



# Report for: York City Centre

York city centre experienced a 22% increase in footfall with respect to the previous month, and a 22% decrease with respect to August 2021. Overall, visitor demographics were consistent with the previous month. However there is a slightly higher proportion of visitors aged 65+ and a higher proportion of one-time visitors throughout the month

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).

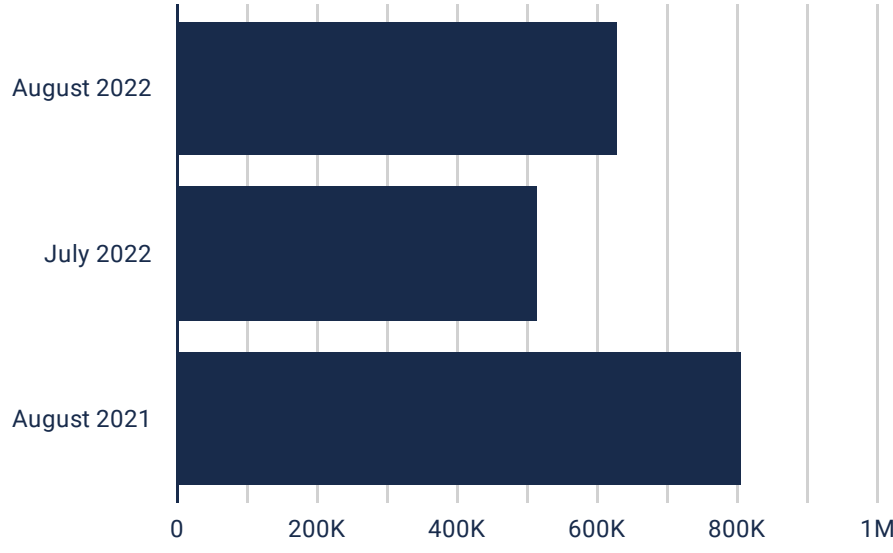


Fig.1. Number of monthly visits to the site.

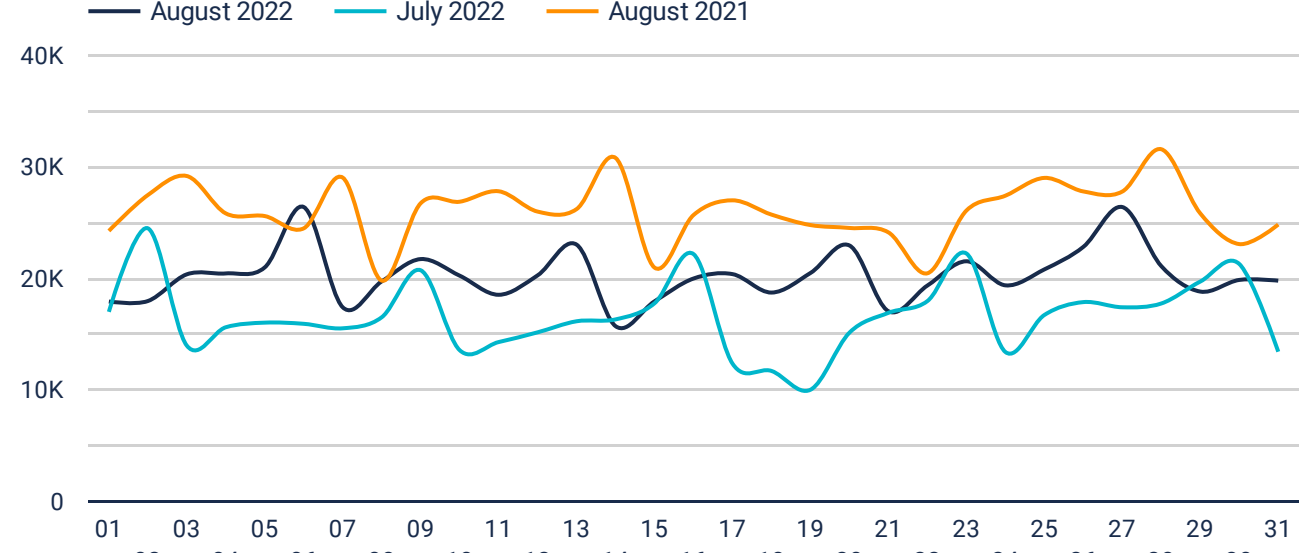


Fig.2. Number of daily visits to the site.

