

**Notice of a public
Decision Session - Executive Member for Economy and Strategic
Planning**

To: Councillor Mason (Executive Member)
Date: Tuesday, 26 July 2022
Time: 10.00 am
Venue: The Snow Room - Ground Floor, West Offices (G035)

A G E N D A

Notice to Members – Post Decision Calling In:

Members are reminded that, should they wish to call in any item* on this agenda, notice must be given to Democracy Support Group by:

4:00 pm on Thursday 28 July 2022 if an item is called in *after* a decision has been taken.

*With the exception of matters that have been subject of a previous call in, require Full Council approval or are urgent which are not subject to the call-in provisions. Any called in items will be considered by the Customer and Corporate Services Scrutiny Management Committee.

Written representations in respect of item on this agenda should be submitted to Democratic Services by **5.00pm on Friday 22 July 2022**.

1. Declarations of Interest

At this point in the meeting, the Executive Member is asked to declare any disclosable pecuniary interests or other registerable interests he might have in respect of business on this agenda, if he has not already done so in advance on the Register of Interests.

- 2. Minutes** (Pages 1 - 6)
To approve and sign the minutes of the meeting held on 28 June 2022.

- 3. Public Participation**
At this point in the meeting members of the public who have registered to speak can do so. Members of the public may speak on agenda items or on matters within the remit of the committee.

Please note that our registration deadlines have changed to 2 working days before the meeting, in order to facilitate the management of public participation at remote meetings. The deadline for registering at this meeting is **5:00pm on Friday 22 July 2022.**

To register to speak please visit www.york.gov.uk/AttendCouncilMeetings to fill out an online registration form. If you have any questions about the registration form or the meeting, please contact the relevant Democracy Officer, on the details at the foot of the agenda.

Webcasting of Remote Public Meetings

Please note that, subject to available resources, this remote public meeting will be webcast including any registered public speakers who have given their permission. The remote public meeting can be viewed live and on demand at www.york.gov.uk/webcasts.

During coronavirus, we've made some changes to how we're running council meetings. See our coronavirus updates (www.york.gov.uk/COVIDDemocracy) for more information on meetings and decisions.

- 4. Quarterly Economic Update** (Pages 7 - 22)
This report presents updates on the local financial climate, core business support work and Council-led initiatives, and includes an update on the state of the national and local economy, key account management work, progress against major milestones, and inward investment.
- 5. Urgent Business**
Any other business which the Executive Member considers urgent under the Local Government Act 1972.

Democracy Officer
Angela Bielby
a.bielby@york.gov.uk
01904 552599

This information can be provided in your own language.

我們也用您們的語言提供這個信息 (Cantonese)

এই তথ্য আপনার নিজের ভাষায় দেয়া যেতে পারে। (Bengali)

Ta informacja może być dostarczona w twoim własnym języku. (Polish)

Bu bilgiyi kendi dilinizde almanız mümkündür. (Turkish)

یہ معلومات آپ کی اپنی زبان (بولی) میں بھی مہیا کی جاسکتی ہیں۔ (Urdu)

 **(01904) 551550**

For more information about any of the following please contact the Democracy Officer responsible for servicing this meeting

- Registering to speak
- Written Representations
- Business of the meeting
- Any special arrangements
- Copies of reports

Contact details are set out above

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City of York Council

Committee Minutes

Meeting	Decision Session - Executive Member for Economy and Strategic Planning
Date	28 June 2022
Present	Councillor Mason (Executive Member)
Officers In Attendance	Tracey Carter, Director of Housing, Economy and Regeneration Simon Brereton, Head of Economy Rob Harrison, Principal Development Management Officer Becky Eades, Head of Development Services

1. Declarations of Interest (10:00am)

The Executive Member was asked to declare, at this point in the meeting, any disclosable pecuniary interests or other registerable interests he might have in respect of business on the agenda, if he had not already done so in advance on the Register of Interests. None were declared.

2. Minutes (10:01am)

Resolved: That the minutes of the previous meeting held on 25 May 2022 be approved as a correct record and be signed by the Executive Member.

3. Public Participation (10:02am)

It was reported that there had been three registrations to speak under the Council's Public Participation Scheme.

Cllr Douglas spoke on agenda item 5, York Economic Strategy and Economic Partnership. She noted the delay in progressing the Economic Strategy and she focused on two of the strategy themes; thriving workforce and an economy driven by good business. She made reference to a Public Health report that outlined gaping health inequalities in York. She highlighted the findings, noting that there was a 10 year life expectancy gap between the most and least affluent wards in York and that 40% of health inequalities were caused by low pay, low household incomes and poverty. She highlighted her disappointment that

there was no mention of health inequalities and the economic causes in the Strategy.

She also requested that the Executive Member ensured that all council owned companies were members of the Good Business Charter.

Mrs Pressland spoke on agenda item 4, Planning Enforcement Cases Update. She confirmed the residents of The Residence, formally Terry's Chocolate Factory, had been waiting for over 6 years for PJ Livesey construction to build the necessary bike and bin storage. She stated that a previous enforcement application from 2019 was acknowledged by the council but no action was taken and residents were extremely frustrated about the lack of provision. She confirmed that residents would welcome enforcement support to provide the provision of bin and bike stores and other original planning requirements.

Cllr Kilbane spoke on agenda item 4, Planning Enforcement Cases Update and agenda item 5, York Economic Strategy and Economic Partnership. He noted residents frustrations when planning applications were approved and then not built to the specification submitted. Although he acknowledged that there had been some resource issues within the enforcement team, he asked the Executive Member to now prioritise enforcement.

He also highlighted the health inequalities in York that had not been addressed within the council's Economic Strategy 2022-2030 and noted that the Public Health report findings should be considered within the Strategy.

4. Planning Enforcement Cases Update (10:12am)

The Executive Member considered a report that provided an update on planning enforcement cases and the current issues facing the enforcement team.

