



City of York Council

Economic Recovery Data Pack

14 September 2020

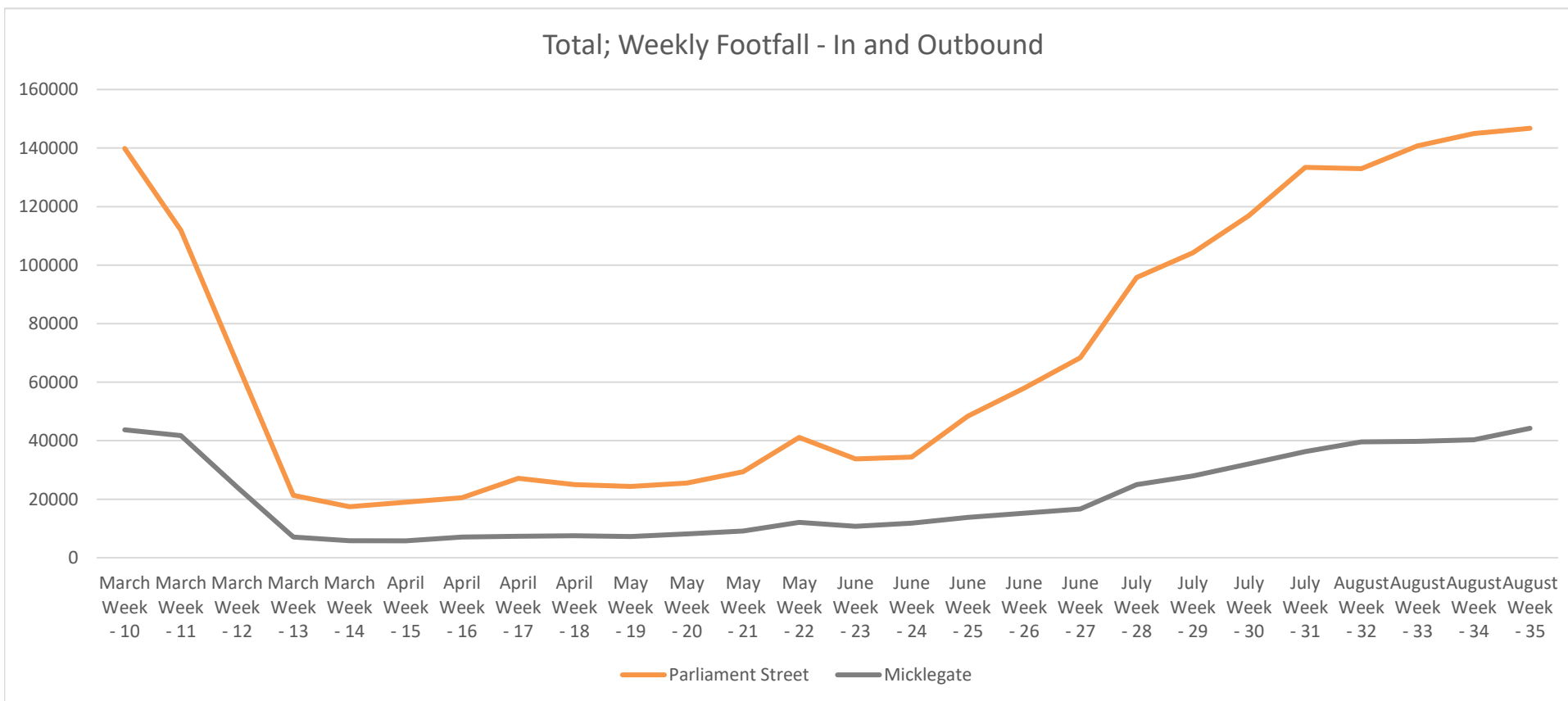
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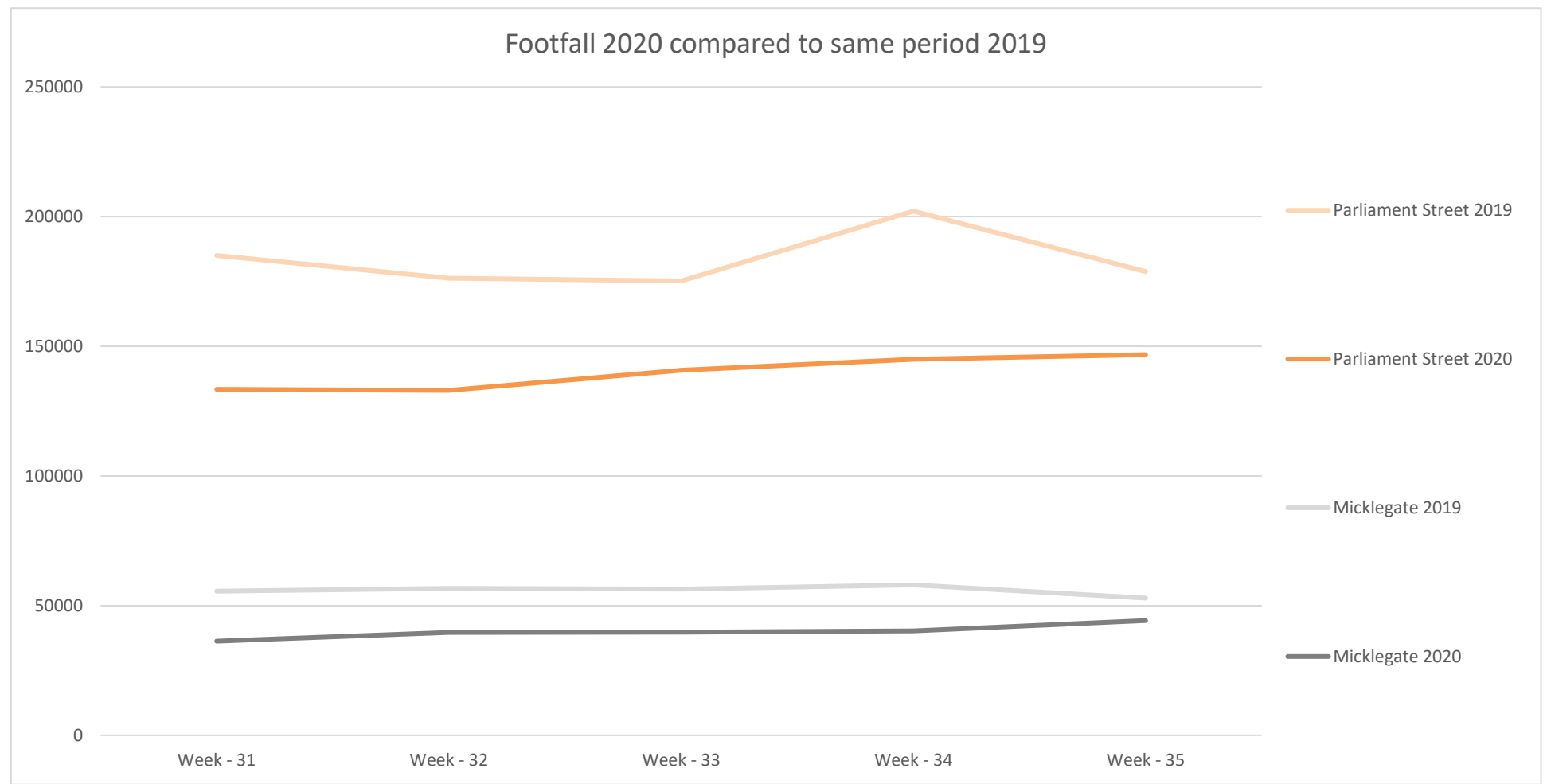
Economic Recovery - City Centre

Footfall

- Parliament street footfall is 5% higher than pre-lockdown levels taken in week 10
- Micklegate footfall is 1% higher than pre-lockdown levels taken in week 10
- Rising levels can be seen from mid June following the reopening of shops and continuing into the summer holiday period
- When comparing year to year at week 35 Parliament street has 18% less footfall compared to 2019 and Micklegate 16% less



