

During April 2022, York city centre experienced an 8% increase in footfall with respect to March 2022 and a 33% increase with respect to April 2021. Visitor demographics were overall consistent with March but showing a higher proportion of visitors aged 25-44 and a higher proportion of one-time visitors throughout the month. Trips to the city centre from over 50 km represented 46% of the total number of visitors.

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).

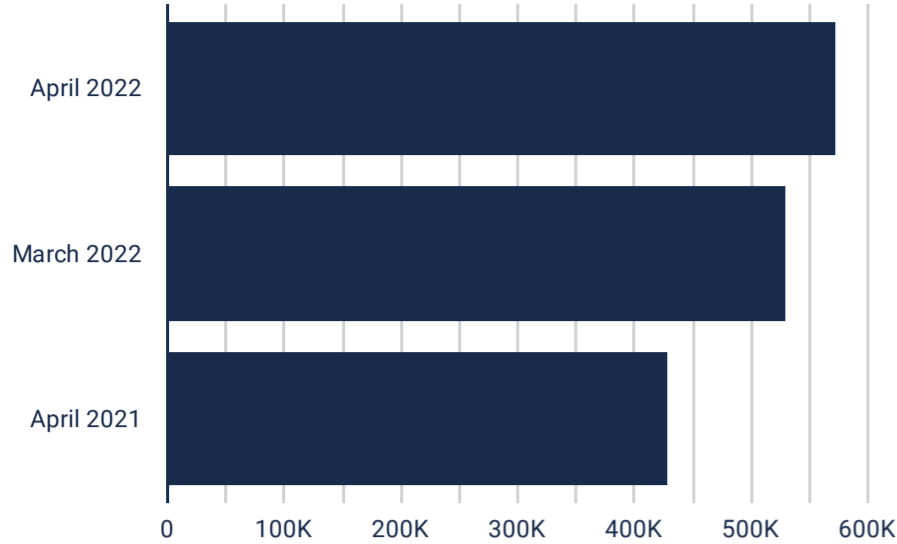


Fig.1. Number of monthly visits to the site.

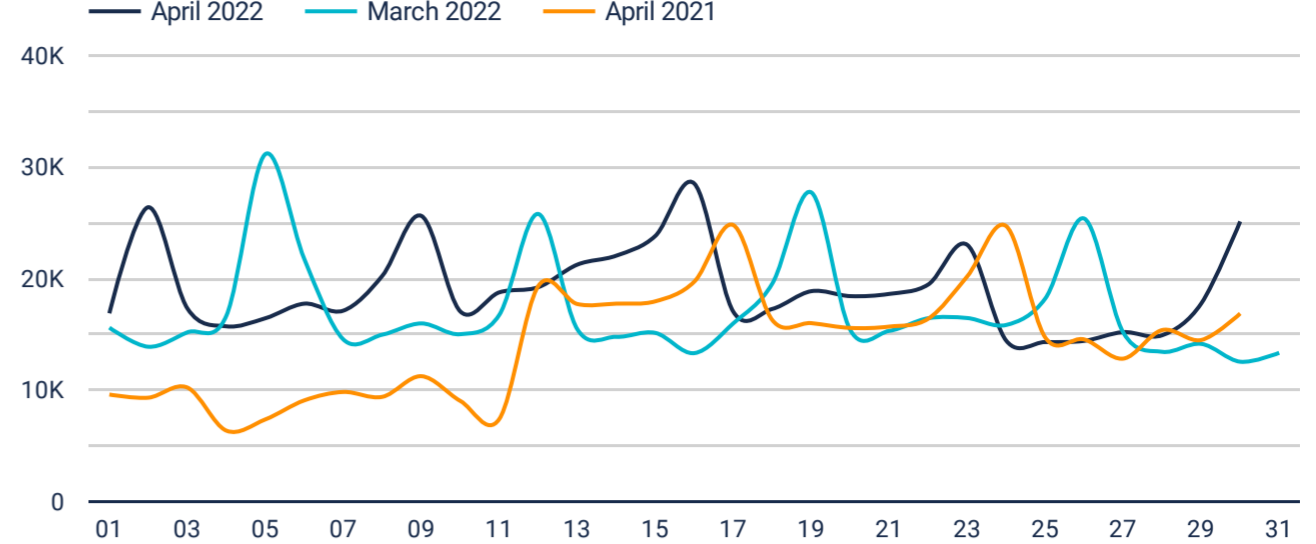


Fig.2. Number of daily visits to the site.

