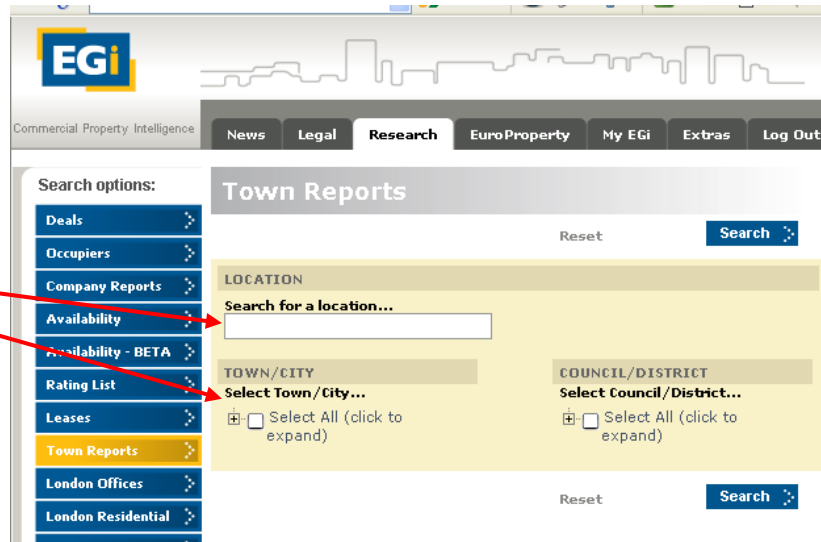
- Experian (Mosaic)
- Colliers International
- EGi research
- Estates Gazette news
- EG PropertyLink



Town Reports tip sheet

How do I search for Town Reports?

1. Click on Town Reports
2. Simply key in your chosen town or use the drop down menu and search alphabetically



What data do Town Reports contain?

Population Profiles

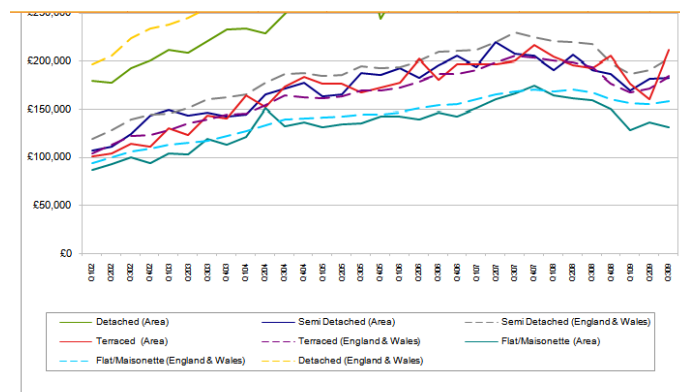
Demographic Data

- Ethnic origin
- Household
- Socio-economic profile
- Unemployment
- Population Estimates

	A	B	C	D	E	F	G	H	I	J	K	L
Groups												
17 A						17,284	8.8	10.4	85			
18 B						22,867	11.7	11.4	103			
19 C						37,247	19.1	15.8	121			
20 D						19,801	10.1	16.5	61			
21 E						37,130	19.0	7.3	260			
22 F						7,750	4.0	5.6	71			
23 G						8,892	4.5	6.6	69			
24 H						18,567	9.5	11.6	82			
25 I						4,130	2.1	2.7	79			
26 J						18,435	9.4	6.8	139			
27 K						2,653	1.4	5.2	26			
28 U						697	0.4	0.3	117			
Types												
33 01						30	0.0	0.6	3			
34 02						681	0.3	1.0	36			
35 03						18	0.0	1.4	1			
36 04						1,546	0.8	1.5	52			
37 05						6,729	3.4	1.8	194			
38 06						4,737	2.4	2.2	109			
39 07						3,543	1.8	2.0	92			
41 08						746	0.4	0.5	81			
42 09						3,377	1.7	1.3	135			

Property Values

- Residential
- Commercial transactions



	Detached (Area)	Detached (England & Wales)	Semi Detached (Area)	Semi Detached (England & Wales)	Terraced (Area)	Terraced (England & Wales)	Flat/Maisonette (Area)	Flat/Maisonette (England & Wales)
Q102	£179,161	£196,066	£106,920	£118,516	£101,228	£103,655	£87,008	£93,311
Q202	£177,175	£205,506	£111,199	£128,198	£104,718	£112,417	£93,529	£99,840
Q302	£191,947	£223,101	£124,014	£139,266	£114,706	£122,338	£100,368	£105,209



Town Reports tip sheet

What data do Town Reports contain?