Footfall in June 2022 saw an increase of 22% with respect to the previous month and a decrease of 22% with respect to August 2021. The average number of visits per week has displayed a marked peak during August.

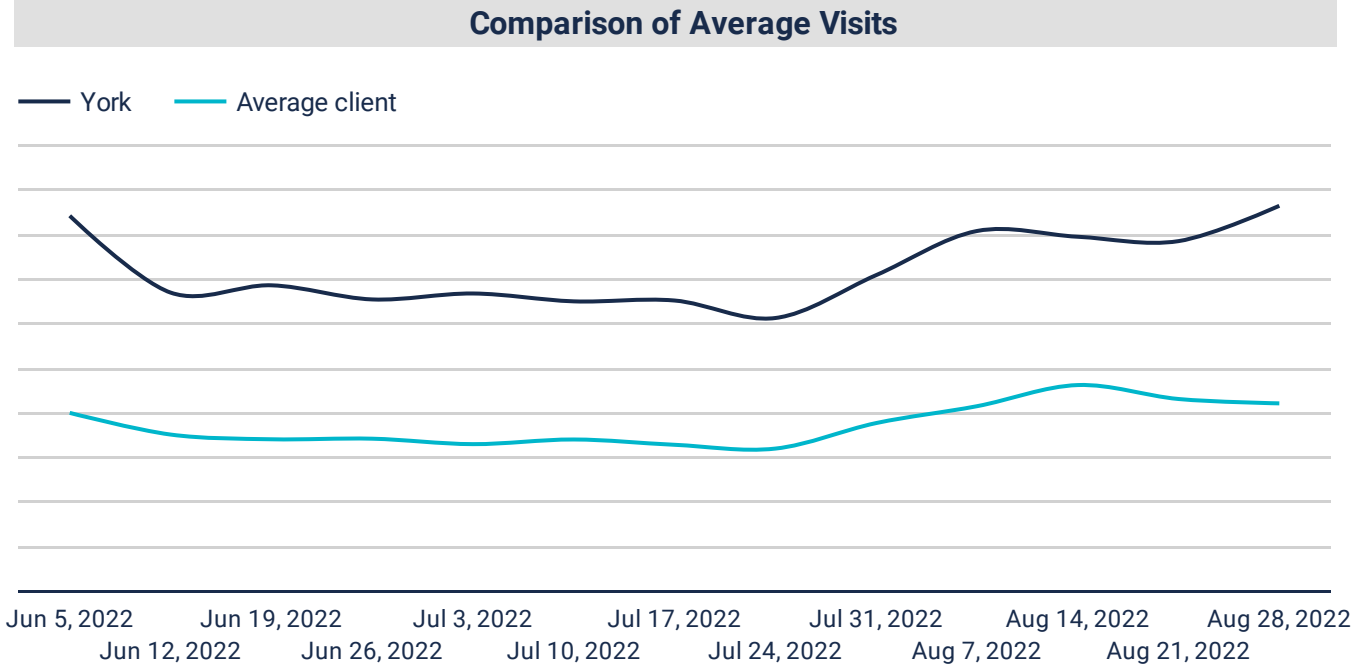


Fig.3. Daily average number of visits by week and city throughout the past 3 months.(1)

## Visitors to the City Centre

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The following charts profile the demographic features and first sighting of visitors detected by the presence sensor in York.

