

# Report for: York City Centre

All data is anonymised, aggregated and GDPR compliant.

May 2021 saw an increase in footfall of 40% with respect to April. Demographics are overall consistent with April, with a slight higher proportion of 1 time visitors. Trips to the city centre from over 50km increased dramatically to represent 38% of the distribution, in line with the easing of Covid-19 measures.

## Footfall

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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).

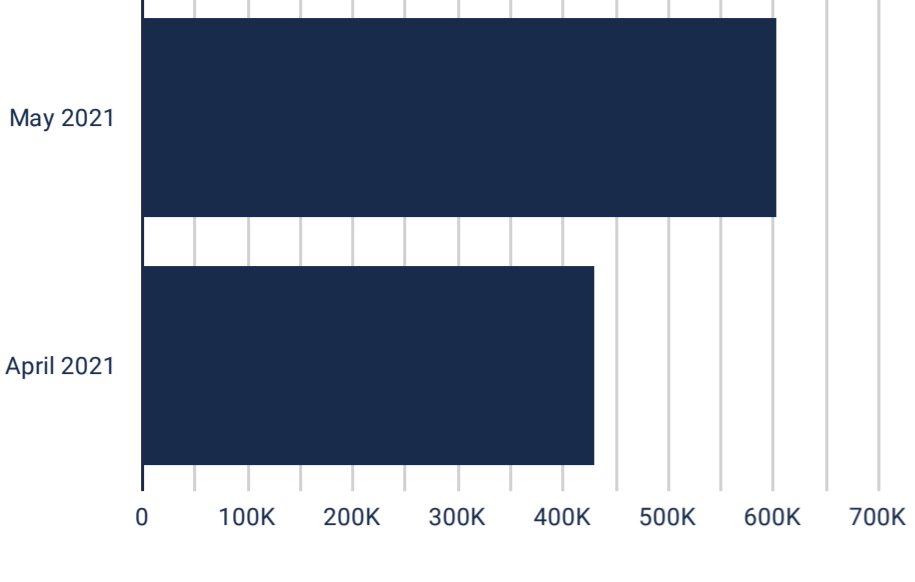


Fig.1. Number of monthly visits to the site.

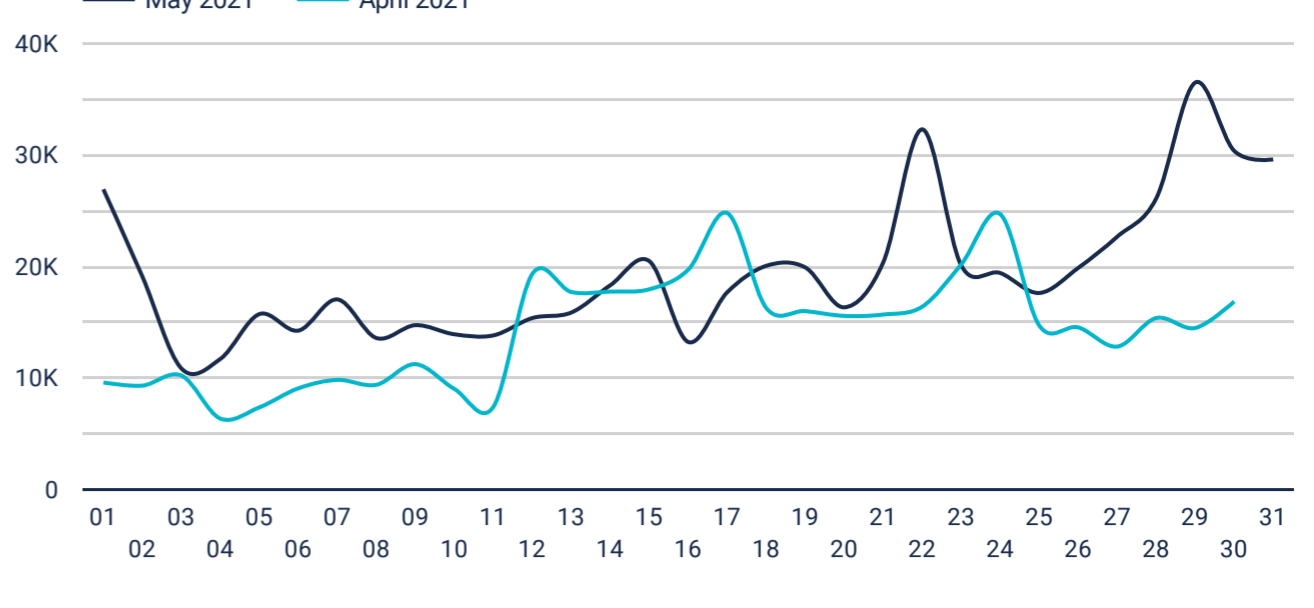


Fig.2. Number of daily visits to the site.

The daily average number of visits per week saw an increase in mid April, coinciding with the easing of restrictions, which has maintained throughout May in line with other towns.

