

During October 2021, York city centre experienced an increase in footfall of 11% with respect to September, with the highest visitor numbers witnessed during the October half term (22nd – 31st October). Visitor demographics were overall consistent with September, but showing a lower proportion of visitors aged 55 and above and a higher proportion of very-high spend power visitors. Trips to the city centre from over 50km increased by 4% to represent 54% of the total number of visits. VISA data from quarter 3 2021 (July – September), compared with the 3 month period showed that merchant spend increased by 38% in York city centre, with the hospitality sector (restaurants, café, bars, pubs, fast food, hotels, accommodation) benefiting most greatly, increasing by over 70%. Online spend made by York residents decreased by 4%.

All data is anonymised, aggregated and GDPR compliant.

Footfall

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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).

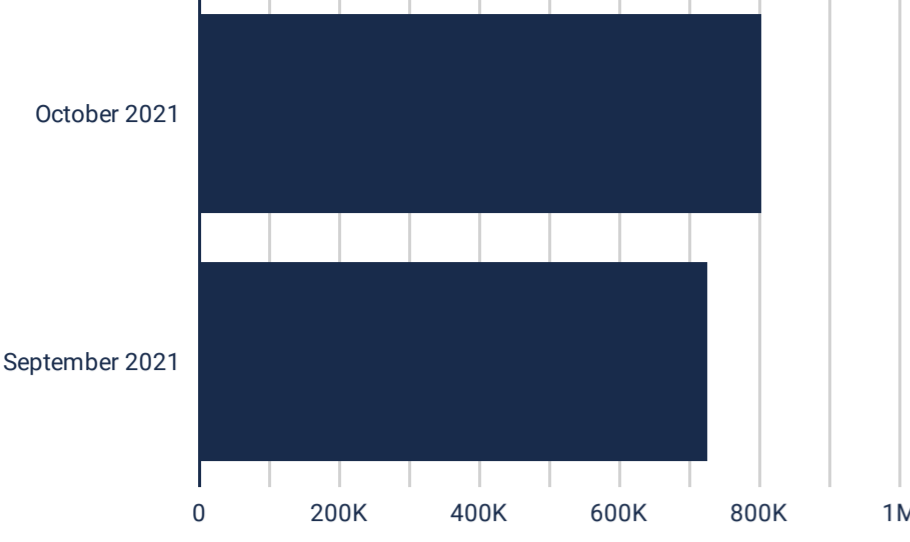


Fig.1. Number of monthly visits to the site.

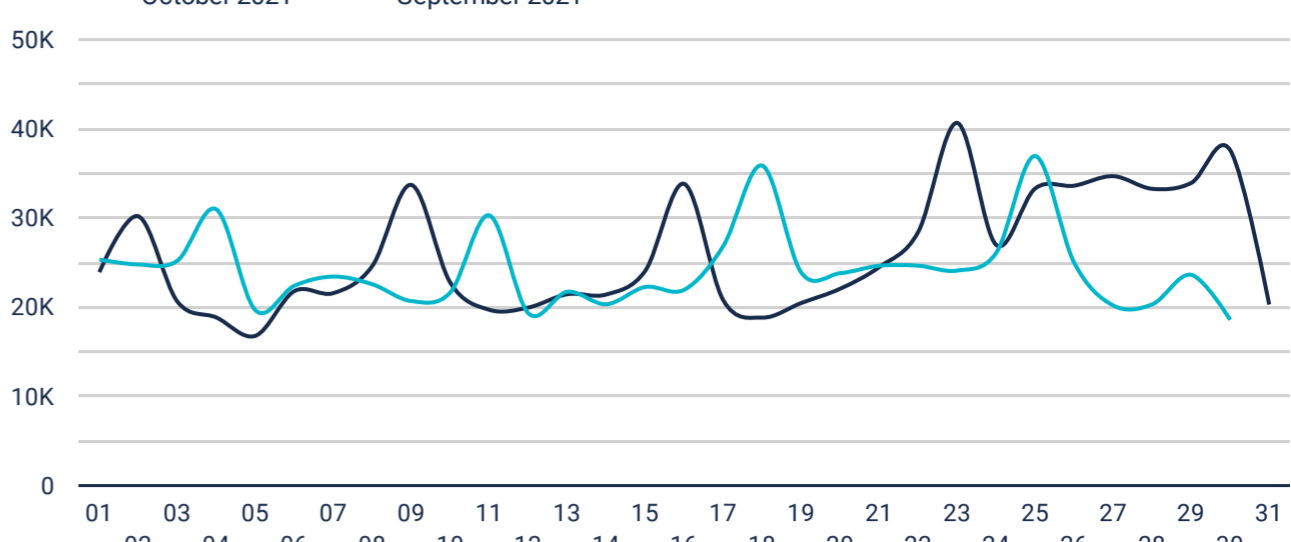


Fig.2. Number of daily visits to the site.

Footfall in October saw an increase of 11% with respect to the month of September.

The 23th of October represented the maximum daily footfall volumes seen in the last 2 months.

The daily average number of visits per week showed the maximum of the last three months on the last week of October. This increase in footfall was also experienced in other client town locations.

