Report for:
York City Centre

All data is anonymised, aggregated and GDPR compliant.

During January 2022, York city centre experienced a 34% decrease with respect to December 2021 and a 154% increase with respect to January 2021.
Visitor demographics were overall consistent with December, but showing a lower proportion of visitors aged 35-44 and a higher proportion of visitors aged 18-24 and 65 and above.
Trips to the city centre from over 50 km represented 34% of the total number of visitors.

Footfall

Powered by: O2

Footfall is measured by the number of visits detected by the presence sensor located in the city centre. This metric is presented at the monthly (Fig.1) and daily levels (Fig.2), together with location benchmarks (Fig.3).

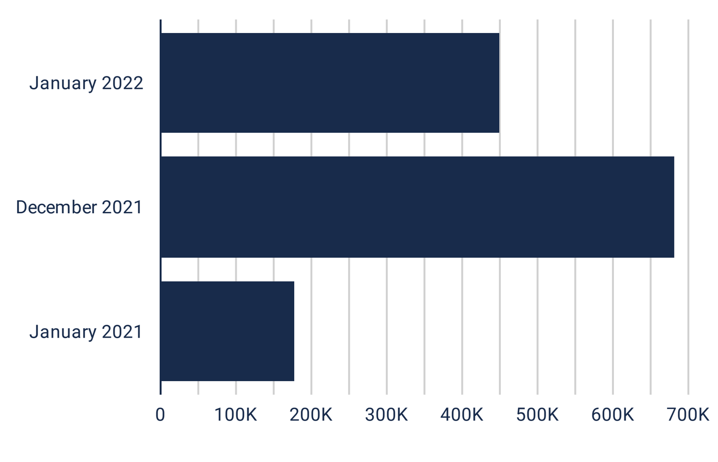

Fig.1. Number of monthly visits to the site.

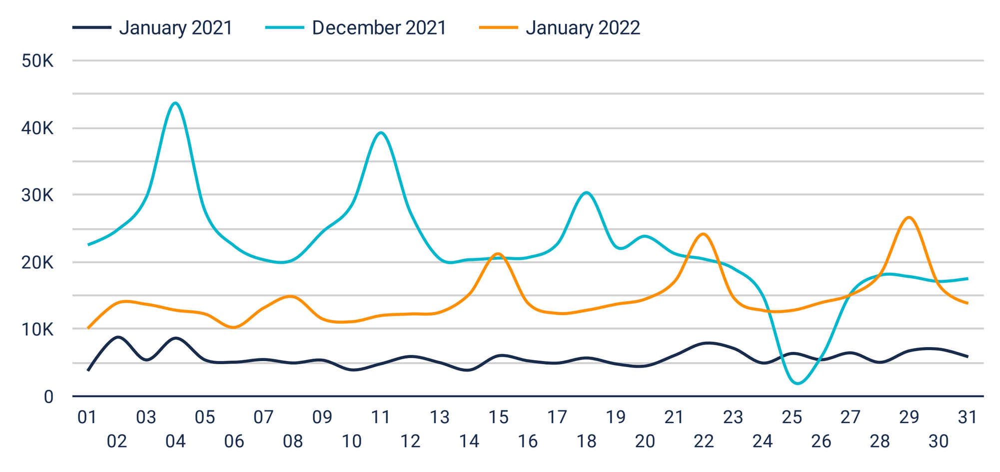

Fig.2. Number of daily visits to the site.

Footfall in January 2022 saw a decrease of 34% with respect to December 2021 and an increase of 154% with respect to January 2021.

The 29th of January represented the maximum daily footfall of the month.

The daily average number of visits per week showed a significant decrease in January with respect to previous weeks in December. This prominent change of trend was not experienced by other client town locations.

