



York City Centre Insights Report

July 2025

York BID collaborates regularly with data providers to bring together key economic metrics, offering valuable insights into the city's performance over time.

This report is structured into sections that highlight key indicators of commercial activity. Businesses are encouraged to review these trends alongside their own data sources to support daily operational decision-making.

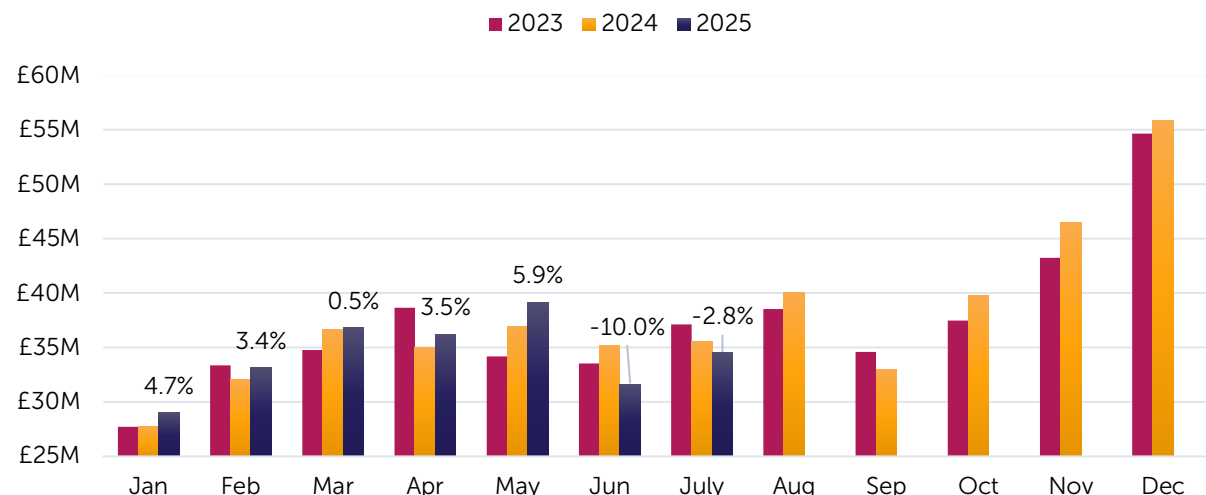
All merchant and customer data presented in this report is strictly anonymised and aggregated, ensuring full compliance with GDPR and data protection regulations.

York Spend Metrics

- During July 2025, **monthly sales** in York were **£34.6m** which is a **-2.8%** year-on-year decrease compared to July 2024. This represents a slightly more pronounced downturn than the **UK benchmark**, which saw a decline of **1.4%** over the same period.
- Sales have declined, primarily due to a **-5.2%** reduction in transactions and a **-3%** fall in customer numbers. However, the average revenue per customer showed a slight increase of **+0.2%**.
- Year-to-date (YTD) sales totalled **£241 million**, representing a **+0.6%** increase compared to the same period in 2024. This performance exceeds the **UK benchmark**, which recorded a **-3.0%** decline over the same timeframe. The positive uplift is largely attributable to strong consumer spending trends observed during the early months of 2025.

Metric	July 25	July 25 vs July 24	YTD July 25	YTD July 25 vs YTD July 24
Sales	£34.6m	-2.8%	£241m	+0.6%
Transactions	1.90m	-5.2%	12.8m	-3.5%
Customers	436k	-3.0%	2.88m	-1.6%
ATV	£18.24	+2.6%	£18.80	+4.3%
ARPC	£79.40	+0.2%	£83.80	+2.2%