Comparison of Average Visits

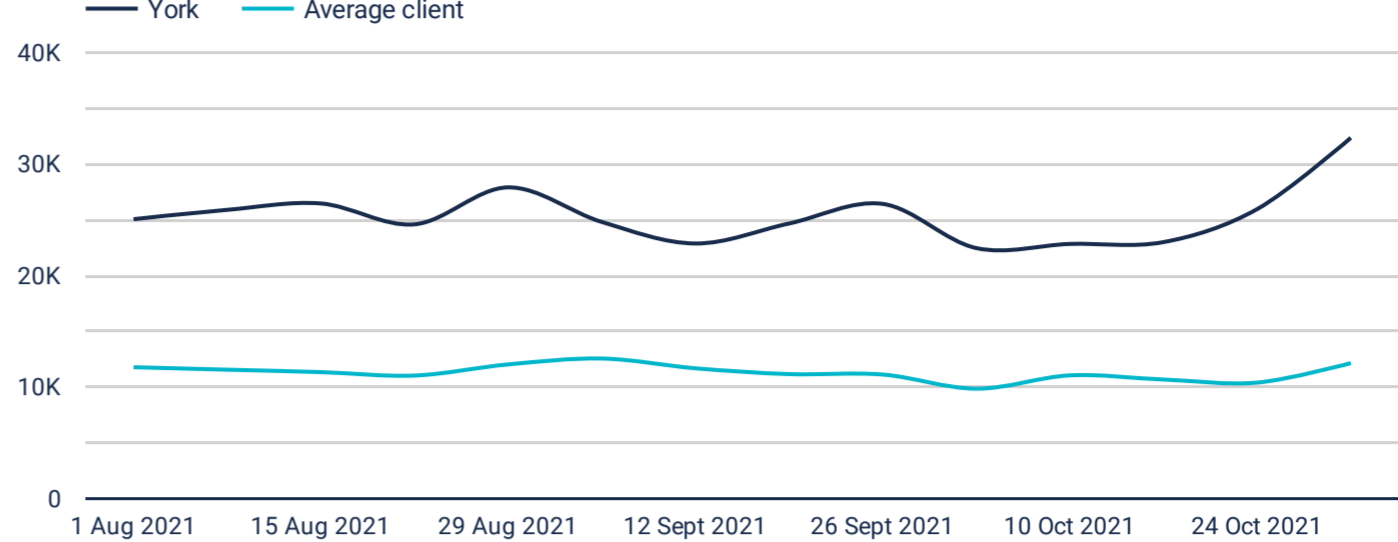


Fig.3. Daily average number of visits by week and city throughout the past 3 months.(1)

Visitors to the City Centre

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

With respect to September, October 2021 presents no significant changes overall. However, the following small changes can be noted:

- A lower proportion of visitors aged 55 and above.
- A higher proportion of very-high spend power visitors.

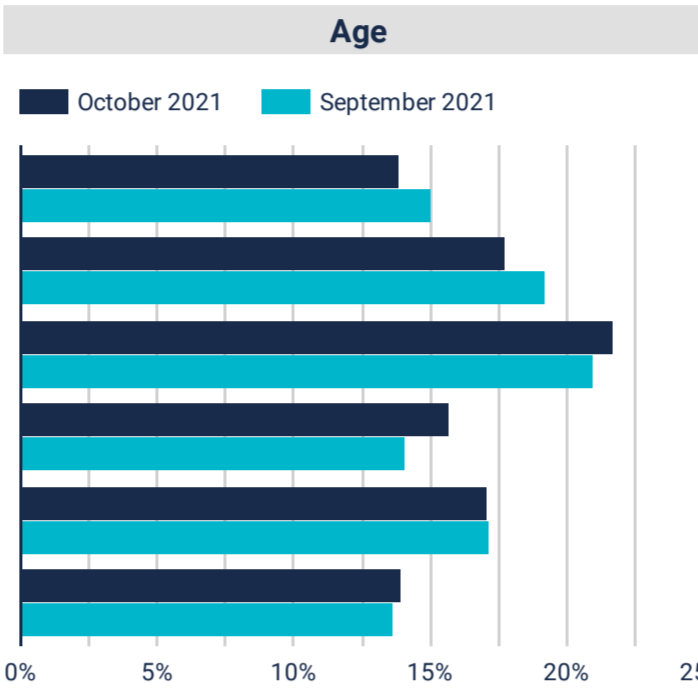


Fig.4. Age profile by month.