Footfall in April 2022 saw an increase of 8% with respect to March 2022 and an increase of 33% with respect to April 2021.

The daily average number of visits per week presents a maximum on the week ending on the 17th April. This week shows one of the highest volumes of the past months.

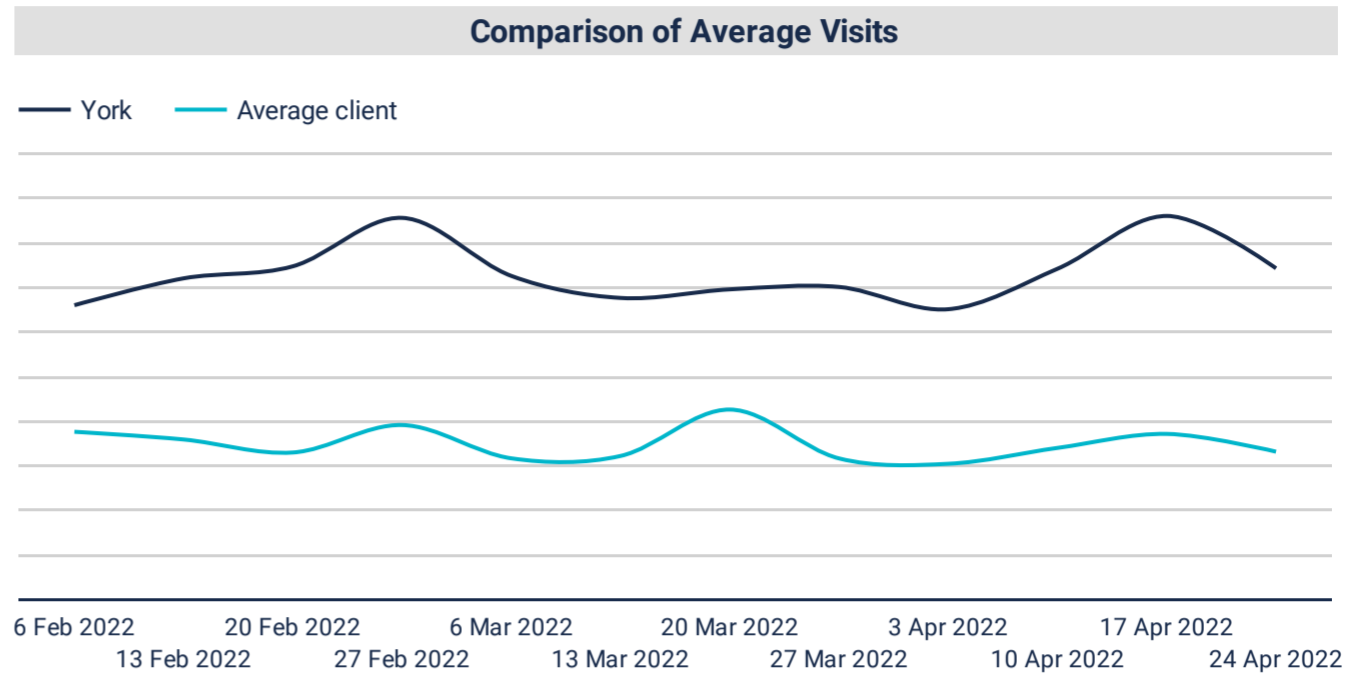


Fig.3. Daily average number of visits by week and city throughout the past 3 months.(1)

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 March, April 2022 presents no significant changes overall. However, the following small changes can be noted:

- A higher proportion of visitors aged 25 to 44.
- A higher proportion of one-time visitors throughout the month.