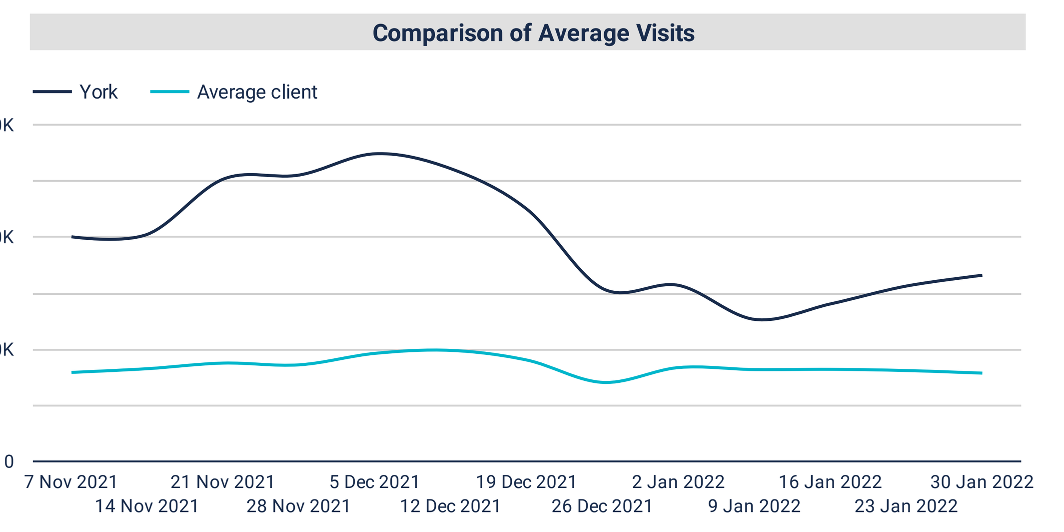

Fig.3. Daily average number of visits by week and city throughout the past 3 months.**(1)**

Visitors to the City Centre

Powered by: O2

A number of features are understood for the users sighted by the presence sensor. Their distributions by month are presented here.

With respect to December, January 2022 presents no significant changes overall. However, the following small changes can be noted:

- A lower proportion of visitors aged 35-44 and a higher proportion of visitors aged 18-24 and 65 and above.

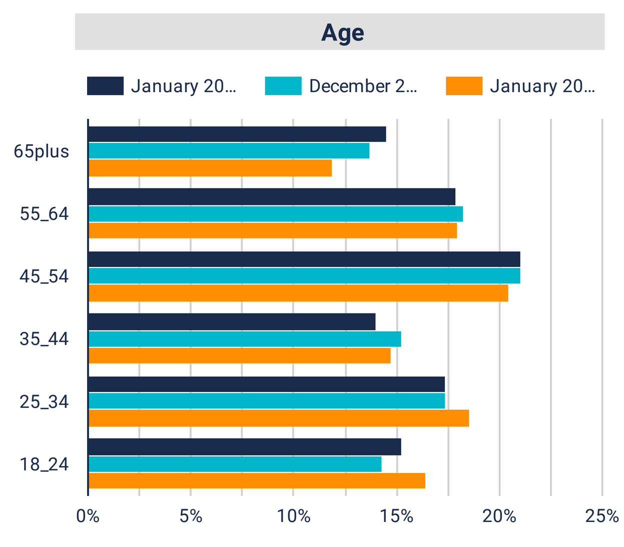

Fig.4. Age profile by month.

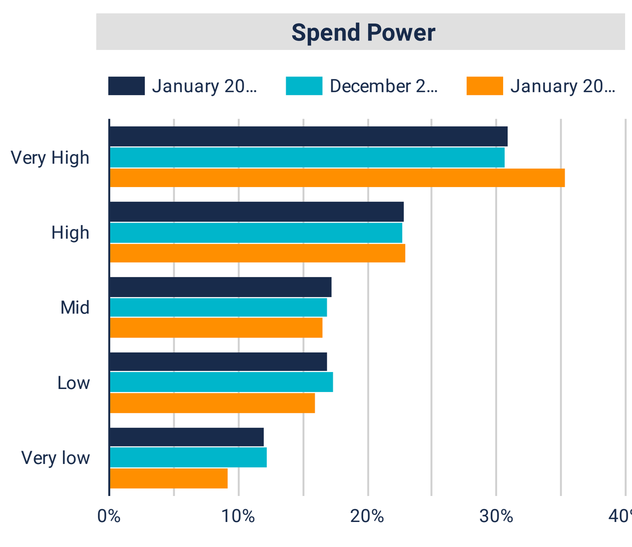

Fig.5. Spend Power profile by month. Spend power measures potential spend comparing to the regional score. **(2)**