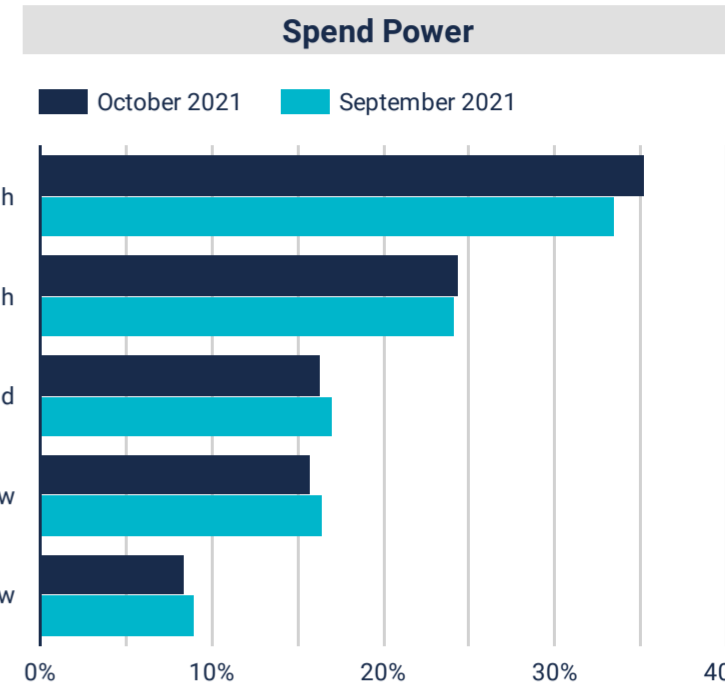


Fig.5. Spend Power profile by month. Spend power measures potential spend comparing to the regional score. (2)

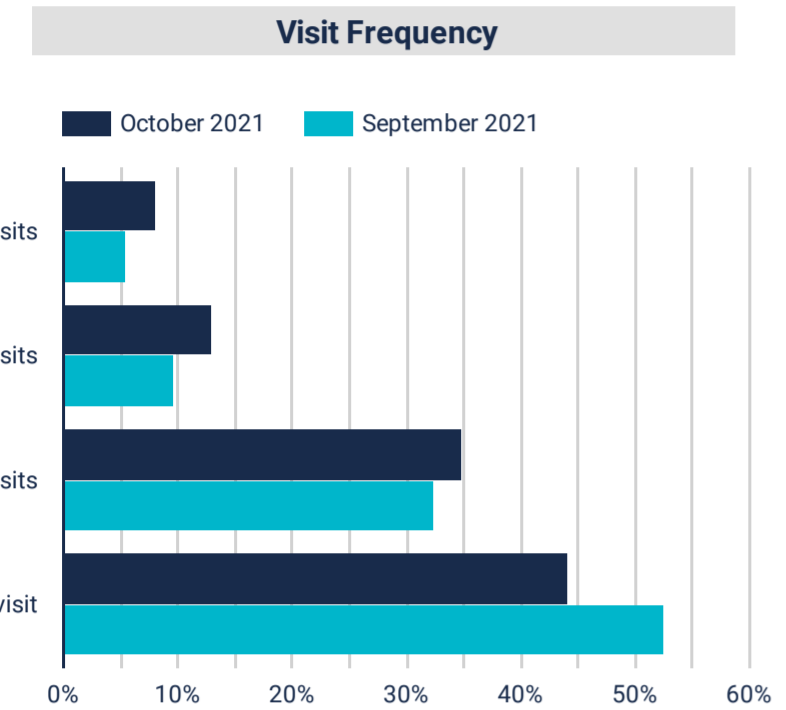


Fig.6. Visit Frequency profile by month. Visit frequency is defined as the number of unique days a person visits the vicinity of the presence sensor in a month. (O2 undergoing change in methodology)

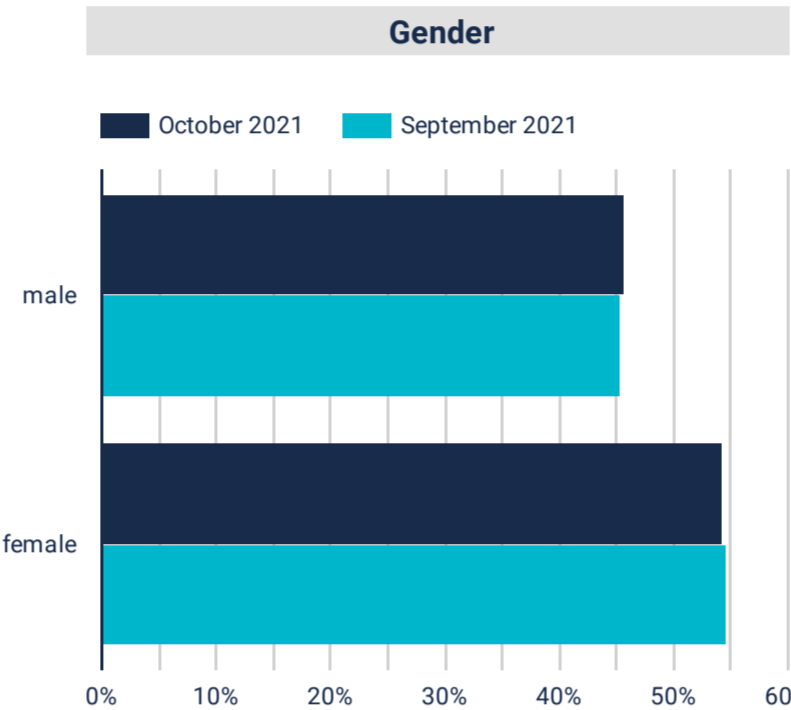


Fig.7. Gender profile by month.

