Report for: York City Centre

All data is anonymised, aggregated and GDPR compliant.

During March 2023, York city centre experienced a 3% increase in footfall with respect to the previous month, and a <1% increase compared to March 2022.
Visitor demographics are overall consistent with the previous month, but showing a lower proportion of visitors who visit on a single occasion and proportion of visitors aged below 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).

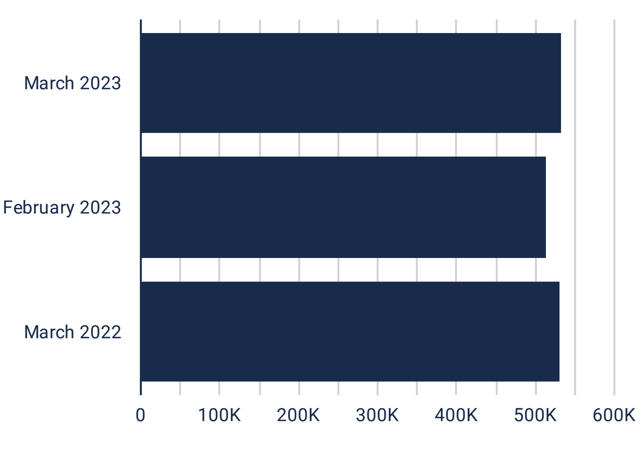


Fig.1. Number of monthly visits to the site.

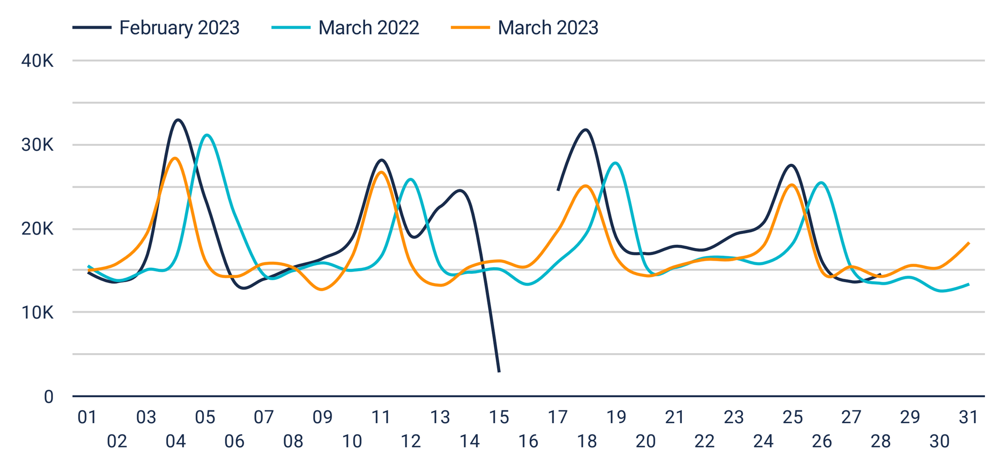


Fig.2. Number of daily visits to the site.

The monthly footfall in March has seen a 3% increase in respect to the previous month.

The daily average number of visits per week has maintained a steadily profile after a peak during mid-February.

