

# Mount Florida Socio-economic Analysis March 2025

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## 1. Executive Summary

No data is produced that covers the exact area covered by the Local Place Plan, so a number of data sources have been used to represent the area of Mount Florida. It includes some small areas that are not covered by the plan, and also excludes some that are.

### *Population*

The population covered by this analysis is 5016. This has decreased slightly from a total of 5125 in 2016. Mount Florida has a higher working age population (72.3%) compared to Glasgow (70.1%) and Scotland (63.5%). However, this varies across the data zones from 60% to 83%.

The age profile of those above the age of 16 is similar to that of Glasgow, although the area is less ethnically diverse.

A significant proportion of people are income deprived. Analysis shows that a greater percentage of working age people are income deprived as opposed to the general population, implying they are working in low paid jobs or in receipt of benefit.

### *Economic performance*

#### *Gross Value Added*

GVA is a standard measure of the economic activity taking place in an area including wages generated in the locality. Total GVA in Mount Florida was over £78 million, with over 50% of that generated in the area covered by Hampden Stadium and part of Cathcart Road. The other two data zones which include the rest of Cathcart Road generate around 30% between them, highlighting the importance of the stadium to the local economy.

#### *Business Count*

The available data sources do not include very small businesses which operate below the VAT and PAYE thresholds. This count shows that the number of businesses in Mount Florida has fallen from 130 in 2016 to 110 in 2024.

#### *Employee Numbers*

Employee numbers in Mount Florida is estimated to have decreased from 3721 in 2016 to 3648 in 2023.

#### *Hampden Stadium*

The stadium employs over 200 FTEs across its various tenants. We have calculated that Hampden Stadium in an average year generates in excess of £35 million to the Greater Glasgow economy. Projections for the socio-economic benefit of the Euro 2028 tournament have been calculated for the whole of the UK and Ireland. These are expected to be in the region of £5.6 – £5.9 billion with Scotland expected to realise around 8% of this – around £45 million.

### *Scottish Index of Multiple Deprivation*

The Scottish Index of Multiple Deprivation is a relative measure of deprivation, where deprivation refers to a lack of access to services rather than poverty, across 6,976 small areas called data zones and is available from the Scottish Government website. SIMD looks

at the extent to which an area is deprived across seven domains: income, employment, health, education, housing, access to services and crime and is built up from 33 indicators covering the seven domains.

SIMD ranks data zones from most deprived (ranked 1) to least deprived (ranked 6,976). It is an area-based measure of relative deprivation: not every person in a highly deprived area will themselves be experiencing high levels of deprivation.

The overall ranking from the 2020 SIMD shows that Mount Florida has varying degrees of deprivation with one data zone in the 20% most deprived in Scotland and one in the 20% least deprived. More information is provided in Section 6.

## 2. Methodology

The area covered by this plan does not fit with the geographies for which the UK and Scottish governments produce most datasets. Nothing is produced for the Mount Florida Community Council area.

Some data is available at Intermediate Area (IA) – Mount Florida falls into four - Mount Florida itself, Kings Park North, Cathcart and Battlefield – see Figure 1. Very little economic data is available below IA, so most of the data in Section 4 will cover only the Mount Florida IA as most economic activity is undertaken in this area. However, this area also includes part of Kings Park, including the businesses on a part of Aikenhead Road and the Beechwood bar, and some of Battlefield.

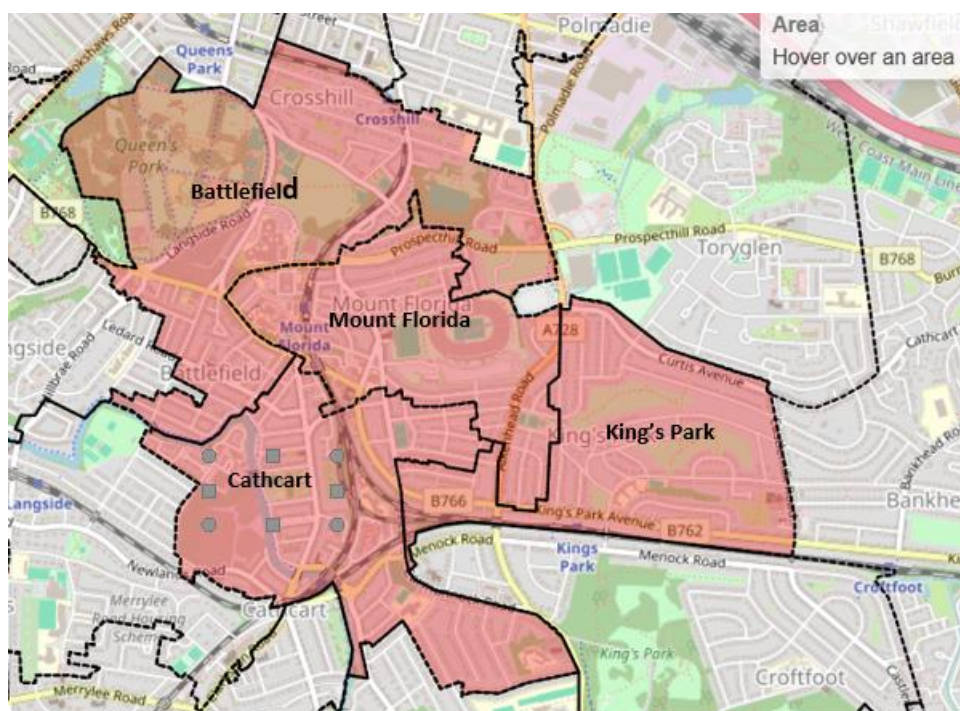


Figure 1: Intermediate areas which include parts of Mount Florida<sup>1</sup>

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<sup>1</sup> ONS from Nomis

Other data is available at data zone (DZ) level and a mixture of both will be used in this analysis.