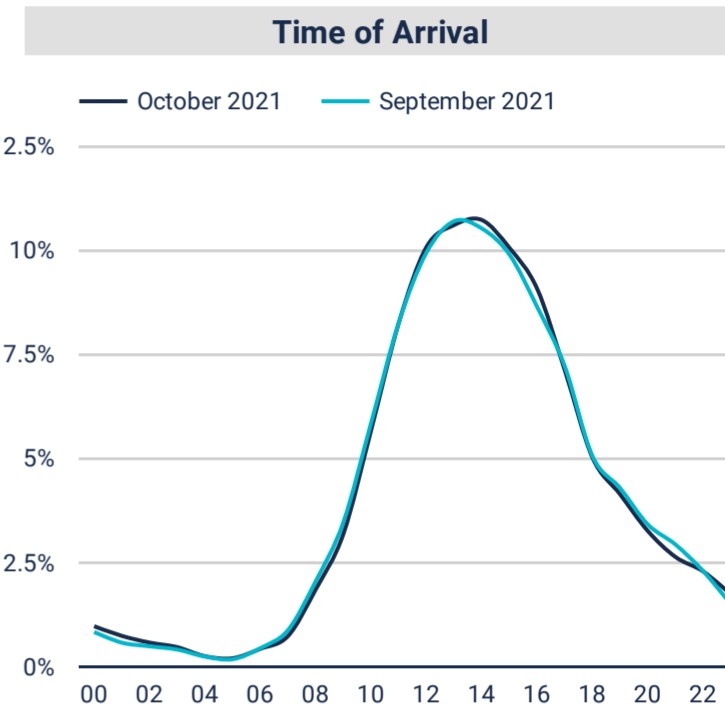


Fig.8. Time of arrival in the city centre for the month. Hour of day for first time sightings.

Where Do Visitors Come From?

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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 gathered 18% of visits, while it represented 22% the previous month. 24% of the users sighted live within 0-10km to the site. Long distance visitors represented 54% of the distribution.

Local Authority	October 20...	September ...	October 20...
York	17.75%	21.82%	null
East Riding of Yorkshire	5.23%	5.16%	null
Selby	4.09%	3.99%	null
Leeds	4.03%	3.76%	null
Harrogate	3.79%	3.84%	null
Hambleton	3.46%	3.58%	null
Ryedale	2.4%	2.41%	null

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

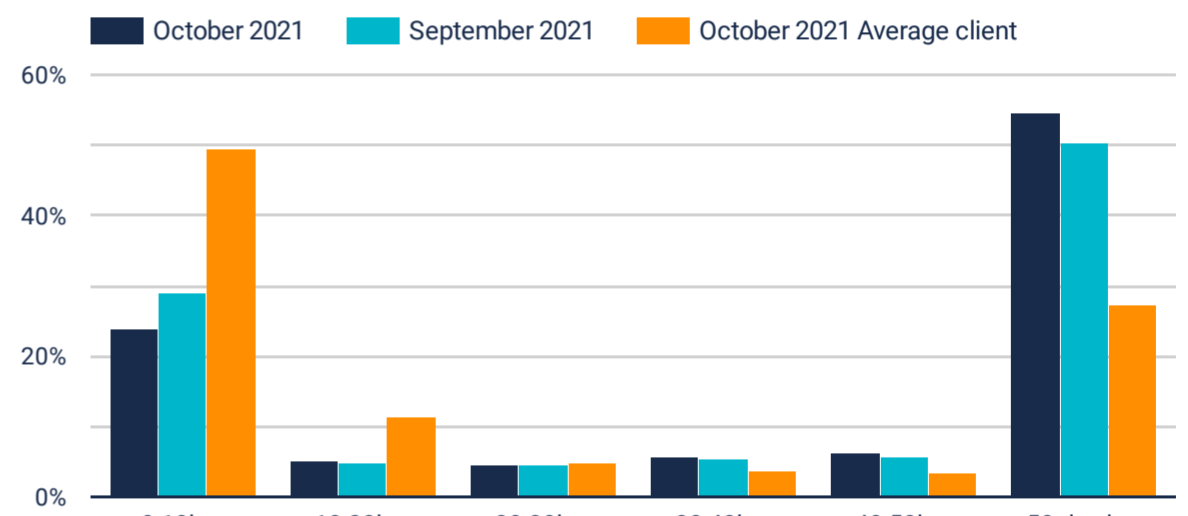


Fig.10. Distribution of distance to user's home location.