Economic Recovery - City Centre

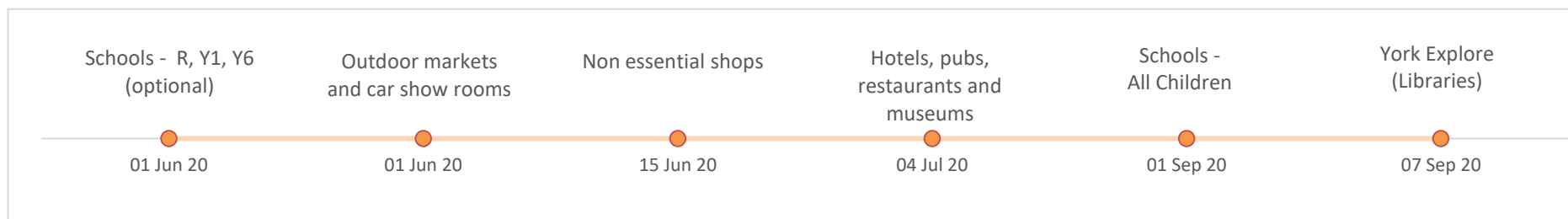


Economic Recovery - City Centre

Social Mobility

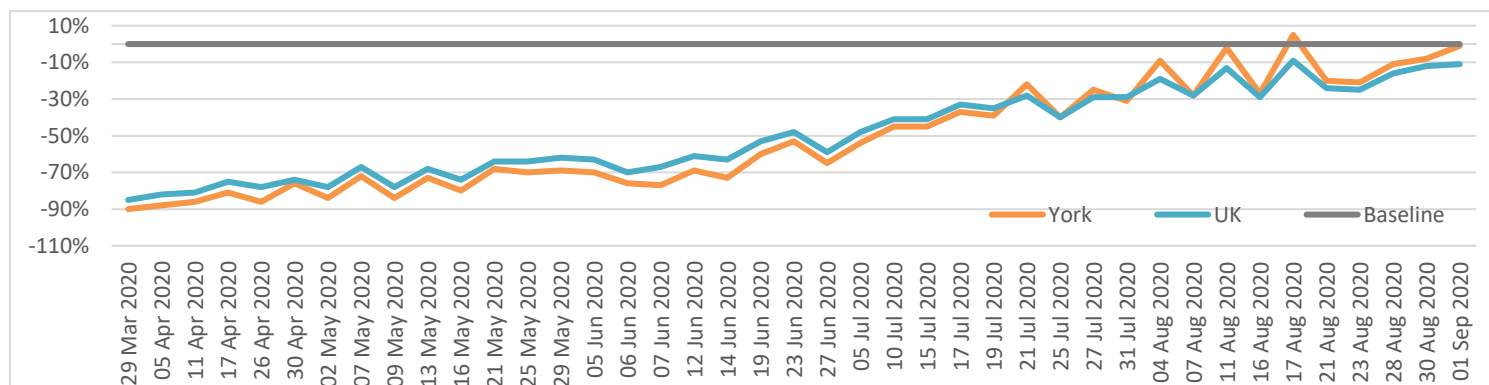
- Community mobility data has been available regularly from Google since the start of the pandemic to track how visits and length of stay at places such as shops and transit stations are changing.
- Data is sourced through phone location history where consented and changes for each day are compared to a baseline value for that day of the week taken during January.
- The following charts show activity at retail and recreation, supermarket and pharmacy, public transport and workplace venues since the start of lockdown.

Key Re-opening dates



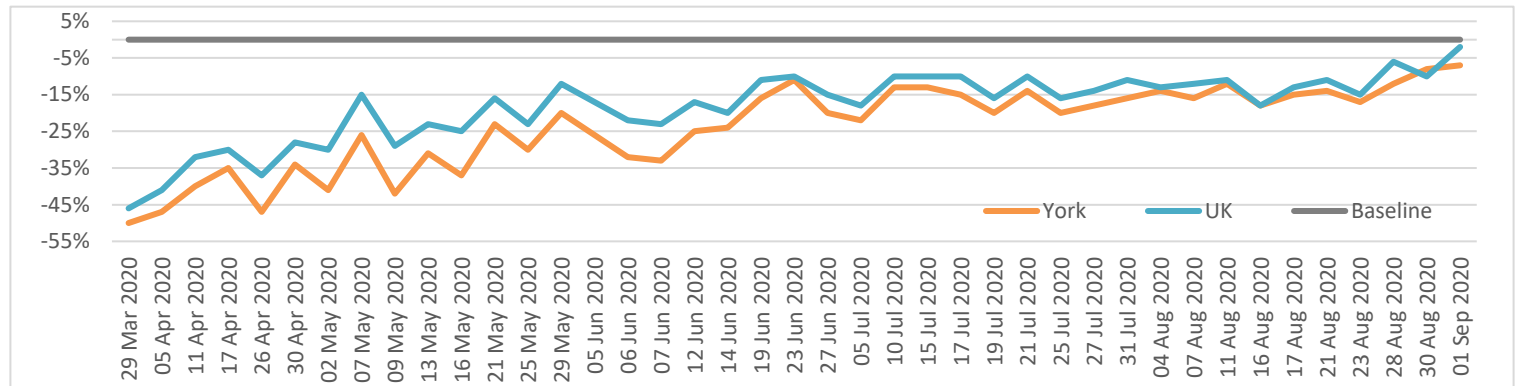
Retail and Recreation:

York has largely spent more time at these venues compared to the rest of the UK since the start of the summer holidays and has twice been above baseline (17 Aug and 1 Sep)



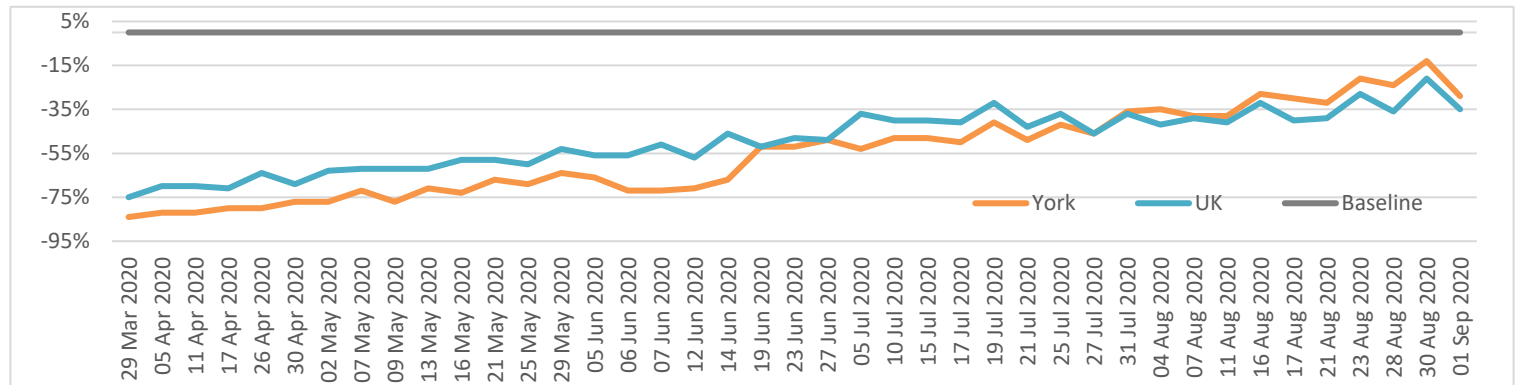
Supermarket and Pharmacy:

York is returning to baseline levels with 1 September showing -7% visits compared to baseline which is the highest since lockdown began.



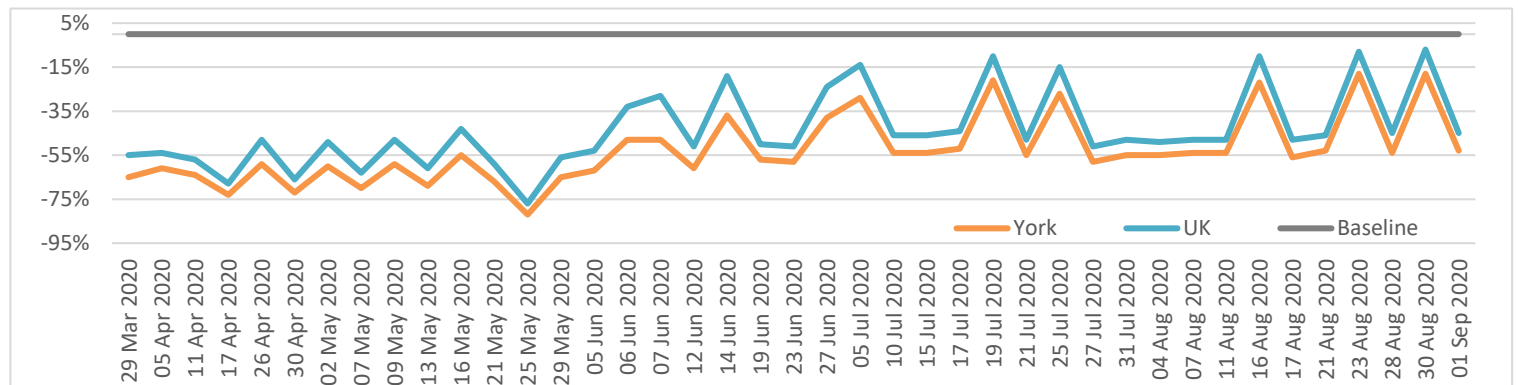
Public Transport:

A steady increase in activity at transit stations can be seen with the closest to baseline being on Thursday 30 August at -13%.



Workplaces:

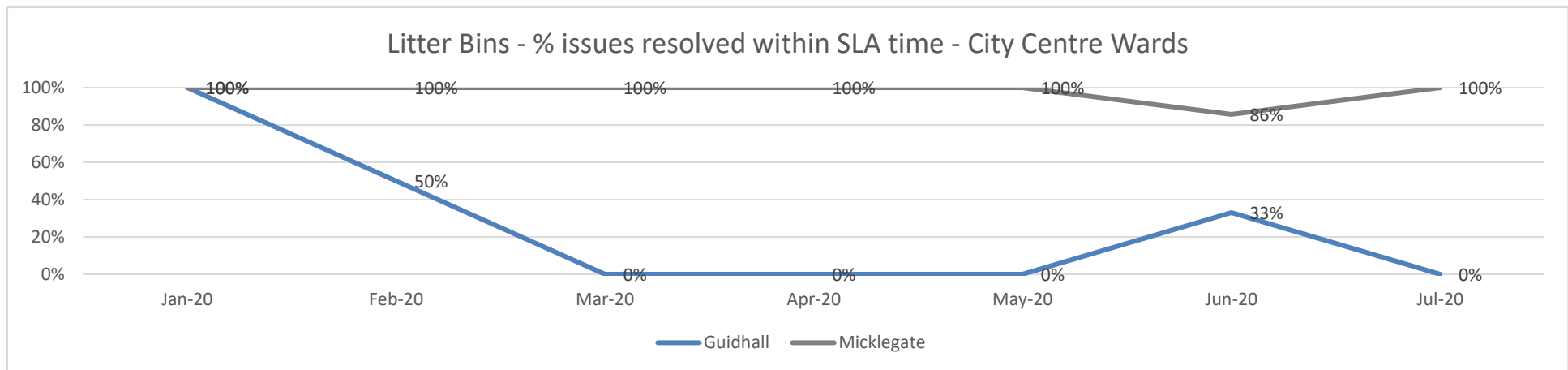
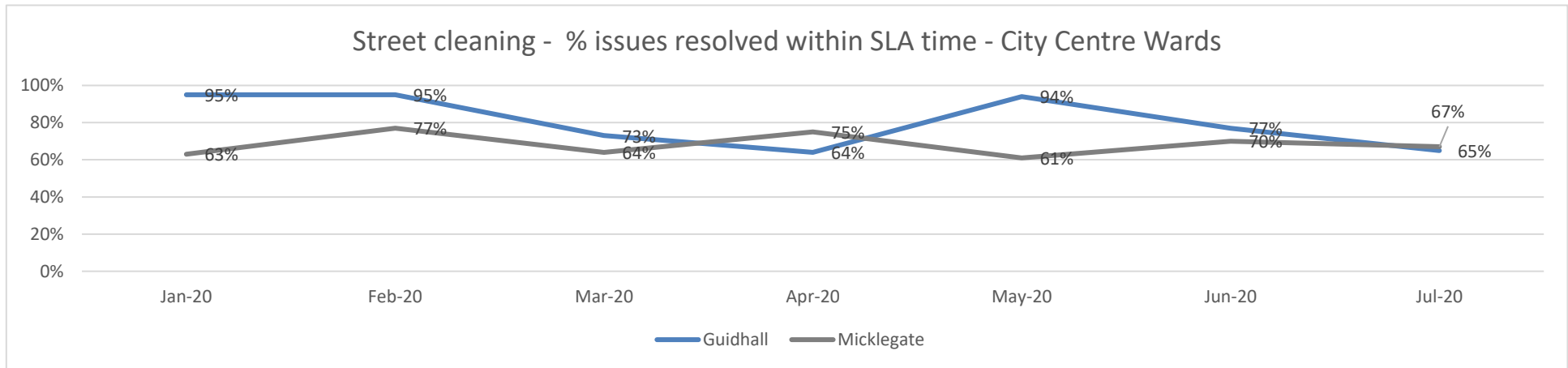
Workplace activity has been inconsistent but York follows the national trend whilst having less visits compared to the national data.



Economic Recovery - City Centre

City Centre Cleaning

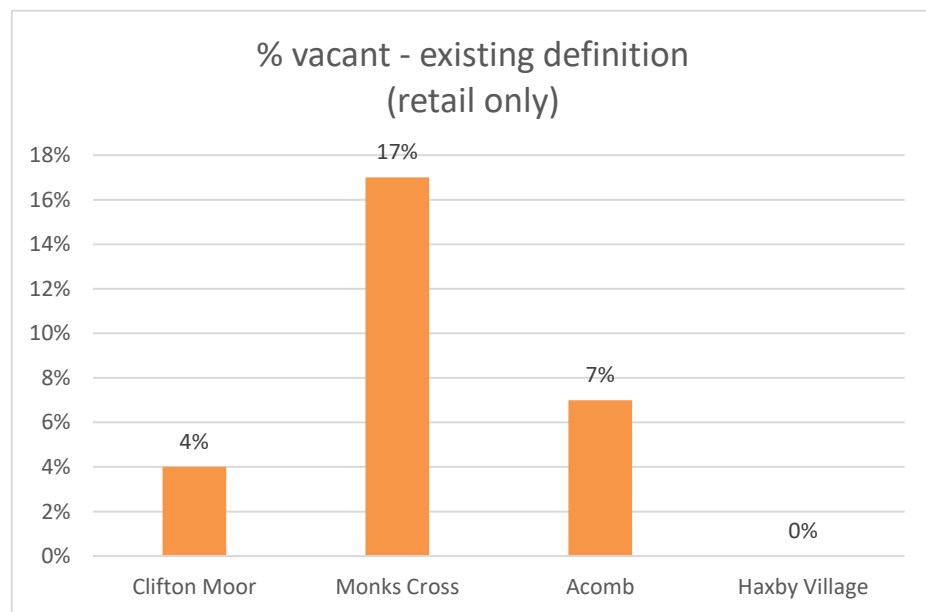
Data on street cleaning and litter bin issues reported and addressed within SLA times are available by ward. The following charts focus on the Guildhall and Micklegate wards which represent city centre cleaning.



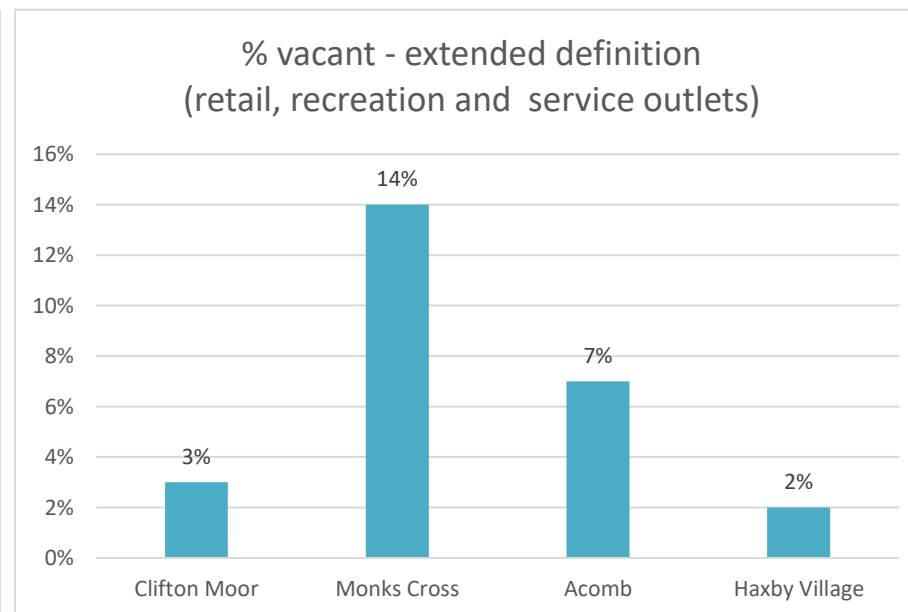
Economic Recovery - City Centre

Vacant Shops

- At the end of July 8.44% of shops within the city centre were vacant which is a slight increase to 7.33% at the end of Q1. This measure looks solely at shopping outlets
- Whilst developing a number of new indicators to monitor secondary shopping centres the criteria has been extended to include other outlets such as restaurants, banks and hairdressers to provide a fuller picture
- The tables below show preliminary August snapshot vacancy rates at secondary shopping centres for both the existing and extended definition
- Work is underway to produce a city centre indicator using the extended criteria and to include historical data



Premises include: Shopping outlets - Retail Warehouse and Premises, Shops, Kiosks, Superstores and Post Offices



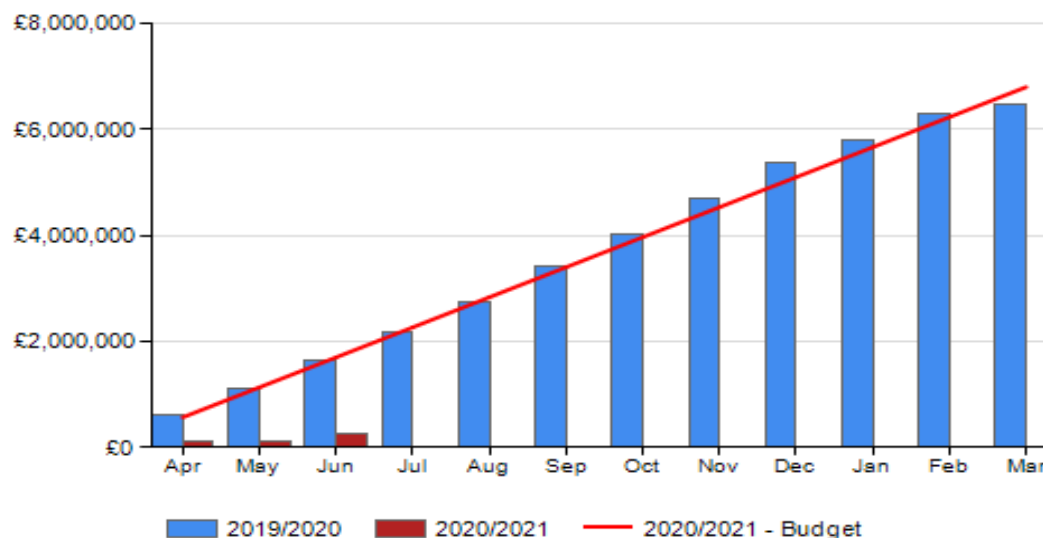
Premises include: All shopping outlets along with Restaurants, Public Houses, Hairdressing Salons, Cafes, Banks, Betting Shops, Wine bars and Launderettes

Economic Recovery - Parking

Income

- Parking income at Q1 2020/21 was £236,488 which is considerably below the target amount of £1,700,227
- Parking fines income at Q1 2020/21 was £32,793 which is also considerably below the target amount of £155,212
- Car park occupancy rates look to be improving for Q2 (see following page)

Parking - Income - (YTD)