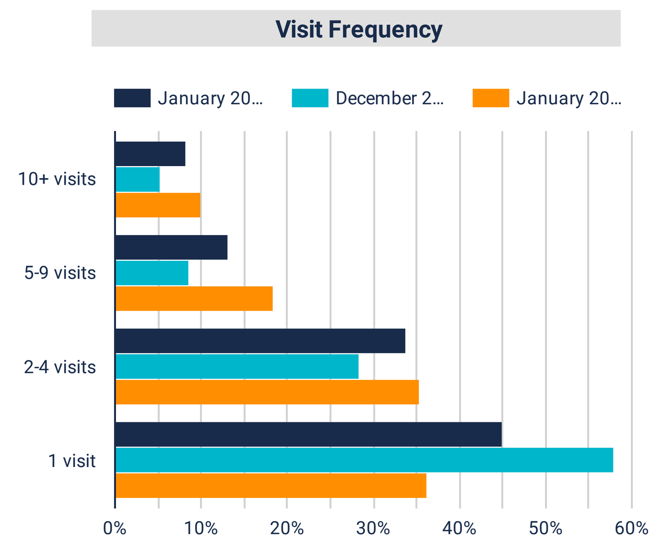

Fig.6. Visit Frequency profile by month. Visit frequency is defined as the number of unique days a person visits the vicinity of the presence sensor in a month.
(O2 undergoing change in methodology)

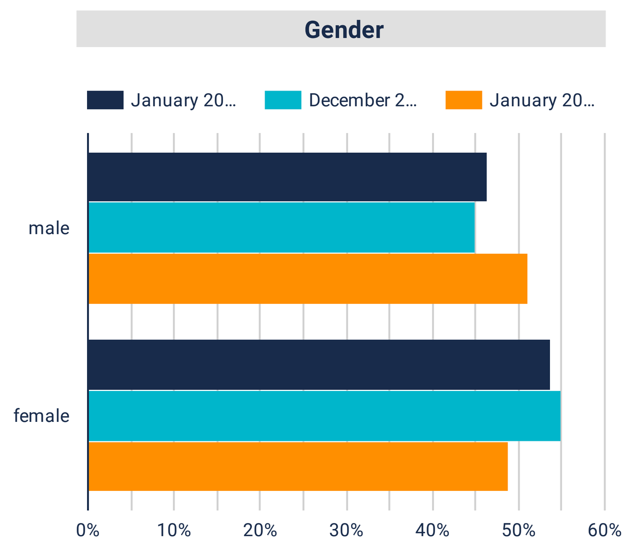

Fig.7. Gender profile by month.

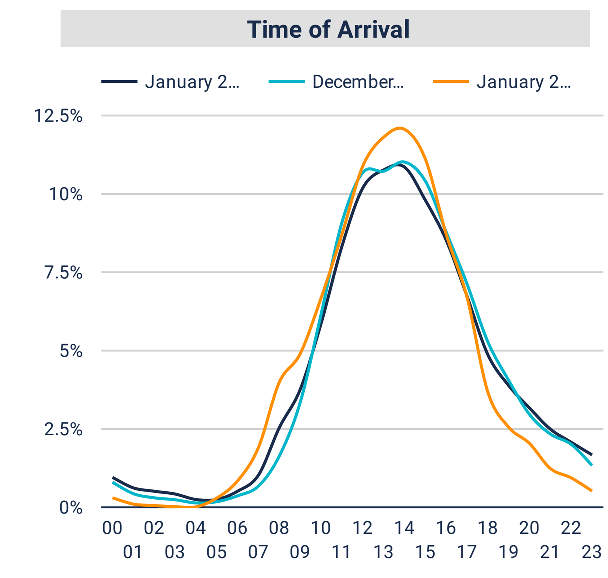

Fig 8. Time of arrival in the city centre for the month. Hour of day for first time sightings.