- Monthly Sales Annual Trend

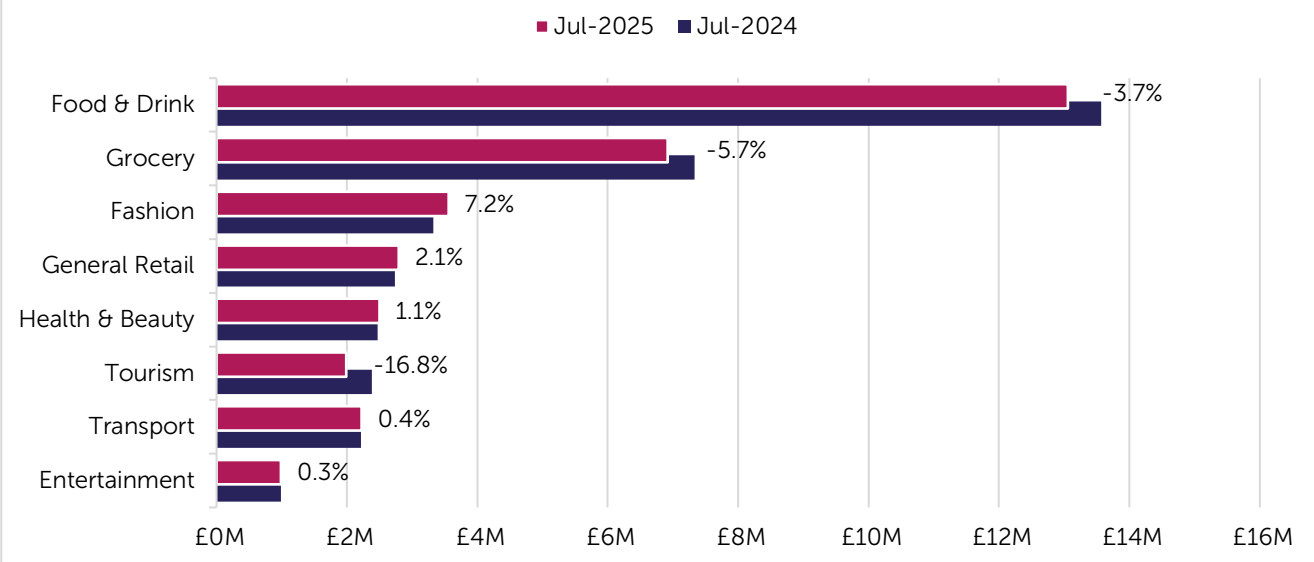


York Sector Sales

- The **Food & Drink** sector generated the highest share of year-to-date (YTD) sales, totalling **£89.2m** and accounting for **37%** of total YTD sales.
- Fashion (+7.2%)**, **General Retail (+2.1%)** and **Health & Beauty (+1.1%)** recorded notable sales growth in July 2025, significantly outperforming the GB benchmark for their respective sectors.
- Grocery (-5.7%)** and **Food & Drink (-3.7%)** experienced the sharpest declines, underperforming against the GB benchmark.
- Year-to-date performance remains strong in several sectors, with **General Retail (+13.3%)**, **Fashion (+9.0%)** and **Health & Beauty (+5.5%)** showing sustained growth. By contrast, **Grocery (-5.8%)** and **Food & Drink (-1.9%)** continue to lag behind on an annual basis.

Sector	July 25	July 25 vs July 24	YTD July 25	YTD July 25 vs YTD July 24
Food & Drink	£13.1m	-3.7%	£89.2m	-1.9%
Grocery	£6.92m	-5.7%	£48.2m	-5.8%
Fashion	£3.56m	+7.2%	£25.6m	+9.0%
General Retail	£2.80m	+2.1%	£20.7m	+13.3%
Health & Beauty	£2.50m	+1.1%	£17.6m	+5.5%
Tourism	£2.23m	+0.4%	£14.3m	-2.7%
Transport	£1.99m	-16.8%	£15.0m	+1.6%
Entertainment	£989k	+0.3%	£6.25m	+7.2%

- Monthly Sector Sales



- GB Benchmark July 2025

sector	Sales vs Jul 2024	Transactions vs Jul 2024	Customers vs Jul 2024	ATV vs Jul 2024	ATV
All Sectors	-1.4%	-2.3%	-0.9%	+0.9%	£18.34
Fashion	-3.2%	-3.8%	-1.5%	+0.6%	£36.31
Food & Drink	-1.8%	-5.6%	-0.8%	+4.0%	£13.60
General Retail	-2.6%	-1.0%	-2.1%	-1.7%	£15.76
Grocery	-0.8%	-0.9%	+0.7%	+0.2%	£14.70
Health & Beauty	+0.0%	-3.9%	-1.9%	+4.1%	£26.69

Customer Catchment

- In July 2025, **39.3%** of total sales were made by residents of the **York Unitary Authority (UA)** area – a **1.7% decrease** compared to the previous year.
- Year-to-date, approximately **67%** of all sales have been generated by residents from across the **Yorkshire region**, with **North Yorkshire** representing the largest individual contributor at **circa 13%**.