Overall, August 2022 shows little significant change in comparison to the previous month, however, the following small MoM changes can be noted:

- A higher proportion of visitors aged 65+
- A higher proportion of one-time visitors throughout the month

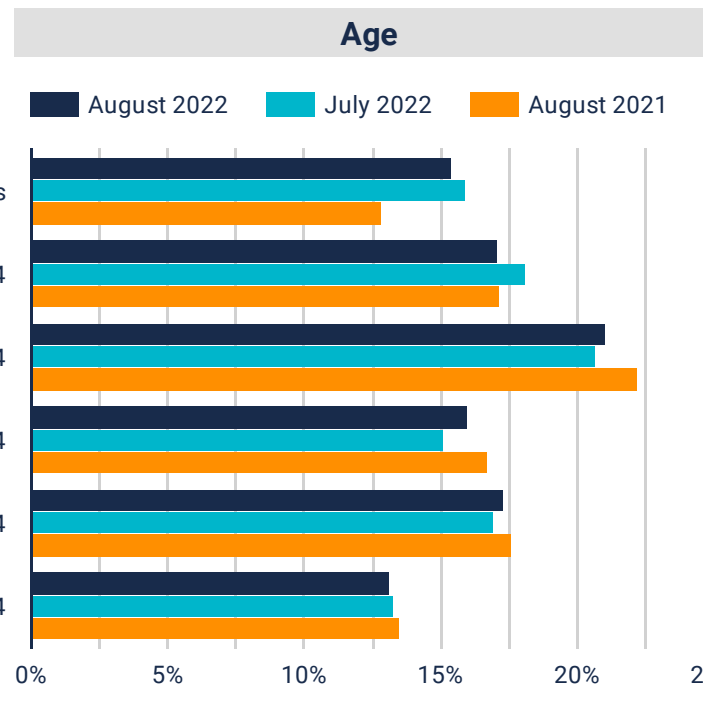


Fig.4. Age profile by month.

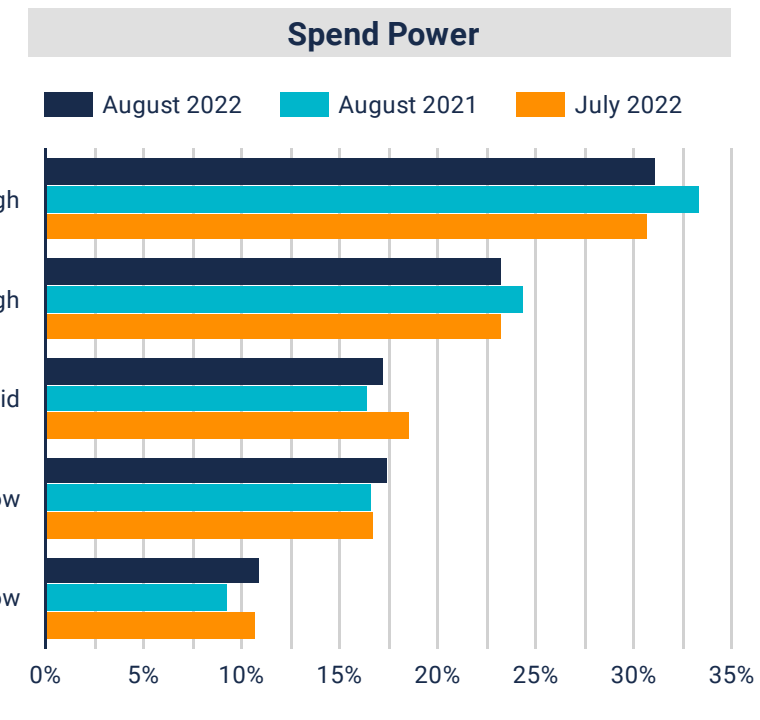


Fig.5. Spend Power profile by month. Spend power measures potential spend comparing to the regional score. (2)