Where Do Visitors Come From?

Powered by: O2

Mobile data allows us to understand where visitors to the city centre have come from.
This is shown below at local authority level (Fig.9) and postcode sector level (Fig.11). A distribution by distance to the small cell displays in Fig.10.

The local authority of York was the home location for 30% of the visitors, while it represented 18% of the total in December.
40% of the users sighted live within 0-10km to the site. Long distance visitors represented 34% of the total.

Local Authority	January 2...	December 2...	January 2...
York	30.21%	18.3%	62.82%
East Riding of Yorkshire	6.07%	6.04%	3.63%
Selby	5.32%	4.39%	6.71%
Harrogate	4.88%	4.05%	7.11%
Leeds	4.73%	4.88%	2.24%
Hambleton	4.71%	3.67%	8.27%
Ryedale	3.07%	2.63%	2.5%

Fig 9. Top home local authority catchment locations by month. Data sorted by latest month.

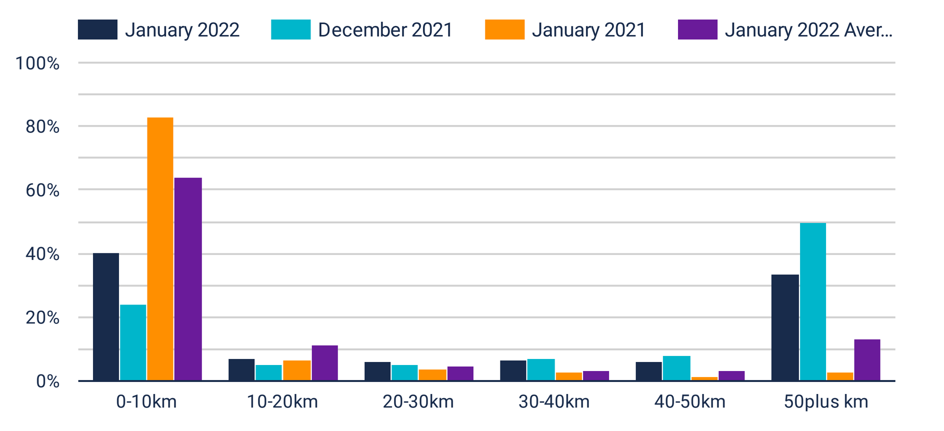

Fig 10. Distribution of distance to user's home location.

