

During July 2022, York city centre experienced no significant changes in footfall with respect to the previous month, although there was a notable dip during the heatwave. Visitor demographics are overall consistent with April, but showing a slightly higher proportion of younger visitors and a reduction in frequent visitors. Spend data from the most recent financial quarter (latest month: June 2022) is also supplied.

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).

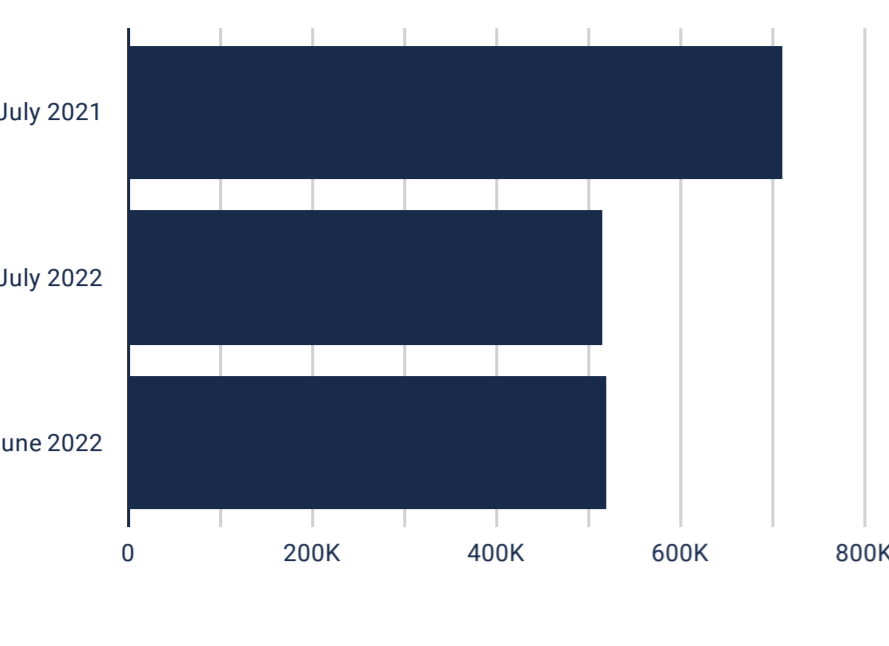


Fig.1. Number of monthly visits to the site.

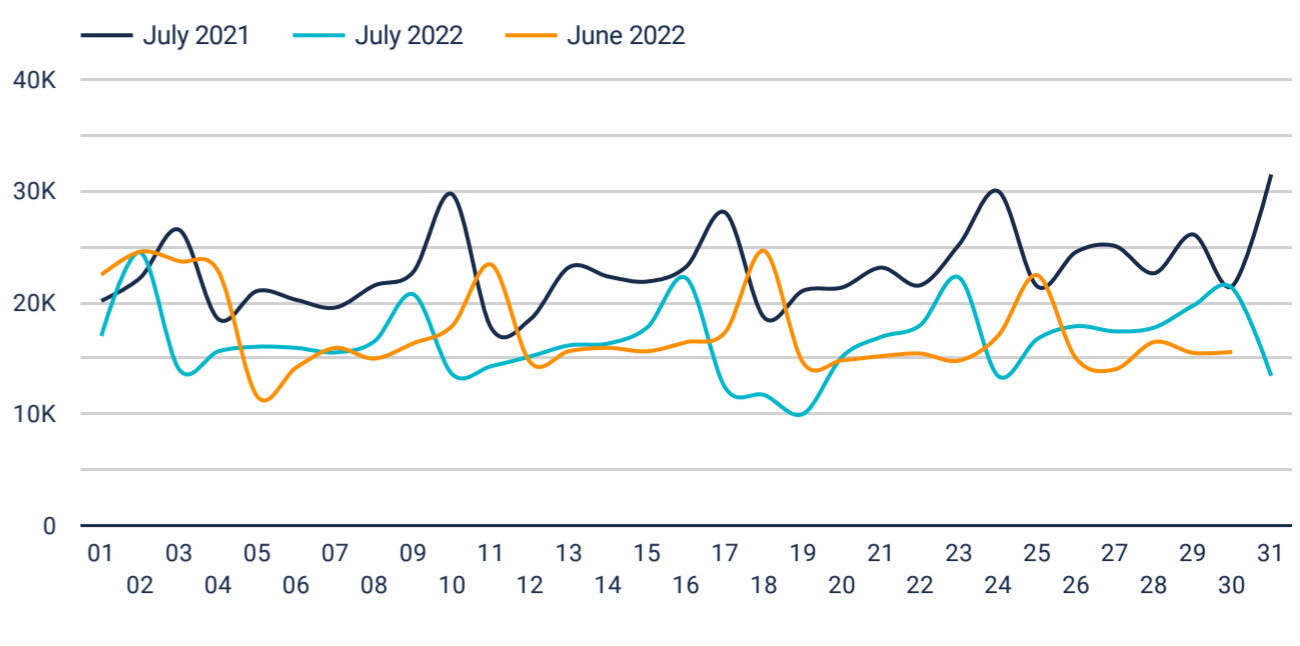


Fig.2. Number of daily visits to the site.