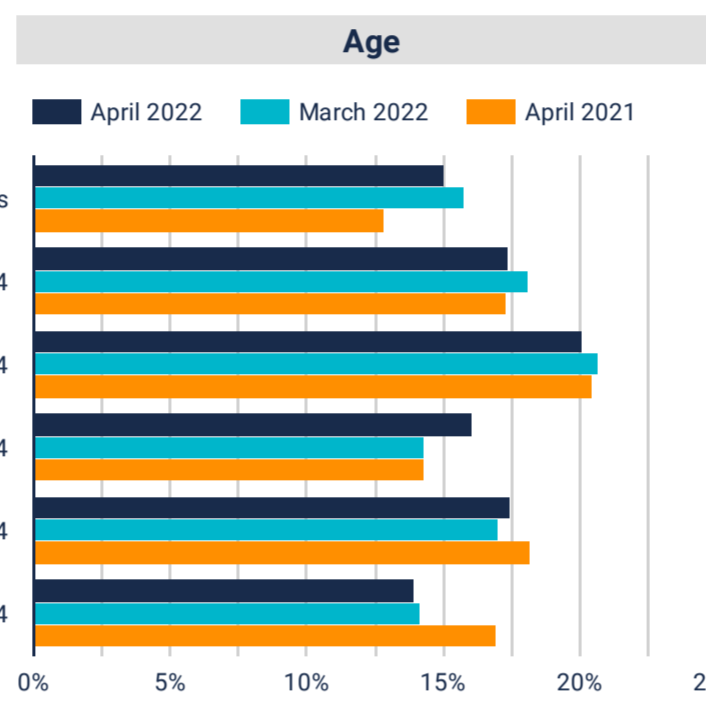


Fig.4. Age profile by month.

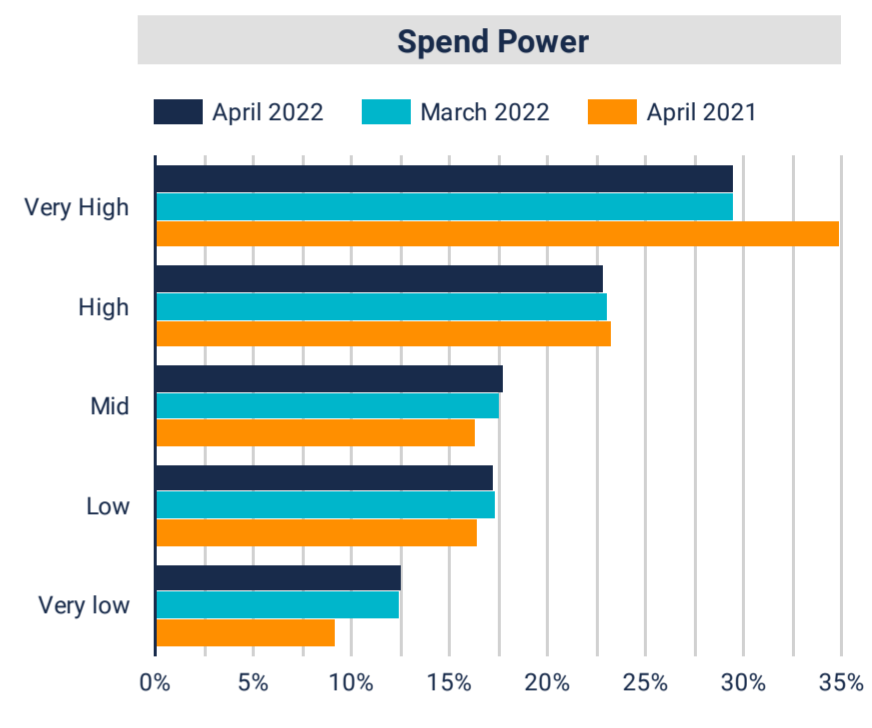


Fig.5. Spend Power profile by month. Spend power measures potential spend comparing to the regional score. (2)