Customer Catchment	July 25	July 25 vs July 24	YTD July 25	YTD July 25 vs YTD July 24
York UA	39.3%	-1.7ppt	40.4%	-2.4ppt
Rest Of GB	30.4%	+2.2ppt	27.8%	+2.2ppt
North Yorkshire	12.6%	0.0ppt	12.7%	-0.3ppt
West Yorkshire	5.9%	+0.4ppt	6.0%	+0.3ppt
North East	5.1%	-0.6ppt	5.3%	-0.3ppt
East Yorkshire	4.5%	+0.3ppt	5.4%	+0.7ppt
South Yorkshire	2.2%	-0.6ppt	2.4%	-0.2ppt

[Beauclair](#) provides a national data set of in-store debit card transactions sourced from over 11 million individual domestic bank accounts. Each transaction is geo-tagged to track merchant location, retail sector and online vs offline. For more information, please see the [Beauclair FAQ Document](#).

July 2025. 07 Jul 2025 - 03 Aug 2025

Footfall Report for: York

Weeks This Month: 4
Weeks Last Month: 5

Monthly Footfall Counts

	Year to date % YoY		This month % YoY		This month % MoM	
	2025	2024	2025	2024	2025	2024
York	3.0%	2.3%	-13.7%	3.4%	3.5%	-1.3%
North & Yorkshire	0.6%	-1.9%	-0.9%	1.6%	4.5%	-0.1%
UK	0.6%	-0.9%	0.0%	0.8%	4.1%	1.3%

Benchmark calculations (Year on Year and Month on Month) have been calculated using like for like data sets (only those counters available in both comparison periods) to ensure statistical accuracy

Headlines

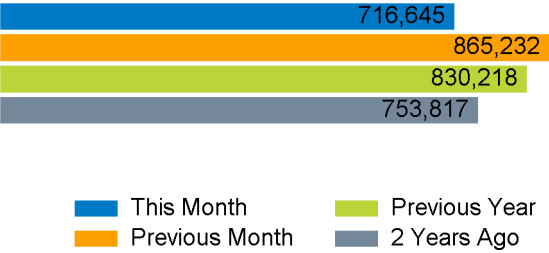
The total number of visitors for the year to date is 5,659,200 which is 3% up on the previous year.

The total number of visitors to York in month commencing 7 July 2025 was 716,645.

The busiest day in month commencing 7 July 2025 was Friday 1 August with 34,820 visitors.




The peak hour of the month was 14:00 on Thursday 31 July 2025 with footfall of 4,255.

Footfall Counts by month



Figures shown below are calculated using monthly totals.

Weather

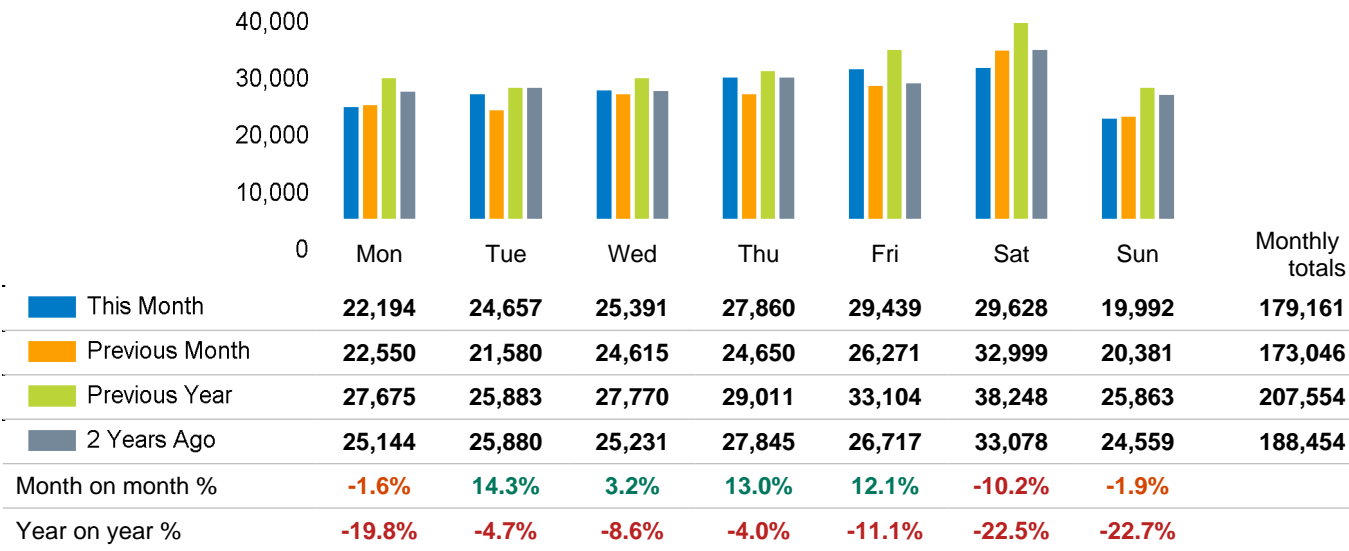
			
Number of days July 2025	10	16	2
Number of days July 2024	15	12	1
Number of days July 2023	6	20	2