The Head of Development Services provided an update, noting that:

- In 2021 there were 606 new planning enforcement cases and 648 were closed. 7 Enforcement Notices were served and 107 cases were not expedient to pursue. 28 cases were found to be permitted development and 169 were found to be not in breach of planning control. 68 breaches were rectified following work undertaken by the

enforcement team and 7 were granted planning permission.

- There was currently 36 enforcement cases awaiting the outcome of a planning application.
- A total of 496 investigations remained open.
- Three new Enforcement Officers had been recruited and cases were now being progressed.

The Executive Member acknowledged the workforce challenges over the last 12 months and welcomed the new recruitments to enable the team to be in a stronger position.

In response to the speaker's comments, Officers confirmed they were progressing to resolve the issues at The Residence.

Resolved: That the contents of the report be noted.

Reason: To ensure the Executive Member was aware of the work currently being undertaken in Planning Enforcement.

5. York Economic Strategy and Economic Partnership (10:16am)

The Executive Member considered a report that presented the draft Economic Strategy 2022-2030.

The Director of Housing, Economy and Regeneration and the Head of Economy provided the background to the draft strategy, the challenges faced and the ambitions to be achieved within the five core themes; York as a global city, a greener economy, a thriving workforce, thriving businesses and an economy driven by good business.

The Executive Member noted that:

- The Strategy was an updated version of the council's existing Economic Strategy 2016-2020. It articulated the previous themes in terms of measures, actions and objectives.
- The points made by the speakers would come into clear focus when the Strategy was considered at a series of scrutiny committees to be held in July and increasing wage levels, helping people into work and developing

skills levels would support the embedded issues of poverty and health inequalities.

- A rigorous consultation process with contributions from key organisations, businesses and stakeholders from across the City, as well as York residents, had taken place. This resulted in the development of a robust Economic Strategy that also supported or ran in parallel with other council strategies, legislation, policies and initiatives.
- The challenges within part-time working, the net zero ambitions and recruitment would remain a continued focus, as well as growing the bioeconomy, insurance, technology, digital, creative and rail sectors.
- There would also be a focus on the high volume sectors within the City, retail, hospitality and social care, to drive up productivity and wages and to recognise and support microbusinesses.
- Despite some of the challenges, York's economy was thriving, with pay and productivity the highest in Yorkshire and there was continued high level employment in the city, with high level skills amongst the workforce.
- York's Economic Partnership would be responsible for implementing and monitoring the new Economic Strategy and supporting a broad spectrum of sectors. It was proposed that the Board would meet bi-annually and may establish sub-groups for more detailed work under the five themes of the Strategy.

The Executive Member welcomed the Strategy and in answer to his questions, officers confirmed:

- The Customer and Corporate Services Scrutiny Management Committee and the Health and Adult Social Care Policy and Scrutiny Committee would support refining stronger health inequalities links within the Strategy at its joint meeting on 13 July 2022.
- They would invite the council's shareholders to join the Good Business Charter.

Resolved:

- i) That the draft Economic Strategy be approved.
- ii) That the next phase of consultation for the Strategy be initiated.

- iii) That the draft terms of reference for the Economic Partnership be approved.

Reasons:

- i) To support the content and purpose of the next Economic Strategy for York.
- ii) To agree that all key required elements of the Strategy were present.
- iii) To allow for preparation of a complete Strategy for final approval Executive in October 2022.

Cllr Mason, Executive Member

[The meeting started at 10.00 am and finished at 10.30 am].

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**Decision Session – Executive
Member for Economy and Strategic
Planning**

26 July 2022

Quarterly Economic Update

Summary

1. This report presents updates on the local financial climate, core business support work and Council-led initiatives, and includes an update on the state of the national and local economy, key account management work, progress against major milestones, and inward investment.

Recommendations

2. The Executive Member is asked to:
 - a) Note the contents of the report

Reason: To support York's ongoing economic work and understand how York is performing from an economic perspective.

State of the Economy

3. The UK economy is currently experiencing significant challenges which are creating negative impacts for York's residents and businesses.
4. As we moved into the second quarter of 2022, households and businesses will have felt the impact of rising costs with utility bills and National Insurance tax contributions increasing from the beginning of April.
5. The pressures of the cost of living and the cost of doing business have not eased throughout the quarter with transport and food costs both rising during this period. In June 2022, the average cost of fuelling a family car passed the £100 mark and grocery prices rose by 8.3%, a 13 year high, meaning that annual grocery bills, on average, will increase by £380 this year.
6. The price rises led to national inflation hitting 9.1% in May, resulting in the Bank of England (BoE) raising base interest rates to 1.25%, another

13 year high. The BoE estimates that inflation will peak at 11% in October this year, and that the UK economy will shrink by 0.3% over Q2 this year, posing the risk of so-called ‘stagflation’ – a combination of stagnant economic growth and high inflation.

- Due to the economic climate, and with recruitment challenges in specific sectors, employers across York are increasing pay levels both to support existing staff with the cost of living and to attract new staff. This is a trend now seen across the whole of the country, alongside growth in employment to record levels as discussed below.

Employment and Skills

- The demand for labour in York remains strong. The number of job vacancies within a five mile radius of the centre of York steadily picked up from the previous quarter, with continued increases throughout May.
- There was an increase of 600 vacancies between the beginning and end of May, reaching a peak of 3,871 vacancies, the highest recorded level of vacancies since data tracking began in August 2021. Whilst it is likely that some of these vacancies were generated for seasonal summer employment purposes, numbers are still unprecedented.

