York City Centre Insights Report April 2026

Our monthly insights report provides an overview of the key economic performance indicators for the most recent month available. Data is typically made available a month in arrears.

More detailed insights are available within the **York Economic Data Hub**, which is an online resource designed to provide clear, accessible insights into the economic performance of York city centre over time. Furthermore, historical reports and supporting content can be found within the **Insights Archive**.

Please refer to the **Glossary** for definitions of the terms and abbreviations used in this report, along with maps outlining the geographic coverage of each dataset.

Metric	April 2026	Growth vs 2025	UK Benchmark	YTD Jan-April 2026	YTD Growth vs 2025	YTD UK Benchmark
Sales	£35.1m	-0.7%	-4.9%	£126.6m	-3.7%	-4.2%
Customers	404.5k	-5.1%	-4.6%	1.48m	-5.0%	-3.8%
ARPC	£86.81	+4.7%	-0.4%	£85.30	+1.4%	-0.4%
Transactions	1.79m	-3.8%	-6.0%	6.7m	-4.4%	-5.4%
ATV	£19.66	+3.2%	+1.1%	£18.89	+0.7%	1.29%
Footfall	2.8m	-9.0%	n/a	£10.5m	-8.0%	n/a

Economic performance showed signs of recovery in April 2026 following a subdued start to the year. After a concerning slowdown in consumer spending during Q1, York city centre rebounded in April, recording spending levels broadly in line with 2025 (**-0.7%** year-on-year).

This remains a comparatively strong position, following growth of **+2.9%** on 2024. In contrast, sales across the wider UK declined by **-4.9%** over the same period.

- Monthly Sales

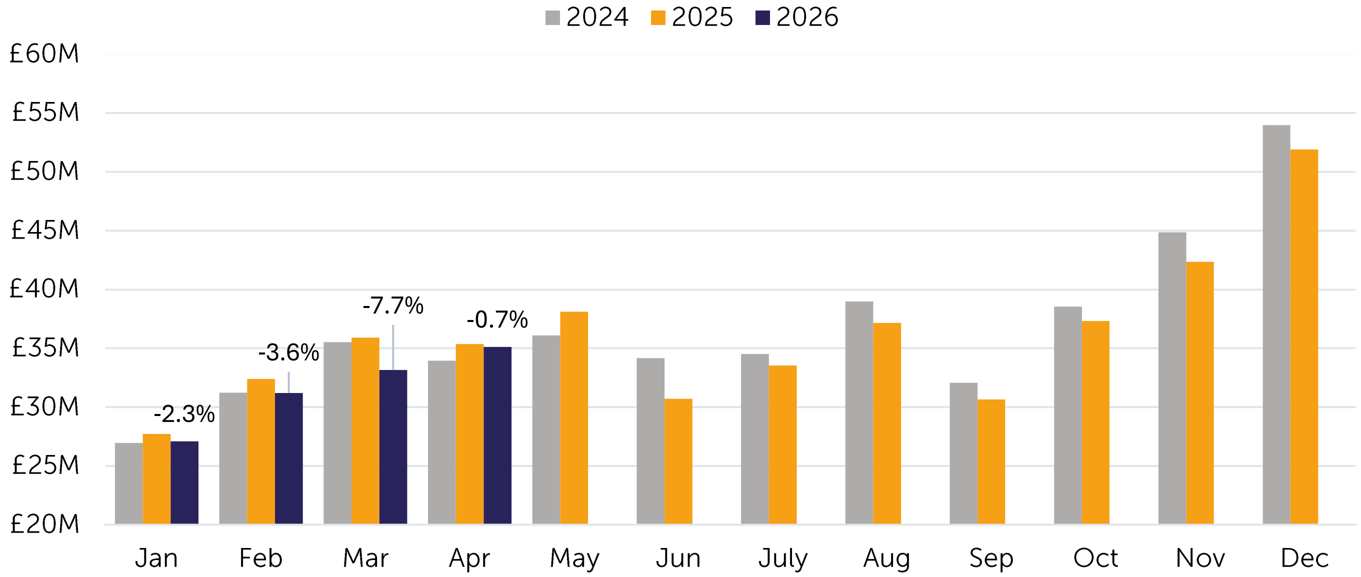

Figure 1. Total monthly sales recorded in York city centre between 2024 and 2026. Data labels show year-on-year (YoY) growth, comparing each month in the current year with the corresponding month in the previous year. ***(Source: Beauclair)***

This improvement has positioned York's year-to-date sales performance **(-3.7%)** marginally ahead of the UK average **(-4.2%),** representing a **+1.5** percentage point improvement since the end of March 2026.

Despite a continued reduction in customer volumes since the start of the year (year-to-date footfall down **-5.0%** compared with 2025), the recovery in spending appears to have been driven by increased consumer value, with average revenue per customer (ARPC) rising by **+4.7%** year-on-year.