Average temperature

	Maximum temperature	Minimum temperature
2025	26°	12°
2024	25°	12°
2023	20°	12°

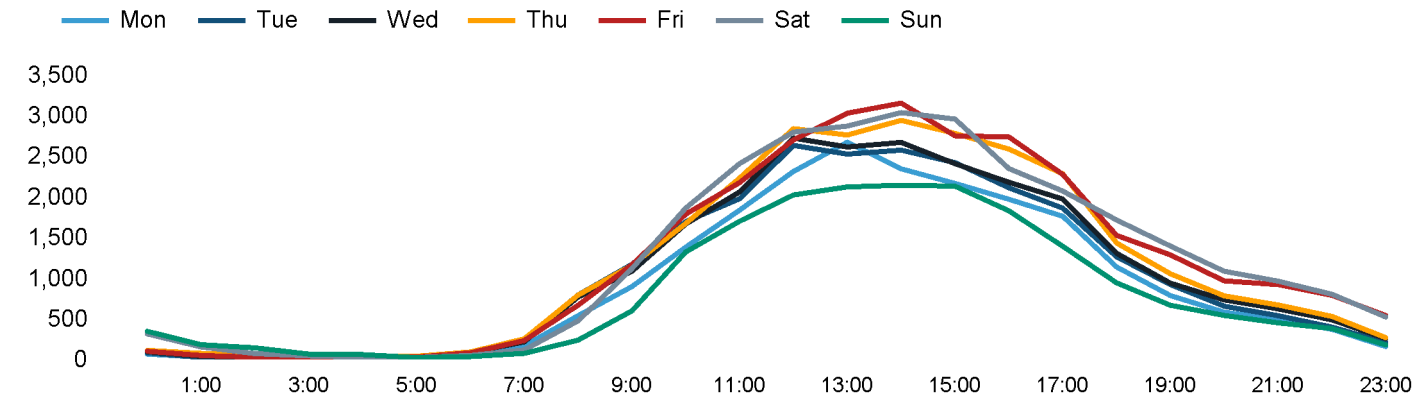
Football Counts by day

The figures shown below are calculated using weekly averages.