Travel Incentives

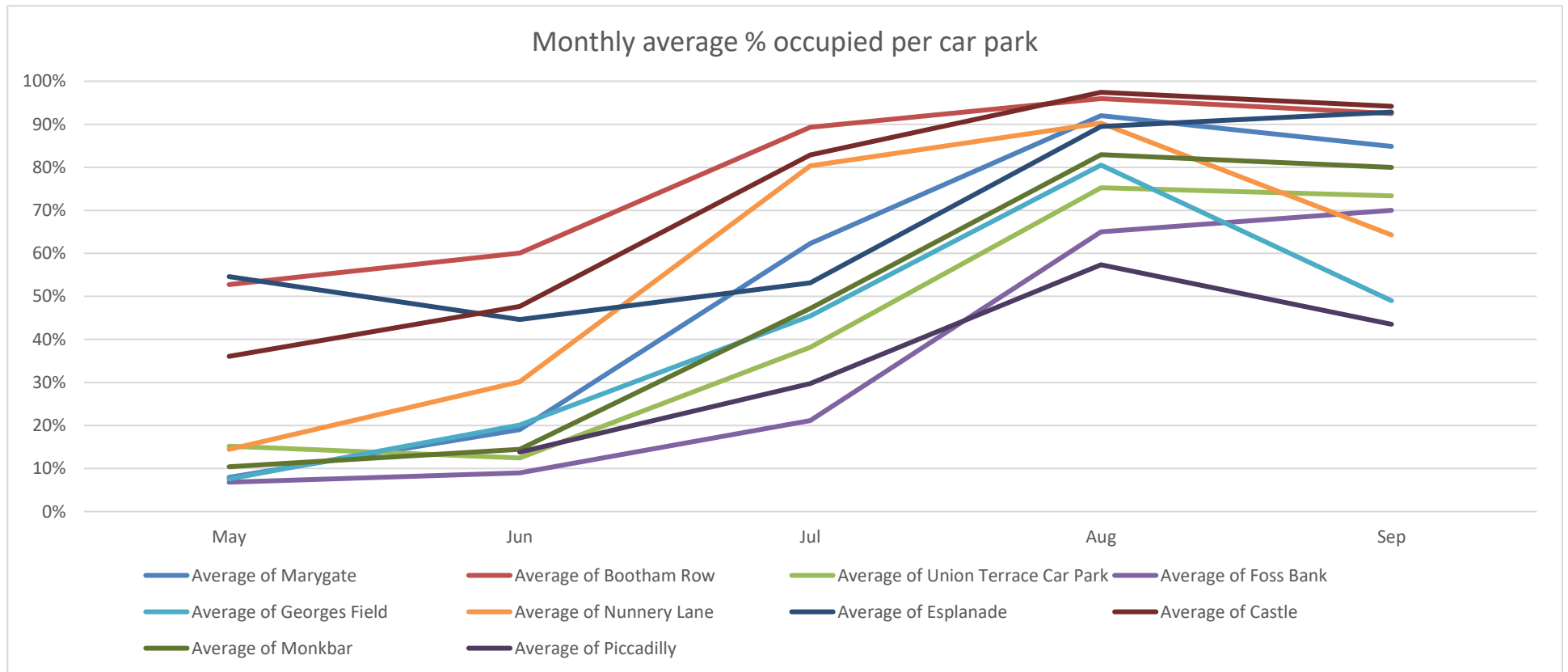
The following changes to parking rates were agreed to incentivise visits to the city centre, particularly from residents, and support the economic recovery:

1. Extend the 1 hour free parking initiative which has been in place for August to the end of September and increase the marketing and promotion to drive up the take up of the offer.
2. To launch a new Minster Badge offer in October which would be valid until the 31st March 2021 for the cost of £2, the equivalent of one evenings charge. Minster Badges provide free evening parking and a discount to residents who purchase one.
3. To standardise the time evening parking charges commence in off street car parks where evening charge is applicable to 5pm for Minster Badge Holders seven days a week until the end of March.
4. To reduce the coach parking tariff to a flat rate of £6.70 per hour (similar to the current hour charge).

Economic Recovery - Parking

Occupancy - CCTV counters

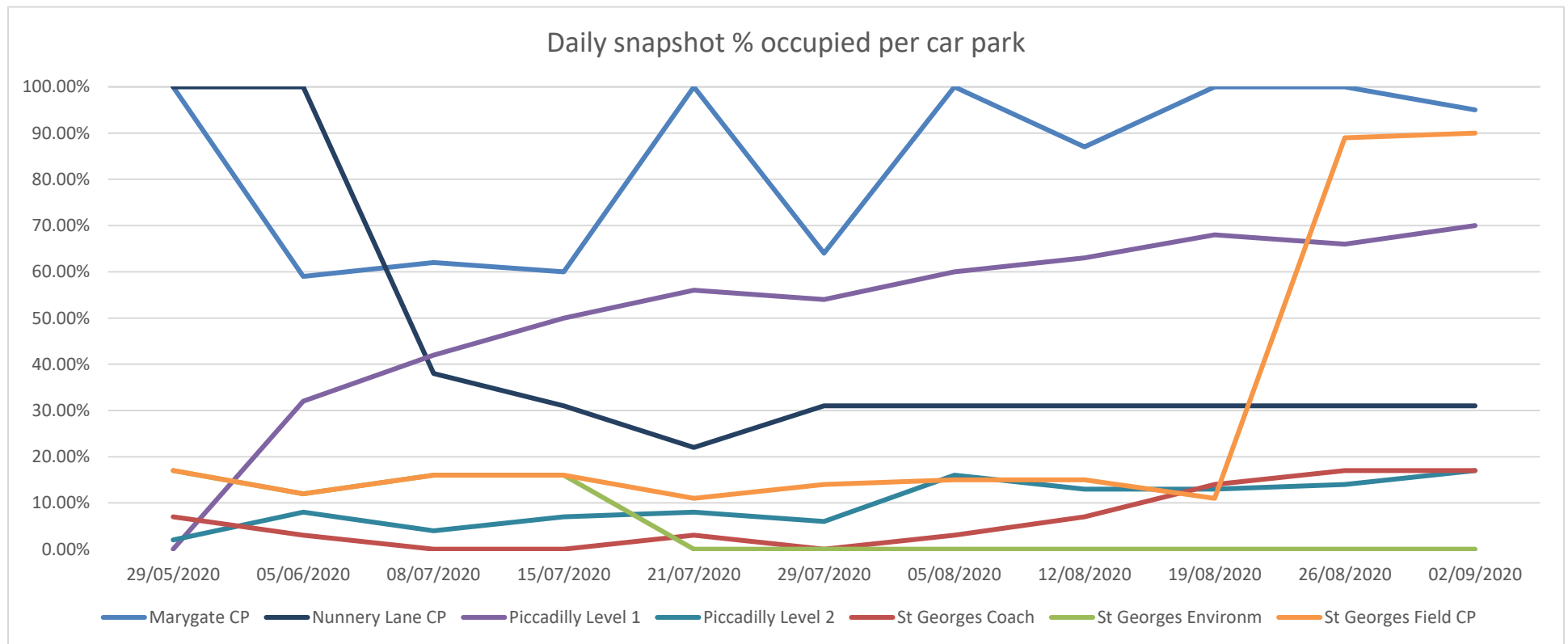
- Parking counts via CCTV counters are available daily
- The chart below shows average occupancy for May to September based on daily figures
- Overall a decrease can be seen for early September figures (1st -6th) likely due to summer holidays coming to end
- Average occupancy rates are now also available on the KPI Machine and can be accessed through a new Parking scorecard



Economic Recovery - Parking

Occupancy - parking counters

- Car park occupancy through car park counters is available by snapshot at time of query; historic data and patterns are not available at present
- Data is not published through the KPI Machine or externally at present due to some inconsistencies
- The chart below presents snapshot usage for May - September. From July onwards snapshot data has been taken each Wednesday at noon for a week on week comparison