The data zones used for this report, which will be referred to as Mount Florida, are

- S01010004 - Kingspark North 06. This is the most southerly of the Mount Florida datazones and includes an area of east of Aikenhead Road which is outwith Mount Florida. It consists of terraced and semi-detached houses
- S01010007 - Cathcart 03. Also lies south of Hampden and consists largely of terraced and semi-detached houses.
- S01010011 - Mount Florida 01. Lies to the west of the area and is bounded by the railway line. It consists of tenement flats, two blocks of high flats and a few terraced houses.
- S01010013 - Mount Florida 03. This is the area surrounding Hampden Stadium. To the south is a mainly terraced and semi-detached houses, with two blocks of 1960s flats; to the north of the stadium is mainly tenement flats, with some 1970 flats and terraced housing.
- S01010014 - Mount Florida 04. Also north of the stadium, this area consists of tenement flats with a limited number of more modern flats.
- S01010015 - Mount Florida 05. This area is adjacent to Mount Florida 01 and is largely tenement flats. It also includes some modern flats and terraced houses which are in Battlefield. However, it has been included as the density of the population in the tenements is likely to outweigh the population in the houses outwith Mount Florida.

These are shown in Figure 2 below.

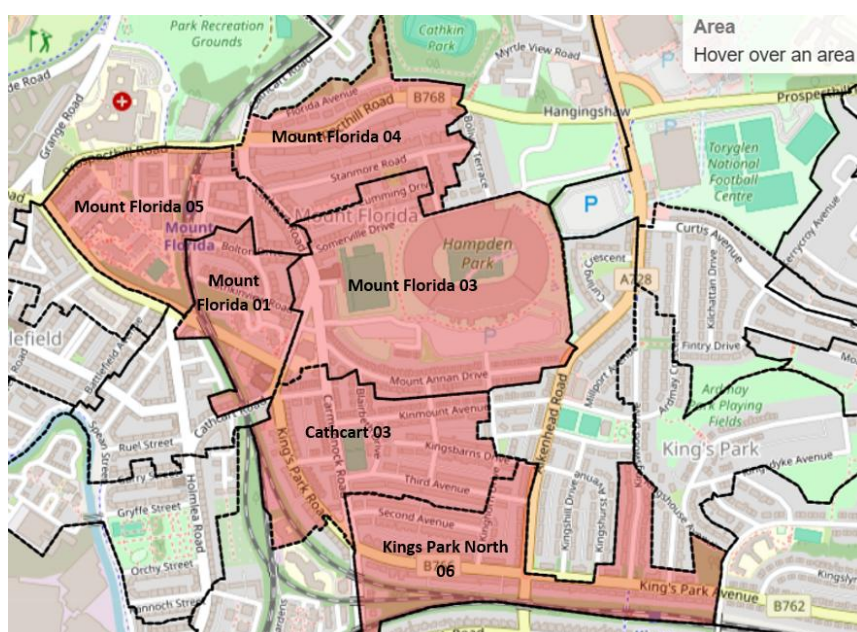


Figure 2: Boundaries of data zones used<sup>2</sup>

<sup>2</sup> ONS from Nomis - UK small area gross value added estimates

Three areas of Mount Florida have been excluded as they are a small part of much larger data zones.

- S01010008 – Cathcart 04. This includes six tenements on the corner of Kings Park Road and Carmunnock Road.
- S01010012 - Mount Florida 02. This lies to the east of Cathcart 03 and consists largely of terraced houses. It is part of the data zone which is largely in Kings Park.
- S01009902 – Battlefield 04. This area of semi-detached cottage flats lies to the north of Prospecthill Road on Cathcart Road. The larger part of the data zone runs into Crosshill and Myrtle Place which includes a large number of flats.

Finally, information from the Scottish Tourism Economic Activity Model, Visit Scotland and the Scottish Football Association has been used in relation to Hampden Stadium.

### 3. Population

Based on the information from SIMD, Mount Florida has a population of 5016<sup>3</sup>. This has decreased slightly from a total of 5125 in 2016.

The breakdown of this across each data zone is shown in Figure 3.



Figure 3: Population of Mount Florida<sup>4</sup>

The figure also shows a higher percentage of the population of Mount Florida is of working age (72.3%) compared to Glasgow (70.1%) and Scotland (63.5%)<sup>5</sup>. However this varies across the data zones from only 60% to 83%.

<sup>3</sup> NRS Small Area Population Estimates (2017)

<sup>4</sup> Simd.scot

<sup>5</sup> ONS population estimates (2021)

The 2022 Census gives a breakdown of the ages the of the 4245 people who live in the area and are over 16. This is shown in Figure 4 below.