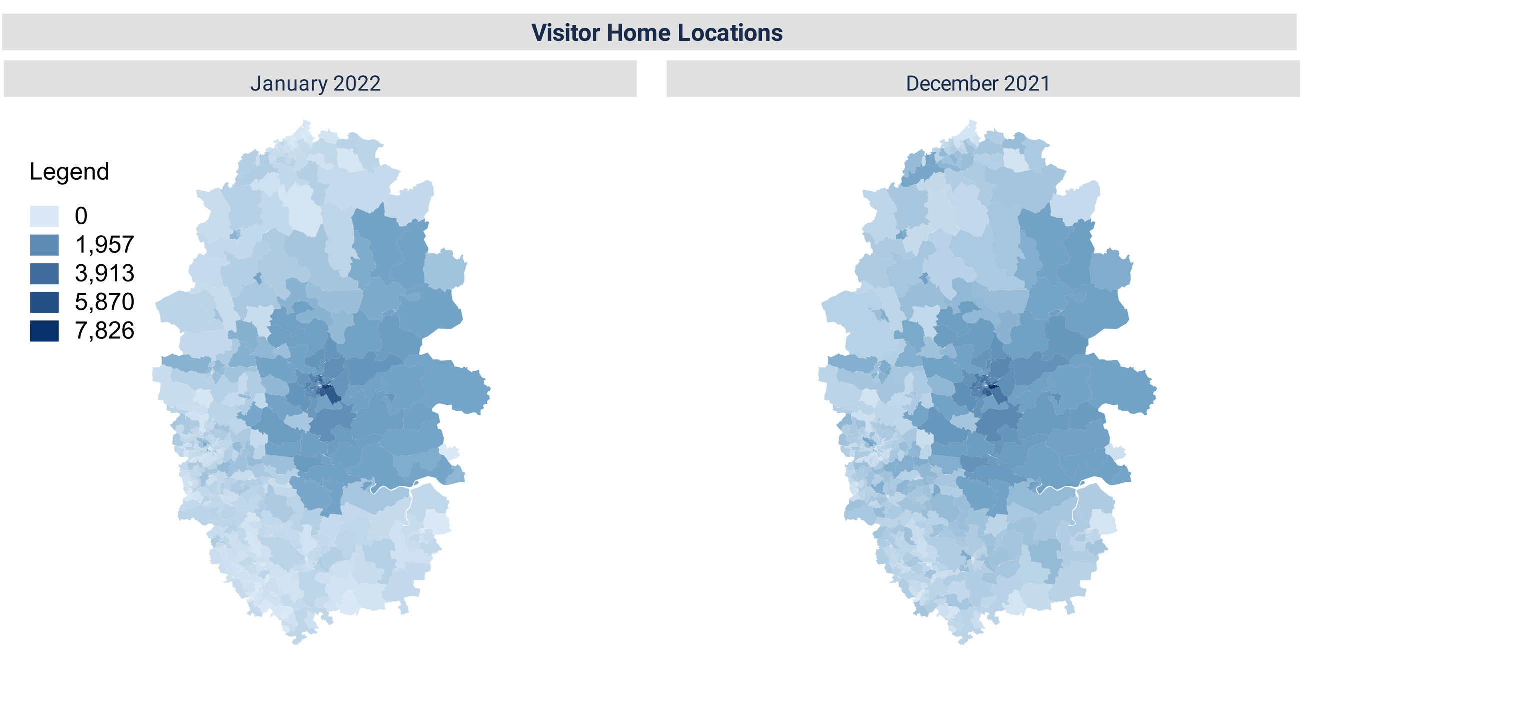

Fig 11. Number of users detected by the presence sensor by their inferred home location. **(3)**

Spend Data (Quarterly)

Powered by: VISA

The following totals represent spend with merchants and on VISA cards in the city centre. All the figures below refer to the postcode district YO1, except for Fig.16 and Fig.17, where insights refer to the post town of York. This data will only be updated on a quarterly basis as it is released by Visa.

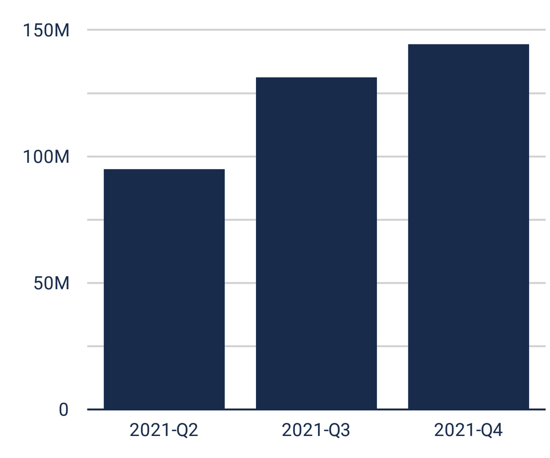

Fig 12. Total spend with city businesses in pounds by quarter.