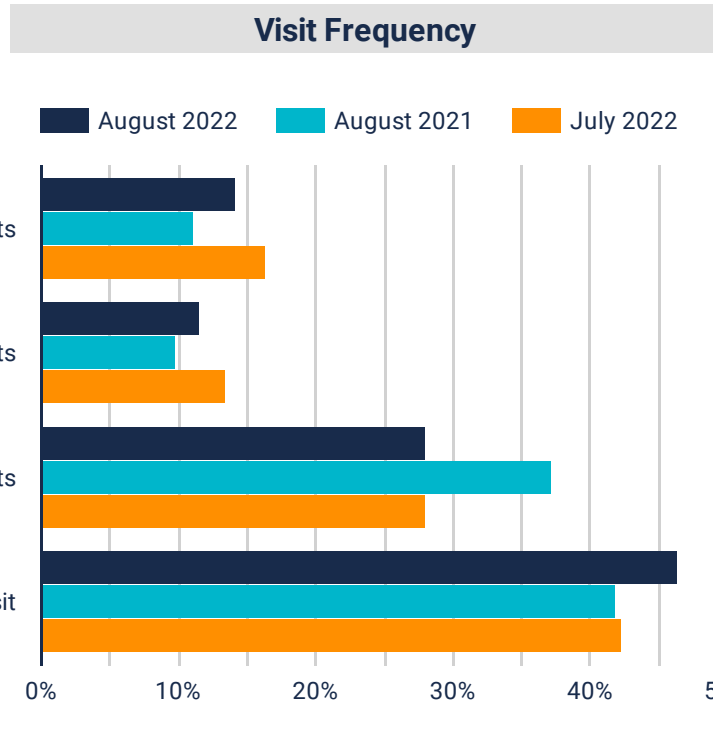


Fig.6. Visit Frequency profile by month. Visit frequency is defined as the number of unique days a person visits the vicinity of the presence sensor in a month. (O2 undergoing change in methodology)

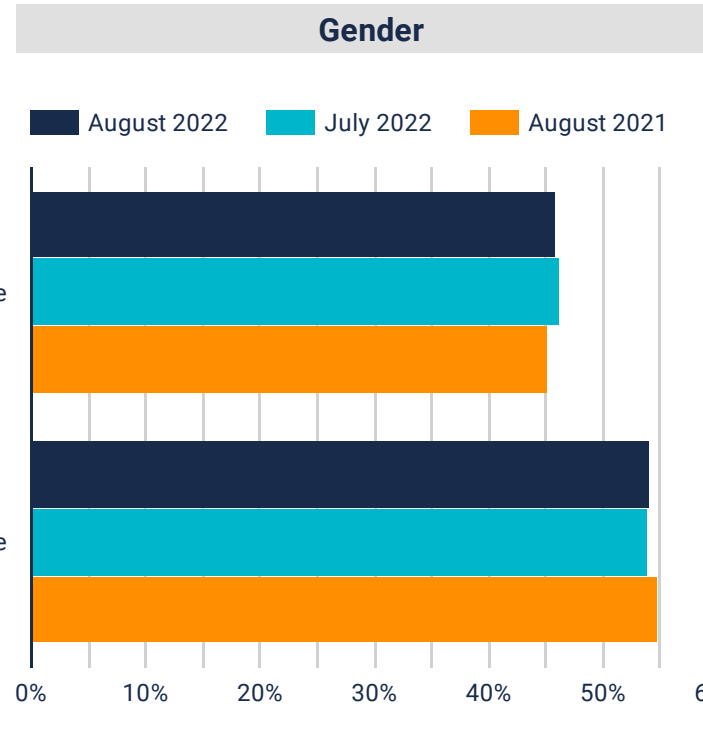


Fig.7. Gender profile by month.