Comparison of Average Visits

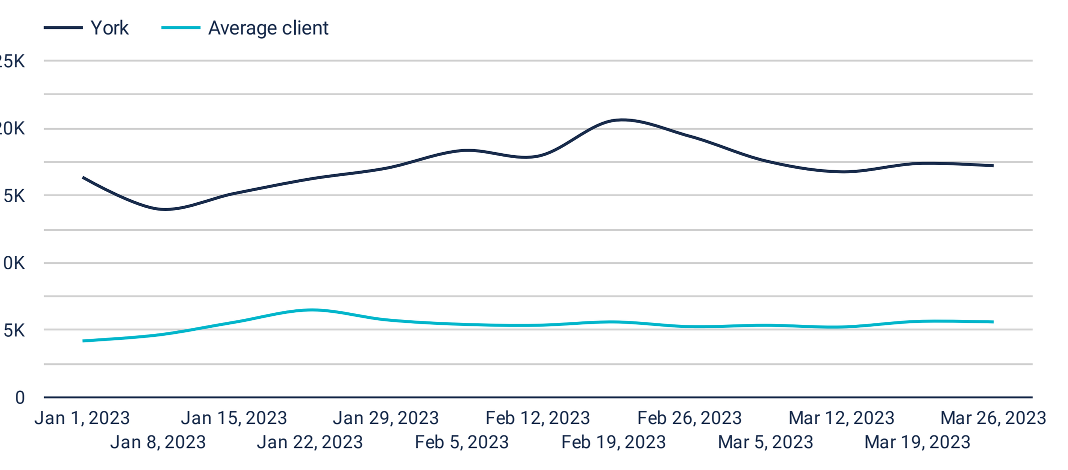


Fig.3. Daily average number of visits by week and city throughout the past 3 months.**(1)**

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.

March 2023 presents no significant changes from the previous month. However, the following modest changes can be noted:

- A reduction in the proportion of visitors who visit on a single occasion.
- A decrease in the proportion of visitors aged below 55.

March 2023
February 2023
March 2022

Age

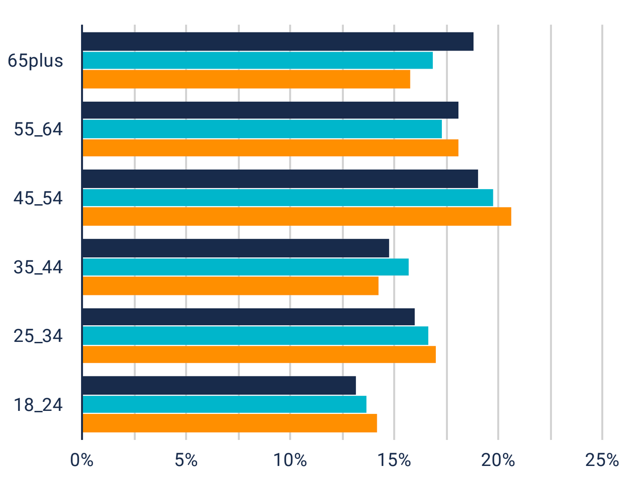


Fig.4. Age profile by month.

Spend Power

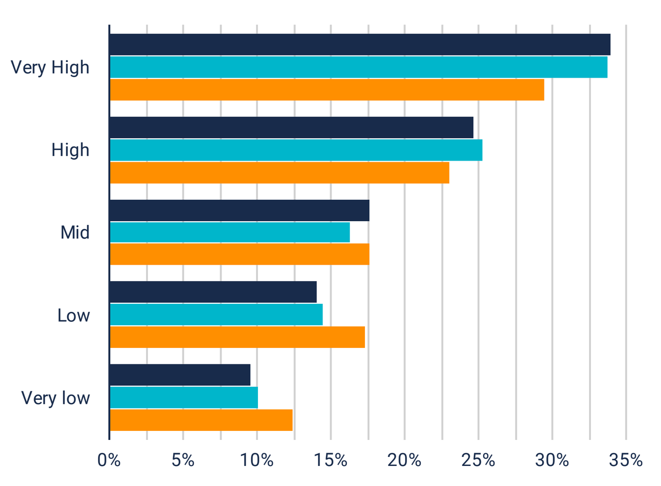


Fig.5. Spend Power profile by month. Spend power measures potential spend comparing to the regional score. **(2)**

Visit Frequency

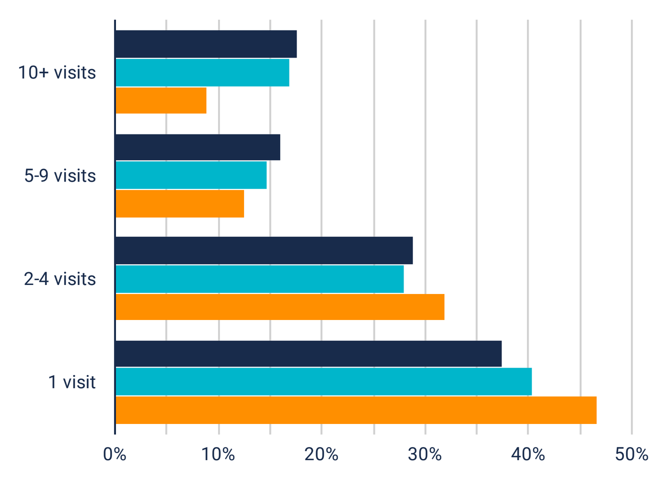


Fig.6. Visit Frequency profile by month. Visit frequency is defined as the number of unique days a person visits the vicinity of the presence sensor in a month.