The monthly footfall in July maintained the levels seen the previous month, although there was a slight dip during the 4 day heatwave. The daily average number of visits per week remained constant throughout July in line with the 'average client' pattern.

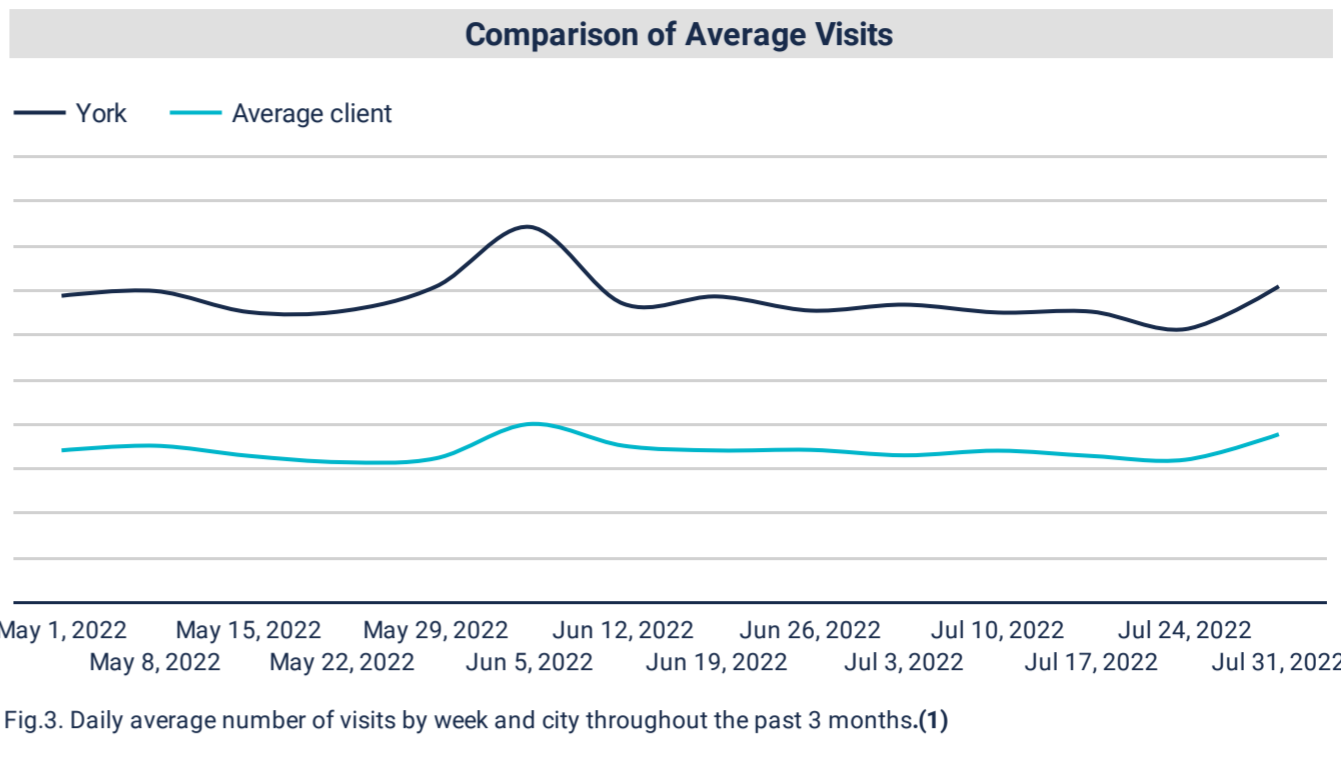


Fig.3. Daily average number of visits by week and city throughout the past 3 months.(1)

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.

July 2022 presents no significant changes from the previous month. However, the following modest changes can be noted: - A slight higher proportion of visitors aged 18-34. - An increase in proportion of 1-time visitors accompanied by a drop in 10+-time visitors

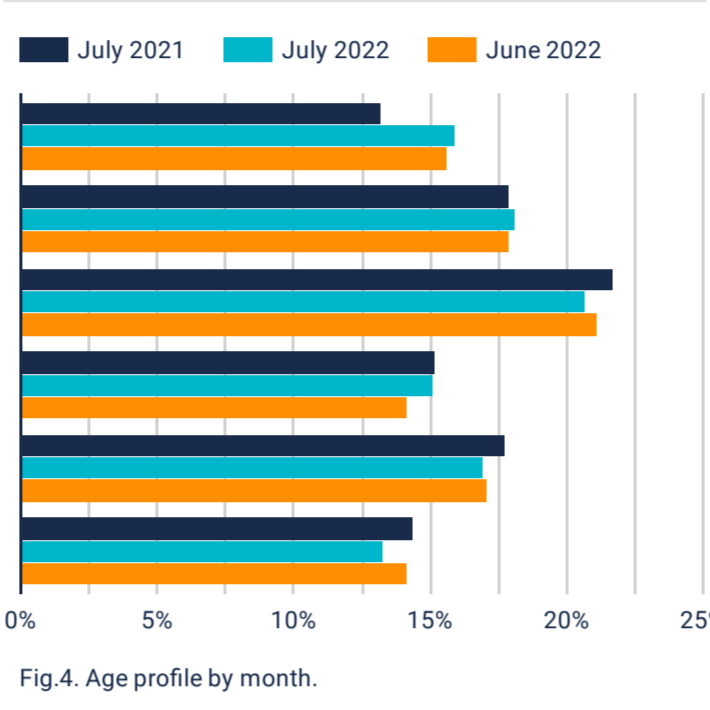


Fig.4. Age profile by month.