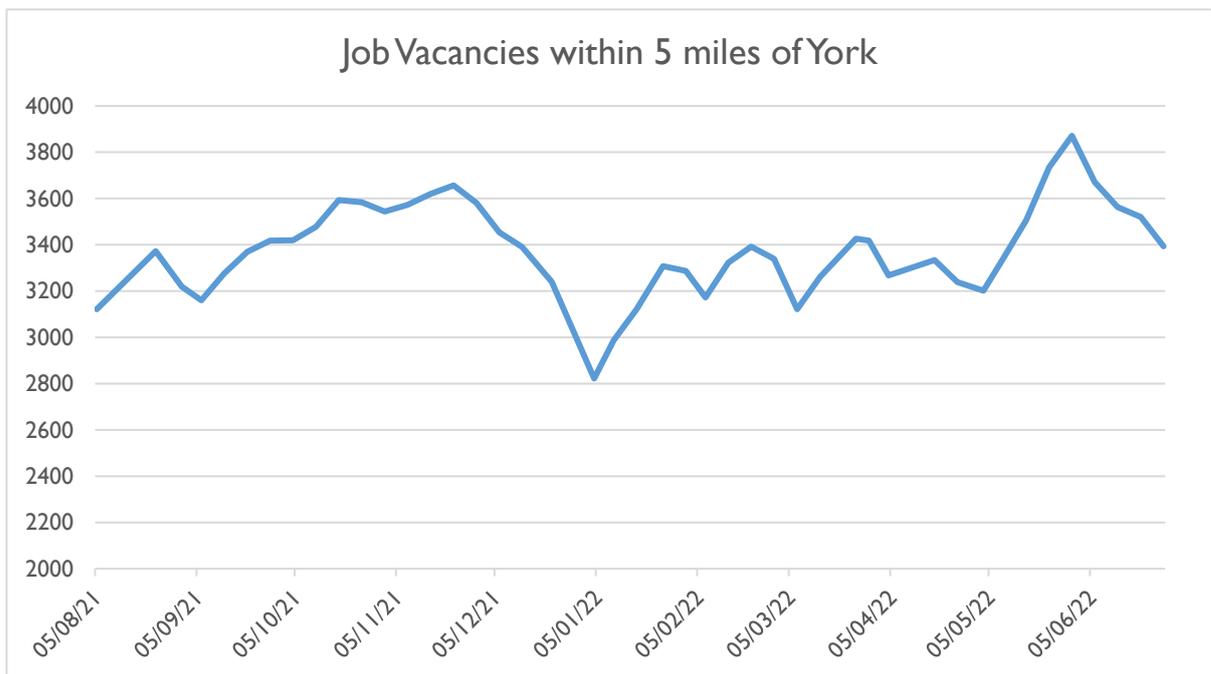


Figure 1: Total vacancies within 5 miles of York August 2021 to present

- The supply of York-based labour continues to decrease. The number of those claiming out-of-work benefits, as measured by the claimant count, fell for March, April and May. This means that the claimant count has decreased for 14 consecutive months, which is a remarkable success. The provisional reading for May shows the claimant count at 2,585

people, 765 more people than March 2020 when the Covid-19 pandemic hit the UK.

11. In parallel with a high number of vacancies, newly available statistics from ONS record monthly totals of those employed in York, including a seasonal adjustment for short term work. The data shows that employment in York has reached an all time high with 92,500 employed in York-based companies. Figure 2 shows the historical trend.