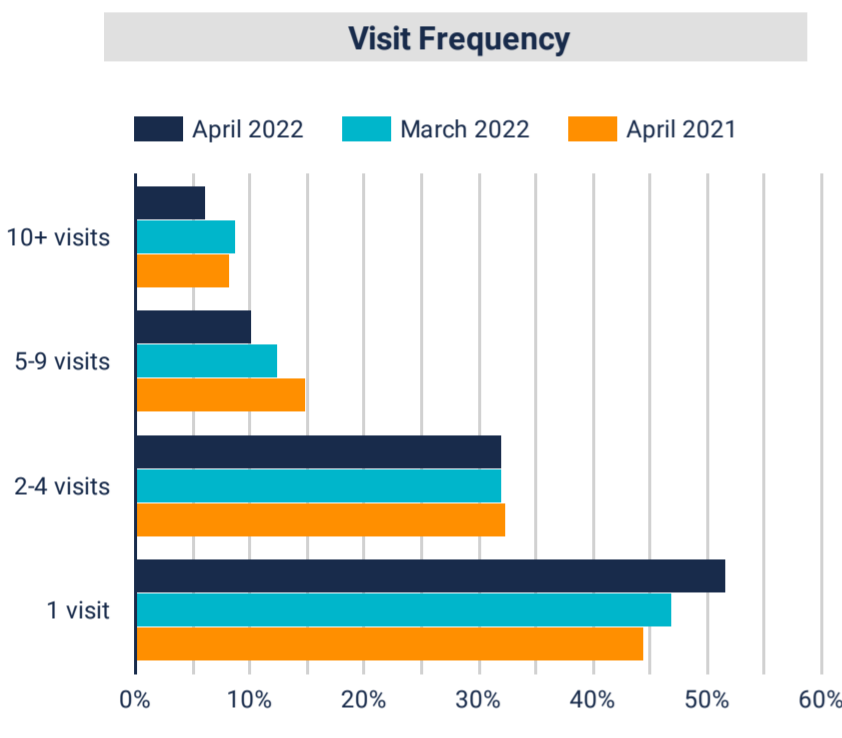


Fig.6. Visit Frequency profile by month. Visit frequency is defined as the number of unique days a person visits the vicinity of the presence sensor in a month. (O2 undergoing change in methodology)

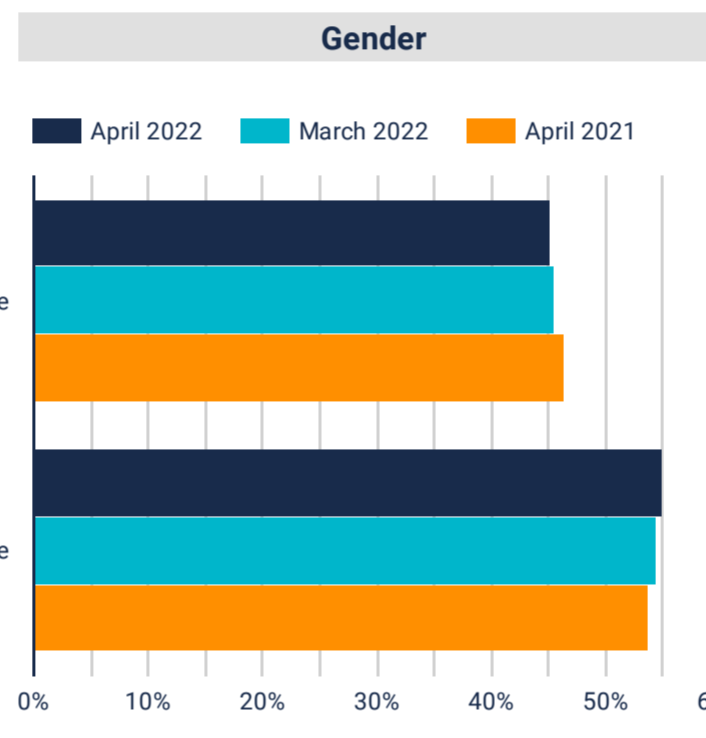


Fig.7. Gender profile by month.