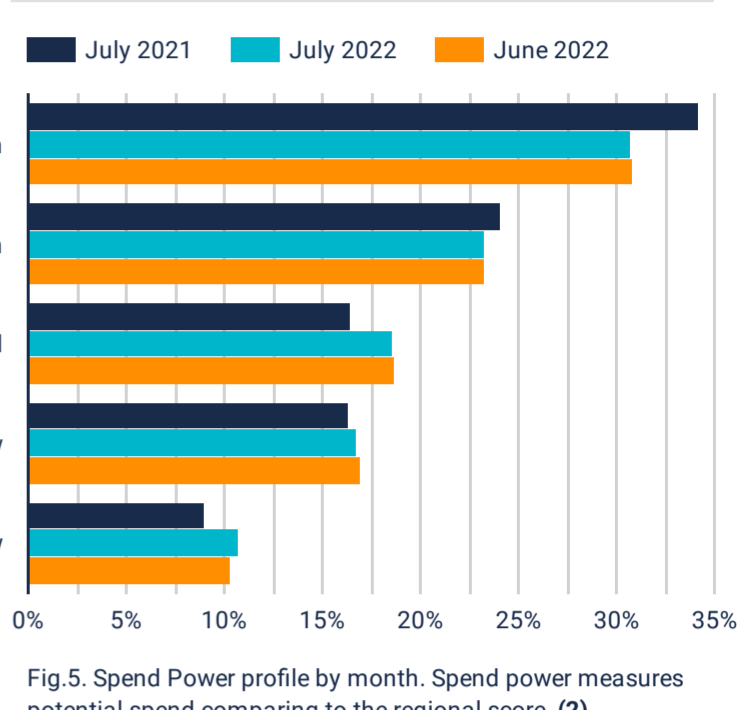


Fig.5. Spend Power profile by month. Spend power measures potential spend comparing to the regional score. (2)

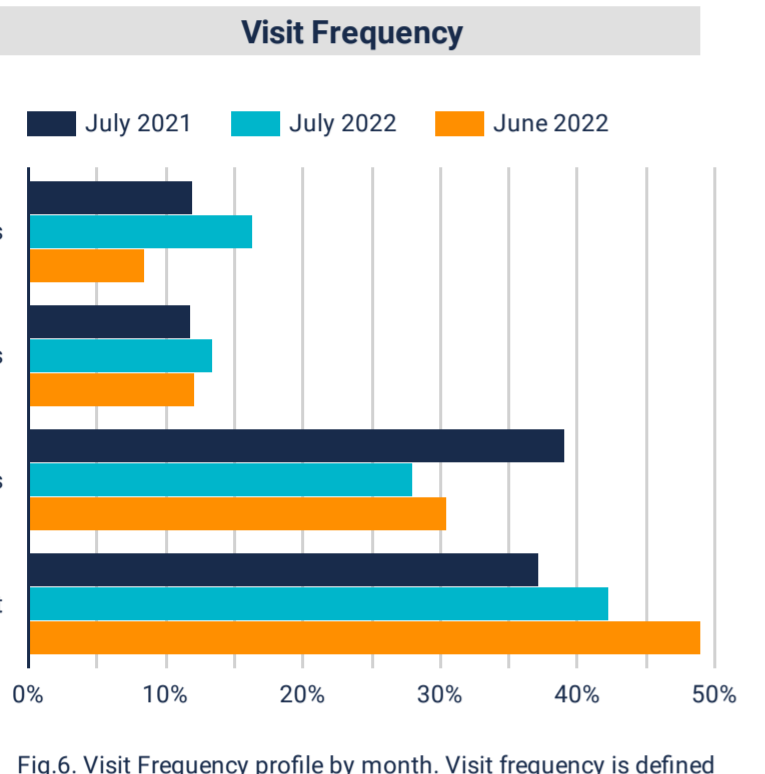


Fig.6. Visit Frequency profile by month. Visit frequency is defined as the number of unique days a person visits the vicinity of the presence sensor in a month.