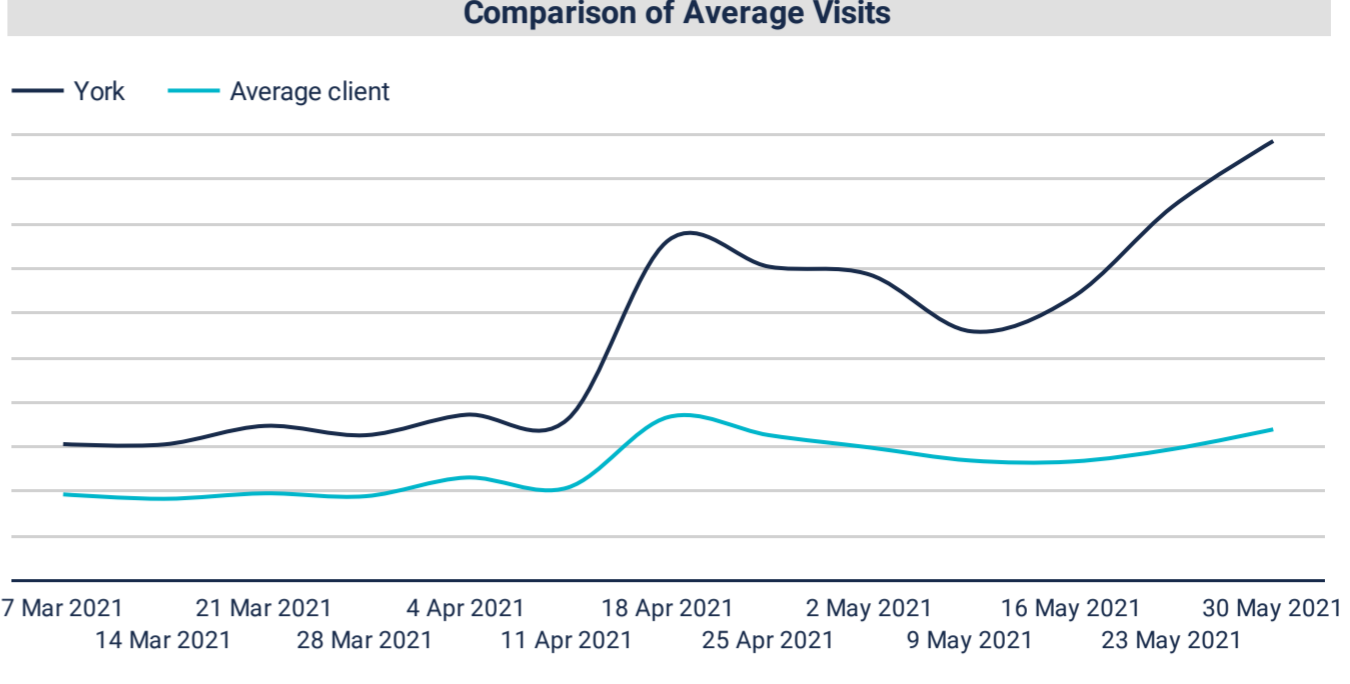


Fig.3. Daily average number of visits by week and city throughout the past 3 months.

## 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 2021 presents no significant changes overall. A slight higher proportion of 1 time visitors and broader time of arrival can be noted.

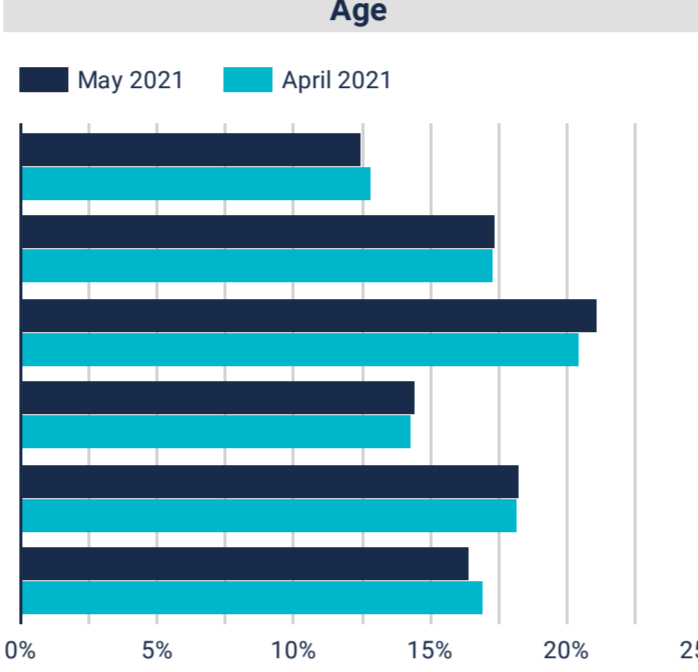


Fig.4. Age profile by month.