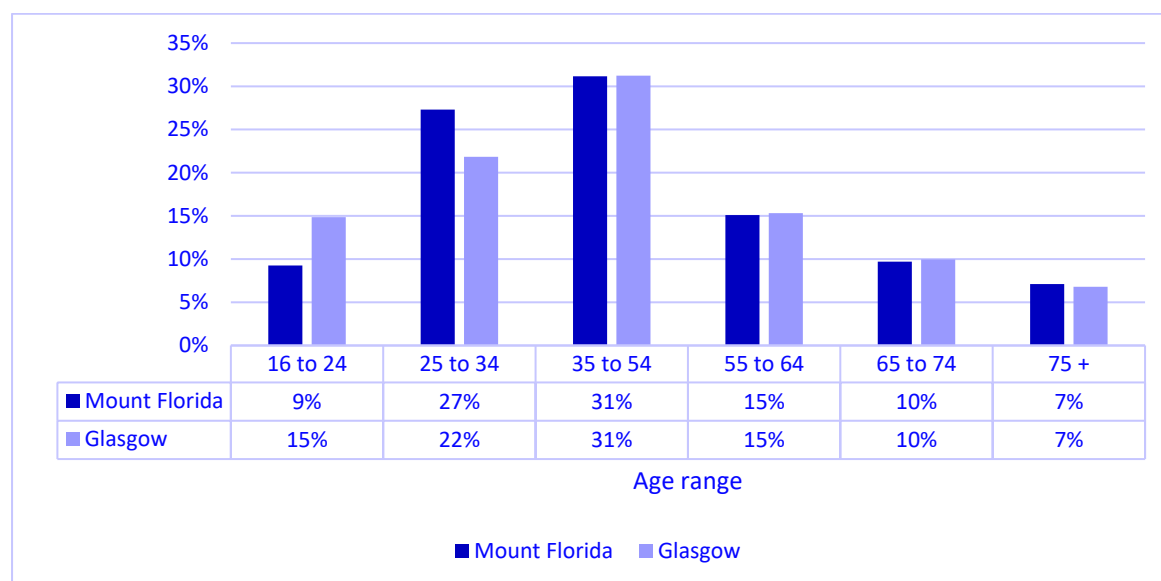


Figure 4: Breakdown of population aged 16+ in Mount Florida and Glasgow<sup>6</sup>

This shows that the age profile is the same as Glasgow above the age of 35. There are less people under 24, possibly due the number of tenements in the area. It may also be for this reason that there is a higher percentage of those aged 25-34.

Census 2022 also shows that Mount Florida is less ethnically diverse than Glasgow as a whole.

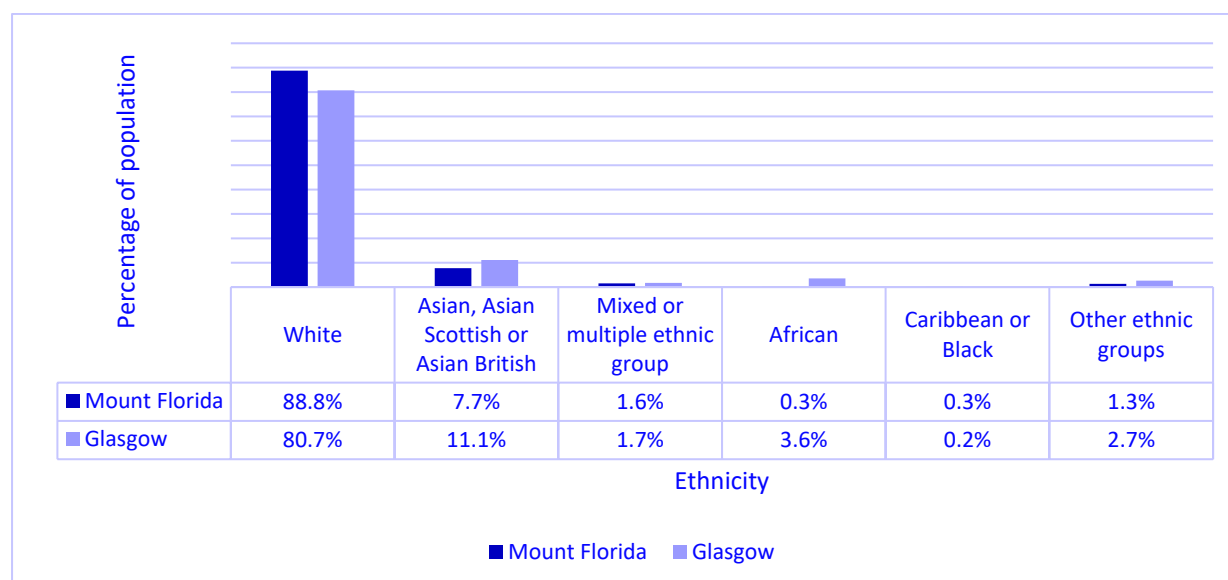


Figure 5: Ethnicity of population of Mount Florida and Glasgow (%)

Figure 6 shows that across the area, a significant proportion of people are income deprived. It also shows that a greater percentage of working age people are income deprived as

<sup>6</sup> Census 2022



opposed to the general population, implying they are working in low paid jobs or in receipt of benefit. This is reinforced by the percentage of people who are employment deprived is lower than the total in the general population who are income deprived.

