**Footfall** 

## **Report for: York City Centre**

All data is anonymised, aggregated and GDPR compliant.

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During February 2023, York city centre experienced a 9% increase in footfall with respect to the previous month, and a 1% decrease compared proportion of visitors with high and very-high spend power.

to February 2022. Visitor demographics are overall consistent with the previous month, but showing a higher proportion of visitors who visit on a single occasion and

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).

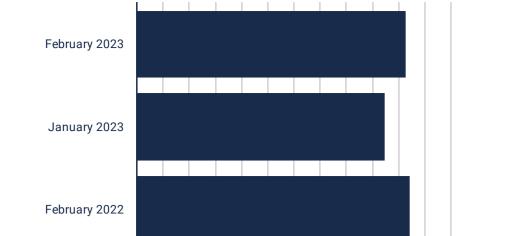


Fig.1. Number of monthly visits to the site.

100K

The monthly footfall in February has seen a 9% increase in respect to the previous month.

200K

300K

400K

500K

600K

The daily average number of visits per week has steadily increased during January and February.



Fig.2. Number of daily visits to the site. **Comparison of Average Visits** Average client York 30K 20K

Jan 15, 2023

Very High

High

Mid

Low

Very low

Jan 22, 2023

Jan 29, 2023

Feb 5, 2023

Feb 12, 2023

**Spend Power** 

Feb 19, 2023

Feb 26, 2023

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

Jan 8, 2023

Jan 1, 2023



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

February 2023 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. - An increase in the proportion of visitors with high and very-high spend power.

February 2023

January 2023

February 2022

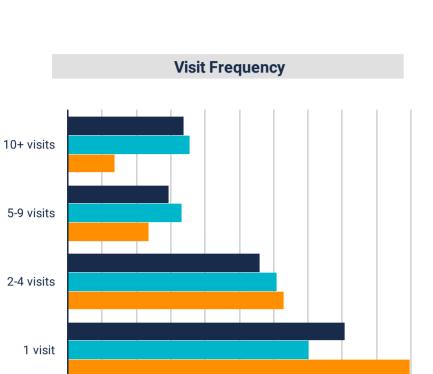


Fig.6. Visit Frequency profile by month. Visit frequency is defined

as the number of unique days a person visits the vicinity of the

20%

30%

40%

50%

10%

presence sensor in a month.

**Local Authority** 

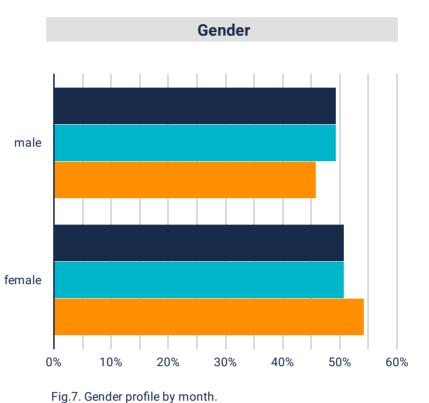


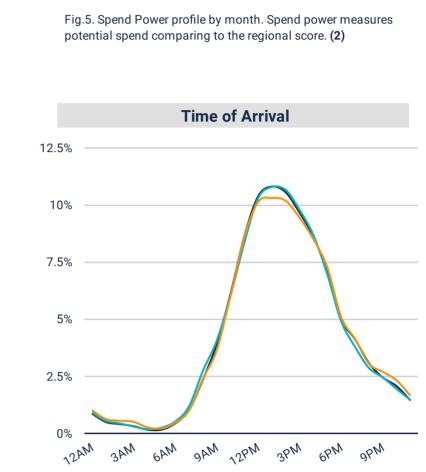
Dec 4, 2022

Dec 18, 2022

Dec 25, 2022

Dec 11, 2022





10%

15%

20%

25%

30%

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

Powered by: O

February 2023 Aver...

## 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.

Where Do Visitors Come From?

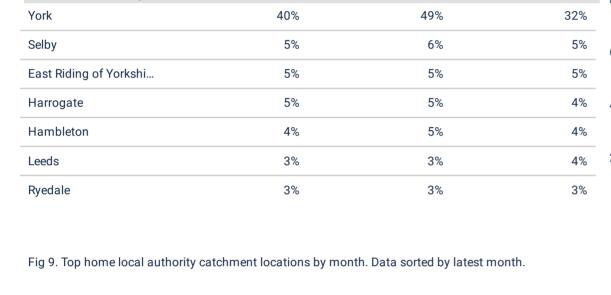
50% of the users sighted live within 0-10km to the site, while long distance visitors represent 31%.

2022-12

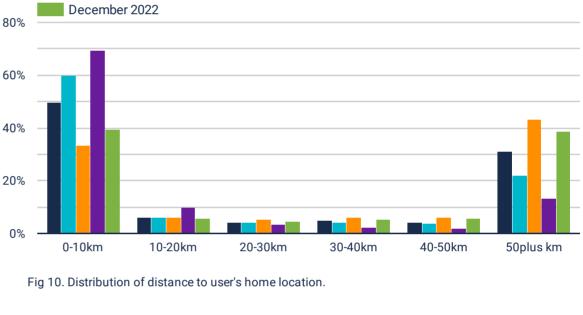
2023-01

2023-02

The local authority of York gathered 40% of visits, an decrease of 9% from the previous month.