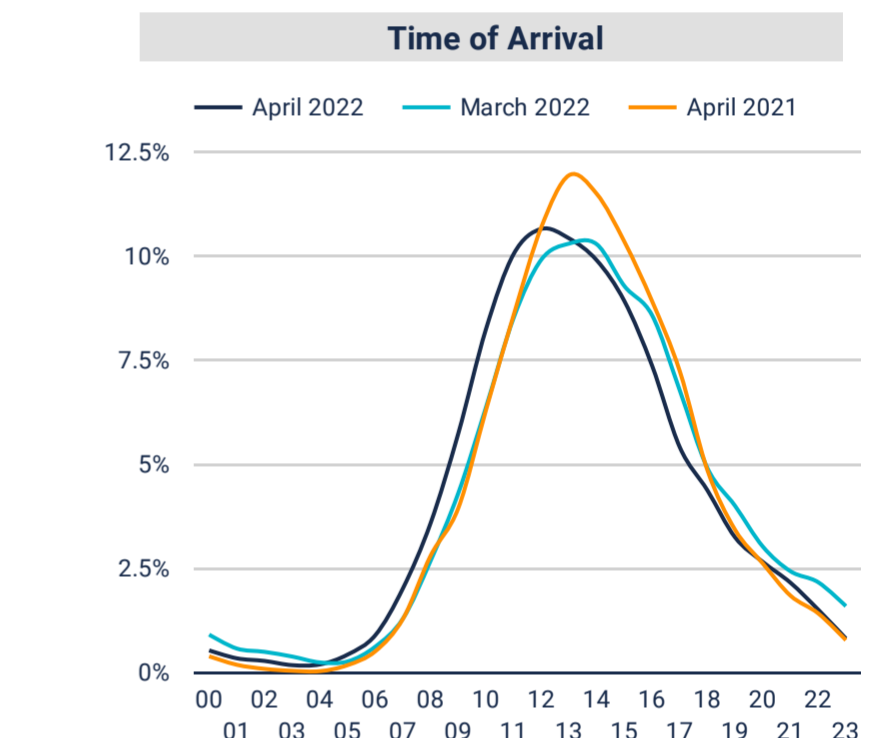


Fig.8. Time of arrival in the city centre for the month. Hour of day for first time sightings.

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.10). A distribution by distance to the small cell displays in Fig.10.

The local authority of York was the home location for 23% of the visitors, while it represented 28% of the total in March. 31% of the users sighted live within 0-10km to the site. Long distance visitors represented 46% of the total.

Local Authority	April 2022	March 2022	April 2021
York	23.07%	28.26%	38.36%
East Riding of Yorkshire	5.43%	5.64%	6.37%
Selby	4.48%	4.9%	6.41%
Leeds	4.41%	4.31%	4.93%
Harrogate	4.19%	4.52%	6.44%
Hambleton	3.71%	4.2%	6.19%
Ryedale	2.57%	2.82%	3.37%