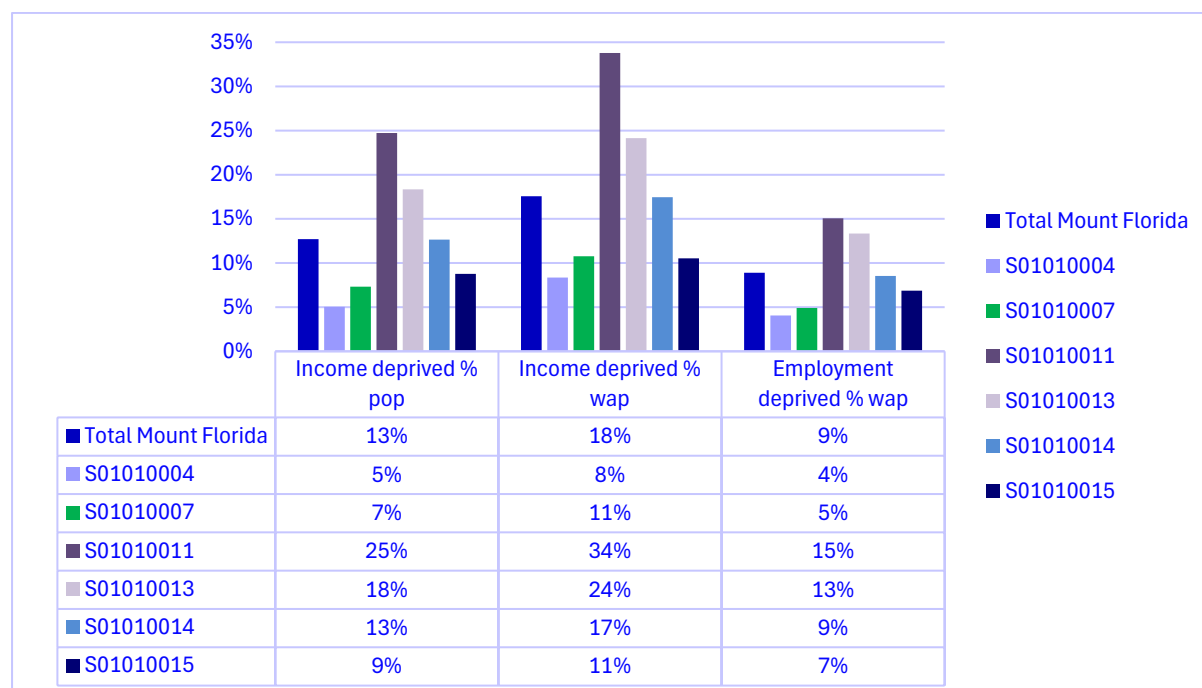


Figure 6: % of population income and employment deprived by data zone<sup>7</sup>

Across both these measures, Mount Florida is slightly better than Glasgow as a whole, which has 19.3% of the population classed as income deprived and 13.3% as employment deprived<sup>8</sup>. The comparative figures for Scotland are 12.3% and 9.1%, respectively.

## 4. Economic Performance

### Gross Value Added

Gross value added (GVA) is the value generated by any economic unit that produces goods and services. It reflects the value of goods and services produced, less the cost of any inputs used up in that production process. GVA is a standard measure of the economic activity taking place in an area including wages generated locally. It comprises the majority of gross domestic product (GDP), only excluding taxes and subsidies (such as Value Added Tax and duty on fuel or alcohol).

Data at a DZ level was available and a comparison of the figures is shown in Figure 7 below.

<sup>7</sup> Simd.scot

<sup>8</sup> <https://www.understandingglasgow.com/glasgow-indicators/poverty/deprivation/comparisons/scottish-cities/income-deprivation>

Gross value added (£M)			
Data zone	Data zone name	2016	2022
S01010004	Kingspark North 06	1.162	1.904
S01010007	Cathcart 03	1.791	4.432
S01010011	Mount Florida 01	7.923	9.995
S01010013	Mount Florida 03	38.855	42.430
S01010014	Mount Florida 04	3.773	5.365
S01010015	Mount Florida 05	13.670	14.460
<b>Total</b>		<b>67.174</b>	<b>78.586</b>

Figure 7: GVA in Mount Florida<sup>9</sup>

This shows that MF 03 generates over 50% of GVA in the Mount Florida area. This is to be expected, given that it is the area with a significant proportion of the retail businesses. In addition, Hampden stadium and its tenants including the SFA, the SPFL, Scottish Football Museum and the associated hospitality is a major income generator for the area. The majority of other businesses are located in MF 01 and MF 05. In total, they contribute around 30% of the GVA of Mount Florida.

### Business Count

The numbers, size and sector of businesses in an area are measured on the Inter-Departmental Business Register (IDBR). The two main sources of input are Value Added Tax (VAT) and Pay As You Earn (PAYE) records from HMRC. As these two sources have thresholds, very small businesses operating below these will, in most cases, not be included. All figures are rounded to avoid disclosure which makes it difficult to clarify the exact situation. However, the figures show a decrease in the total number from 130 in 2016 to 110 in 2024.