Gender

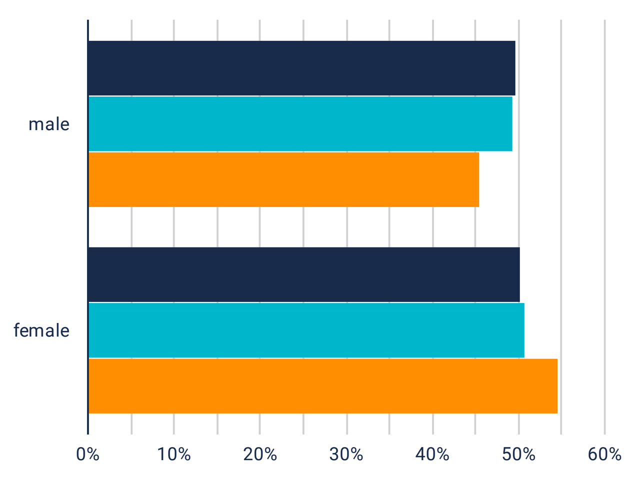


Fig.7. Gender profile by month.

Time of Arrival

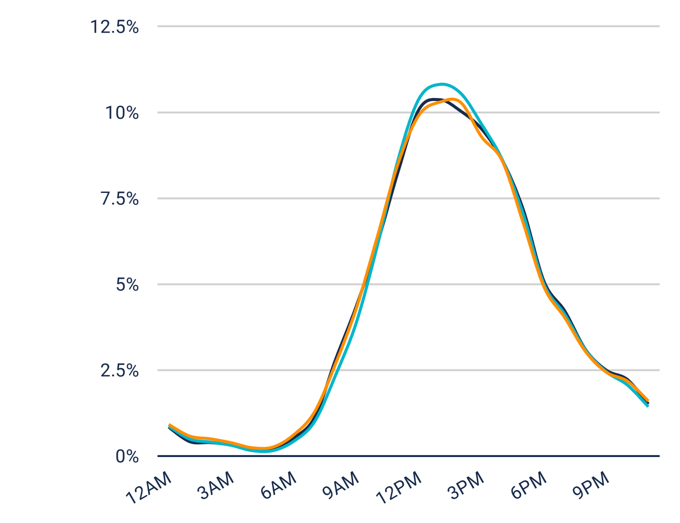


Fig 8. Time of arrival in the city centre for the month. Hour of day for first time sightings.

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 42% of visits, an increase of 2% from the previous month.
52% of the users sighted live within 0-10km to the site, while long distance visitors represent 29%.

Local Authority	2023-03	2023-02	2023-01
York	42%	40%	49%
Selby	6%	5%	6%
Harrogate	5%	5%	5%
East Riding of Yorkshi...	5%	5%	5%
Hambleton	4%	4%	5%
Leeds	3%	3%	3%
Ryedale	3%	3%	3%