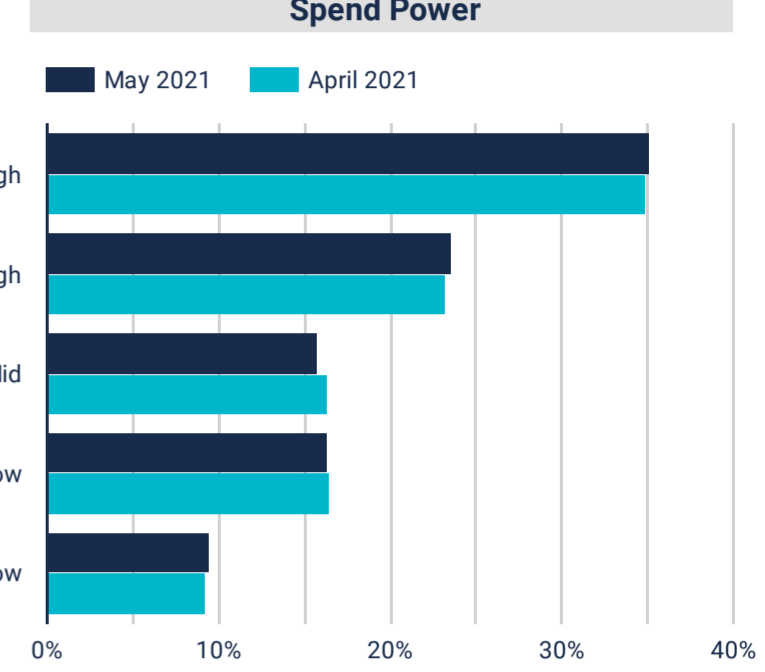


Fig.5. Spend Power profile by month. Spend power measures potential spend comparing to the regional score. (1)

### Visit Frequency

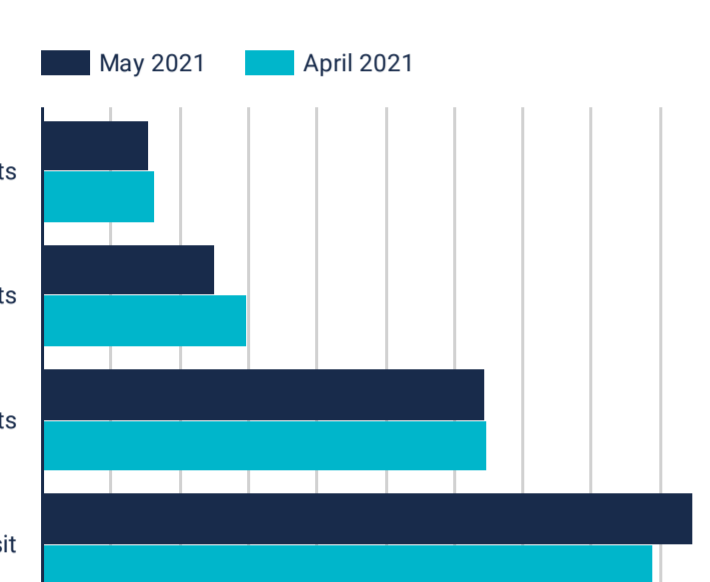


Fig.6. Visit Frequency profile by month. Visit frequency is defined as the number of unique days a person visits the vicinity of the presence sensor in a month.

### Gender

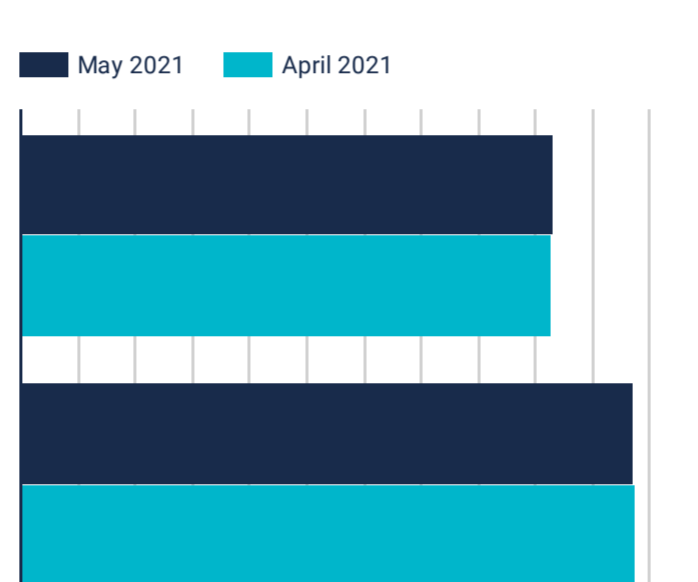


Fig.7. Gender profile by month.

### Time of Arrival

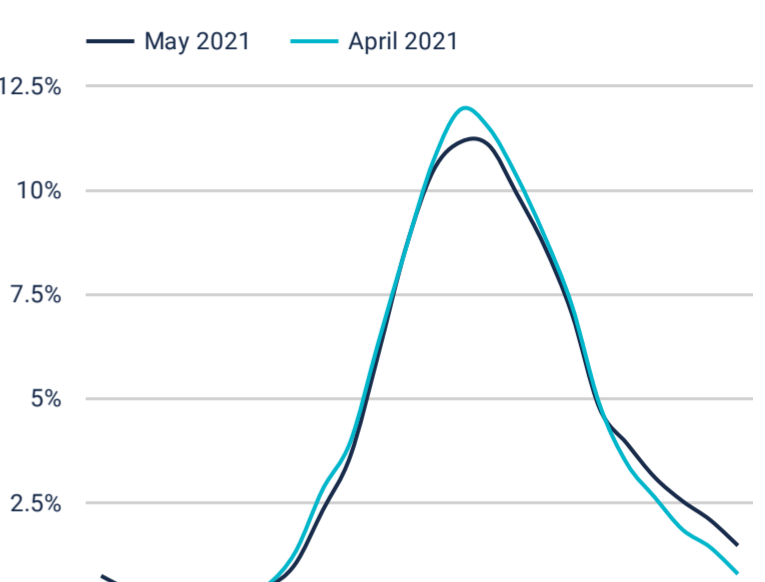


Fig.8. Time of arrival in the city centre for the month. Hour of day for first time sightings.