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

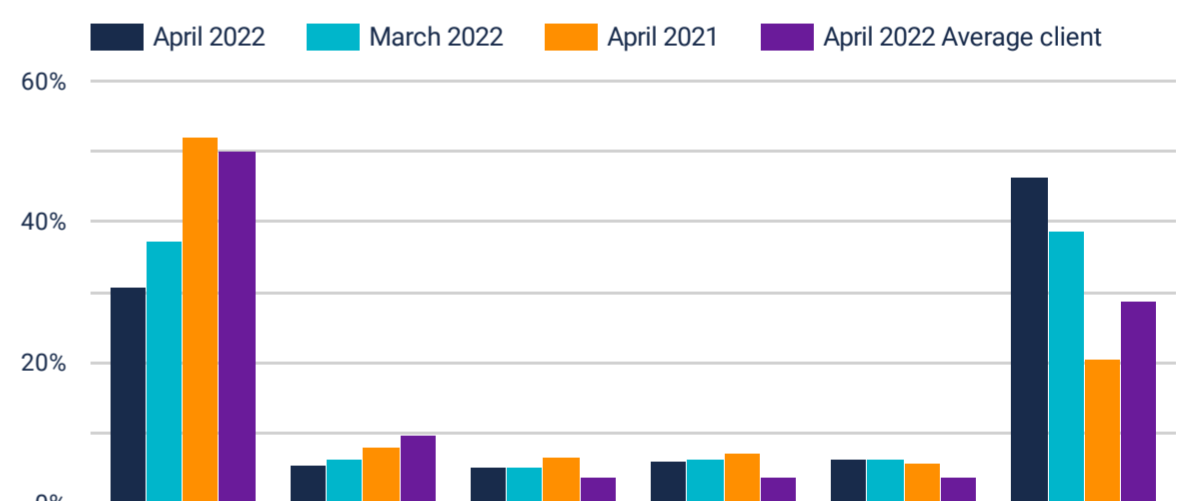


Fig.10. Distribution of distance to user's home location.