Overall, footfall declined by **-9.0%** in April and is down **-8.0%** year-to-date, indicating that fewer visitors are contributing to higher average spend.

- Monthly Customers

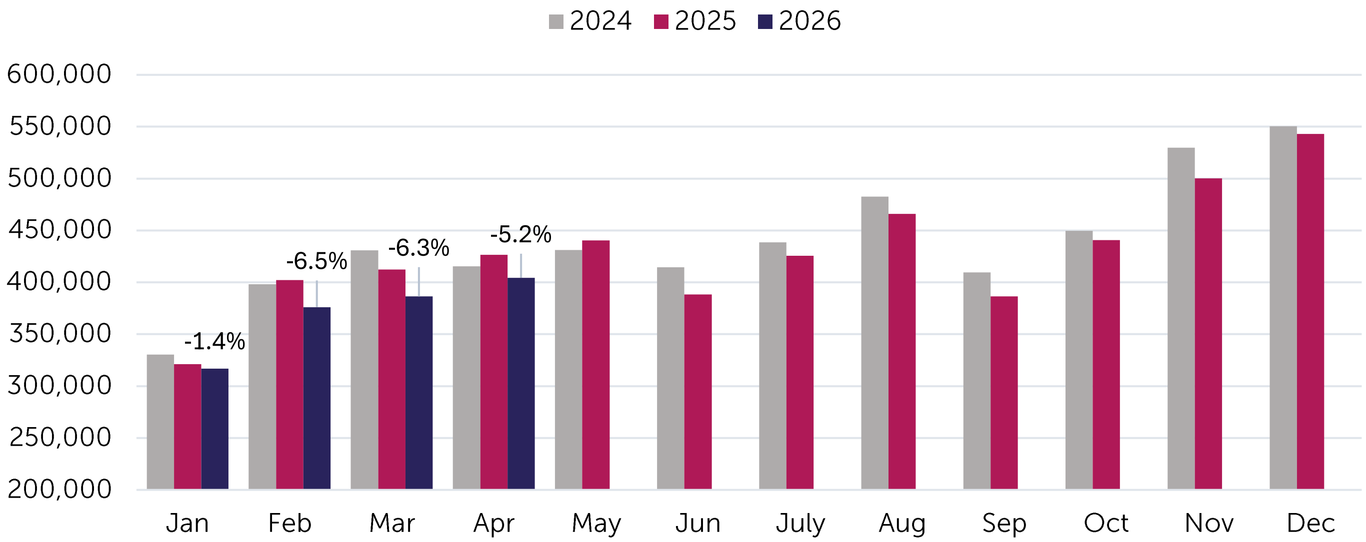

Figure 2. Total number of account holders linked to monthly debit card transactions in York city centre, covering 2024–2026. Data labels show year-on-year (YoY) growth, comparing each month in the current year with the corresponding month in the previous year. ***(Source: Beauclair)***

From a sector perspective, several categories experienced notable growth, including Health & Beauty **(+18.8%),** Entertainment **(+14.9%),** Tourism **(+10.6%),** and Fashion **(+5.3%).**

In contrast, declines were observed in General Retail **(-12.8%),** Food & Drink **(-5.0%),** and Grocery **(-3.6%).**

Retail continues to be the most impacted sector in 2026, with year-to-date sales down **-10.5%** compared to the same period in 2025.