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

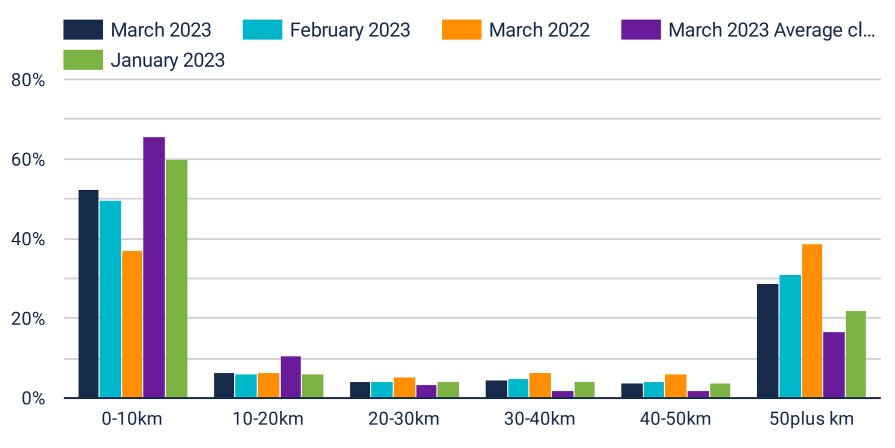
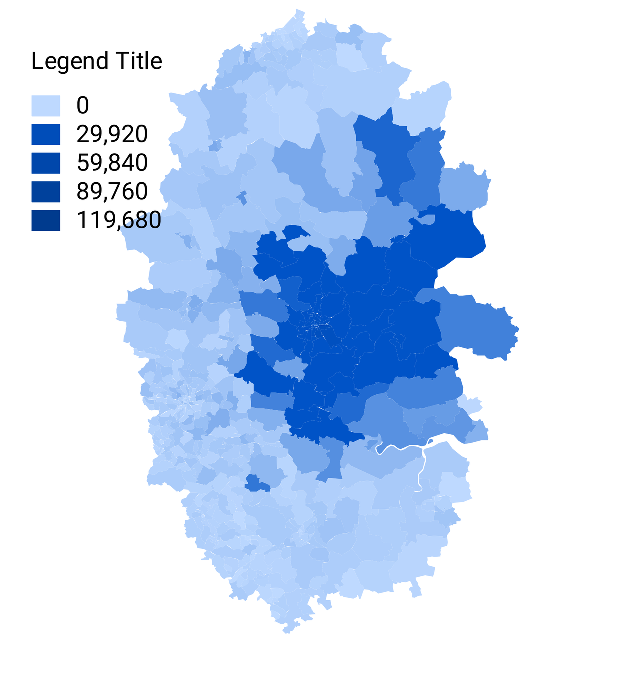


Fig 10. Distribution of distance to user's home location.

Visitor Home Locations

2023-03



2023-02

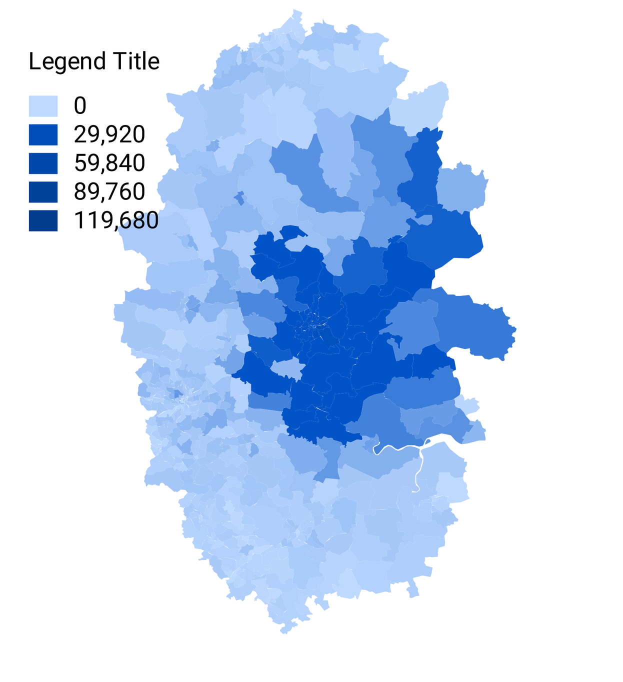


Fig 11. Number of users detected by the presence sensor by their inferred home location. **(3)**

Spend Data - Last Updated Q4 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.

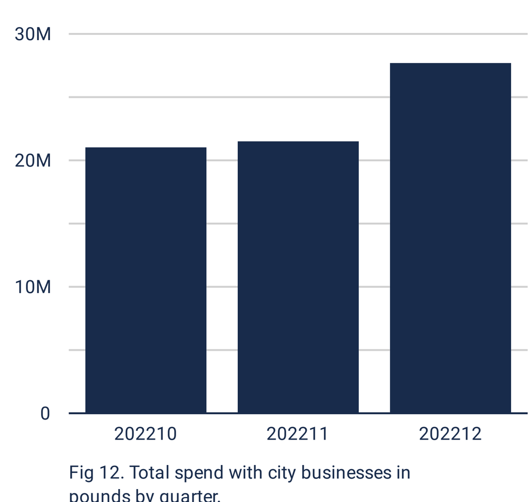


Fig 12. Total spend with city businesses in pounds by quarter.