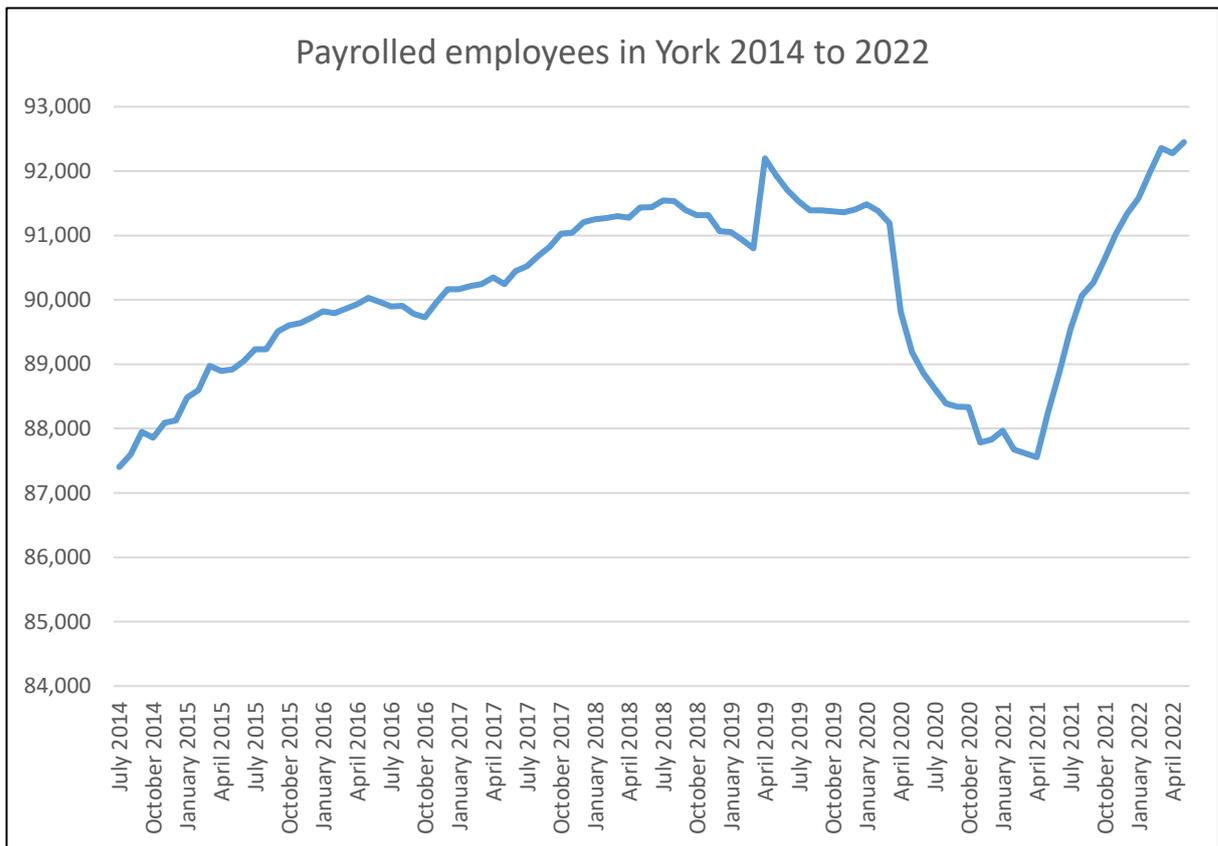
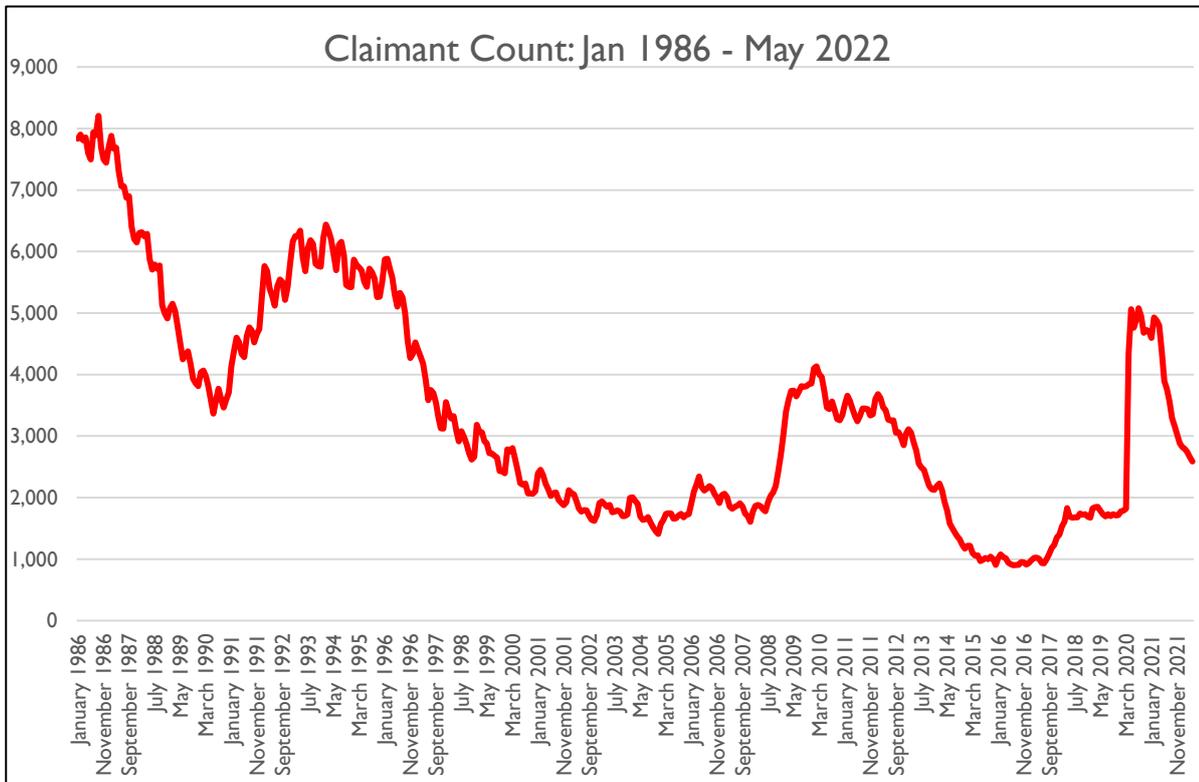


Figure 2: Employees in York (experimental ONS statistics)

12. Although York has been one best performing cities in the UK for reducing unemployment thorough Covid-19 pandemic, the claimant count is still high on recent historic levels. Pre-Covid, the claimant count is at its highest since May 2013 and latest readings show 5,272 people claiming Universal Credit whilst in employment in York. As such, there is still progress to be made in getting residents into well-paid employment.
13. York’s workforce remains one of the most highly-skilled in the UK. The latest reading from the Annual Population Survey, estimates that 59% of its working age population (16-64) have a NVQ4 or higher, which is 15.5% higher than the UK.

Figure 3: Claimant Count Jan 86 to present

14. 88% of York’s working age population are estimated to have a NVQ2 or higher, with just 3.7% estimated to have no qualifications at all. This pool of talent in the city is a major asset, making York an attractive prospect for to any prospective business wishing to locate in the city.



City Centre footfall (see Annex A)

15. York’s city centre continues to perform well. According to the Centre for Cities High-Street Recovery tracker, York remains in the top 10 cities in recovering pre-Covid footfall levels.¹
16. According to our own data from the Movements Insights platform, there has been a 36% increase in footfall across the first half of the 2022 in comparison to previous year. The average weekly footfall for first 6 months of 2022 is 122,107 in comparison to 89,496. As can be seen from Figure 3, footfall tends to peak in school holiday periods.

¹ Centre for Cities – High Streets Recovery Tracker – <https://www.centreforcities.org/data/high-streets-recovery-tracker/>