## Where do visitors come from?

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

The local authority of York gathered 27% of visits, while it represented 38% the previous month. 37% of the users sighted live within 0-10km to the site. Long distance visitors represented 38% of the distribution, almost doubling April.

Local Authority	May 2021	April 2021	May 2020
York	27.58%	38.36%	null
East Riding of Yorkshire	5.85%	6.37%	null
Selby	4.93%	6.41%	null
Harrogate	4.86%	6.44%	null
Hambleton	4.56%	6.19%	null
Leeds	4.48%	4.93%	null
Ryedale	2.83%	3.37%	null

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

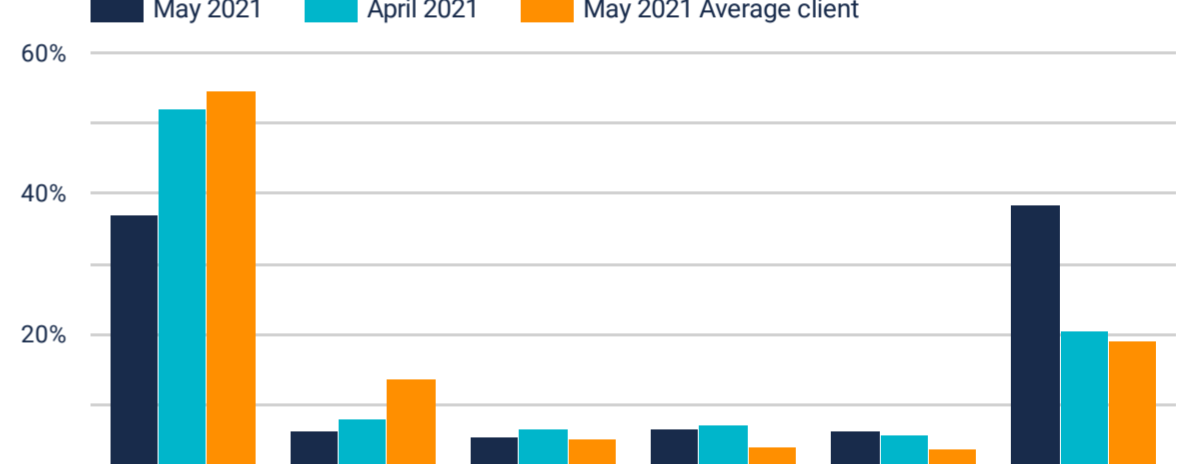


Fig.10. Distribution of distance to user's home location.