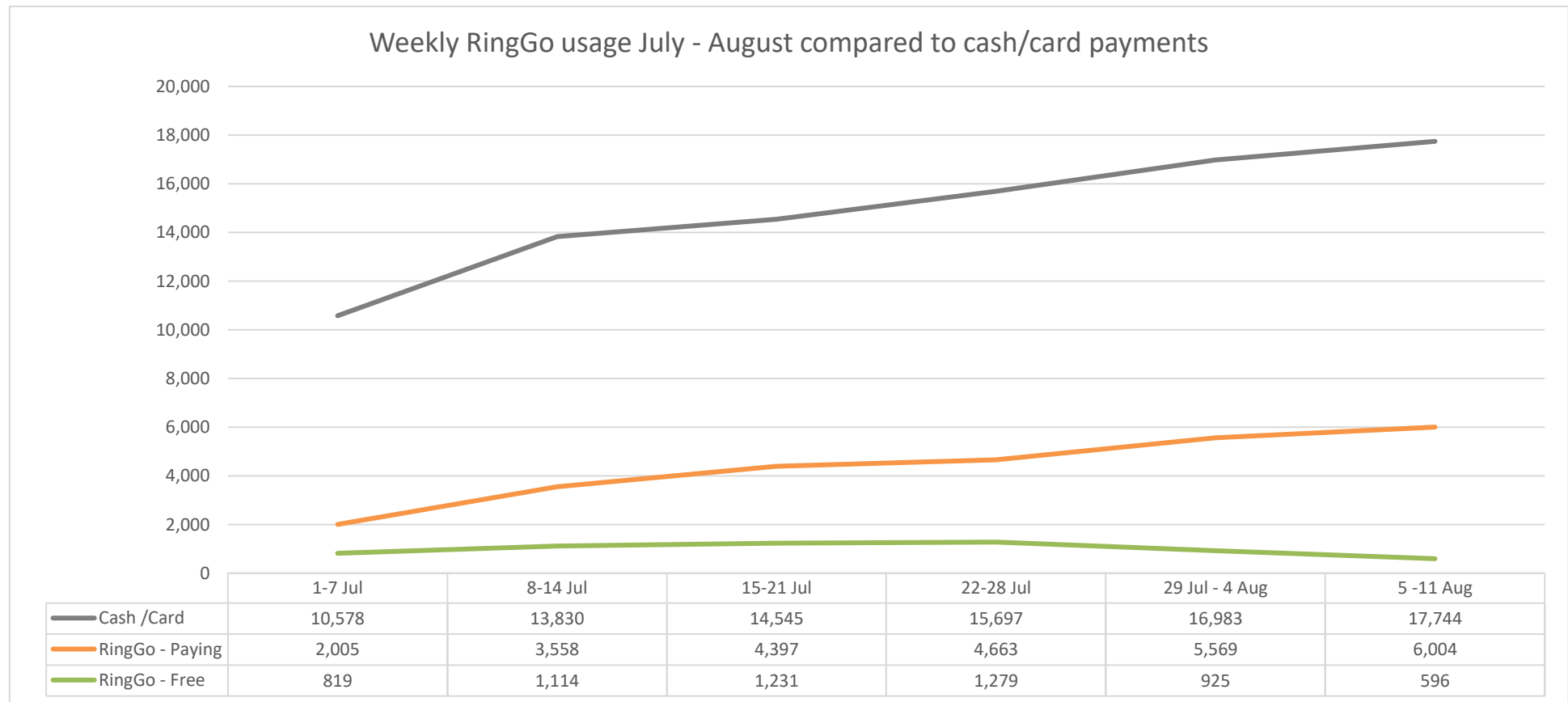


* Counters do not cover all CYC car parks. Piccadilly car park was closed when the May snapshot was taken. Some inconsistencies in occupancy rates can be seen when compared to CCTV counters e.g. 100% figures.

Economic Recovery - Parking

RingGo usage - Comparison to overall transactions

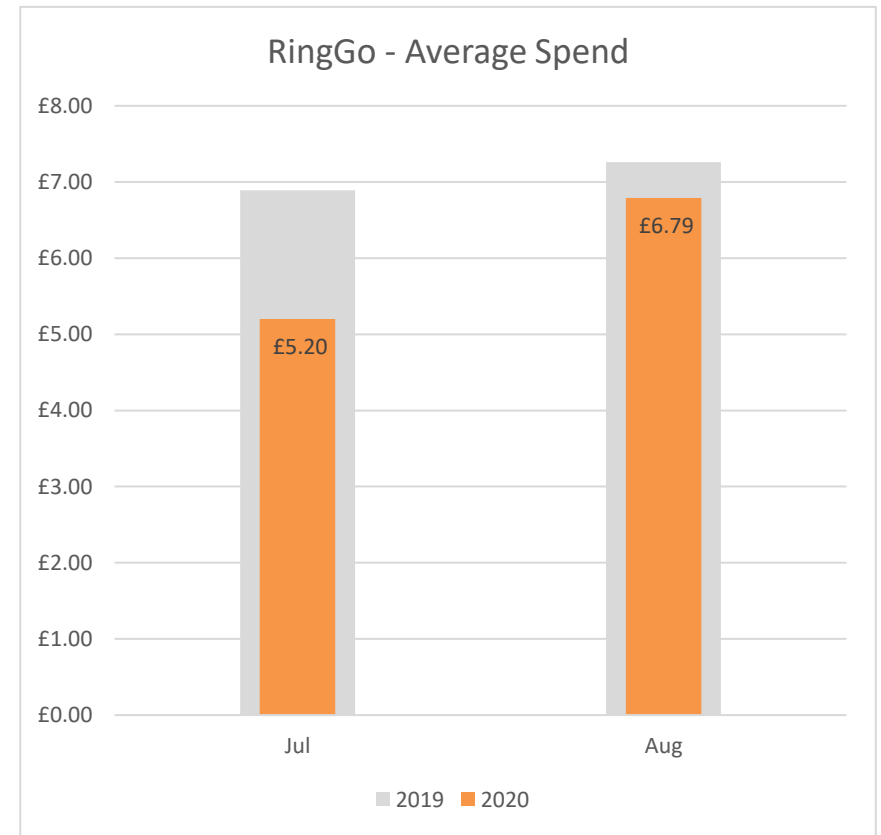
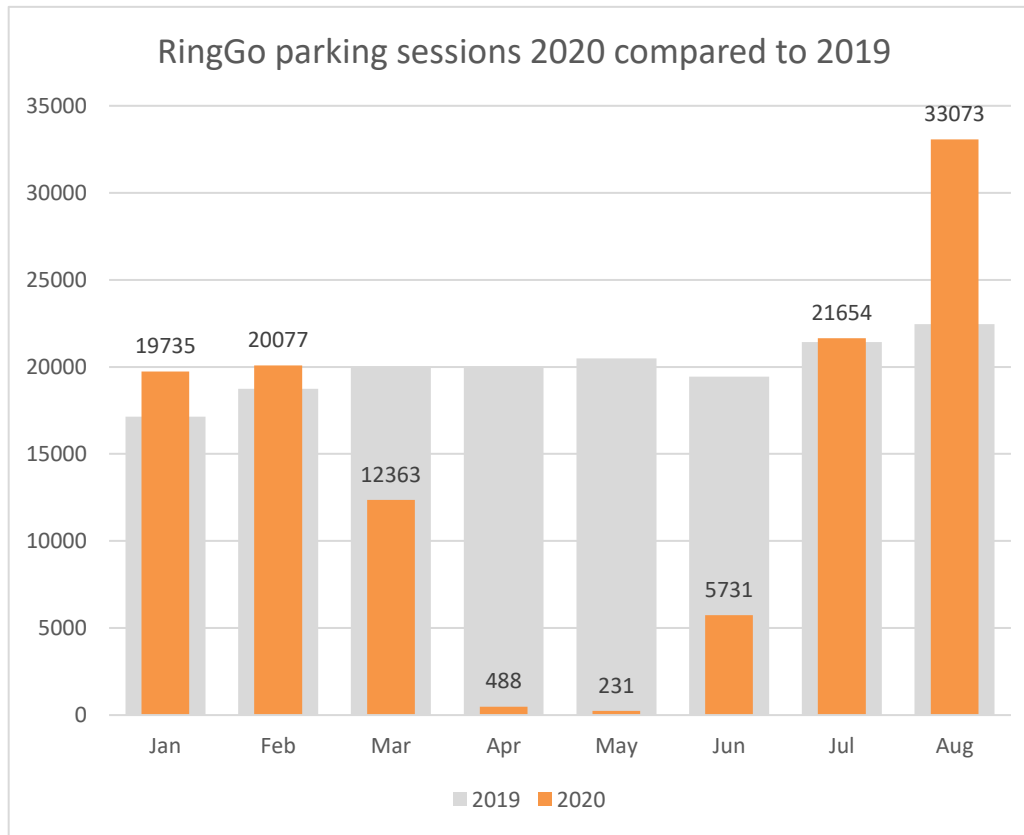
- Parking can be paid for through RingGo in a variety of ways including call centre, SMS and website with the majority of transactions originating through the app. Users of the app have been able to access 2 hours free parking throughout July reducing to 1 hour throughout August and September.
- 26% of total transactions were made through RingGo during July and 6% of these were for free parking
- 27% of total transactions were made through RingGo for the period 1-12 August and 3% of these were for free parking



Economic Recovery - Parking

RingGo usage - RingGo transactions only

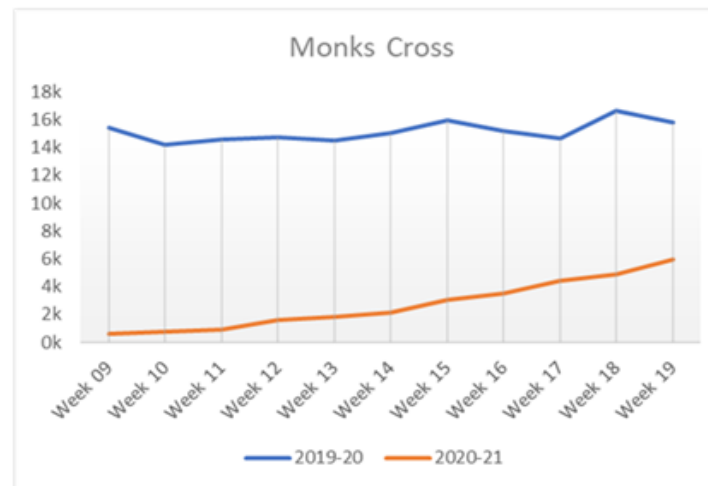
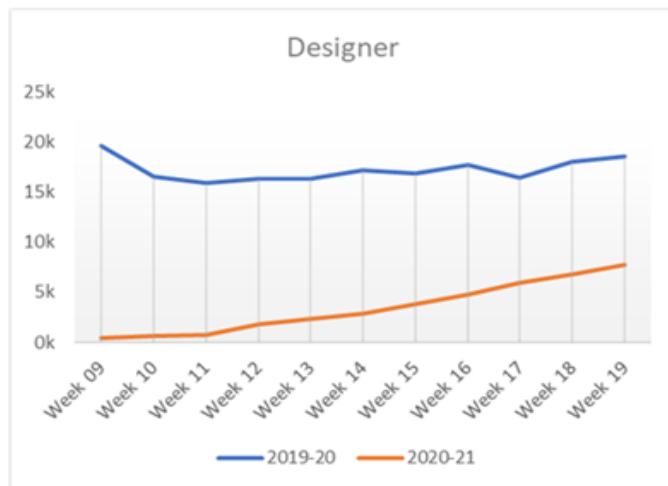
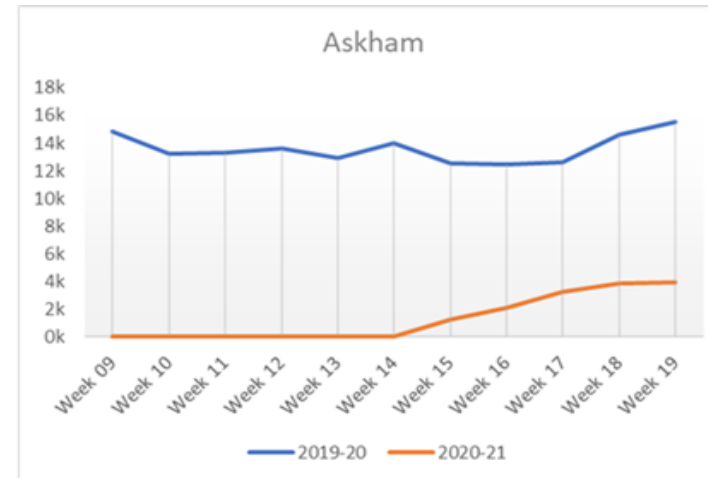
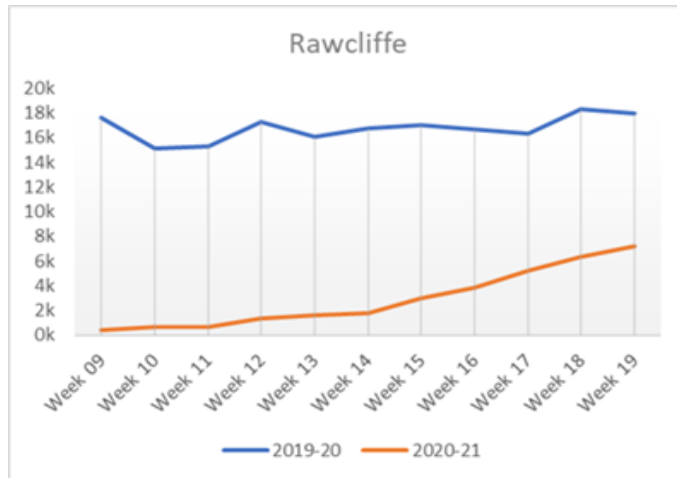
- CYC have access to a RingGo data dashboard as part of a pilot scheme. From this dashboard the following analysis could be seen
- The number of parking sessions booked through RingGo during August has significantly exceeded those booked pre-pandemic and for the previous year
- The average parking session costs for July and August 2020 were lower than the previous year which would be expected due to free sessions being offered