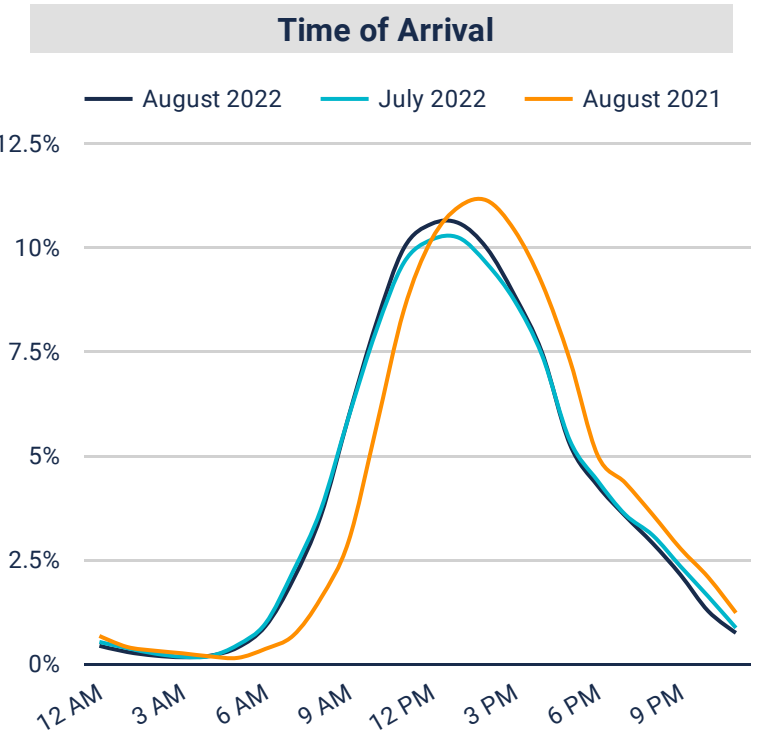


Fig.8. Time of arrival in the city centre for the month. Hour of day for first time sightings.

## Where Do Visitors Come From?

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Mobile network data allows us to understand the origin of those visitors who are detected by the sensor in the city centre. This is summarised below at the Local Authority level (Fig.9), Postcode Sector level (Fig.11) and alongside a distribution of distance travelled (Fig.10).

- 34% of visitors originated within York City (39% in July).
- 43% of the visitors sighted live within 0-10 km to the site (53% in July).
- Long distance visitors represented 40% of total visitation (28% in July).

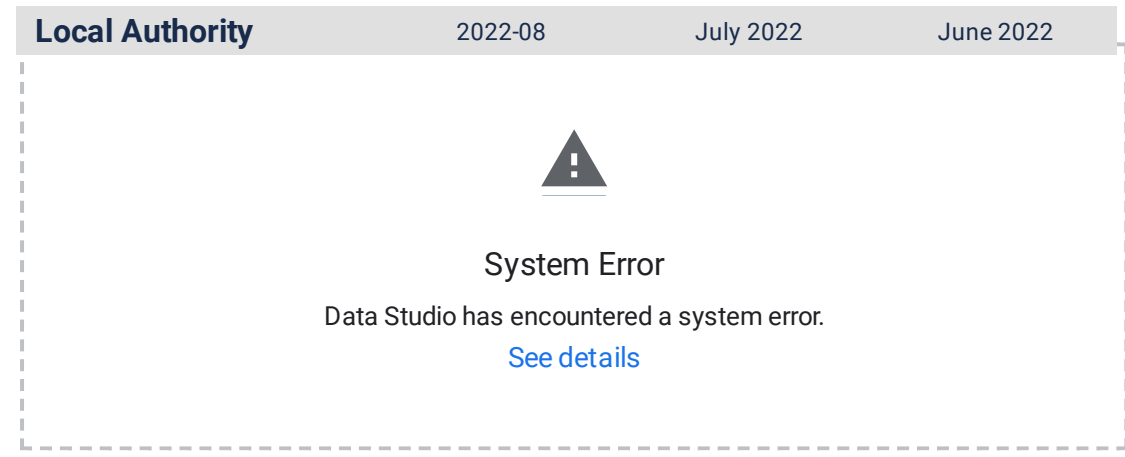


Fig 9. Top home local authority catchment locations by month. Data sorted by latest month.