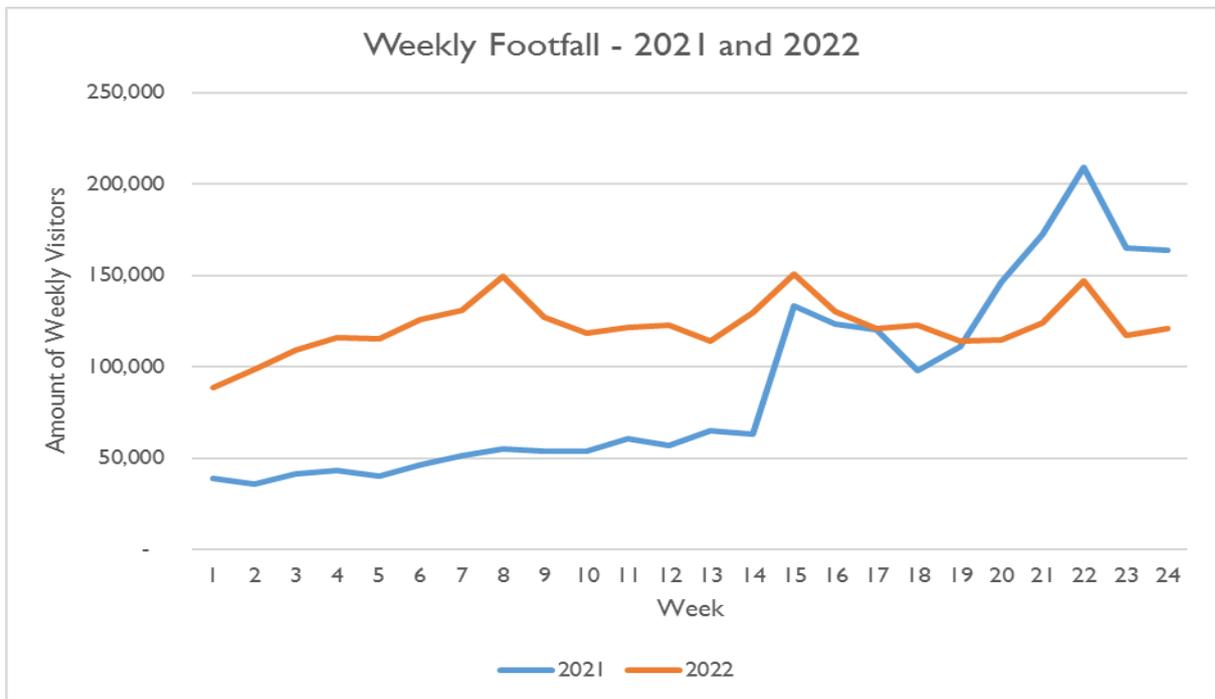


Figure 4: York weekly footfall

- The total number of visitors coming to York has remained consistent across 2022, with 1.5 million visitors across both quarters. This is a lower number of visitors in comparison to the end of 2021, as illustrated in Figure 4 below.

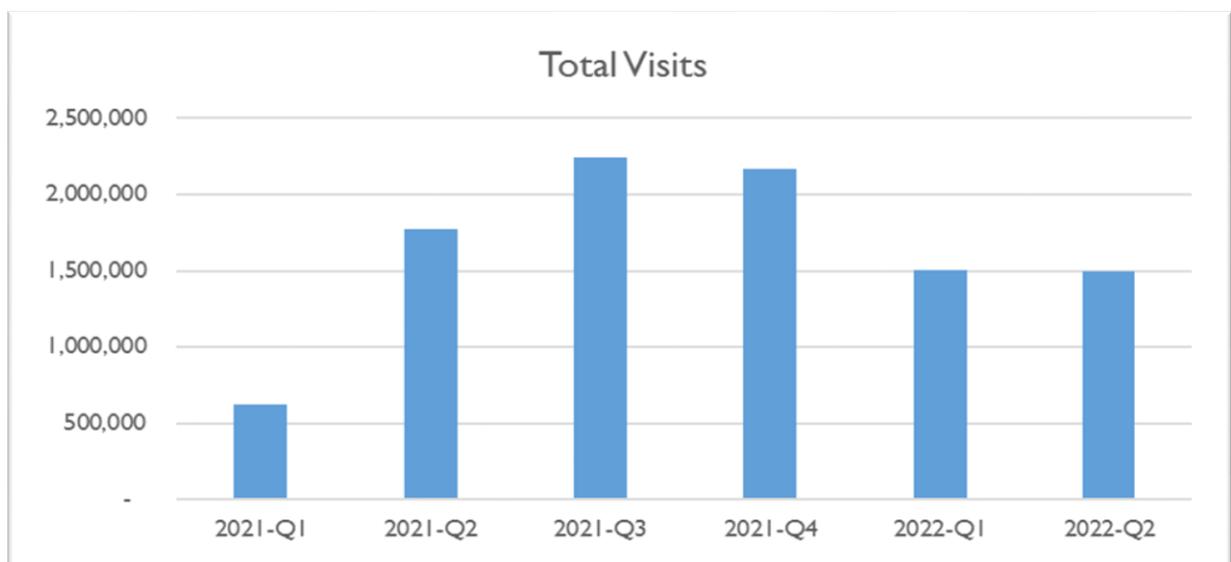


Figure 5: Total Footfall

Rail strike impact

- At the end of June, rail workers went on strike across the UK causing significant disruption to rail travel. There were concerns that this would

impact city centre footfall, with UK Hospitality, the trade body for hospitality businesses, estimating that it could lead to drop of 20% in spending in cities and towns. Whilst spending data is currently not available for this period, footfall data suggest these strikes had a muted impact on York's city centre.

19. The total footfall for the week commencing the 20th June was 173,160 which was a 5.5% increase from the week prior, bucking the trend for North Yorkshire and the UK which saw a 2.3% and 2.6% decrease in footfall. On two of the strike days, Tuesday 21st and Thursday 23rd, footfall was down from the previous week but Saturday 25th, the final strike day, was the busiest day of the week in the city centre with 32,965 visitors.
20. Future strikes across various industries have been mooted for the remainder of the year, so the combined impact of industrial action remains to be seen.

COVID impacts

21. Validated cases of COVID have slowly begun to rise over the last six weeks, having reduced considerably in recent months.
22. The June figures² show 230.3 cases per 100,000 in York, a rise from 119.9 cases in April, and 90.5 in May. This latest figure is higher than both the national figure of 199.3 cases and the regional number of 167.2. The trajectory and impact on the economy of this figure remain to be seen, but it is of note given the challenges already being faced by businesses.