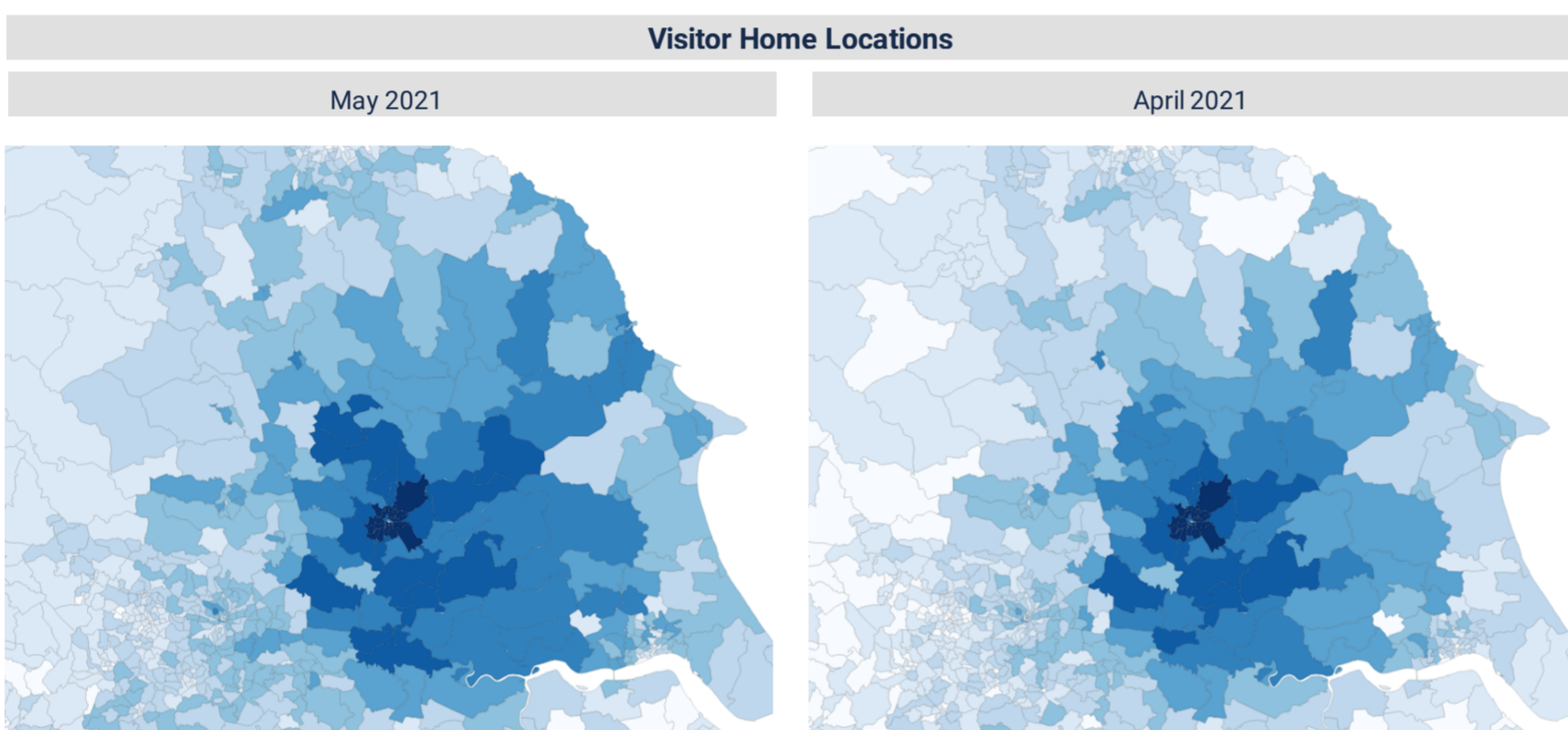


Fig.11. Number of users detected by the presence sensor by their inferred home location. (2)

## Spend data (Quarterly)

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The following details represent spend with merchants and on VISA cards in the city centre. This data will only be updated on a quarterly basis as it is released by Visa.

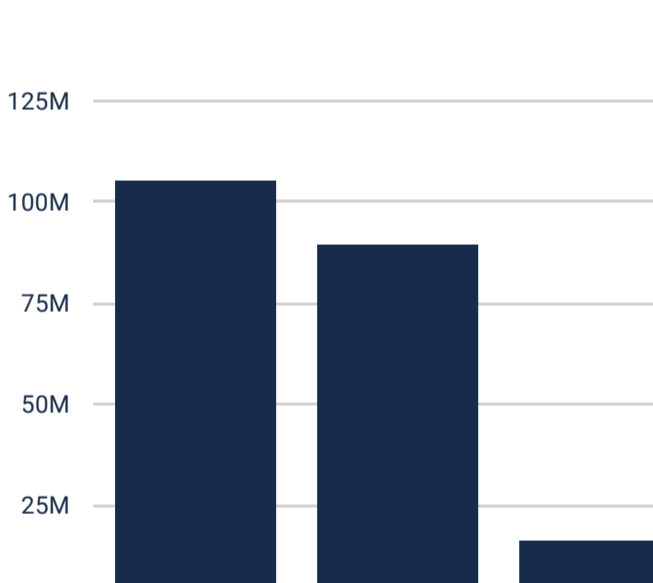


Fig.12. Total spend with city businesses in pounds by quarter.

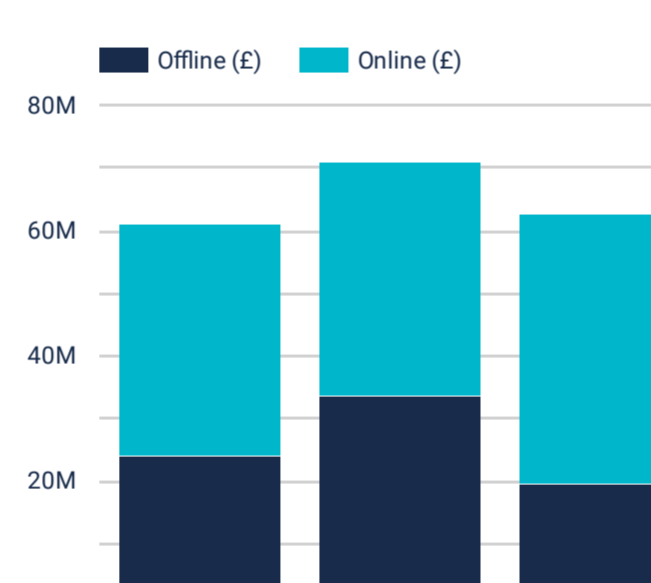


Fig.13. City resident spend with offline and online businesses by quarter.