Deals Data

- Office
- Retail
- Industrial

Office Deals Listing									
Date	Postcode	Address	Type	Lessee/Purchaser	Total Space	Price	Rental PSM	Yield (%)	
15/11/2009	YO1 9SA	8a Tower Street, York, North Yorkshire, YO1 9SA	Lease	N/A	49,3311 Net sq m	N/A	£131.76	N/A	
01/11/2009	YO30 4RA	Horizon Court, Audax Close, York, North Yorkshire, YO30 4RA	Sale	Purchaser: Cavere Group Limited	140 Net sq m	N/A	N/A	N/A	
05/10/2009	YO24 1AX	73-75 The Mount, York, North Yorkshire, YO24 1AX	Sale	Purchaser: Private individual(s)	469,249 Net sq m	£724000	N/A	N/A	
18/06/2009	YO23 3NU	Tower House, Asitiam Fields Lane, York, North Yorkshire, YO23 3NU	Lease	Lessee: Accounts Business Management Solutions	55 Net sq m	N/A	£130.00	N/A	
01/04/2009	YO30 4XB	Clifton Moor, Regent House, Lysander Close, York, North Yorkshire, YO30 4XB	Lease	N/A	60,3865 Net sq m	N/A	£92.74	N/A	

Availability Data

- Office
- Retail
- Industrial

Retail Availability									
Date	Postcode	Address	Type	Agents	Floorspace	Rental	Asking Price	URL	
01/03/2010	YO1 6LE	87Micklegate York YO1 6LE	To Let	N/A	39 sq m			http://www.egi.co.uk/Research/AvailabilityDetail.aspx?hdnSelectedDLList=12751500	
01/03/2010	YO23 2QQ	32Sin Balk Lane Bishopthorpe York YO23 2QQ	For Sale	N/A	0 sq m			http://www.egi.co.uk/Research/AvailabilityDetail.aspx?hdnSelectedDLList=12118913	
25/02/2010	YO1 7LS	77-81 Goodramgate York YO1 7LS	To Let	N/A	400 sq m			http://www.egi.co.uk/Research/AvailabilityDetail.aspx?hdnSelectedDLList=12609103	
18/02/2010	YO24 1AB	York Railway StationRetail Opportunity (STAFF UNAWARE) Station Road York YO24 1AB	To Let	N/A	40 sq m		£0 Per Sq Ft	http://www.egi.co.uk/Research/AvailabilityDetail.aspx?hdnSelectedDLList=12574420	

Planning Data

- Office
- Retail
- Industrial

Planning Applications - Industrial							
Address	Status	Application Date	Permission Date	Subsector	Proposed Size	Units	Planning Authority
260 Malton Road, York, North Yorkshire, YO32 9TE	PPG	24/12/2008	25/03/2009	Industrial (B8)	N/A	N/A	City of York Council
Barfield Estate, New Lane, York, North Yorkshire, YO32 9TA	PPG	23/09/2008	18/02/2009	Industrial (B12/B)	7	Units	City of York Council
Maxiprint Centre, Kettlestring Lane, York, North Yorkshire, YO30 4XF	PPG	11/07/2008	05/09/2008	Industrial (B8)	N/A	N/A	City of York Council
Rear Of Hope Cottage, Stamford Bridge Road, York, North Yorkshire, YO19 5LN	App	27/03/2008		Industrial (B2), Business (B1a), General	N/A	N/A	City of York Council