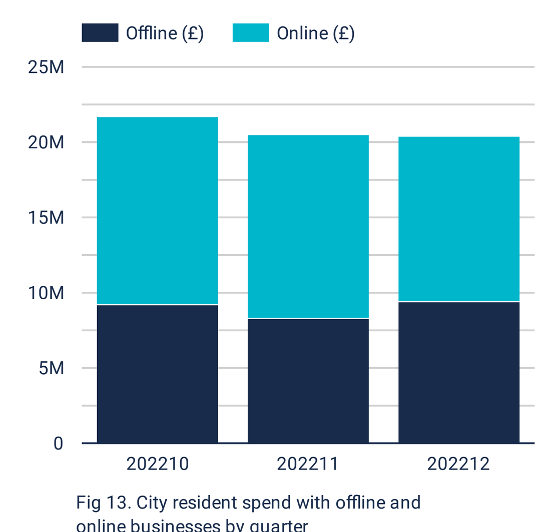


Fig 13. City resident spend with offline and online businesses by quarter

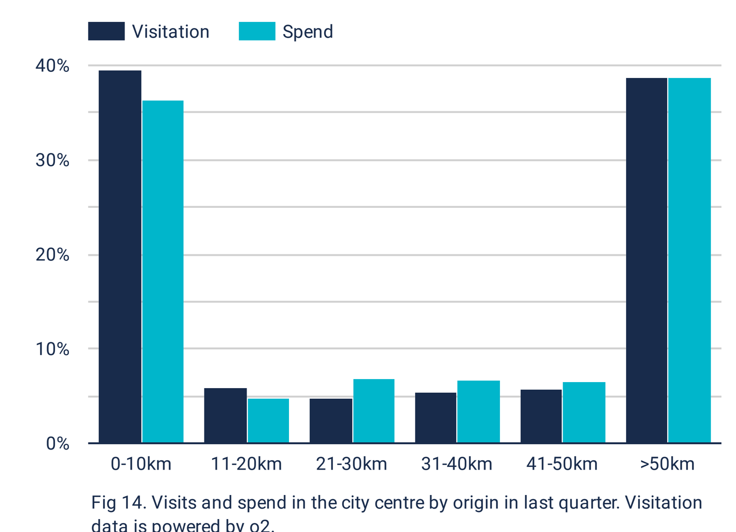


Fig 14. Visits and spend in the city centre by origin in last quarter. Visitation data is powered by o2.

	Total Spend (£)			Average Spend (£)		
Category	202210	202211	202212	202210	202211	202212
Restaurants	7,907,363	7,611,441	9,722,178	17.9	18.0	21.2
Retail & High St	3,329,603	3,718,727	5,444,907	28.7	30.0	32.6
Clothing	2,600,293	2,725,235	3,621,826	46.9	46.3	44.0
Hotel/Accommodation	1,276,298	1,101,679	1,249,217	85.1	74.4	70.8
Food & Drink	428,903	456,548	610,185	6.6	7.4	8.7
Wholesale	334,324	294,109	346,440	31.4	41.9	42.2
Organisations/Bodies	288.553	301.155	332.554	15.6	15.5	15.2

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?

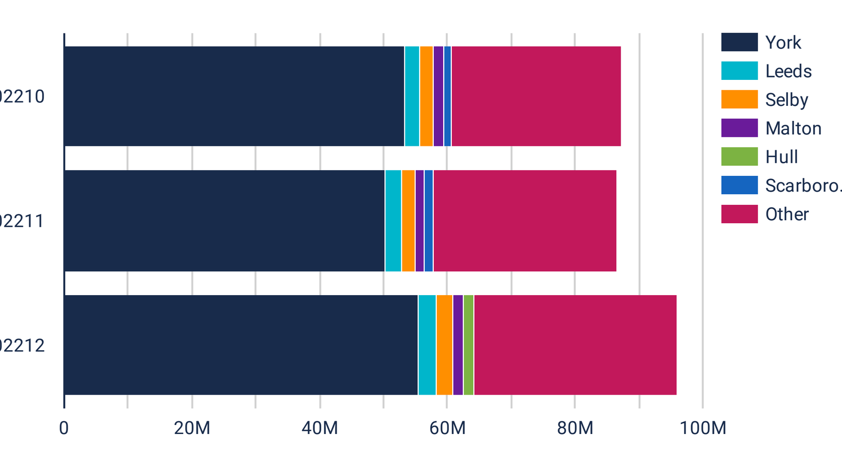


Fig 16. Visa spend in post town by origin. Only the top 5 origins by timeframe are shown.