2023-02



February 2022

January 2023

**Visitor Home Locations** 2023-01

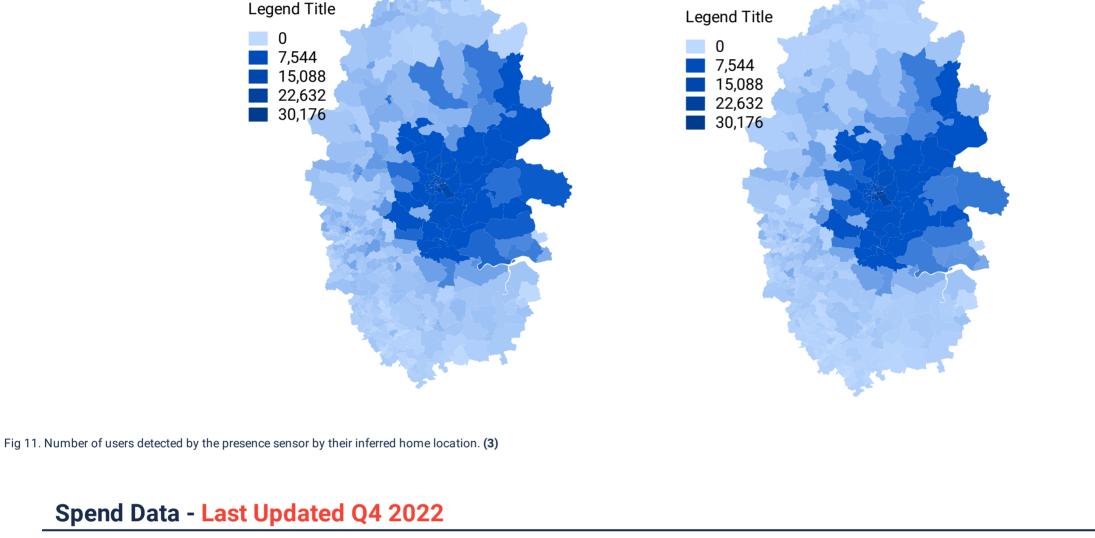
Visitation

30%

0%

Spend

February 2023



refer to the post town of York. This data will only be updated on a quarterly basis as it is released by Visa. Offline (£)

## 20M

20M

10M

202210

York Leeds

London Malton

Ripon

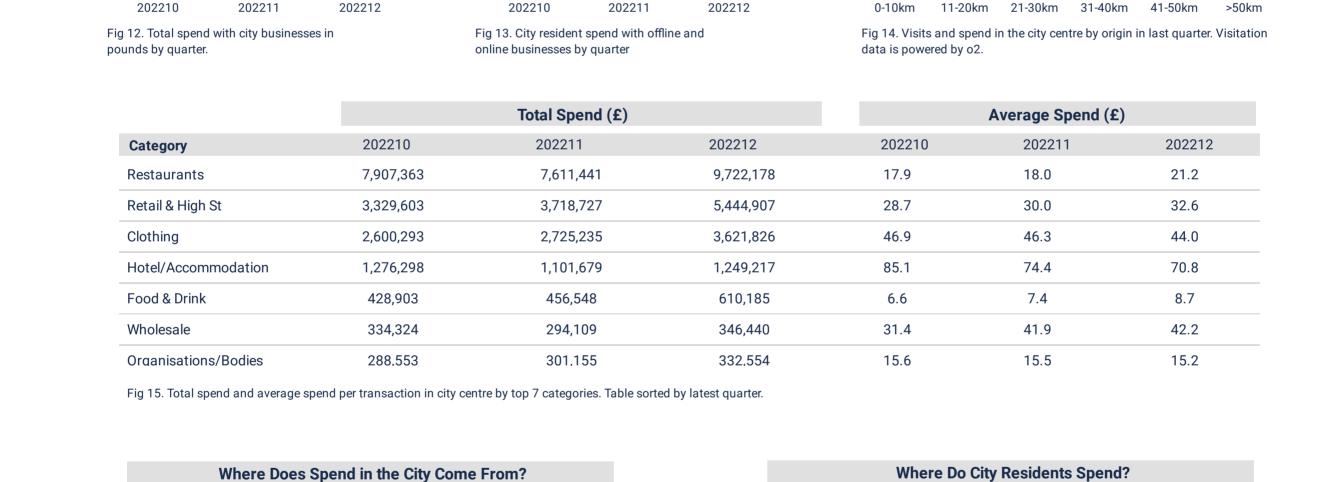
Other

Powered by: **VISA** 

20% 10M 10%

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

Online (£)