- Monthly Sector Sales Year-on-Year

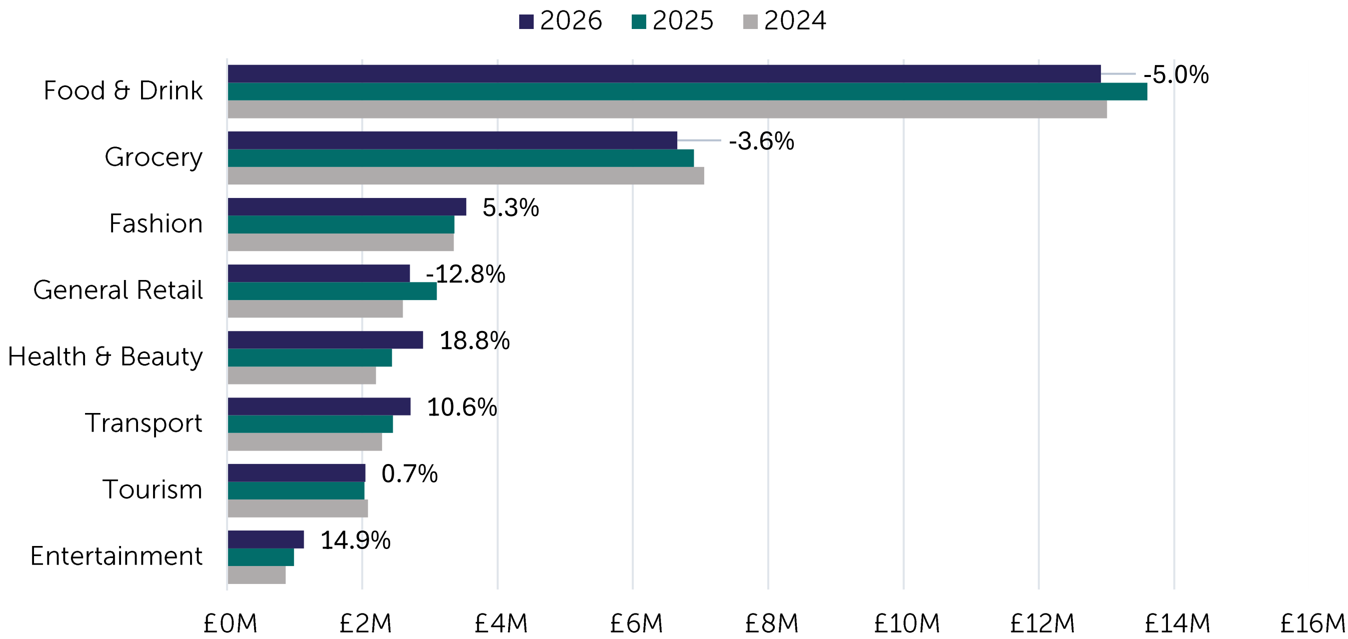

Figure 3. *Total monthly sales across sectors, recorded in York city centre, within a chosen month. Data labels show year-on-year (YoY) growth, comparing each month in the current year with the corresponding month in the previous year. Use the slicer to explore different months across the year. For sector definition, please refer to the Glossary of Terms.* ***(Source: Beauclair)***

In terms of catchment, April saw an increase in the proportion of visitors from outside Yorkshire and the North East, accounting for **32%** of total sales.

Meanwhile, residents of the York Local Authority area contributed **38%** of total sales, with a relatively modest year-on-year decline of **1.2%**—the strongest performance in resident spending since January 2025.