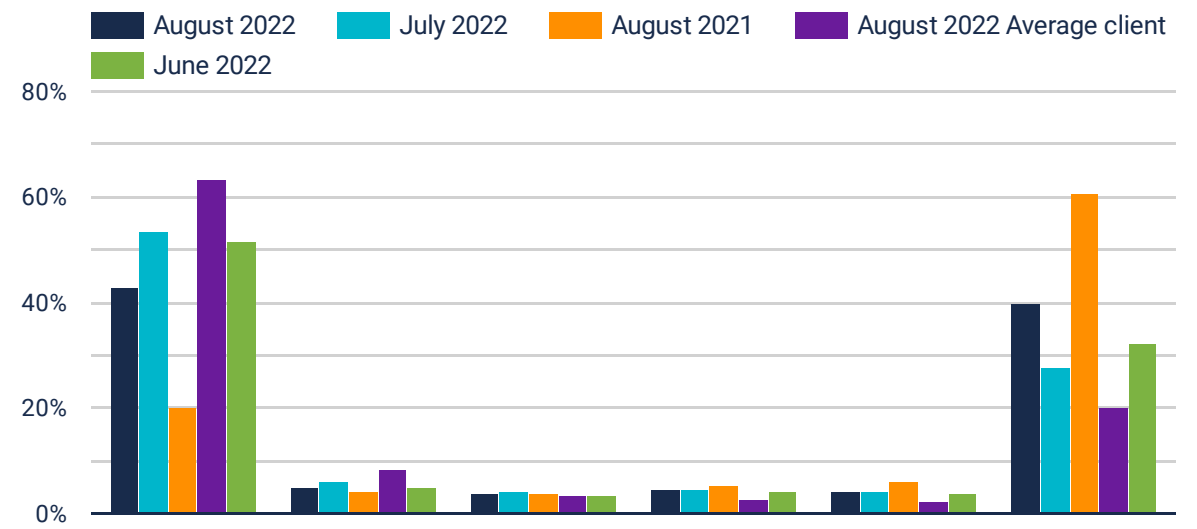


Fig 10. Distribution of distance to user's home location.