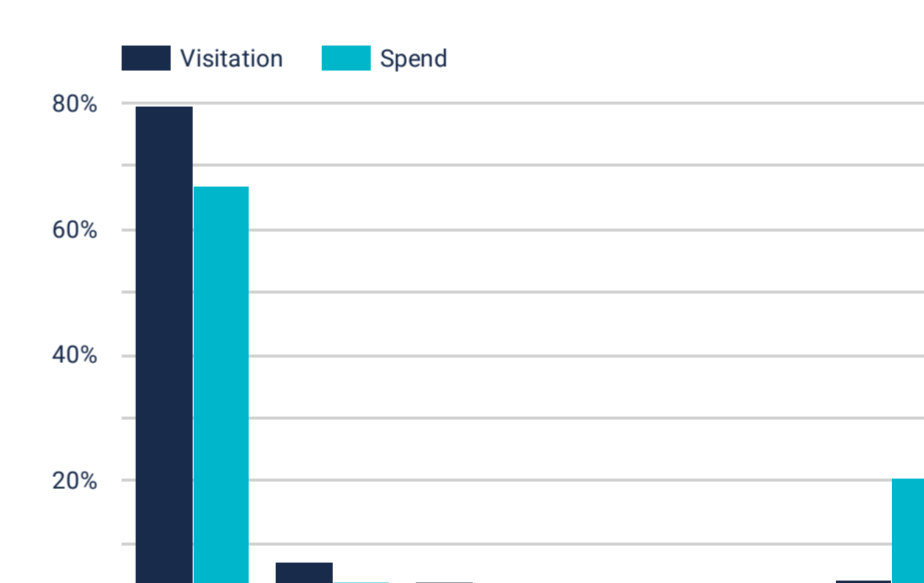


Fig.14. Visits and spend in the city centre by origin in last quarter. Visitation data is powered by o2.

Category	Total spend (£)			Average spend (£)		
	2020-Q3	2020-Q4	2021-Q1	2020-Q3	2020-Q4	2021-Q1
Health	3,266,903	1,859,258	4,952,051	29.9	27.0	25.4
Supermarkets	12,679,943	11,989,265	4,033,551	null	null	null
Restaurants	38,811,674	25,849,443	2,283,137	16.4	17.9	6.6
Retail & High St	20,444,986	19,683,185	2,242,194	26.0	27.0	13.1
Food & Drink	2,992,090	3,348,798	1,508,305	9.2	10.5	8.6
Clothing	12,946,801	10,012,223	207,071	35.9	38.8	35.1
Business & Prof. Services	183,127	140,864	98,054	199.9	130.2	127.0

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?

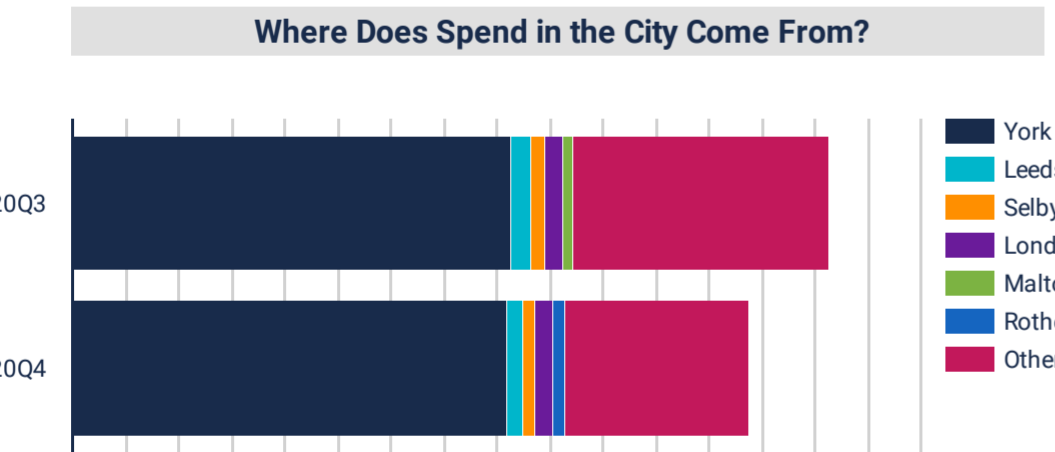


Fig.16. Visa spend in post town by origin. Only the top 5 origins by timeframe are shown.

### Where Do City Residents Spend?

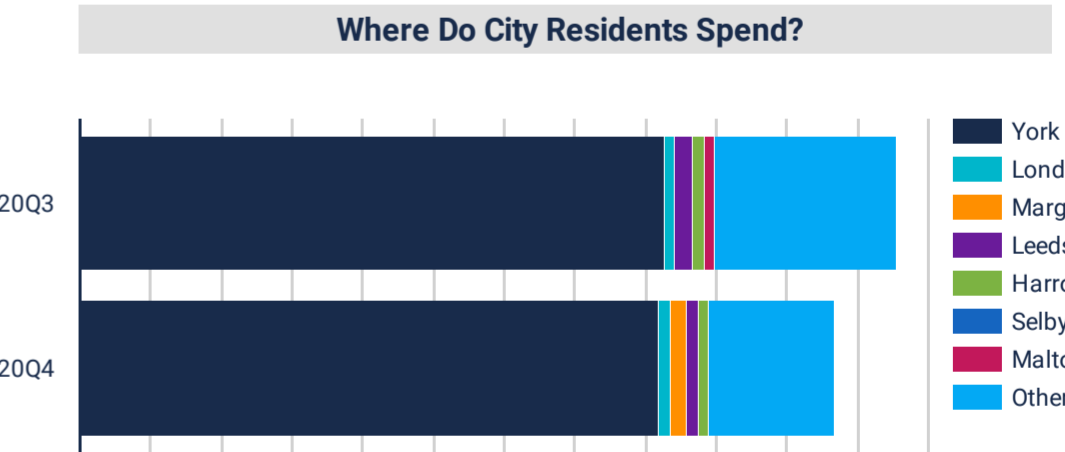


Fig.17. Visa spend from post town residents by destination of spend. Only the top 5 destinations by timeframe are shown.