Selby

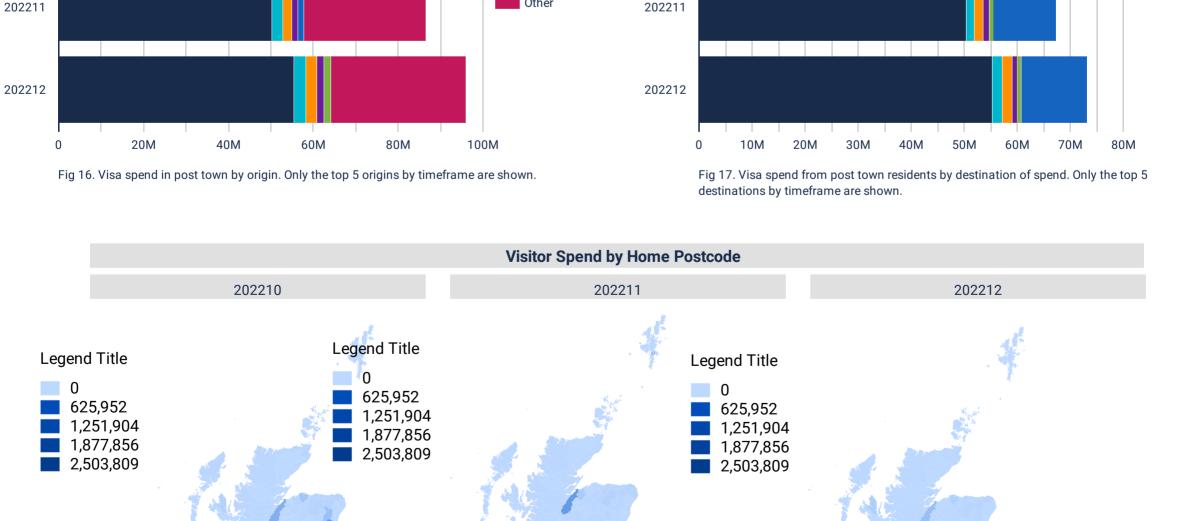
Malton Hull

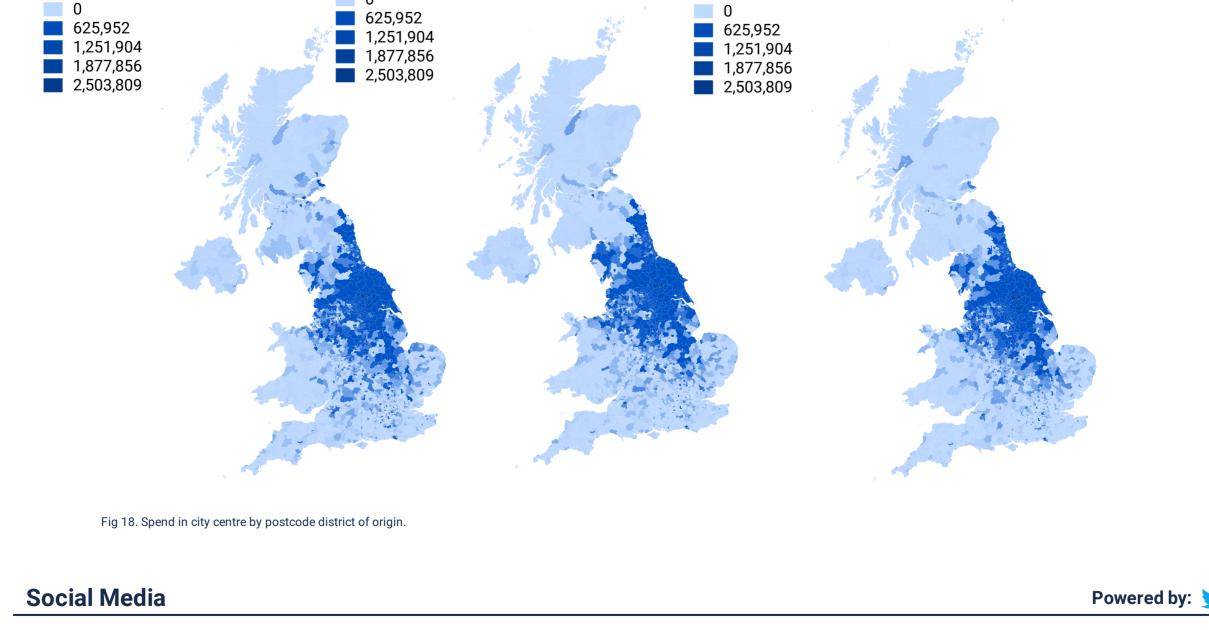
202210



15M

5M





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

0.5

Volume of tweets Average Polarity

800

600

400

Fig 20. Word cloud for the month.

## Volume of tweets 200 Dec 11, 2022 oct 30, 2022 Dec 25, 2022 Feb 12, 2023 Feb 26, 2023 Nov 27, 20... NOV 13, 20... Fig 19. Weekly volume of tweets and their average positive/negative rating.

**Background - About the Data and Limitations** 

between -1 (most negative) and 1 (most positive). Fig. 20 shows a word map of the terms most frequently used in the last month.

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.

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

Bespoke reports and further information are available to levy payers on request.