- Share of Monthly Sales by Region

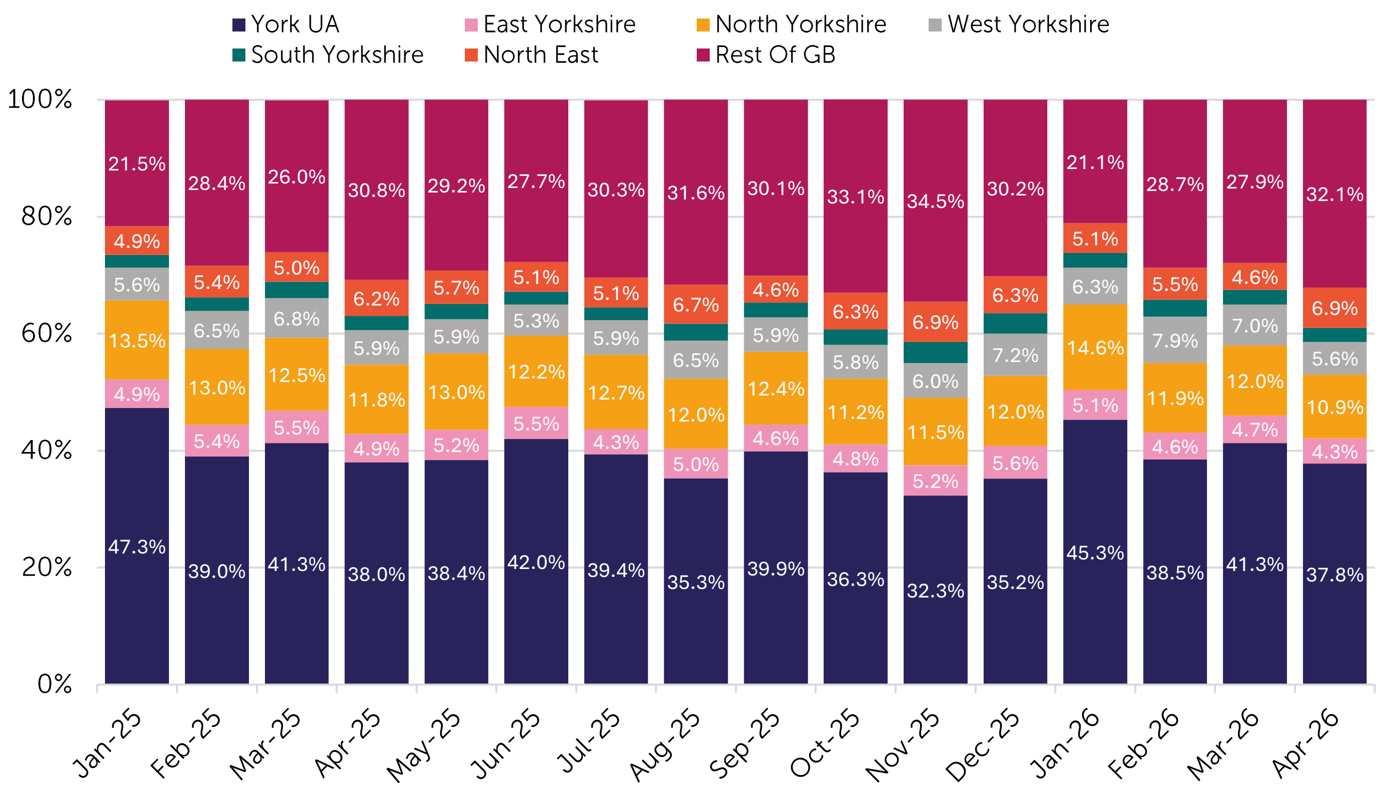

Figure 4. *Distribution of monthly sales by customers' region of residence. Data labels show the percentage share of total sales associated with customers of each region, recorded in York city centre during the last 12 months.* ***(Source: Beauclair)***

Shop vacancy rates fell to a record low of **4.9%,** indicating continued resilience in occupancy despite wider retail challenges. For context, provisional figures published by Savills in its Shopping Centre and High Street Report estimate the national vacancy rate at 13.5% as of the end of Q3 2025.

- Monthly Shop Vacancy

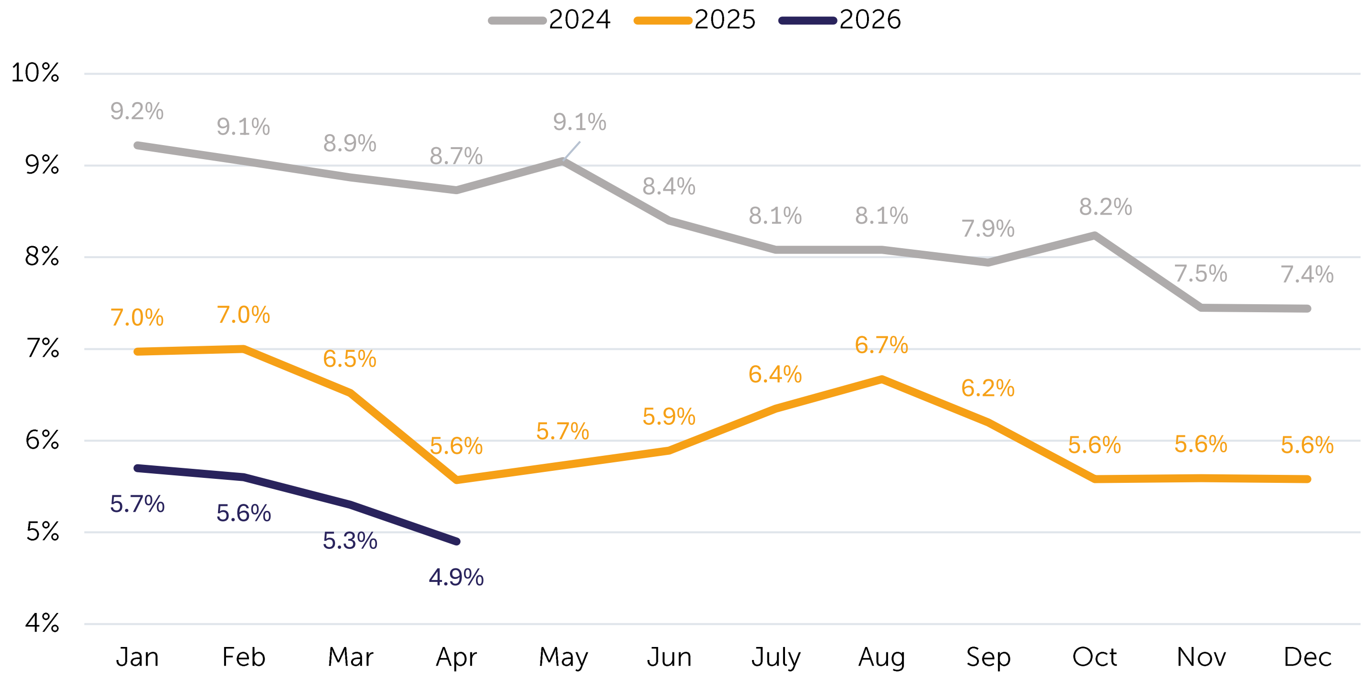

Figure 5. *The average monthly percentage of vacant retail units recorded in York city centre, since the beginning of 2024.* ***(Source: York Open Data)***