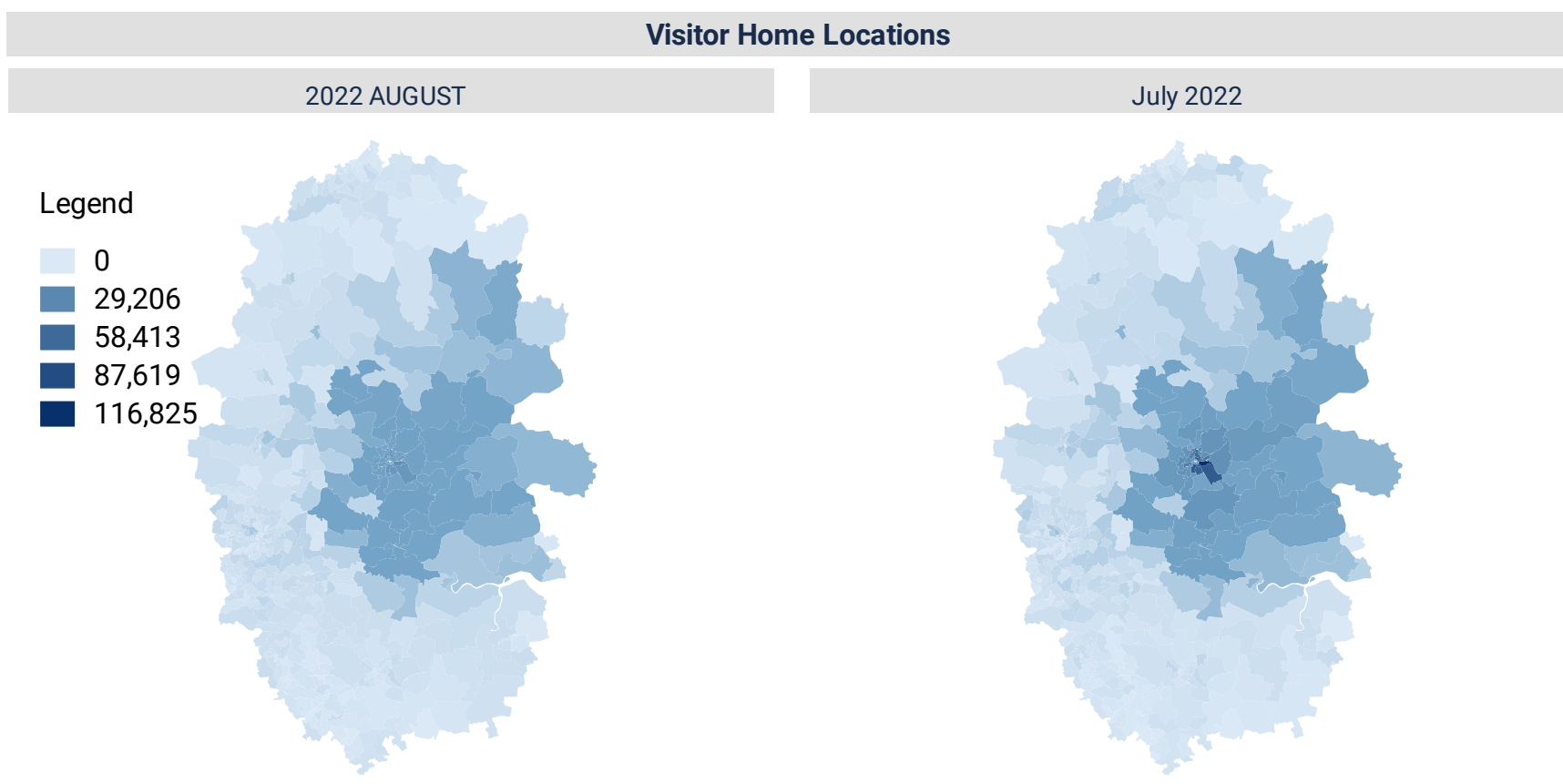


Fig 11. Number of users detected by the presence sensor by their inferred home location. (3)

## Social Media

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Tweets related to the city are ingested and analysed. Fig.19 shows the volume of tweets by week for the last months together with their average sentiment 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.

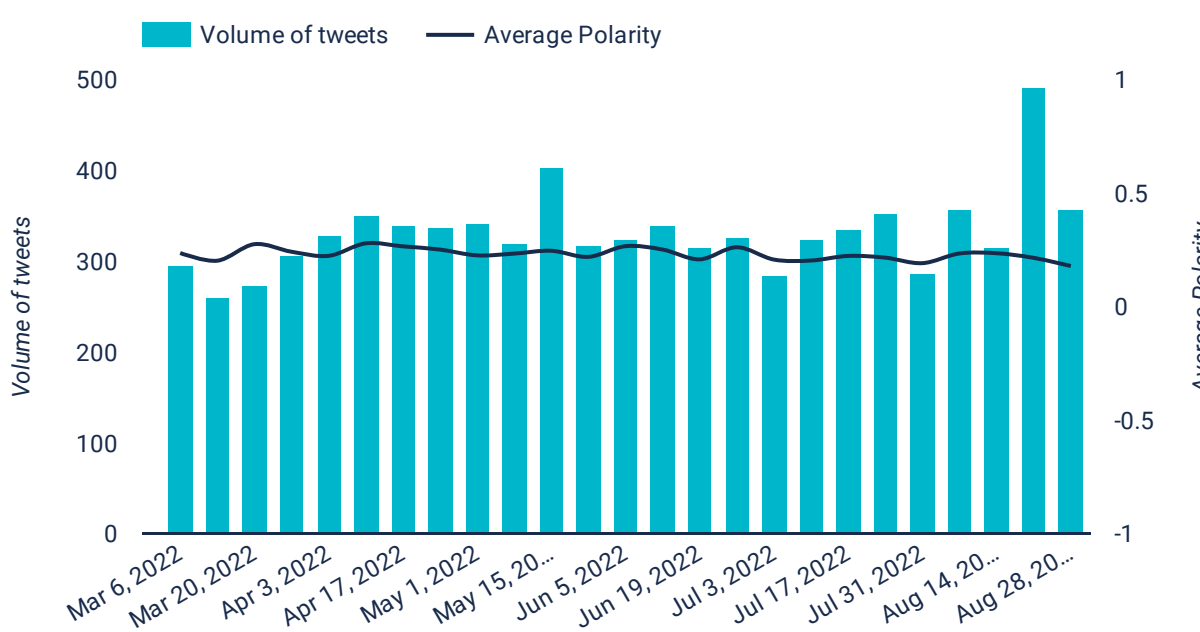


Fig 19. Weekly volume of tweets and their average positive/negative rating.



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.