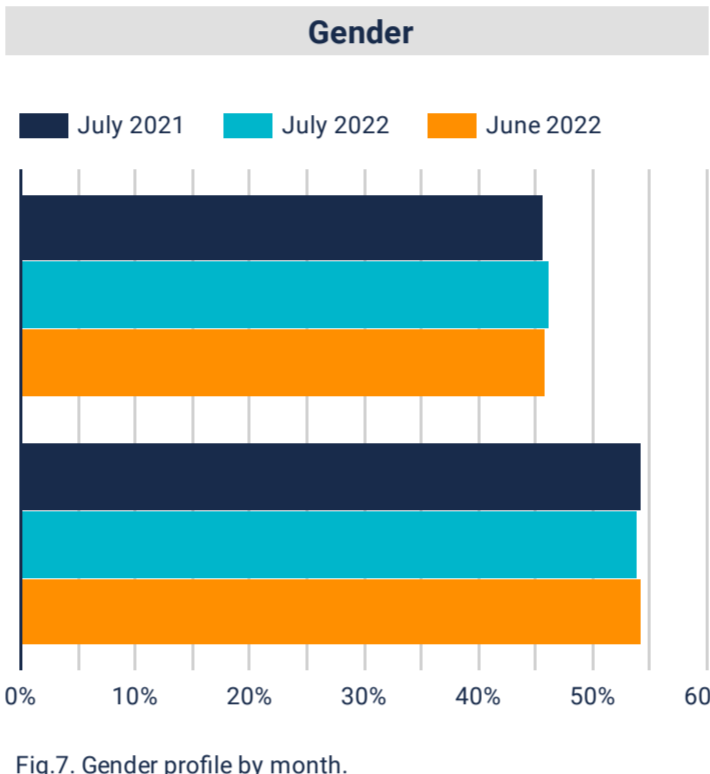


Fig.7. Gender profile by month.

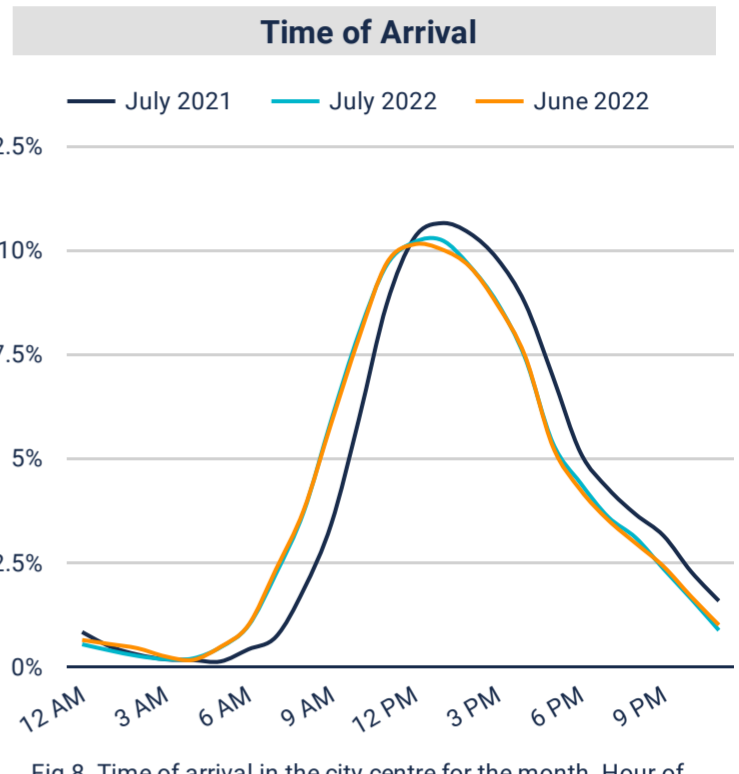


Fig.8. Time of arrival in the city centre for the month. Hour of day for first time sightings.

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.

Table with 4 columns: Local Authority, 2022-07, 2022-06, 2022-05. Rows include York, Selby, East Riding of Yorkshire, Harrogate, Hambleton, Leeds, and Rvedale.

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

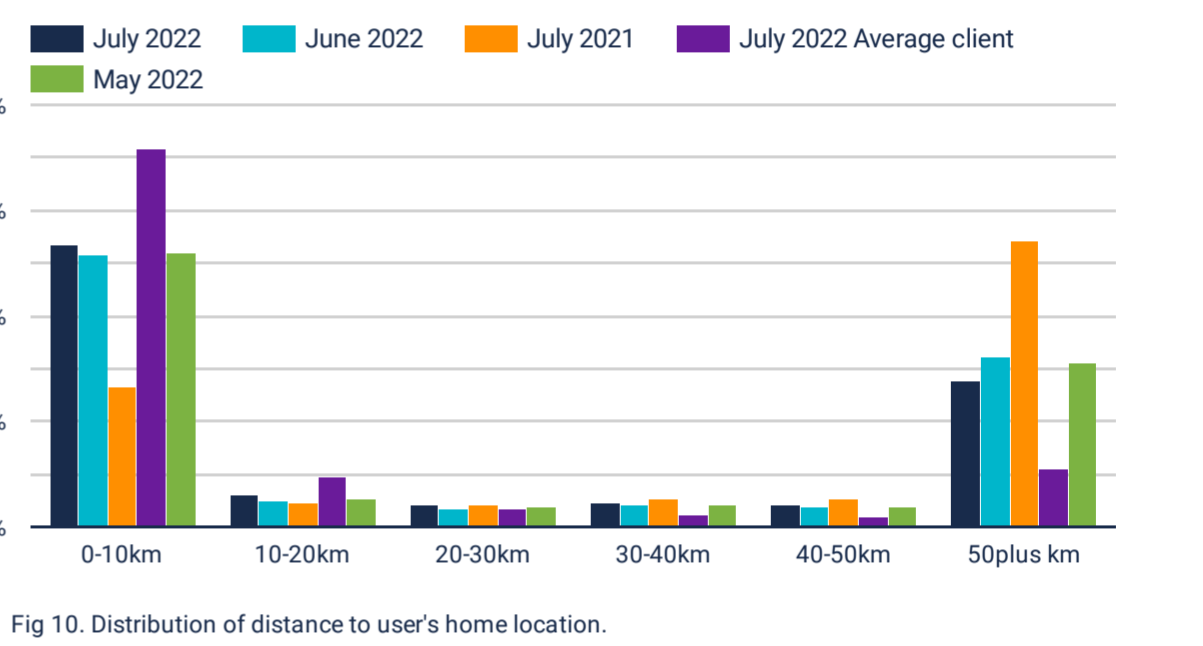


Fig.10. Distribution of distance to user's home location.