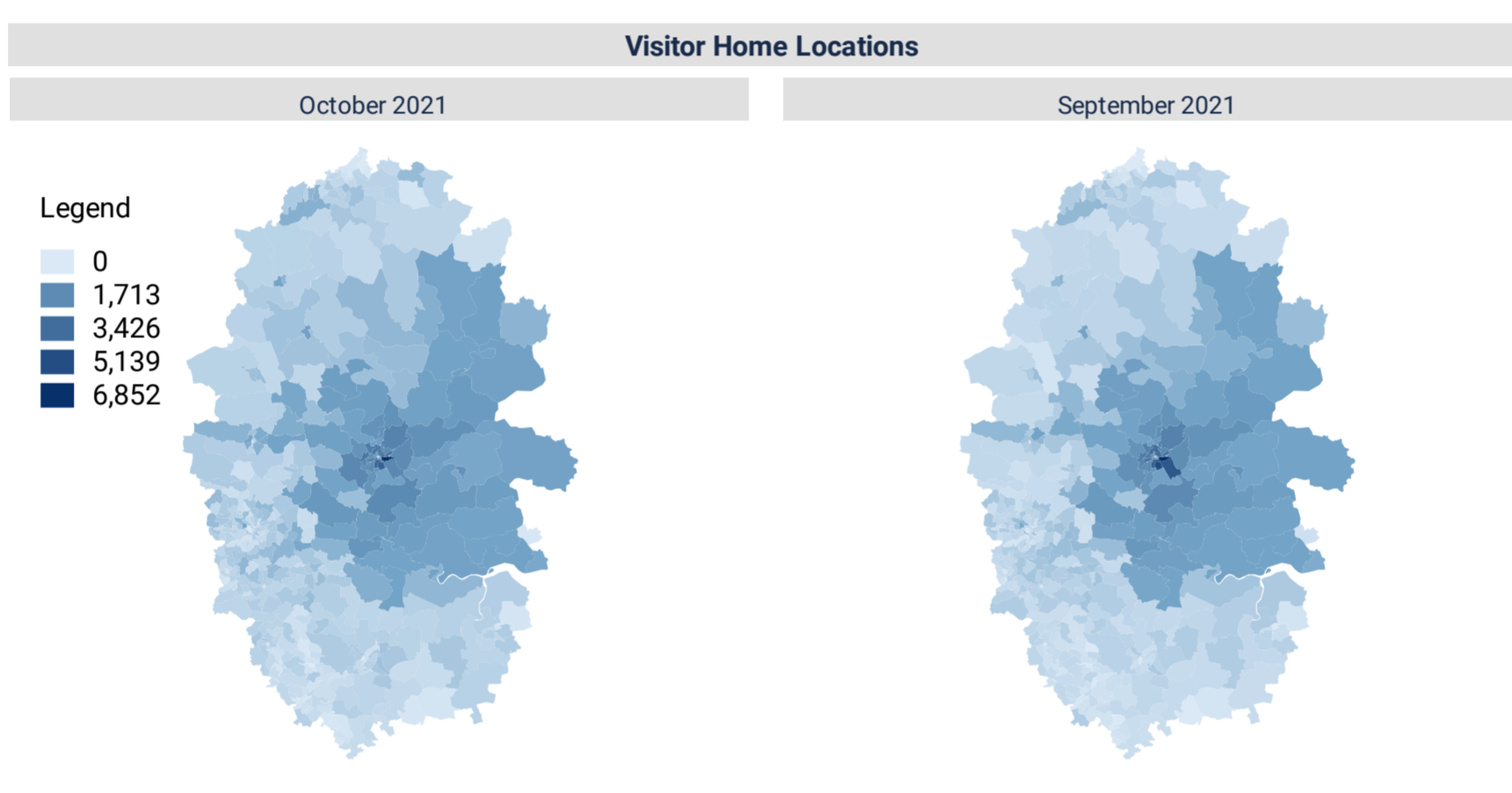


Fig.11. Number of users detected by the presence sensor by their inferred home location. (3)

Spend Data (Quarterly)

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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.

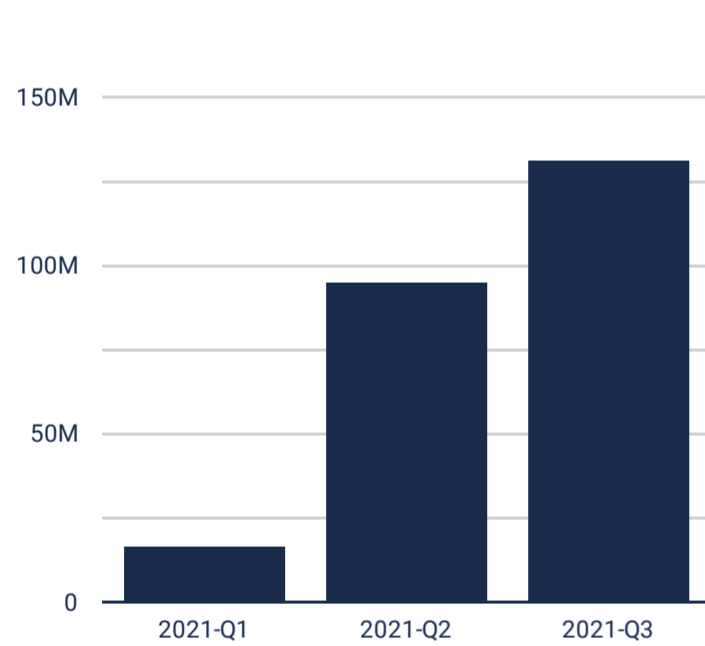


Fig.12. Total spend with city businesses in pounds by quarter.