Great British Rail Headquarters bid

23. On 5th July 2022, the Department for Transport announced that York as one of six locations, shortlisted from 42 other candidates, as potential host of the UK's prestigious Great British Rail (GBR) Headquarters.
24. GBR will be the single, accountable public body responsible for the strategic running of Britain's railways, for both passengers and freight – essentially the new home of British rail. As part of the Levelling Up agenda, a successful outcome would be a key factor in strengthening the thriving specialist rail sector that already exists within the City, as well as creating 1,600 high value employment opportunities and boosting the economy by a predicted £110m.

² Figures taken from KPIs 47, 48 and 49 on the Council's KPI database maintained by the Business Intelligence Team.

25. York already has a long history in the rail industry, with a relationship established in the 1830s and as home to the world-renowned National Railway Museum, but must now compete against Birmingham, Crewe, Derby, Doncaster and Newcastle Upon Tyne to win public votes via an online poll. The final decision will be made by Transport Secretary, Grant Shapps, later in the year.

York Festival of Business (YFB)

26. York Festival of Business is the new moniker for York Business Week, an event that has run very successfully in the City for the last eleven years.
27. The event has now been reformatted for the twelfth year, and will run for the whole of November 2022. This recognises that, whilst the Council plays a key role in organising the event, responsibility for the economic welfare of the city is something to which all stakeholders should contribute. It also means that the event can be more inclusive by offering broader options to attend and take part.
28. The key objectives of the event are:
- Engage the business community with content specific to business needs right now including inflation pressures and challenges
 - Enable businesses to benefit from a range of prominent speakers, and business leaders.
 - Facilitate the platform to include businesses of all sizes to promote peer to peer support and develop local supply chains
 - Reflect the aims of City's Economic Strategy and promote good business practices for all businesses including sustainability, carbon reduction, internationalisation and human resources
 - Bring the business support community together to strengthen links, networks and foster business community collaboration
29. This year YFB will launch the new Economic Strategy for the City. Each of the themes guiding the Strategy will be led by a key partner who will stage a series of around five related events over three days. These will be:
1. An economy driven by good business
 2. Creating the right conditions for sustainable growth

3. A greener economy
 4. A thriving workforce
 5. York as a global City of York Council
30. Strategic partners have been proactive in expressing the desire to participate in the event, and both Universities, York, North Yorkshire LEP, York Science Park and the Institute of Directors, along with the Council, will lead the themes, with responsibility for developing a series of complementary events, seminars and networking.
31. The detail of the format and content is in development, and discussions are continuing on a bespoke website for the event.

Traders' Association roundtable event

32. As a continued response to needs of local business organisations and a commitment to business engagement, a Traders' Association roundtable session was held in June.
33. This allowed business and association representatives to meet virtually and listen to the latest updates, as well as to ask questions of Council officers and the Executive Portfolio holder about ongoing projects and initiatives.
34. The Chief Executive of the Good Business Charter attended to share the achievements of the organisation in York so far, and to celebrate the first anniversary of this ethical capitalism initiative. An update on My City Centre was also provided by the Regeneration Team.
35. Traders are also invited to apply for a share of the remaining Independent Retail Growth Fund monies totalling £25,000. Applications must suggest an event or initiative, along with expected outcomes and benefits, and in particular, Winter and Christmas events are encouraged to ensure that the impact of the funding benefits as many businesses, residents and visitors as possible.

The Council's Business Bulletin

36. The Council is unequivocal about the importance of small and micro-businesses to the foundation economy. They are fundamental as employers, generators of growth, innovation and resilience.

37. To offer timely support to this network of businesses, the Council produces a weekly business bulletin, which has become a valuable means of communicating key business support information.
38. As a result, the Economic Growth team are receiving multiple requests for support, advice and signposting to finance from businesses who would otherwise have not known that this was available to them.
39. One of the most recent releases of the bulletin shares information on business networking events, Business Rate reduction support, signposting to the Business Growth Managers, how to support Ukrainian refugees, sector engagement opportunities as well as national events and funding.
40. 2,000 business have now signed up to the bulletin, with new registrations every week, proving the value of clear communication with our business networks.

York Growth Hub

41. In the last two months, the Economic Growth Team has provided business support and advice via the Growth Managers to multiple businesses across a broad range of city sectors, most of which are SMEs.
42. Challenges to trading remain, with some proving too much for some business owners who have had to cease trading, whilst others have had to put plans on hold. Pressures and instability are not expected to ease any time soon, and, anecdotally, major problems include:
 - The cost of doing business has increased on all levels
 - Spiralling energy costs and fuel
 - Staffing and recruitment issues – one member of the finance sector has reported needing to outsource work to India/Sri Lanka, and believes this is common practise
 - The business support landscape is becoming more and more confusing, and many businesses are looking for support, whether it is website development, SEO, training or connectivity.
43. In addition, the Growth Managers have maintained a dialogue with key organisations crucial to business support, development and growth including the Chamber, the University of York and York St. John, the Institute of Directors and the Department for International Trade. Each of these bodies, and their peers, are fundamental in looking for opportunities for York business and keeping York open for business.

44. The *Connect over Coffee* business networking sessions remain both popular and well attended, and the final in a series of *Women in Business* events produced in partnership with NatWest took place in early July, also proving popular amongst the business community.

Inward Investment

45. In June, four new enquiries were received from businesses either looking to relocate to York, or to change their current premises in the city. The spaces requested range from complementary space for an existing business to potential supermarket sites, and all options are currently being considered.
46. A final draft of Living in York has now been produced and, content is also in development for two further promotional pieces – ‘York facts and figures’ and ‘York’s centre of excellence’ to attract new investors and inspire existing occupiers who may be thinking about a change in premises.
47. Several new partners offering business support and advice have emerged over the last few weeks, not least the *Enterprise Centre* at York St. John University, the University of York’s *Enterprise Works* and Barclays’ *Eagle Labs*, based at Guildhall. Ways to gain the optimum benefit and tailor the offer from an ever broadening range of business support organisations is being developed.