Visitor Home Locations

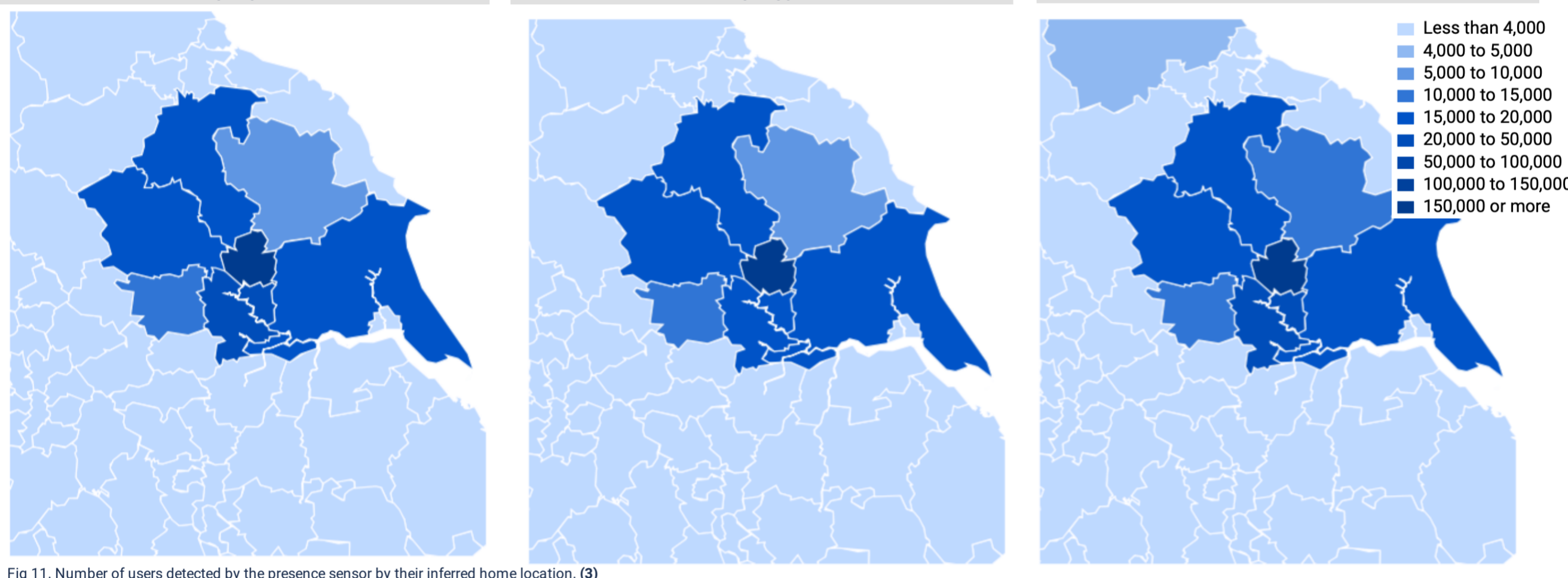


Fig.11. Number of users detected by the presence sensor by their inferred home location. (3)

Spend Data

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.

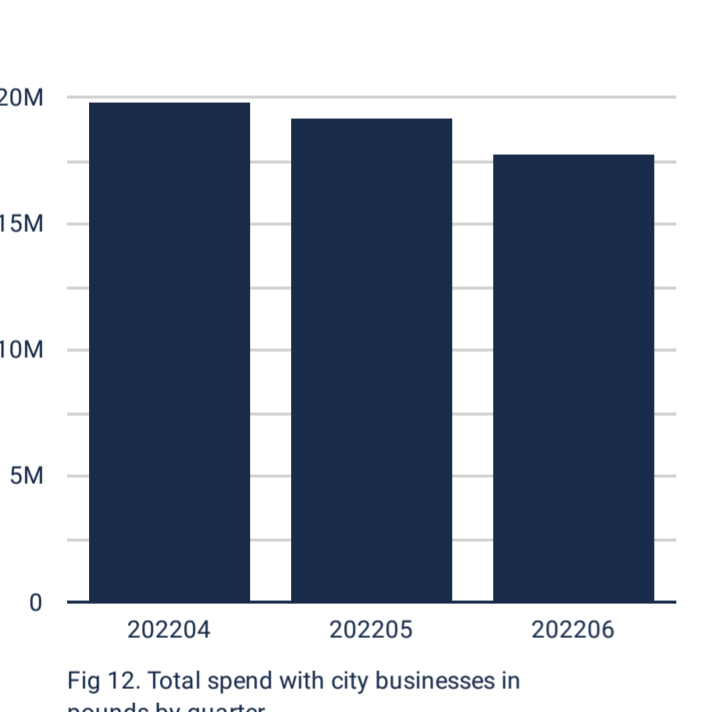


Fig.12. Total spend with city businesses in pounds by quarter.