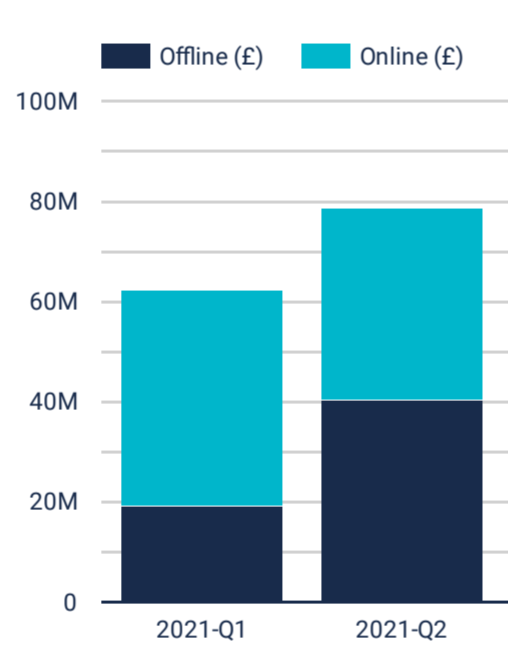


Fig.13. City resident spend with offline and online businesses by quarter

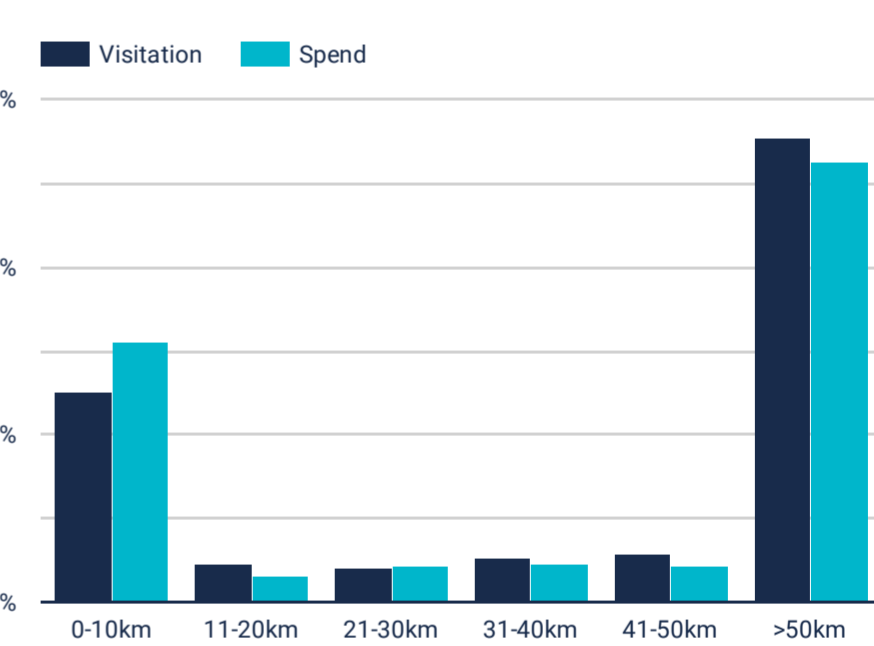


Fig.14. Visits and spend in the city centre by origin in last quarter. Visitation data is powered by o2.

Category	Total Spend (£)			Average Spend (£)		
	2021-Q1	2021-Q2	2021-Q3	2021-Q1	2021-Q2	2021-Q3
Restaurants	2,283,137	34,824,605	59,130,347	6.6	17.4	17.4
Retail & High St	2,242,194	18,082,874	21,262,364	13.1	32.6	33.8
Clothing	207,071	14,913,223	16,194,976	35.1	43.1	42.2
Hotel/Accommodation	0	3,216,248	5,522,684	null	53.2	62.7
Travel	0	0	4,654,279	null	null	7.1
Food & Drink	1,508,305	2,322,205	2,722,518	8.6	8.0	7.9
Health	4,952,051	1,929,071	2,186,380	25.4	28.4	19.9

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

Where Does Spend in the City Come From?

Where Do City Residents Spend?