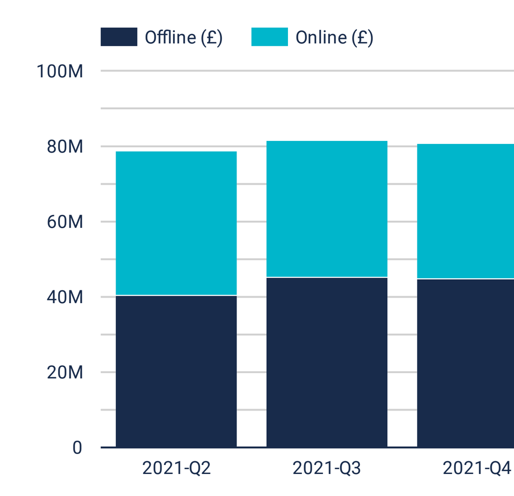

Fig 13. City resident spend with offline and online businesses by quarter

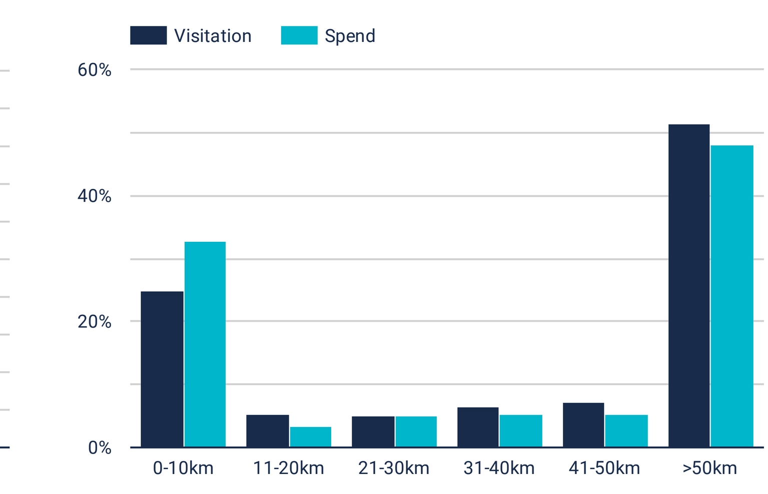

Fig 14. Visits and spend in the city centre by origin in last quarter. Visitation data is powered by o2.

	Total Spend (£)			Average Spend (£)		
Category	2021-Q2	2021-Q3	2021-Q4	2021-Q2	2021-Q3	2021-Q4
Restaurants	34,824,605	59,130,347	62,416,161	17.4	17.4	16.4
Retail & High St	18,082,874	21,262,364	26,635,611	32.6	33.8	33.0
Clothing	14,913,223	16,194,976	17,820,603	43.1	42.2	44.5
Hotel/Accommodation	3,216,248	5,522,684	3,898,441	53.2	62.7	54.9
Food & Drink	2,322,205	2,722,518	2,771,193	8.0	7.9	8.3
Wholesale	913,308	1,788,856	1,963,869	42.2	50.7	52.2
Personal Services	1.982.893	1.587.077	1.540.028	56.2	44.1	45.2

Fig 15. Total spend and average spend per transaction in city centre by top 7 categories. Table sorted by latest quarter.

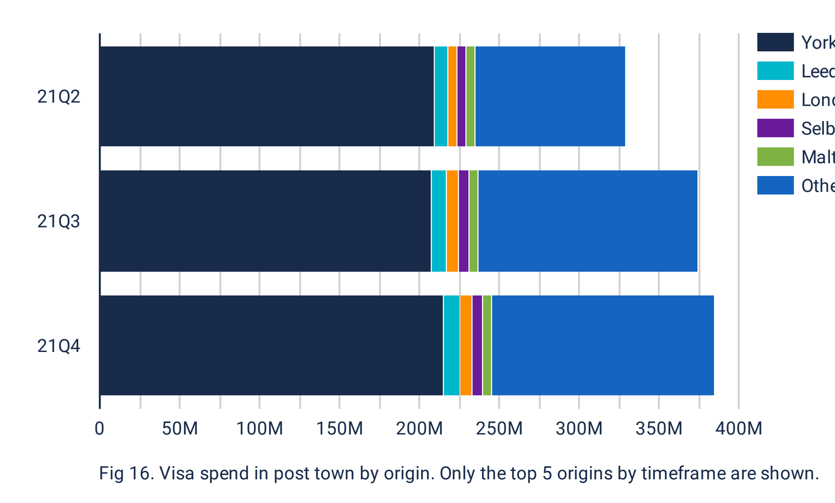

Fig 16. Visa spend in post town by origin. Only the top 5 origins by timeframe are shown.