Where Do City Residents Spend?

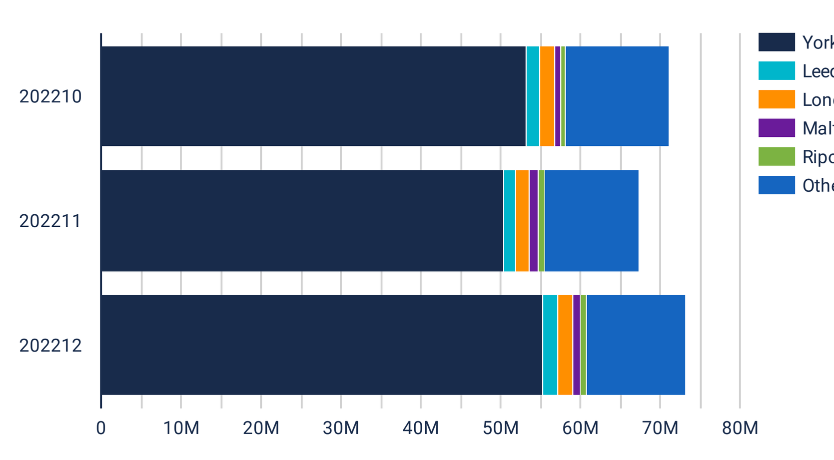


Fig 17. Visa spend from post town residents by destination of spend. Only the top 5 destinations by timeframe are shown.