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<sup>9</sup> [UK small area gross value added estimates - Nomis - Official Census and Labour Market Statistics](#)



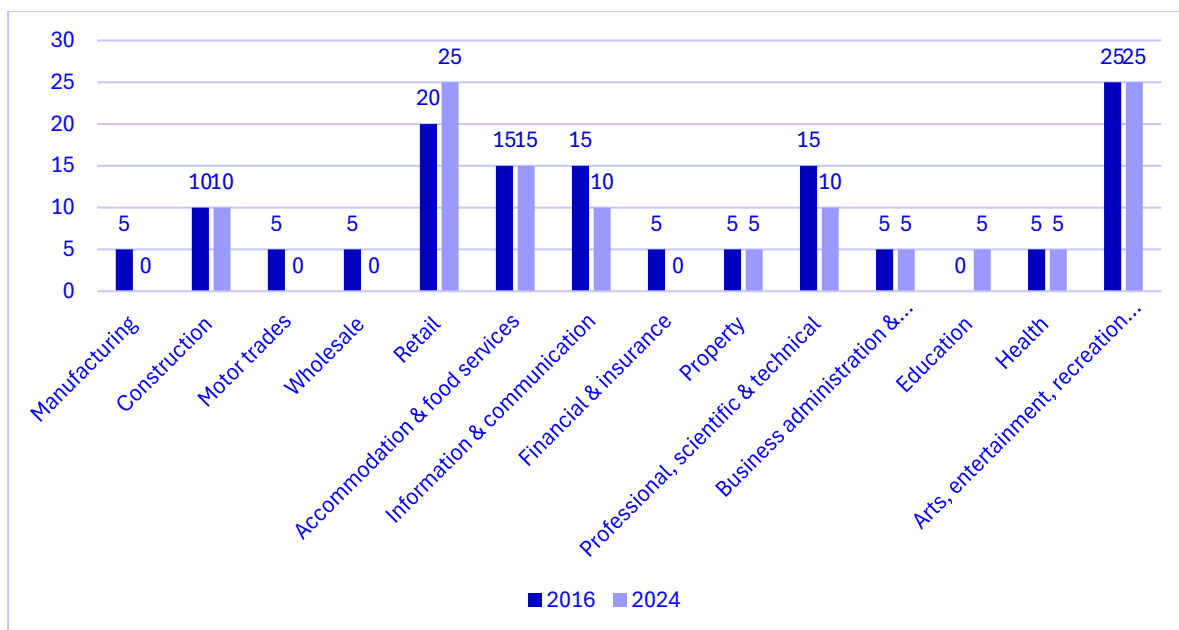


Figure 8: Number of enterprises in Mount Florida IA<sup>10</sup>

## Business Register and Employment Survey

The Business Register and Employment Survey (BRES) is an employer survey of the number of jobs held by employees broken down by full/part-time and industry. The survey records a job at the location of an employee's workplace. The figures include businesses registered for PAYE but not for VAT. Again, to ensure confidentiality of business data, the BRES applies rounding depending on the size and the nature of the estimates<sup>11</sup>. This means employment changes by sector can appear to be larger than they are in reality. However, employee numbers in Mount Florida is estimated to have decreased from 3721 in 2016 to 3648 in 2023.

<sup>10</sup> Interdepartmental Business Register (UK Business Count) from Nomis

<sup>11</sup> For estimates of up to 49, numbers are rounded to the nearest 5; for estimates of between 50 and 249, rounding is to the nearest 25 and for estimates of between 250 and 499, rounding is to the nearest 50; and for estimates of above 500, rounding is to the nearest 100.