### Visitor Spend by Home Postcode

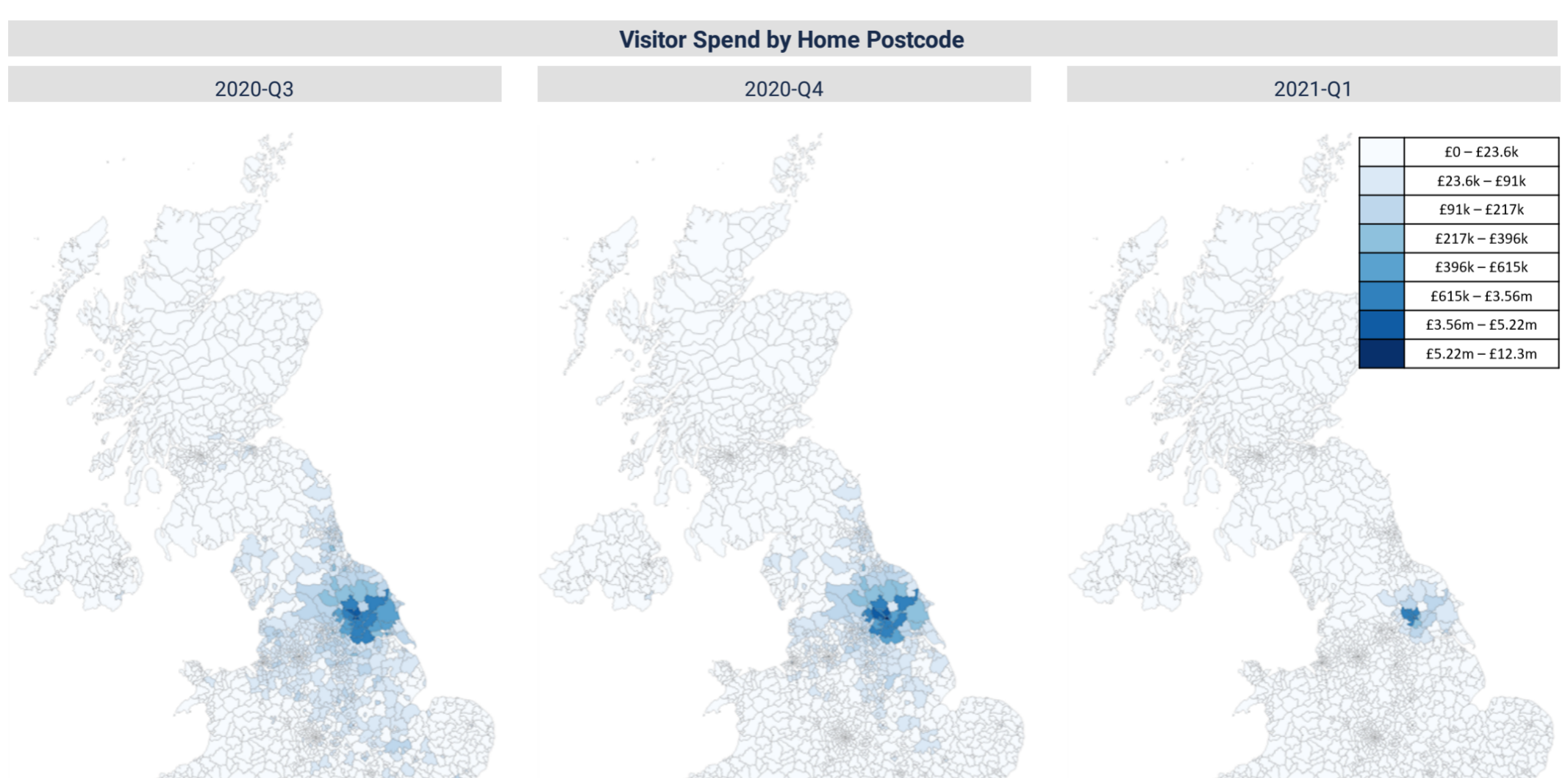


Fig.18. Spend in city centre by postcode district of origin.