UK Shared Prosperity Fund (UKSPF)

48. The first meeting of the UKSPF Partnership Board has now taken place, bringing together representatives from education, community and voluntary groups, the Police and Crime Commissioner, business, the public sector and local MPs to steer and advise upon the content of the Investment Plan, the content of which is required by Government for submission and subsequent appraisal by the end of this month.
49. Supporting the wider Levelling Up agenda, objectives of UKSPF comprise:
- Boost productivity, pay, jobs and living standards by growing the private sector, especially in those places where they are lagging
 - Spread opportunities and improve public services, especially in those places where they are weakest
 - Restore a sense of community, local pride and belonging, especially in those places where they have been lost

- Empower local leaders and communities, especially in those places lacking local agency
50. Discussions have centred on outputs and interventions that can be set against the challenges and needs of the three investment priorities– Community and Place, Supporting Local Business and People and Skills.
51. In addition, there is a plethora of ongoing local initiatives, strategies and plans to which the Investment Plan should align, making this a complex and detailed piece of work to be delivered within very short timescales:
- Community Hubs
 - Health & Wellbeing Strategy (emerging)
 - Financial Inclusion Steering Group
 - Digital Inclusion Strategy
 - My City Centre Action Plan and Steering group
 - Acomb Front Street Plan
 - York Skills Plan 2020-2030
 - York Skills Board
 - York & North Yorkshire LEP and strategies
 - Economic Strategy (in draft)
 - Covid Recovery Plan
 - Economic Partnership (emerging)
 - Business Leaders Group
 - York & North Yorkshire LEP and plans
52. The Council will also seek to optimise investment potential by leveraging existing funding alongside the £5.1 million UKSPF allocation, much of which is revenue funding and will be drawdown in three tranches over a three year period.
53. Once the agreed Investment Plan has been submitted to Government, it will be considered for approval by October, with funding allocation and contracts with providers scheduled to begin in November 2022.

Covid-19 Additional Relief Fund (CARF)

54. On 25 March 2021 the Government announced a new COVID-19 Additional Relief Fund (CARF) of £1.5bn.
55. The fund is available to support those businesses adversely affected by the pandemic but are ineligible for existing support linked to business rates, such as the Extended Retail Discount and Nursery Discount. The fund compensates through business rate relief, not grant, in respect of the 2021/22 financial year.

56. The Economic Growth Team continues to assess these applications by checking eligibility and the adverse impact of the pandemic on applicants. Council officers in the Business Rates team are then applying the relief to the account of the successful applicants.
57. Applications for CARF will close on 16 September 2022 with the last date of any possible award being made on the 30 September 2022.

Economic Strategy

58. A draft report of the Council's new Economic Strategy was brought to the Executive Member for Economy and Strategic Planning on the 28th June 2022.
59. Both the draft Strategy and terms of reference for the Economic Partnership, who will hold responsibility for implementing and monitoring the strategy, were approved with the caveat that the existing references to low pay and poor health and wellbeing outcomes were further drawn out for clearer impact.
60. The Customer and Corporate Services Scrutiny Management Committee and the Health and Adult Social Care Policy and Scrutiny Committee both supported refining stronger health inequalities links within the Strategy at its joint meeting on 13 July 2022, and health and social care interests are also represented on the membership of the Economic Partnership Board.
61. The Executive Member also approved the initiation of the next phase of strategy consultation, which is now underway. This consultation involves the following:
 - May – Our Big Conversation - targeted focus groups
 - June to August – Our Big Conversation - 6 week resident, business and partner consultation
 - July – Joint economic/transport and climate change Scrutiny
 - July to August - Open call for comments on draft Economic Strategy
62. As this consultation progresses, we will study the results carefully and refine the draft strategy accordingly. These refinements will be articulated to the Executive Member before the final strategy is brought before the Executive.

Consultation

63. Consultation and engagement on the economy, and related issues, through Members and officers, partners and residents are a pivotal elements of our approach, and central to informing our work using evidence-based information and research.
64. All ongoing consultation work has been outlined in the body of the report.

Council Plan

65. Our work addresses the following outcomes from the Council Plan:
- Good health and wellbeing;
 - Well-paid and an inclusive economy;
 - A better start for children and young people;
 - A greener and cleaner city; and,
 - Safe communities and culture for all.

Implications

- **Financial** – no financial implications;
- **Human Resources (HR)** – no implications;
- **One Planet Council / Equalities** – our work positively supports the Council's equalities objectives;
- **Legal** – no implications;
- **Crime and Disorder** – no implications;
- **Information Technology (IT)** – no implications;
- **Property** – no direct implications

Risk Management

There are no specific risks identified in respect of the recommendations.

Contact Details

Author:

Simon Brereton
Head of Economic Growth

Chief Officer Responsible for the report:

Tracey Carter
Director for Housing, Economy and
Regeneration

Report Date: 18 July 2022
Approved

Wards Affected: List wards or tick box to indicate all **All**

For further information please contact the author of the report

Glossary:

ARG – Additional Restrictions Grant
BID – York Business Improvement District
BoE – Bank of England
BGVS – Business Growth Voucher Scheme
DfE – Department for Education
DIT – Department for International Trade
GBR – Great British Rail
GVA – Gross Value Added
ITU – Intensive Therapy Unit
LEP – Local Enterprise Partnership
LGC – Local Government Chronicle
OHLG – Omicron Hospitality and Leisure Grant
ONS – Office for National Statistics
SME – Small and medium (business) enterprises

Background Papers:

Annex A: Movement Insights report, June 2022



Report for: York City Centre

During May 2022, York city centre experienced a 6% decrease in footfall with respect to April 2022 and a 11% decrease with respect to May 2021. Visitor demographics were overall consistent with April but showing a higher proportion of visitors aged 45-54 and 65 and above, and a higher proportion of one-time visitors throughout the month. Trips to the city centre from over 50 km represented 31% of the total number of visitors.

