Report for: York City Centre

All data is anonymised, aggregated and GDPR compliant.

During December 2022, York city centre experienced a 14% increase in footfall with respect to the previous month, and a 6% increase compared to December 2021.
Visitor demographics are overall consistent with the previous month, but showing a higher proportion of visitors who visit on a single occasion and a lower proportion of those aged over 55.

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).

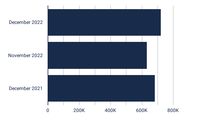

Fig 1. Number of monthly visits to the site.

Fig 2. Number of daily visits to the site.

The monthly footfall in December has seen a 14% increase in respect to the previous month.

The daily average number of visits per week has shown strong growth through December, in contrast with the flatter profile observed at other Town Centre locations.

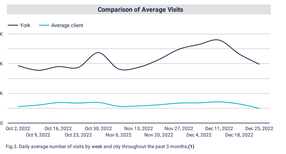

Fig 3. Daily average number of visits by week and city throughout the past 3 months.(1)

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.

December 2022 presents no significant changes from the previous month. However, the following modest changes can be noted:

- An increase in the proportion of visitors who visit on a single occasion.
- A slight decrease in the proportion of visitors aged over 55

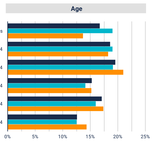

Fig 4. Age profile by month.

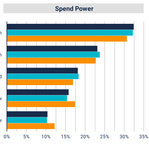

Fig 5. Spend Power profile by month. Spend power measures potential spend comparing to the regional score. (2)

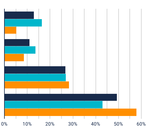

Fig 6. Visit Frequency profile by month. Visit frequency is defined as the number of unique days a person visits the vicinity of the presence sensor in a month.

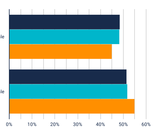

Fig 7. Gender profile by month.

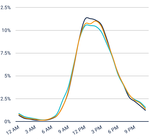

Fig 8. Time of arrival in the city centre for the month. Hour of day for first time sightings.

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.

The local authority of York gathered 32% of visits, similar to the previous month.
Park 39% of the users sighted live within 0-10km to the site, while long distance visitors represent 39%.

Local Authority	2022-12	2022-11	2022-10
York	32%	32%	33%
East Riding of Yorkshi...	5%	5%	5%
Selby	5%	5%	5%
Harrogate	4%	4%	4%
Hambleton	4%	4%	4%
Leeds	4%	3%	3%
Ryedale	3%	3%	3%

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

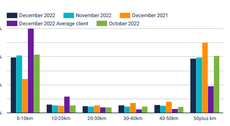

Fig 10. Distribution of distance to user's home location.

Visitor Home Locations

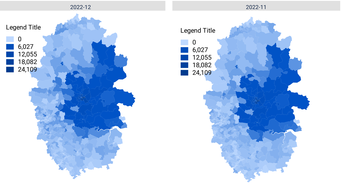

Fig 11. Number of users detected by the presence sensor by their inferred home location. (3)

Spend Data - Last Updated Q3 2022

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.

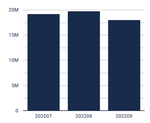

Fig 12. Total spend with city businesses in pounds by quarter.

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

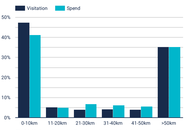

Fig 14. Visits and spend in the city centre by origin in last quarter. Visitation data is powered by o2.

	Total Spend (£)			Average Spend (£)		
Category	202207	202208	202209	202207	202208	202209
Restaurants	8,018,438	8,236,776	6,706,142	19.6	19.7	18.1
Retail & High St	3,254,353	3,718,956	2,737,015	28.8	29.8	27.3
Clothing	2,624,198	2,454,987	2,302,421	39.5	40.4	47.1
Hotel/Accommodation	1,179,069	1,182,024	1,238,245	70.2	69.8	86.5
Food & Drink	438,729	426,149	368,487	7.0	6.6	6.6
Wholesale	295,010	286,372	278,911	40.5	37.0	39.7
Personal Services	274,333	255,693	251,224	43.3	43.1	44.5

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

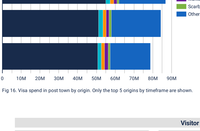

Fig 16. Visa spend in post town by origin. Only the top 5 orgins by timeframe are shown.

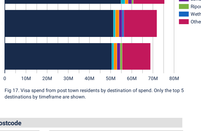

Fig 17. Visa spend from post town residents by destination of spend. Only the top 5 destinations by timeframe are shown.

Visitor Spend by Home Postcode

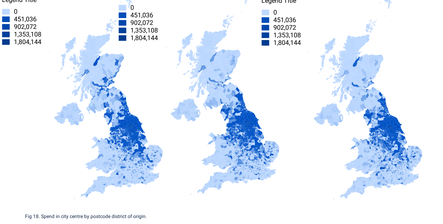

Fig 18. Spend in city centre by postcode district of origin.

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 Grid 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.