## 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.

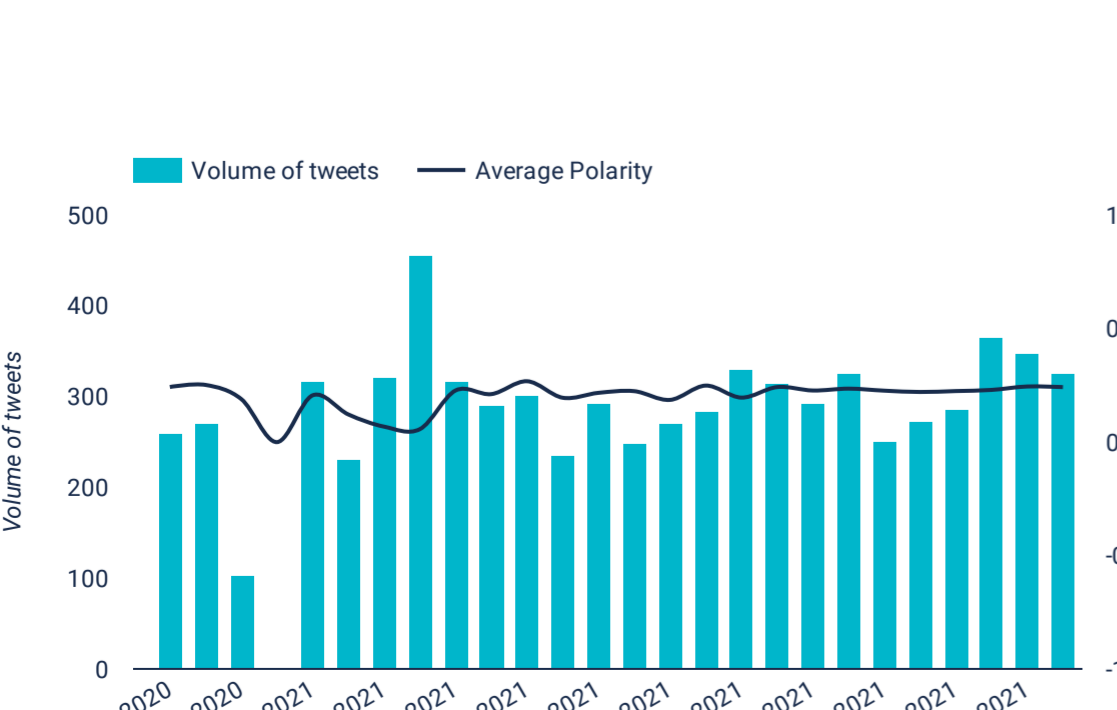


Fig.19. Weekly volume of tweets and their average positive/negative rating.

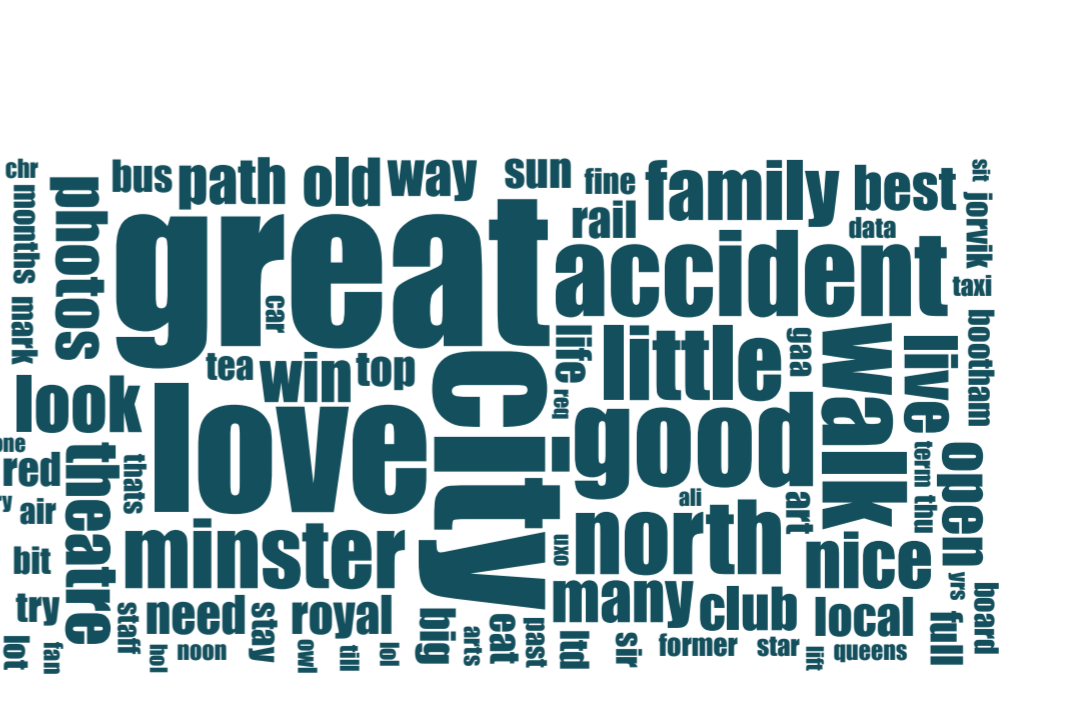


Fig.20. Word cloud for the month.

## 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 BIDs in UK. It supplements traditional footfall information by understanding who is the visitor.

- Spend power is modelled on a combination of several measures (e.g. mobile device cost and frequency of upgrades, home location, frequency and distance from home of holidays).
- 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.