All data is anonymised, aggregated and GDPR compliant.

Footfall

Powered by:

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).

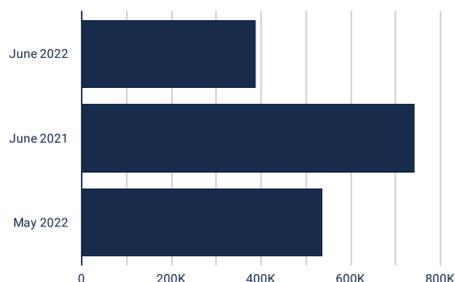


Fig.1. Number of monthly visits to the site.



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

Footfall in May 2022 saw a decrease of 6% with respect to April and a decrease of 11% with respect to May 2021.

The daily average number of visits per week presents a maximum on the week ending on the 17th April. This week shows one of the highest volumes of the past months.

Comparison of Average Visits

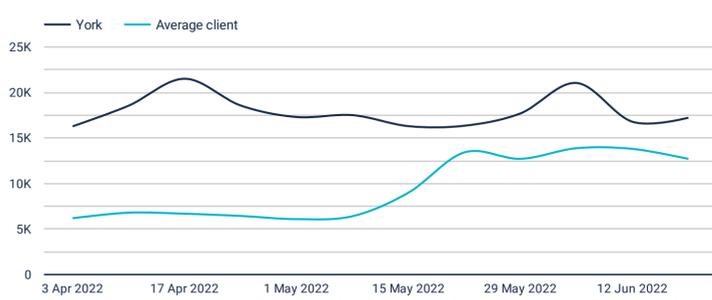


Fig.3. Daily average number of visits by week and city throughout the past 3 months.(1)

Visitors to the City Centre

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

With respect to April, May 2022 presents no significant changes overall. However, the following small changes can be noted:

- A higher proportion of visitors aged 45-54 and 65 and above.
- A higher proportion of one-time visitors throughout the month.

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. (O2 undergoing change in methodology)

Gender

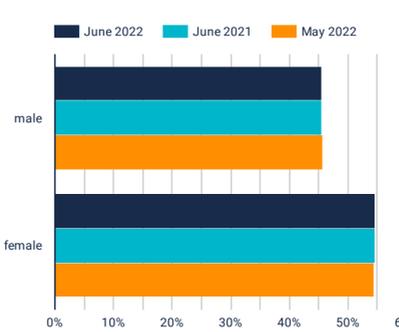


Fig.7. Gender profile by month.

Time of Arrival

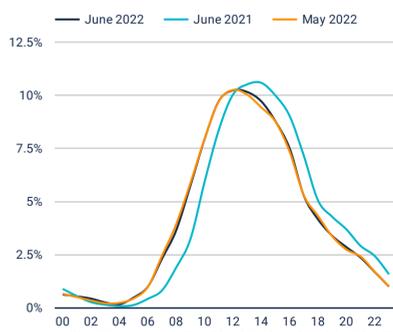


Fig.8. Time of arrival in the city centre for the month. Hour of day for first time sightings.

Where Do Visitors Come From?

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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.10). A distribution by distance to the small cell displays in Fig.10.

The local authority of York was the home location for 42% of the visitors, while it represented 23% of the total in April. 52% of the users sighted live within 0-10km to the site. Long distance visitors represented 31% of the total.

Local Authority	June 2022	May 2022	June 2021
York	41.2%	42.16%	22.15%
Selby	4.86%	5.25%	4.15%
Hambleton	4.37%	4.35%	3.83%
East Riding of Yorkshire	4.13%	4.27%	5.16%
Harrogate	3.88%	4.16%	4.03%
Leeds	2.77%	2.99%	4.12%
Ryedale	2.36%	2.32%	2.28%

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

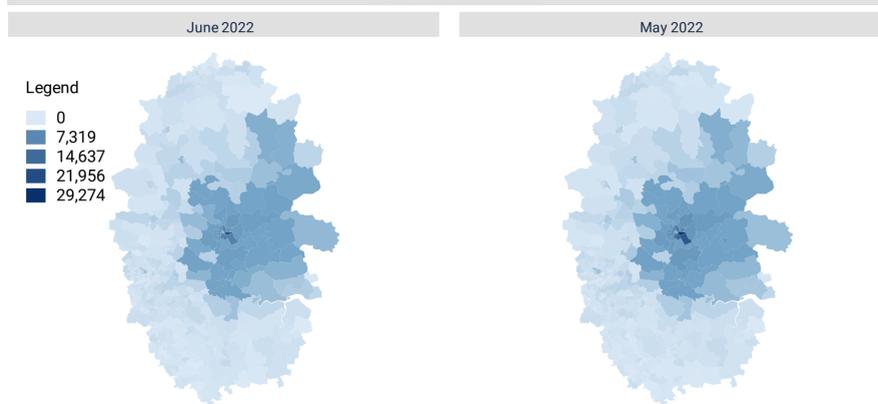


Fig.11. Number of users detected by the presence sensor by their inferred home location. (3)

Social Media

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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.

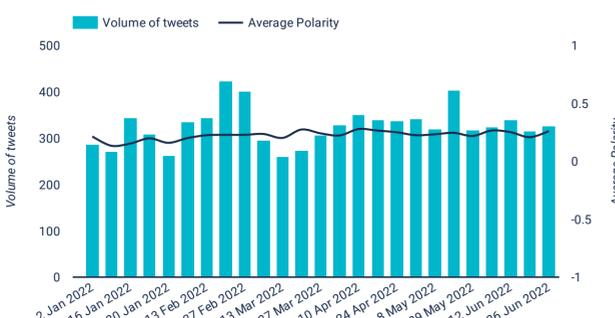


Fig.19. Weekly volume of tweets and their average positive/negative rating.



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 clients 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 through 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.

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