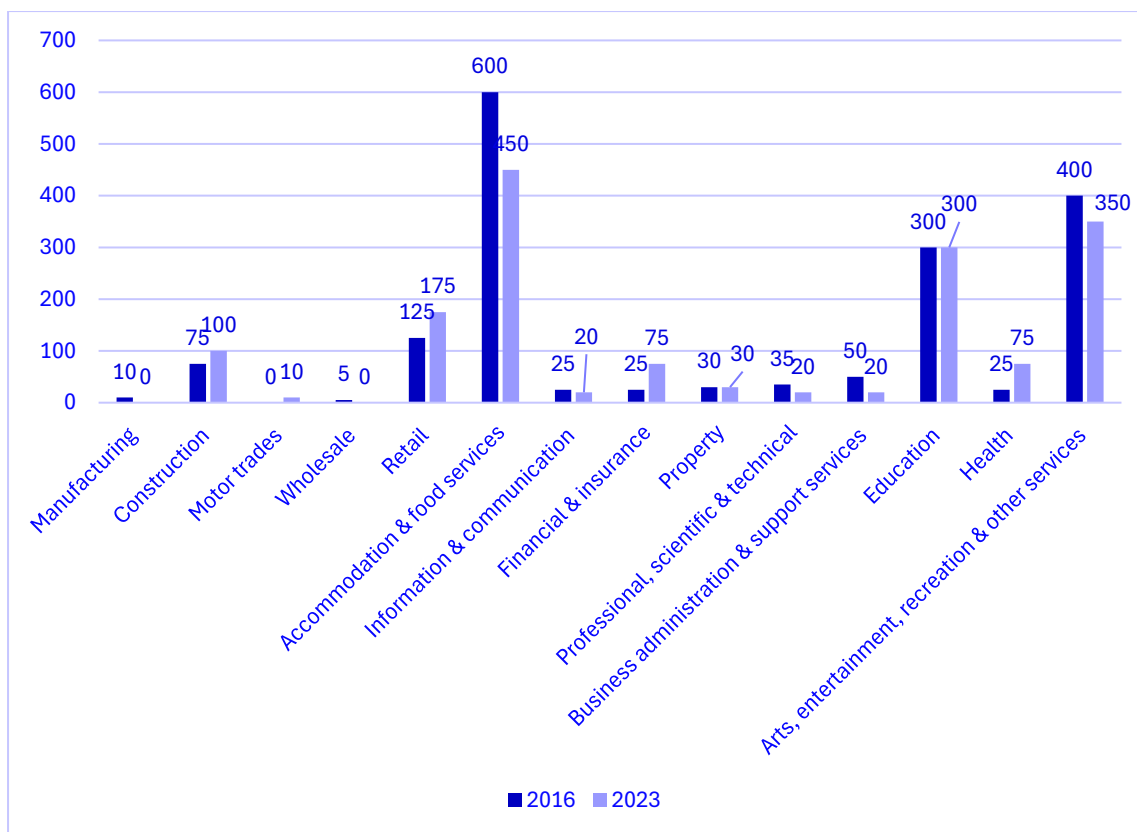


Figure 9: Employee number by industrial sector<sup>12</sup>

## Hampden Stadium

The stadium employs over 200 FTEs across its various tenants. Football is the major attractor of visitors to Hampden Stadium. Over 500,000 people attend the stadium each year for senior men's matches, including around 10,000 international visitors. In addition, the museum is anticipated to attract 21,000 visitors in 2025.

Hampden Stadium also hosts a number of concerts each year which attract a significant number of visitors to Glasgow. The scale of the bands performing will only play one venue in Scotland, and so the stadium attracts visitors from throughout Scotland and the north of England. Numbers of concerts vary year to year, but in 2024 there were three concerts attracting around 150,000 people.

In total, we have calculated that Hampden Stadium in an average year generates a minimum of £35 million to the Greater Glasgow economy. The assumptions behind this figure are shown at Annex 1.

The economic impact of the UEFA Cup Final in 2007 is estimated at £16.3 million, with £10 million of this spend within Glasgow. This expenditure supported 187 jobs in Glasgow.

Projections for the socio-economic benefit of the Euro 2028 Tournament have been calculated for the whole of the UK and Ireland. These are expected to be in the region of

<sup>12</sup> ONS from Nomis

£5.6 – £5.9 billion with Scotland expected to realise around 8% of this – around £45 million. During the event, this is anticipated to be in excess of £18 million, with pre- and post-event benefits expected to be in excess of £26 million.

## 5. Scottish Index of Multiple Deprivation

The Scottish Index of Multiple Deprivation is a relative measure of deprivation, where deprivation refers to a lack of access to services rather than only poverty<sup>13</sup>, across 6,976 small areas called data zones and is available from the Scottish Government website. SIMD looks at the extent to which an area is deprived across seven domains: income, employment, health, education, housing, access to services and crime and is built up from 33 indicators covering the seven domains. The 33 indicators are outlined in Annex 2.

SIMD ranks data zones from most deprived (ranked 1) to least deprived (ranked 6,976). It is an area-based measure of relative deprivation: not every person in a highly deprived area will themselves be experiencing high levels of deprivation.<sup>14</sup>

Figure 10 shows how the latest ranking for Mount Florida compares to those of 2016.

Data zone name	SIMD 2020 v2 rank	SIMD 2016 rank	Improvement
Kingspark North 06	5836	5625	Yes
Cathcart 03	5267	5537	No
Mount Florida 01	1374	1634	No
Mount Florida 03	2073	2522	No
Mount Florida 04	3450	2968	Yes
Mount Florida 05	4218	3985	Yes

Figure 10: 2020 data zones and rankings v 2012 rankings

The overall ranking from the 2020 SIMD shows that Mount Florida has varying degrees of deprivation with one data zone in the 20% most deprived in Scotland and one in the 20% least deprived.

Figure 11 provides a visual representation of the 2020 rankings.

<sup>13</sup> Coetzee, M. The Scottish Index of Multiple Deprivation is a useful tool for understanding the challenges facing communities in Scotland (2023)

<sup>14</sup> [Scottish Index of Multiple Deprivation 2020 - gov.scot \(www.gov.scot\)](https://www.gov.scot/publications/scottish-index-of-multiple-deprivation-2020/pages/1-introduction.aspx)