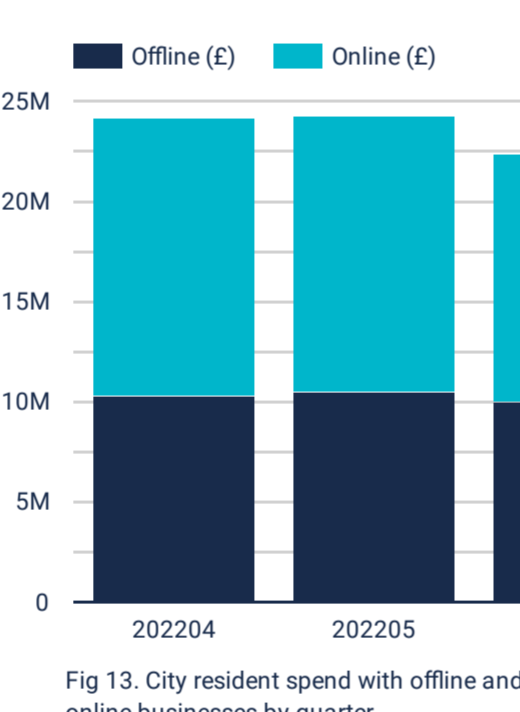


Fig.13. City resident spend with offline and online businesses by quarter

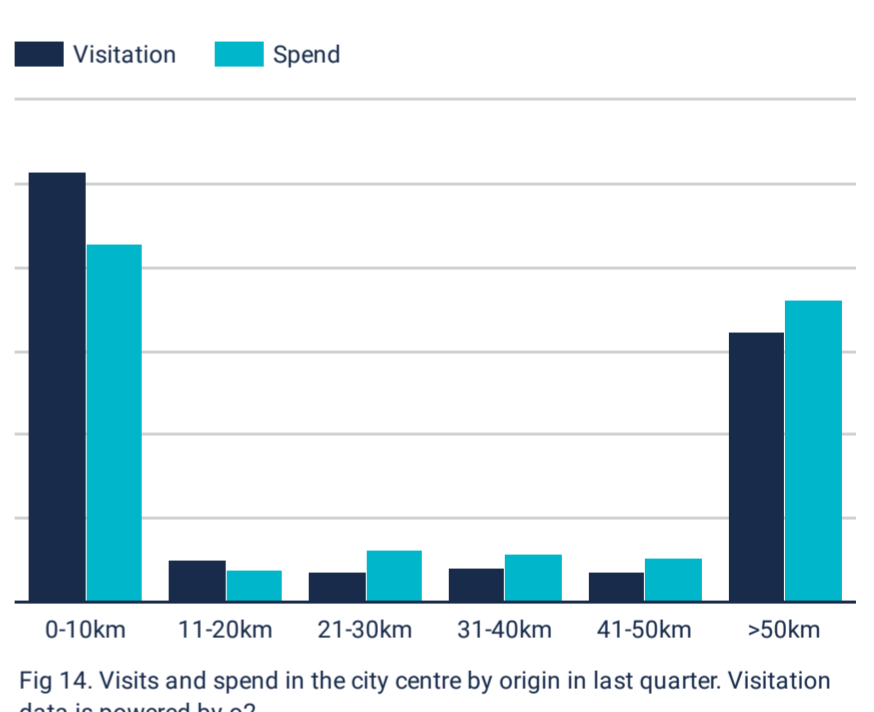


Fig.14. Visits and spend in the city centre by origin in last quarter. Visitation data is powered by o2.

Table with 7 columns: Category, 202204, 202205, 202206, 202204, 202205, 202206. Rows include Restaurants, Retail & High St, Clothing, Hotel/Accommodation, Food & Drink, Wholesale, and Personal Services.

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?