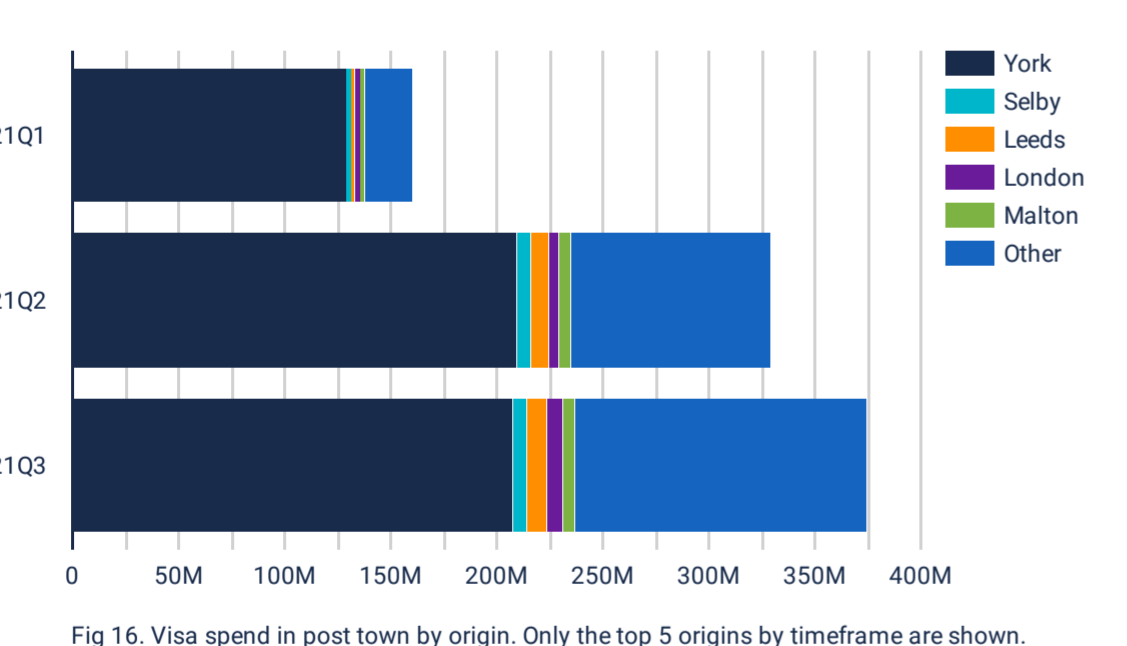


Fig.16. VISA spend in post town by origin. Only the top 5 origins by timeframe are shown.

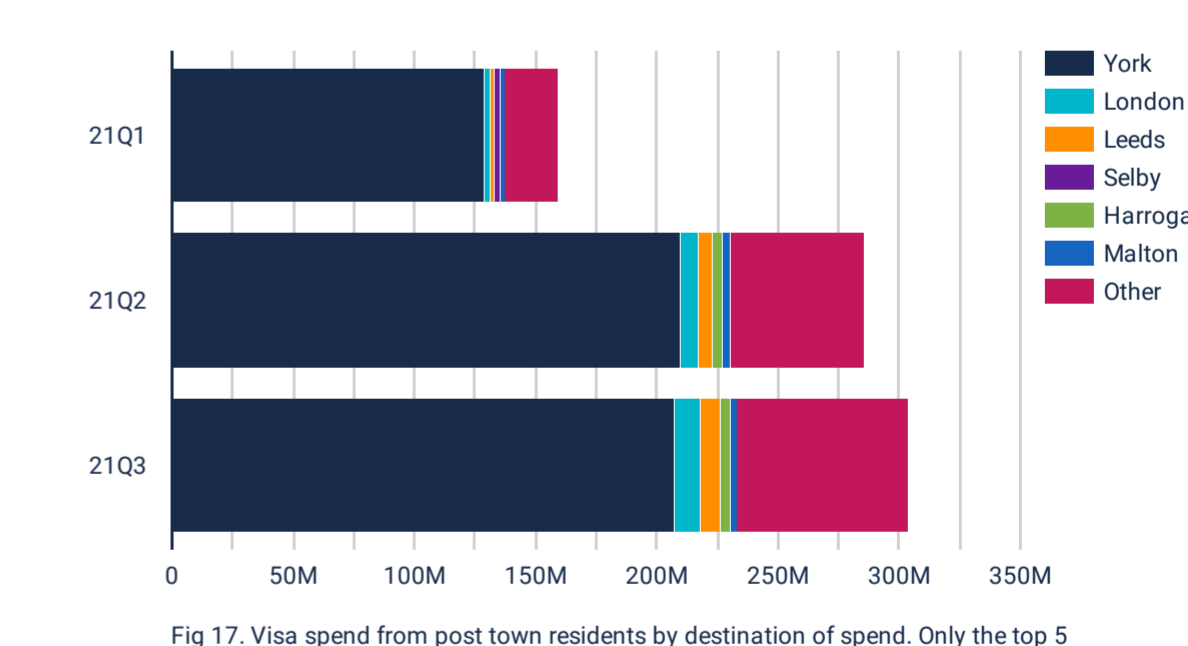


Fig.17. VISA spend from post town residents by destination of spend. Only the top 5 destinations by timeframe are shown.