Economic Recovery - Public Transport

Park and Ride

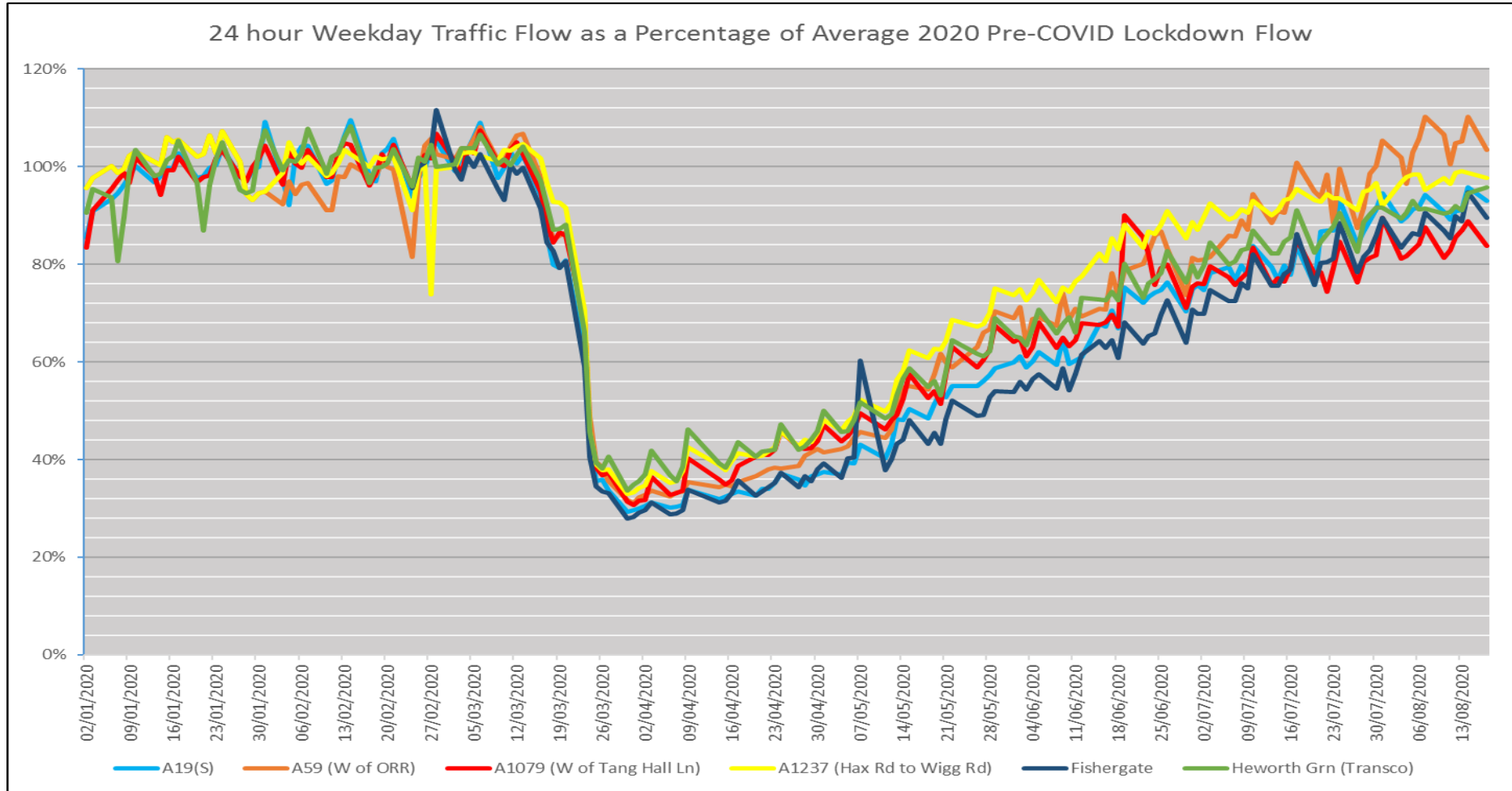
The following charts show year-on-year weekly patronage for the P&R sites currently open



Economic Recovery - Traffic Flow

Traffic Flow

The following chart reflects that weekday traffic flow within the city is returning to pre-pandemic levels



Economic Recovery - Business Start Ups

Business Start ups - BankSearch

- There were 25.4% fewer businesses start-ups in York during the first six months of this year compared with the corresponding period of last year
- This growth rate ranks York at 172 out of the 326 English districts

Small Business Start-ups	Jun-20	Monthly comparison	Yearly comparison	YTD comparison
York	64	18.50%	-17.90%	-25.40%
Yorkshire and The Humber	2,953	92.80%	44.10%	-18.40%
England	34,743	77.20%	24.70%	-23.20%

Legal Status Start-ups	Jun-20	Monthly comparison	Yearly comparison	YTD comparison
Sole Traders	48	33.30%	242.90%	18.40%
Limited Companies	14	-6.70%	-72.00%	-41.30%
Other For Profit Start-ups	2	-33.30%	-60.00%	-26.30%
Commercial Enterprises	64	18.50%	-7.20%	-23.90%
Not For Profit		0.00%	-100.00%	-40.50%
Total	64	18.50%	-17.90%	-25.40%

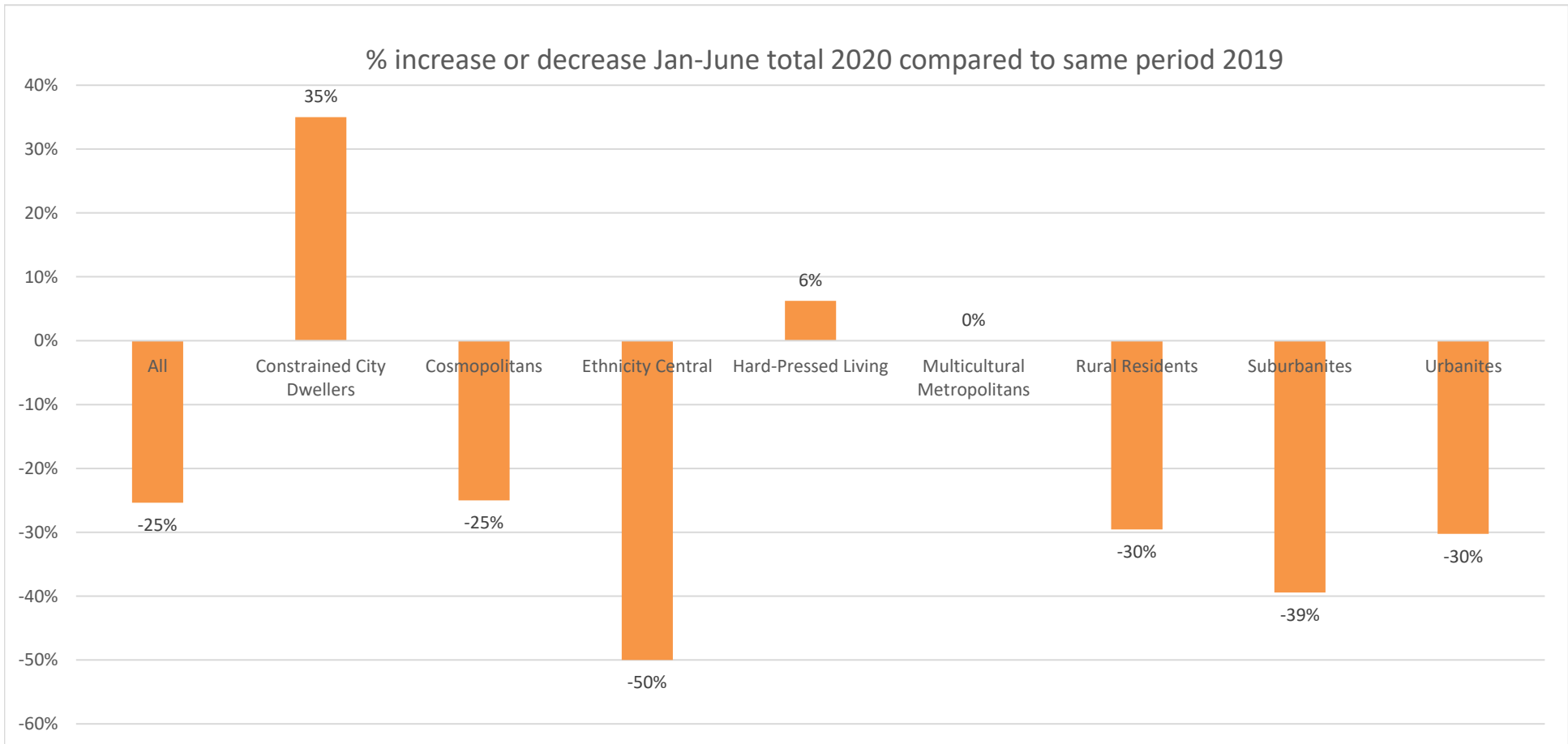
Top 3 Industries	Jun-20	Monthly comparison	Yearly comparison	YTD comparison
Construction	19	26.70%	216.70%	11.50%
Real estate, professional services & support activities	17	0.00%	-39.30%	-29.70%
Transport, storage & communication	7	600.00%	40.00%	-25.70%