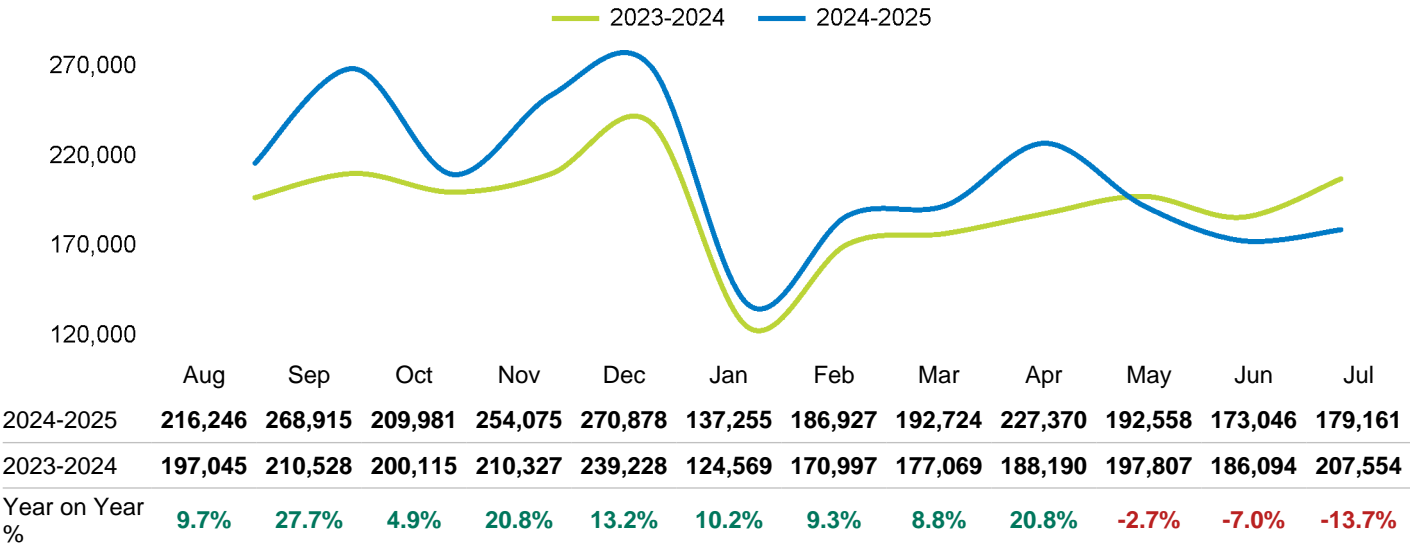
Football Counts by hour

The figures shown below are calculated using a weekly average



Football Counts - rolling 12 months

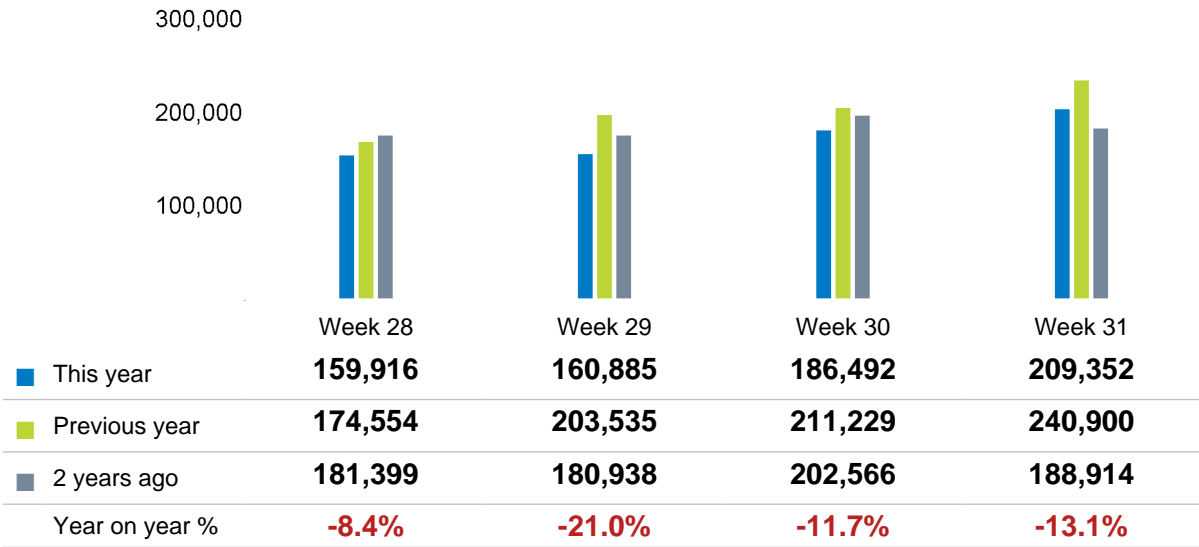
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2024-2025 period with the 2023-2024 period i.e the figure for July compares July 2025 to July 2024

Football Counts by week of month

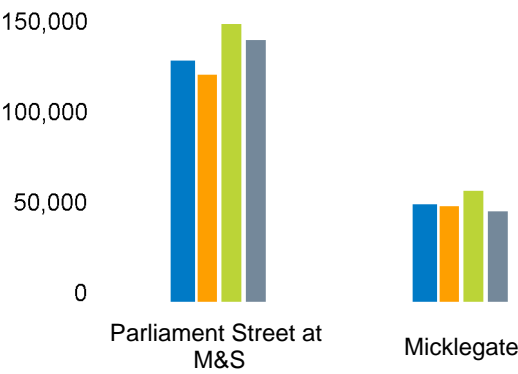
The figures shown below are calculated using weekly totals.



Footfall Counts by location

The figures shown below are calculated using weekly averages.

This month
Previous month
Previous year
2 Years ago



This Month	126,997	52,163
Previous Month	120,741	52,305
Previous Year	147,158	60,395
2 Years Ago	138,817	49,637
Year on Year %	-13.7 %	-13.6 %

Reporting dates

This month - 07 July 2025 - 03 August 2025

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2025 to July , 2025 Vs January, 2024 to July , 2024

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year.July, 2025 Vs July, 2024

Month on Month % Change is the % change in footfall for this Month from the previous Month.7 2025 Vs 6 2025