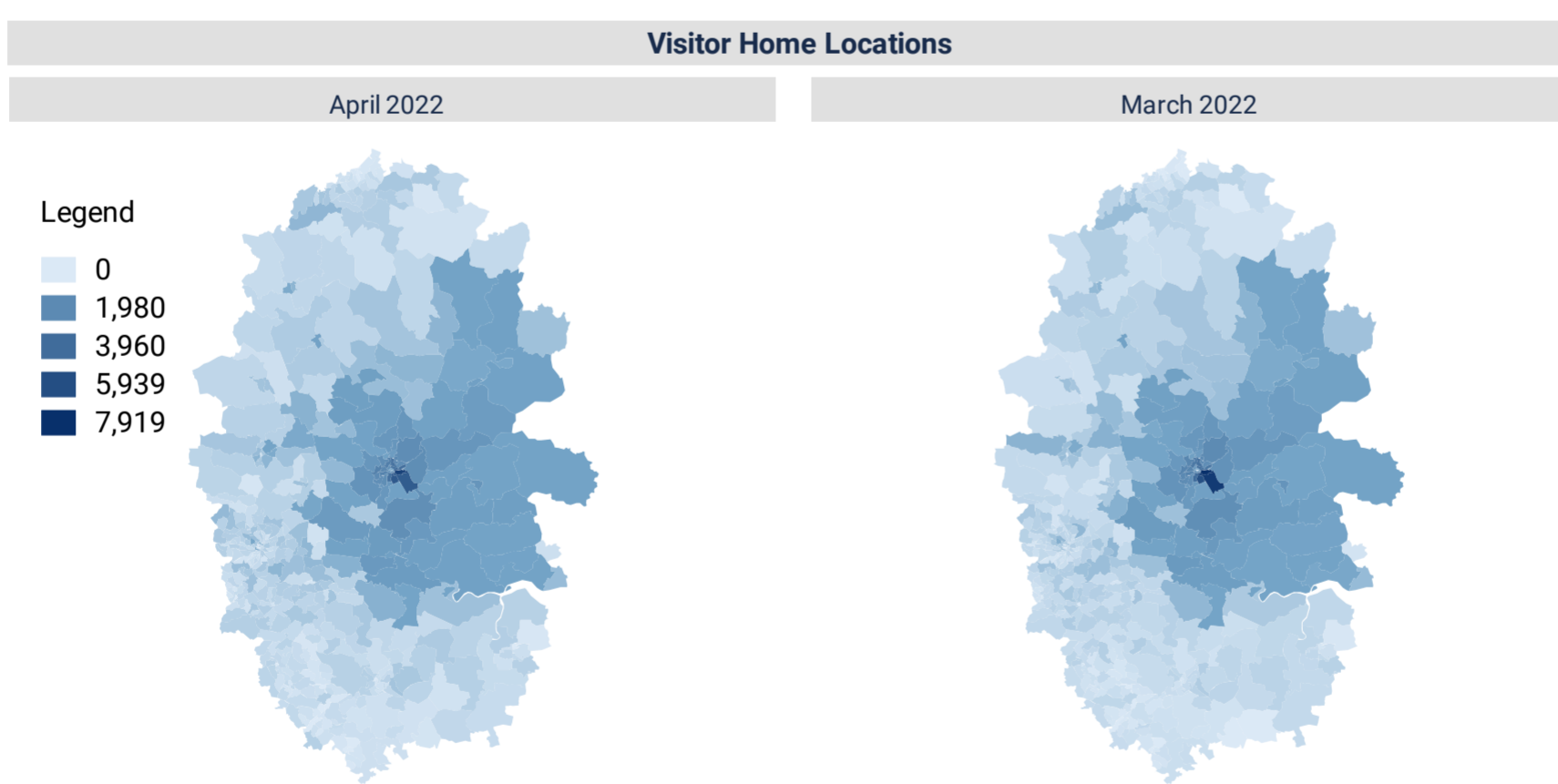


Fig.11. Number of users detected by the presence sensor by their inferred home location. (3)

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.

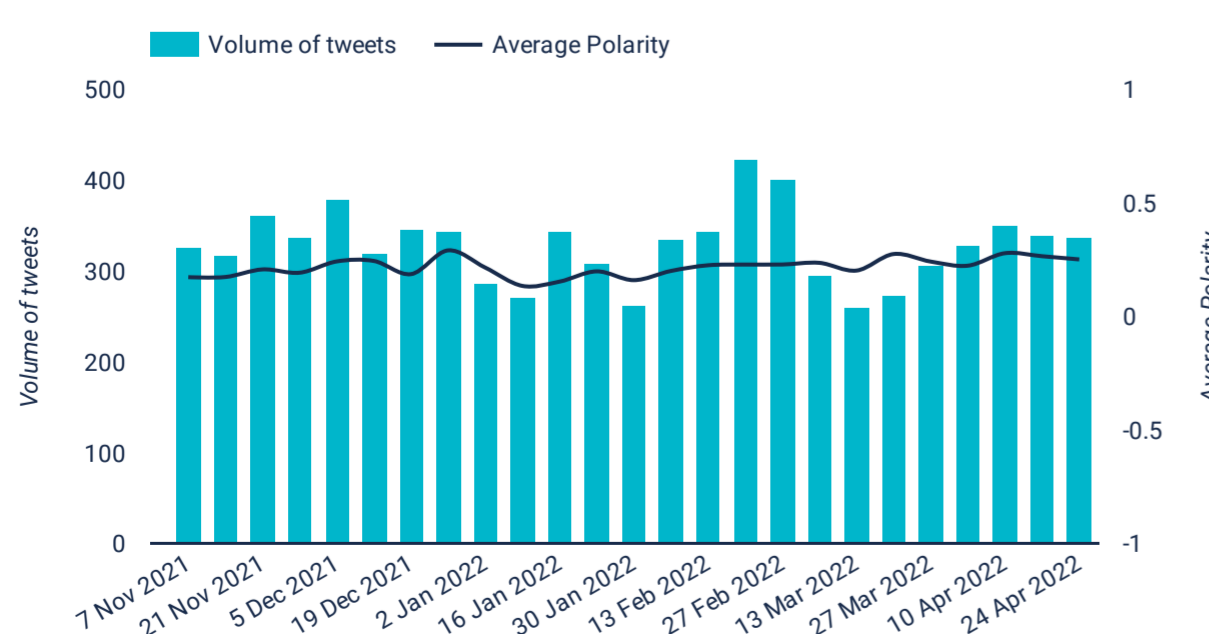


Fig.19. Weekly volume of tweets and their average positive/negative rating.



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 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 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.