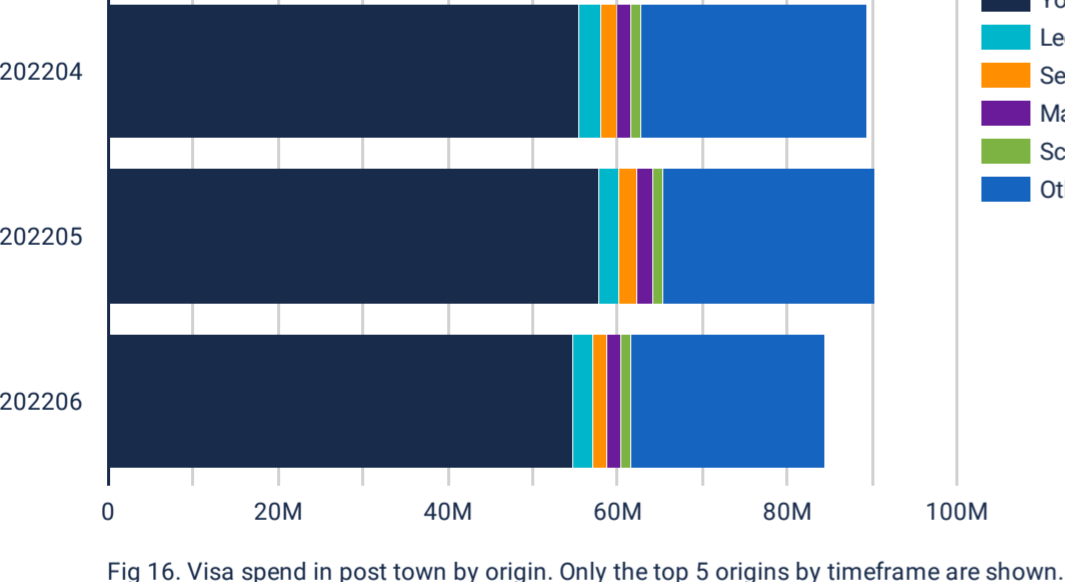


Fig.16. Visa spend in post town by origin. Only the top 5 origins by timeframe are shown.

Where Do City Residents Spend?

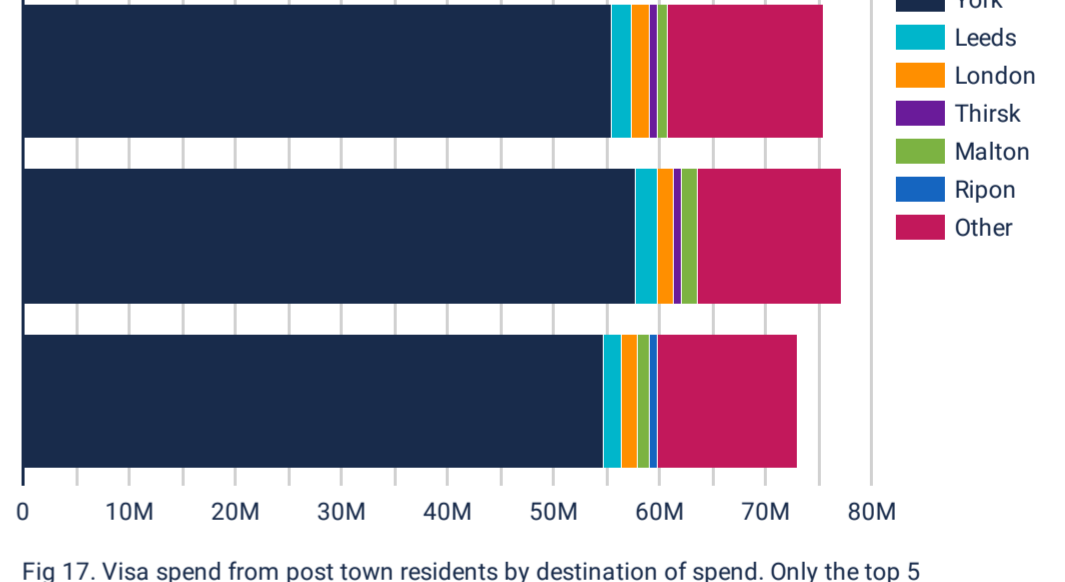


Fig.17. Visa spend from post town residents by destination of spend. Only the top 5 destinations by timeframe are shown.