Top 3 Area Classification	Jun-20	Monthly comparison	Yearly comparison	YTD comparison
Suburbanites	15	25.00%	-37.50%	-39.40%
Urbanites	15	0.00%	-31.80%	-30.20%
Hard-Pressed Living	13	30.00%	18.20%	6.30%

Economic Recovery - Business Start Ups

Business Start Ups - New Business Start Ups in York by Output Area Classification Super Group

The following charts presents the % increase or decrease of each business area classification group for the first 6 months of the year compared to the same period 2019. Full details can be seen in the table on the next page.



Economic Recovery - Business Start Ups

New Business Start Ups in York by Output Area Classification Super Group

- Business start ups in April 2020 were 1/3 of the total for April last year however numbers have been steadily increasing since then

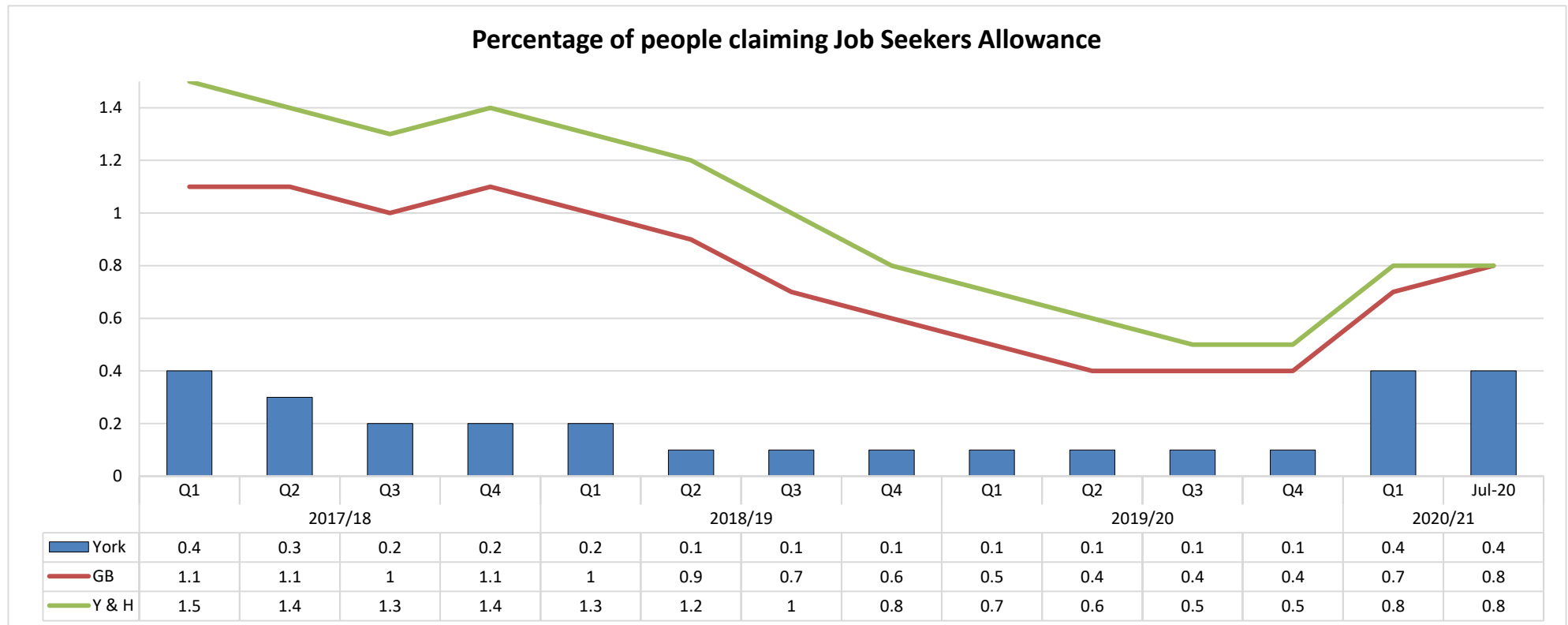
	All	Constrained City Dwellers	Cosmopolitan s	Ethnicity Central	Hard-Pressed Living	Multicultural Metropolitans	Rural Residents	Suburbanites	Urbanites	Unknown
Jan-19	82	2	14	0	8	0	11	26	21	0
Feb-19	75	3	21	0	10	0	3	20	18	0
Mar-19	83	4	15	0	4	3	12	16	29	0
Apr-19	94	4	21	0	5	1	6	37	20	0
May-19	77	5	17	0	10	0	7	19	19	0
Jun-19	78	2	12	2	11	0	5	24	22	0
Jul-19	80	6	18	0	13	1	2	25	15	0
Aug-19	83	3	25	0	11	0	8	23	13	0
Sep-19	93	6	21	0	7	3	7	31	18	0
Oct-19	75	4	18	0	5	0	7	26	15	0
Nov-19	81	3	20	0	6	0	7	24	21	0
Dec-19	55	4	16	0	5	1	8	12	9	0
Jan-20	60	3	17	0	4	0	7	16	13	0
Feb-20	85	5	20	1	10	2	6	24	17	0
Mar-20	71	6	12	0	7	0	9	15	22	0
Apr-20	31	1	8	0	7	1	2	4	8	0
May-20	54	6	7	0	10	1	3	12	15	0
Jun-20	64	6	11	0	13	0	4	15	15	0

Economic Recovery - Job Seekers Allowance

July 2020

York overall picture:

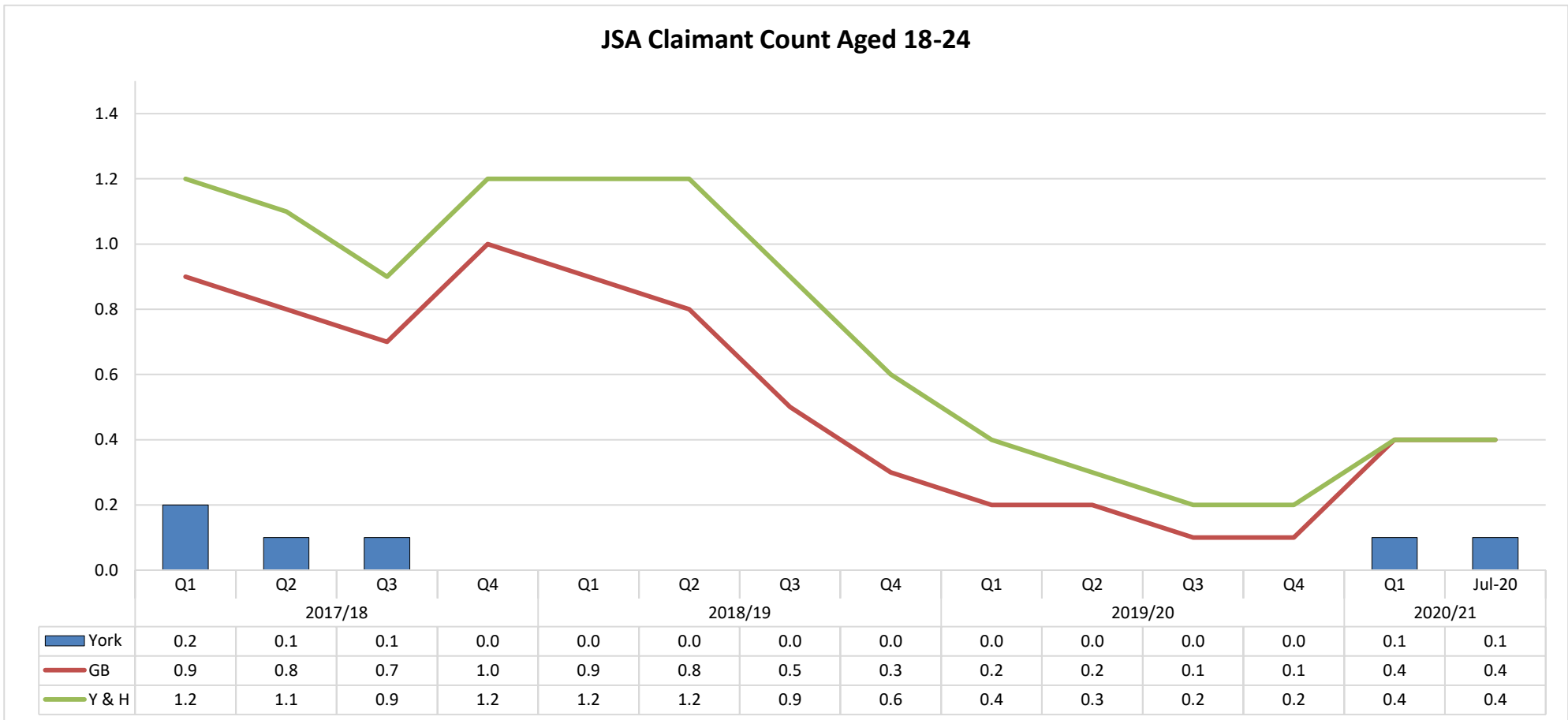
- The JSA claimant count for York in July 2020 is 565.
- In March 2019 the figure was 180, which is an increase of 213.9% .
- This represents 0.4% of the working age population.
- The region stands at 0.8% and GB at 0.8%.
- The highest JSA claimant count in York in the past 10 years (from July 2010) is from February 2010 with a figure of 4,110 or 3.1% of the working age population.