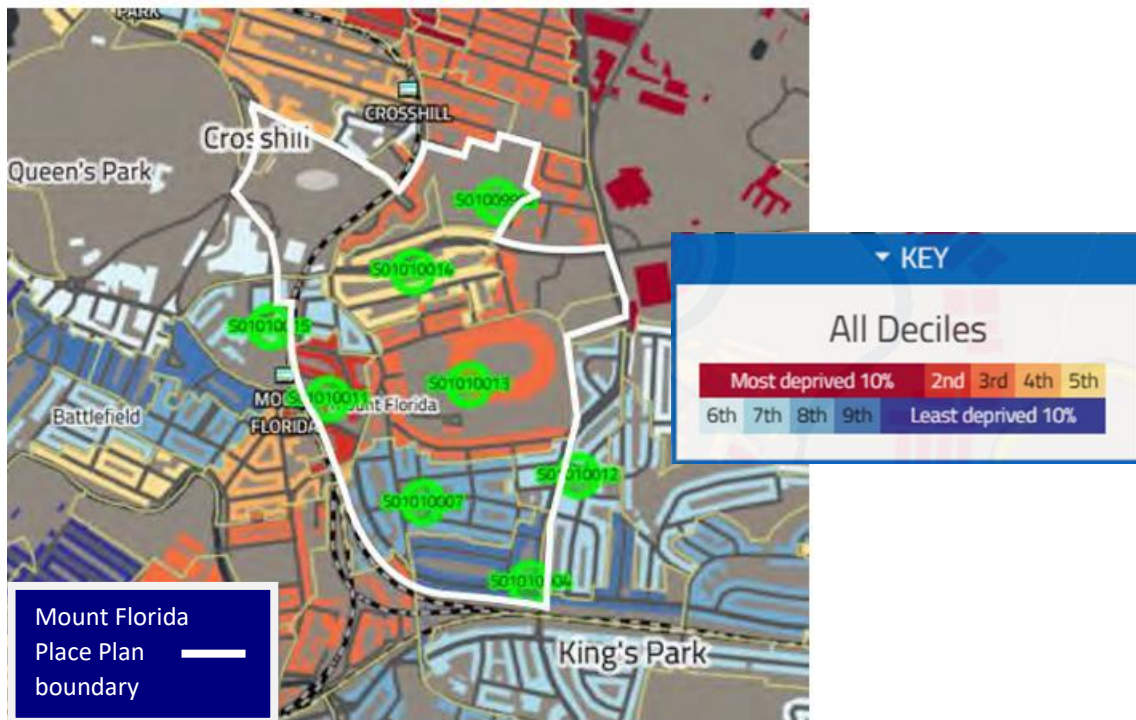


Figure 11: 2020 data zones and LPP boundary

## SIMD Analysis

Across each of the domains - income, employment, health, education, housing, access to services and crime - the ranking of each data zone varies widely across the area. Figure 12 below shows how this varies for each data zone across Mount Florida, ranked by decile with 1 being the most deprived decile and 10 the least deprived.

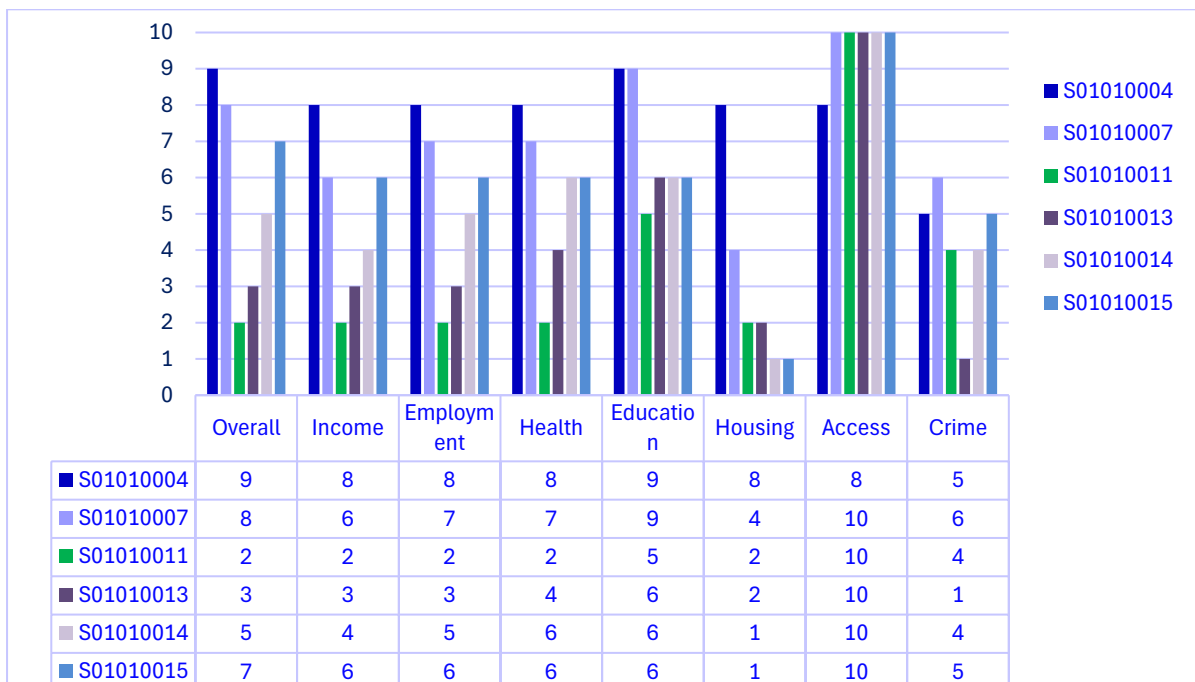


Figure 12: SIMD domains by data zone

## Overall

The average overall rating for the six data zone deciles is 5.67, slightly above the notional Scottish average of 5.5.

## Income

The income domain ranks below the notional average at 4.87 which ties in with the percentage of income deprived people identified earlier.

## Employment

The Employment domain is calculated by using data identifying those who are employment deprived. Again, this ties into the data presented in Figure and is also below the Scottish average at 5.17.