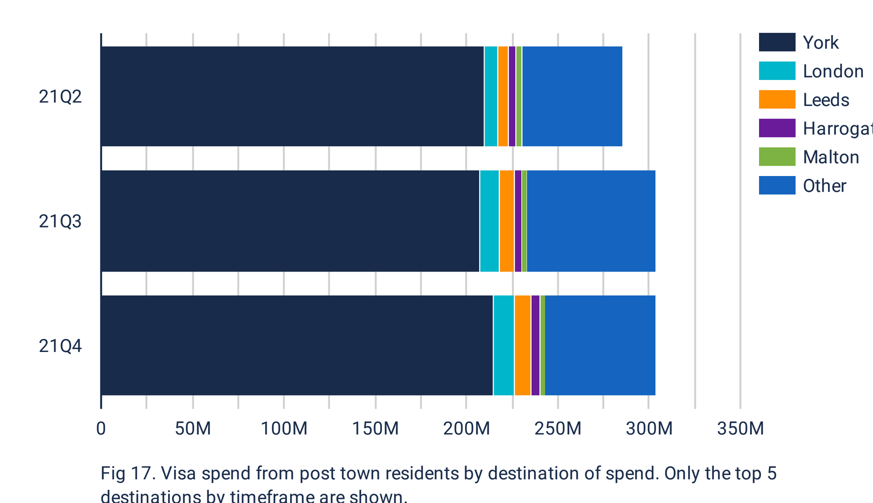

Fig 17. Visa spend from post town residents by destination of spend. Only the top 5 destinations by timeframe are shown.