Visitor Spend by Home Postcode

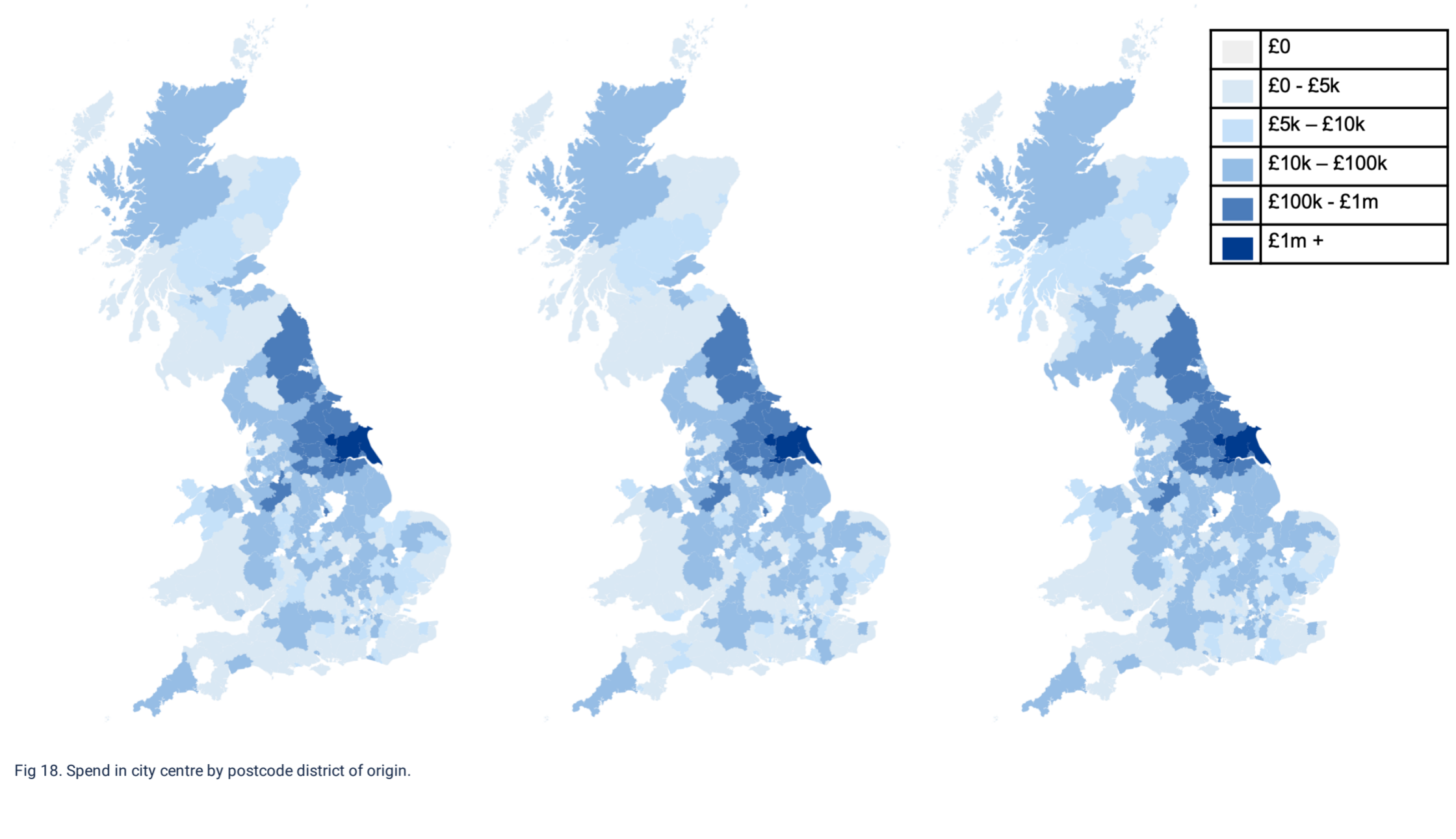


Fig.18. Spend in city centre by postcode district of origin.

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.

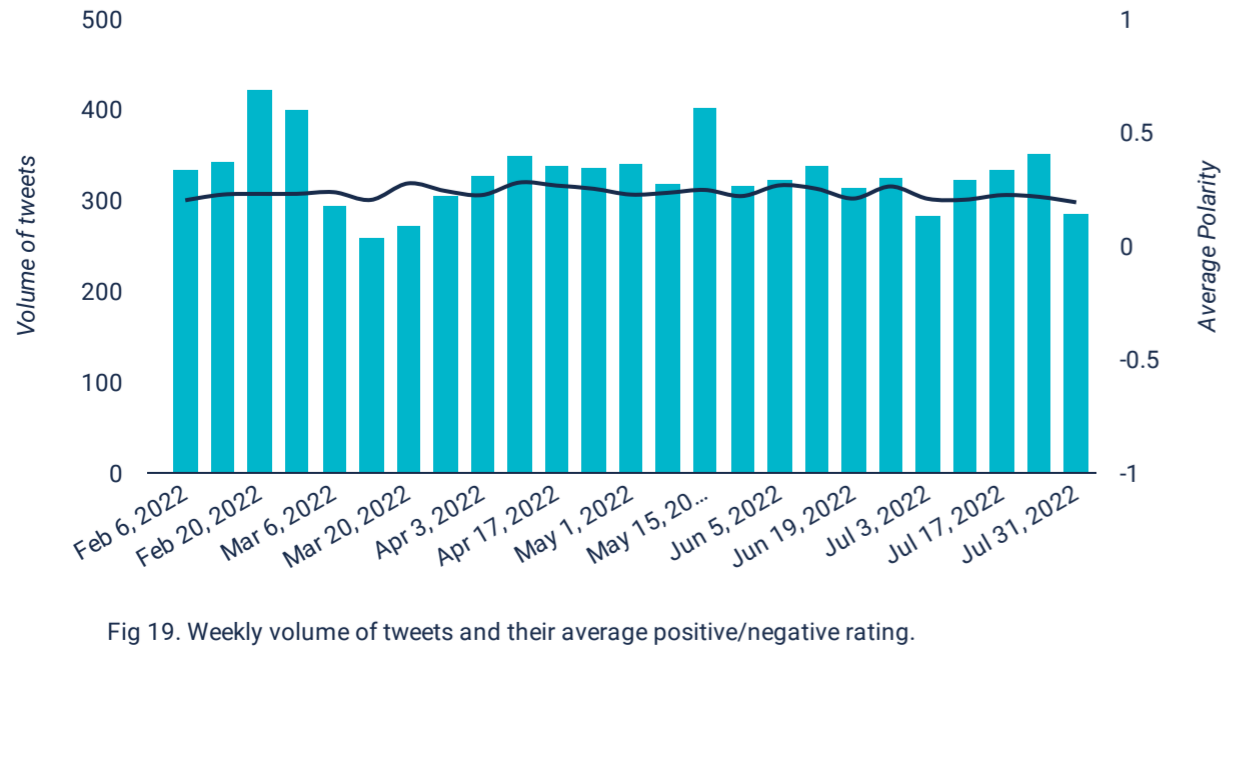


Fig.19. Weekly volume of tweets and their average positive/negative rating.



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 this 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.