## Health

The rating for the Health domain is determined by a wide range of factors. These are the comparative illness factor, hospital stays related to alcohol and drug use, mortality rate and emergency admissions to hospital in comparison to the Scottish average; as well as the proportion of population being prescribed drugs for anxiety, depression or psychosis. Overall, the area is rated at the Scottish average of 5.5.

## Education

Mount Florida scores well in this domain with an average of 6.83. Only one datazone is marginally below the Scottish average.

## Housing

There is a low average decile of 3 for the Housing domain, with two data zones in the worst 10% and another two in the worst 20% in Scotland. This relates to the number of people living in overcrowded houses and those without central heating. Further analysis indicates this is likely to be due to overcrowding.

## Access to Services

Access to services provides the highest ranking for Mount Florida. This is due to good public transport links, proximity to health and education services and retail facilities.

## Crime

Crime (4.17) and Income (4.83) are other areas where the average score across Mount Florida are lower than the Scottish average.

## 6. Annexes

### Annex 1: Assumptions regarding economic impact of Hampden

1. Football cup match attendance is taken from Wikipedia
2. Football international matches are generally sold out; Hampden has a capacity of 51,866
3. We have been informed by the Scottish Football Association that, on average, 50-55,000 attend concerts. Calculations assume that at least 40,000 bed nights will be generated by these
4. While these figures do not allow for displacement, this is the methodology used by Glasgow Life to calculate economic impact of tourism through the STEAM model

		Day	Overnight	Total
2023 League Cup	Hibs v Aberdeen	26000	2000	28000
	Hearts v Rangers	42000	2000	44000
	Rangers v Aberdeen	46000	3000	49000
22/23 Scottish Cup	Falkirk v ICT	12000	500	12500
	Rangers v Celtic	47000	2000	49000
	Celtic v ICT	45000	2000	47000
Internationals	5 games	245000	5000	250000
Concerts 2024	3 concerts	110000	40000	150000
Total		573000	56500	629500
		£24,066,000	£13,640,000	£37,706,000
Average overnight visitor spend in 2023		£341		
<a href="#">Glasgow &amp; Clyde Valley - Tourism Statistics   VisitScotland.org</a>				
Average daily spend per day visit in Scotland in 2023		£42		
<a href="#">Domestic Day Visits to Scotland - Statistics   VisitScotland.org</a>				

## Annex 2: Sources of SIMD data <sup>15</sup>

<b>Population</b>	Small area population estimates
2017 NRS	Small area population estimates and state pension age
<b>Income</b>	People who are income deprived (%)
Source: DWP 2017	Number of people who are income deprived
<b>Employment</b>	People who are employment deprived (%)
Source: DWP 2017	Number of people who are employment deprived
<b>Health</b>	
DWP, 2017	Comparative Illness Factor: standardised ratio
ISD, 2014-15 to 2017-18	Hospital stays related to alcohol use: standardised ratio
ISD, 2014-15 to 2017-18	Hospital stays related to drug use: standardised ratio
NRS, 2014-15 to 2017-18	Standardised mortality ratio
ISD, 2017-18	Proportion of population being prescribed drugs for anxiety, depression or psychosis
ISD, 2014-15 to 2017-18	Proportion of live singleton births of low birth weight
ISD, 2014-15 to 2017-18	Emergency stays in hospital: standardised ratio
<b>Education, Skills and Training</b>	
SG, 2014-15 and 2016-17	School pupil attendance (%)
SG, 2015-16 to 2017-18	Attainment of school leavers
2011 Census	Working age people with no qualifications: standardised ratio
SDS, 2015-16 to 2017-18	Proportion of people aged 16-19 not participating in education, employment or training (%)
HESA, 2015-16 to 2017-18	Proportion of 17-21 year olds entering university (%)
<b>Housing</b>	
2011 Census	Number of people in households that are overcrowded
	Number of people in households without central heating
	People in households that are overcrowded (%)
	People in households without central heating (%)
<b>Geographic Access to Services</b>	
	Average drive time to a petrol station in minutes
	Average drive time to a GP surgery in minutes
	Average drive time to a post office in minutes
	Average drive time to a primary school in minutes
	Average drive time to a retail centre in minutes
	Average drive time to a secondary school in minutes
	Public transport travel time to a GP surgery in minutes
	Public transport travel time to a post office in minutes
	Public transport travel time to a retail centre in minutes
	Premises without access to superfast broadband (at least 30Mb/s download speed) (%)

<sup>15</sup> <https://www.gov.scot/binaries/content/documents/govscot/publications/statistics/2020/09/simd-2020-technical-notes/documents/simd-2020-technical-notes/simd-2020-technical-notes/govscot%3Adocument/SIMD%2B2020%2Btechnical%2Bnotes.pdf>



<b>Crime</b>	Number of recorded crimes of violence, sexual offences, domestic housebreaking, vandalism, drugs offences, and common assault
Police Scotland 2017-18	Recorded crimes of violence, sexual offences, domestic housebreaking, vandalism, drugs offences, and common assault per 10,000 people

### Abbreviations

NRS	National Records of Scotland
DWP	Department of Work and Pensions
ISD	Now Data and Intelligence team, Public Health Scotland
SG	Scottish Government
HESA	Higher Education Statistics Agency
OS	Ordnance Survey
CACI Retail	Consolidated Analysis Centers, Inc
SDS	Skills Development Scotland