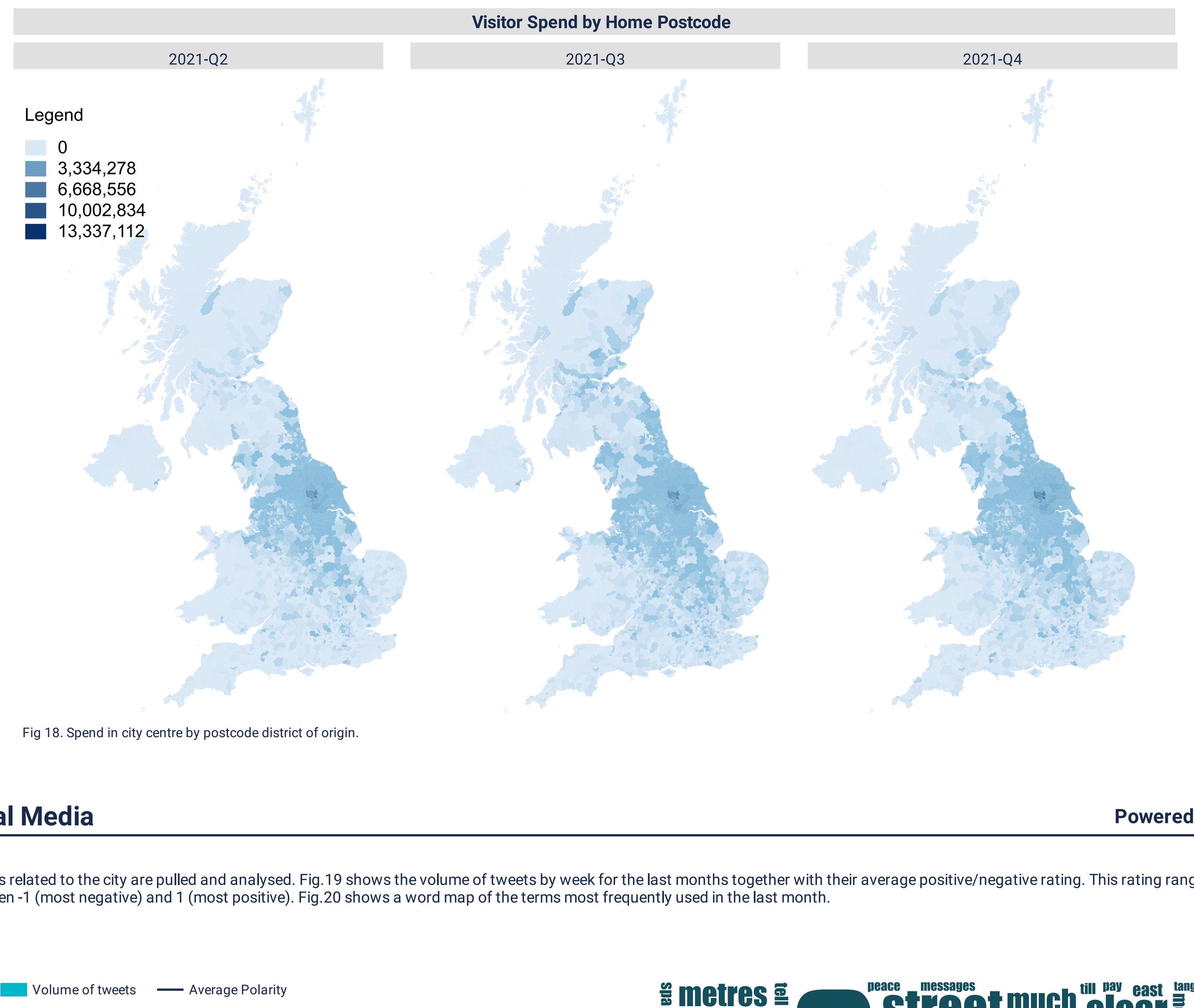

Fig 18. Spend in city centre by postcode district of origin.

Social Media

Powered by: Twitter

Tweets related to the city are pulled and analysed. Fig.19 shows the volume of tweets by week for the last months together with their average positive/negative rating. This rating ranges between -1 (most negative) and 1 (most positive). Fig.20 shows a word map of the terms most frequently used in the last month.

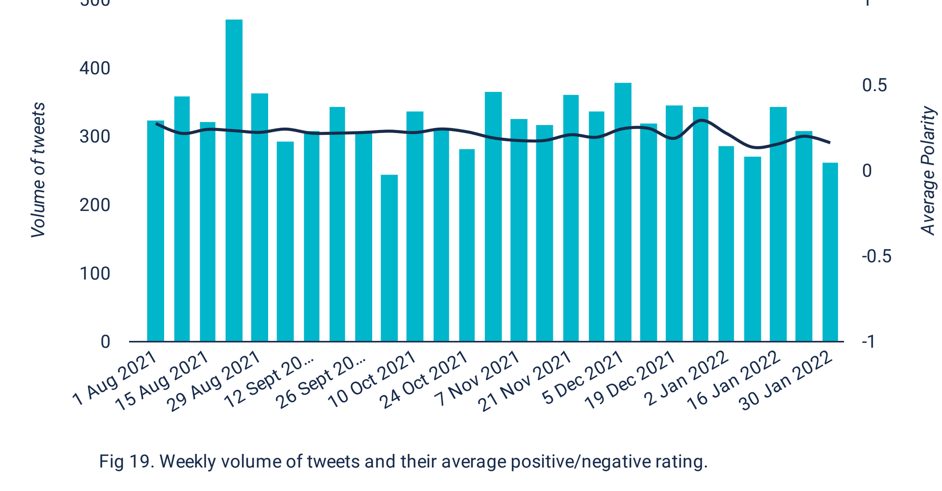

Fig 19. Weekly volume of tweets and their average positive/negative rating.

Fig 20. Word cloud for the month.

Background - About the Data and Limitations

The mobile phone device of o2 users establishes connection with the presence sensor when passing near it. In the process, the presence sensor identifies the device and O2 provides Movement Strategies (A GHD company) with anonymised, aggregated and GDPR compliant data of the visitors. Advanced modelling is applied to extrapolate volumes to all presence in the city, not just those on the O2 network.This is a novel dataset, currently in use by a limited number of BIDs in UK. It supplements traditional footfall information by understanding 'who is the visitor'.

1. The "Average client" includes combined insights from presence sensors in Bath, Bristol, Belfast, Giant's Causeway, York, Manchester and Liverpool.
2. Spend power is derived thourgh a combination of several measures (e.g. mobile device cost, frequency of upgrade, home postcode and a number of other behavioural inputs).
3. Due to privacy constraints, postcode sectors from which the visitation at the site is lower than 10 people are shown as 0.

Bespoke reports and further information are available to levy payers on request.