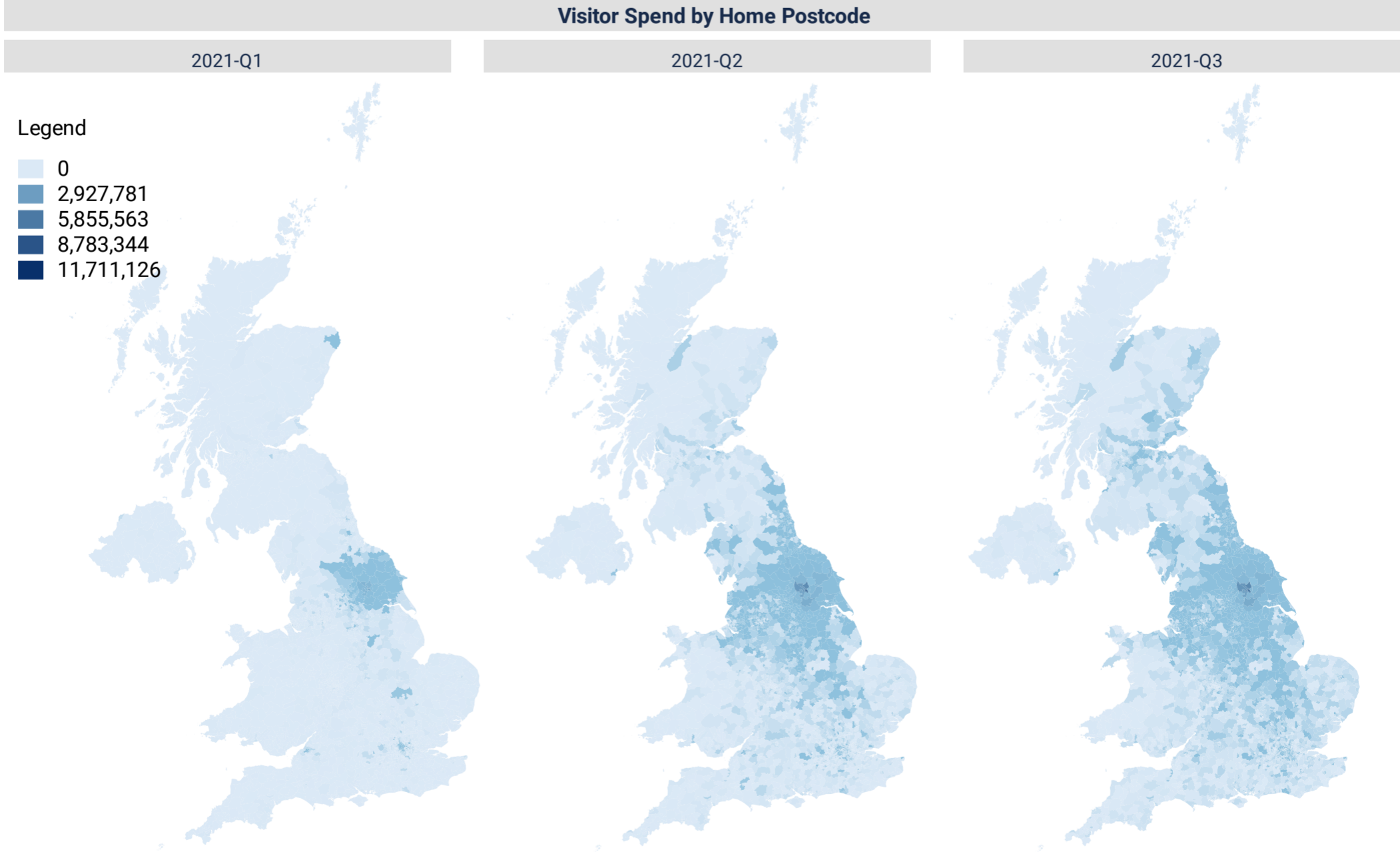


Fig.18. Spend in city centre by postcode district of origin.

Social Media

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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.

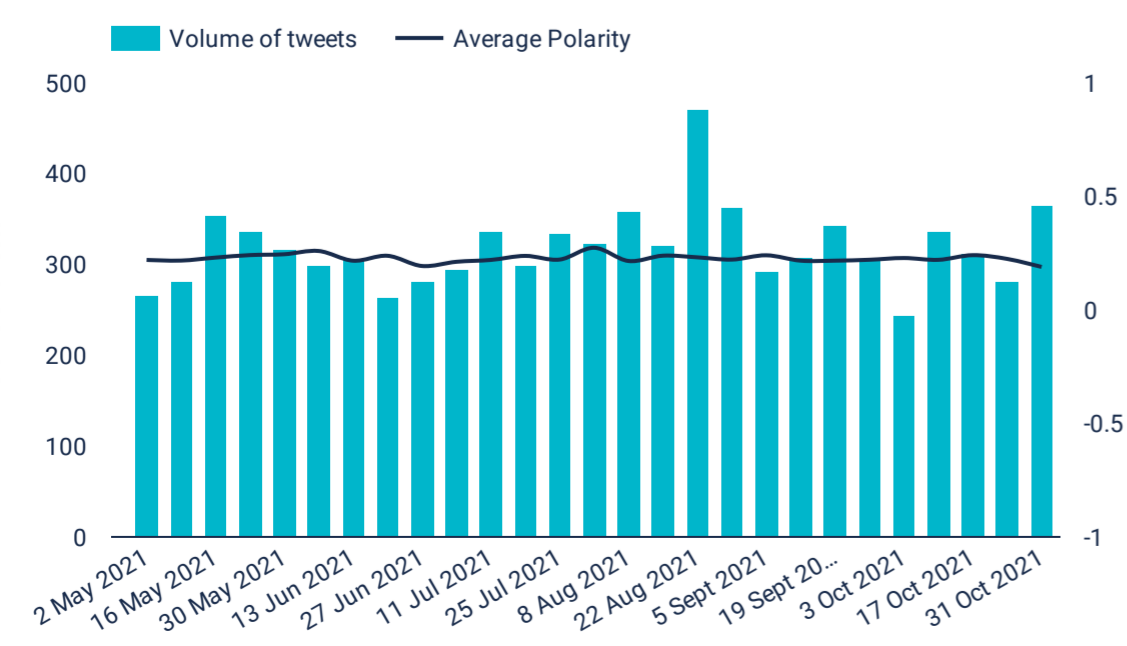


Fig.19. Weekly volume of tweets and their average positive/negative rating.



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 provides 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 through 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.