Visitor Spend by Home Postcode

202210 | 202211 | 202212

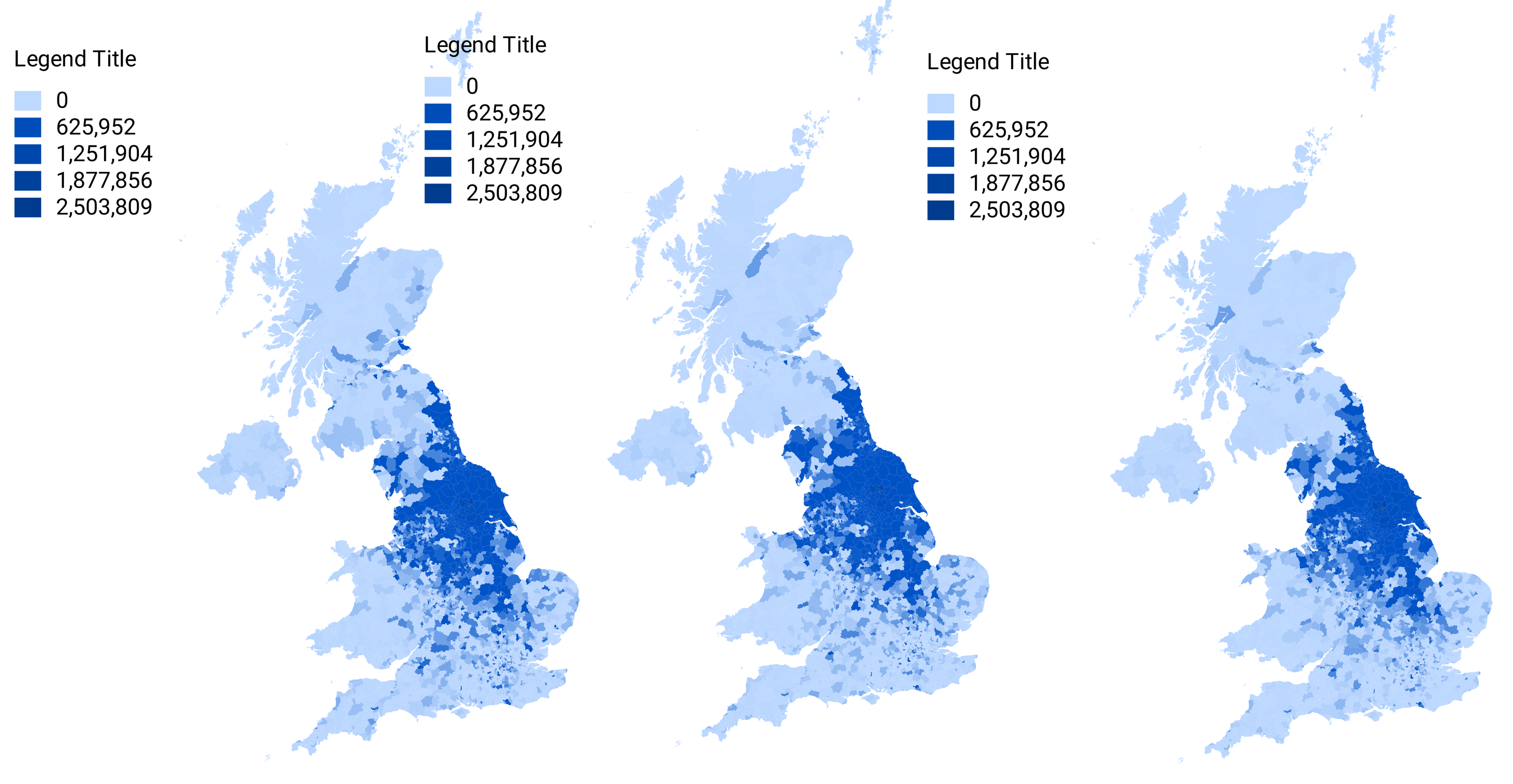


Fig 18. Spend in city centre by postcode district of origin.

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.

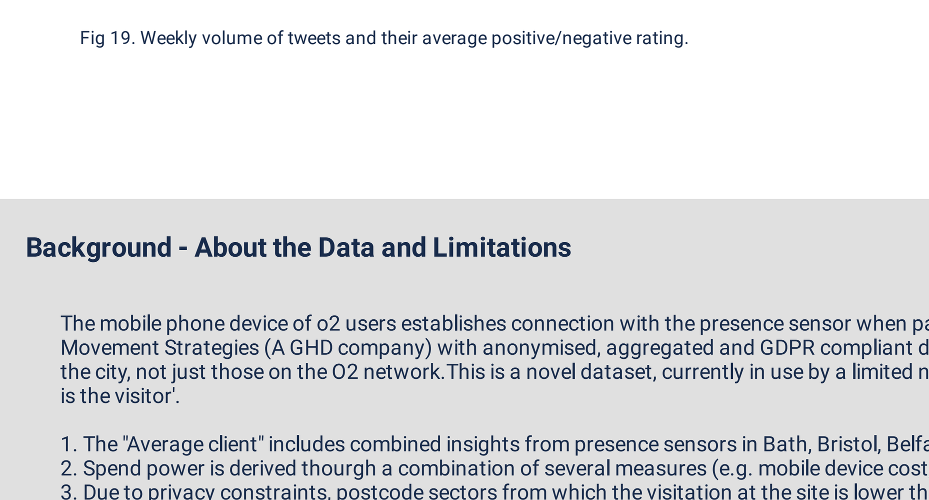


Fig 19. Weekly volume of tweets and their average positive/negative rating.

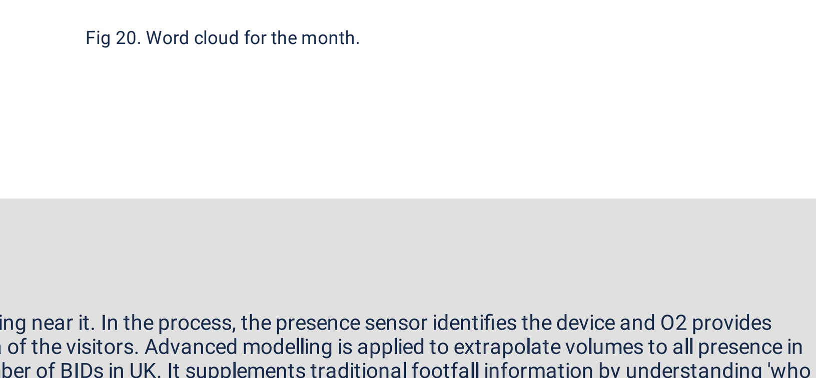


Fig 20. Word cloud for the month.

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 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.