Source: [nomis - official labour market statistics \(ONS\)](#)

JSA Claimants 18 - 24 years old

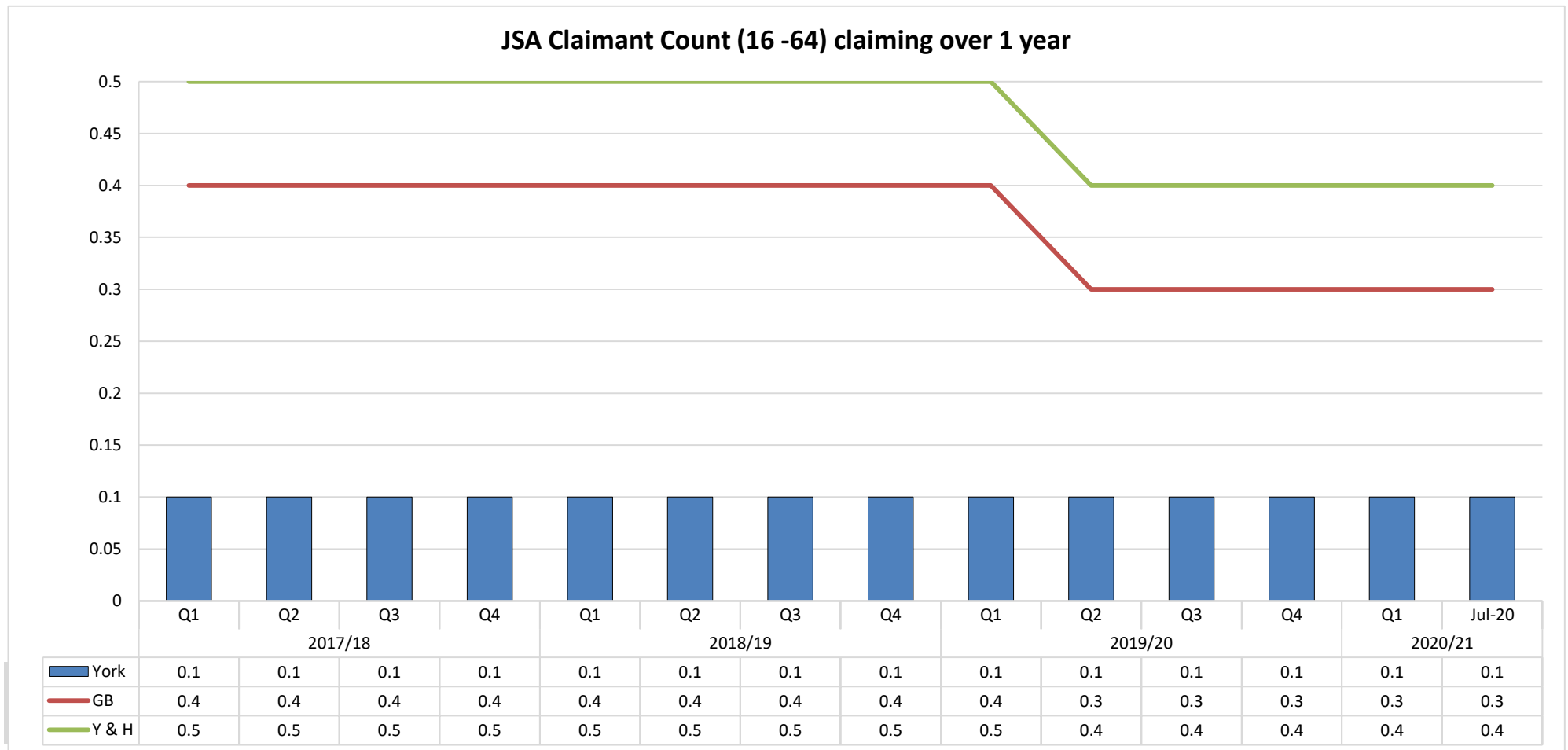
- In July 2020 the total number of claimants (18-24) stood at 45, an increase of 45 from March 2019.
- This represents 0.1% of the working age population.
- The region stands at 0.4% and GB at 0.4%.



Source: [nomis - official labour market statistics \(ONS\)](#)

JSA Claimants out of work for over one year

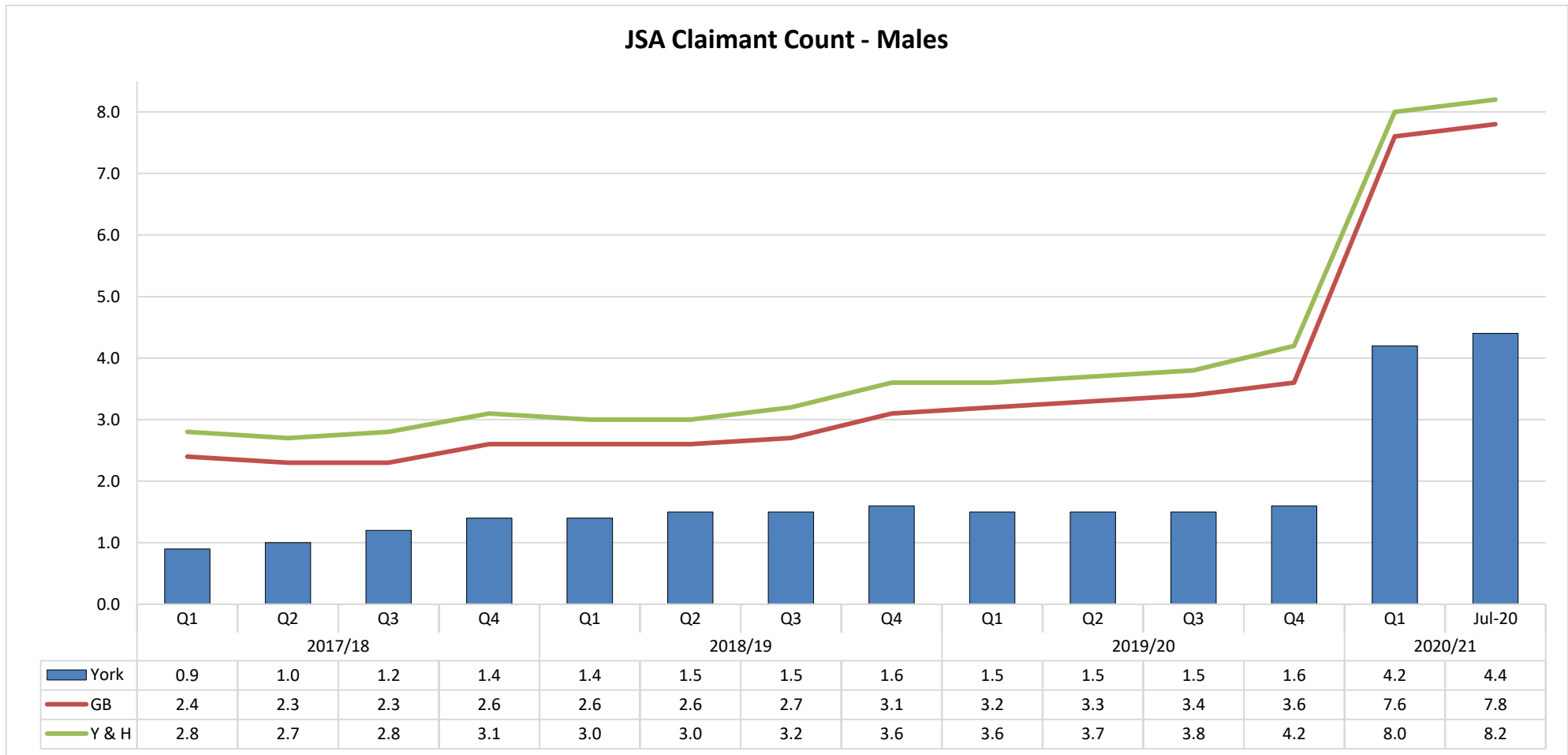
- Claimants out of work for over one year, increased by 5 from last month, totalling 85, 15 less than one year ago - a 15.0% decrease.
- This represents 0.1% of the working age population who were out of work for over 1 year.
- The region stands at 0.4% and GB at 0.3%.



Source: [nomis - official labour market statistics \(ONS\)](#)

JSA Male Claimant Count

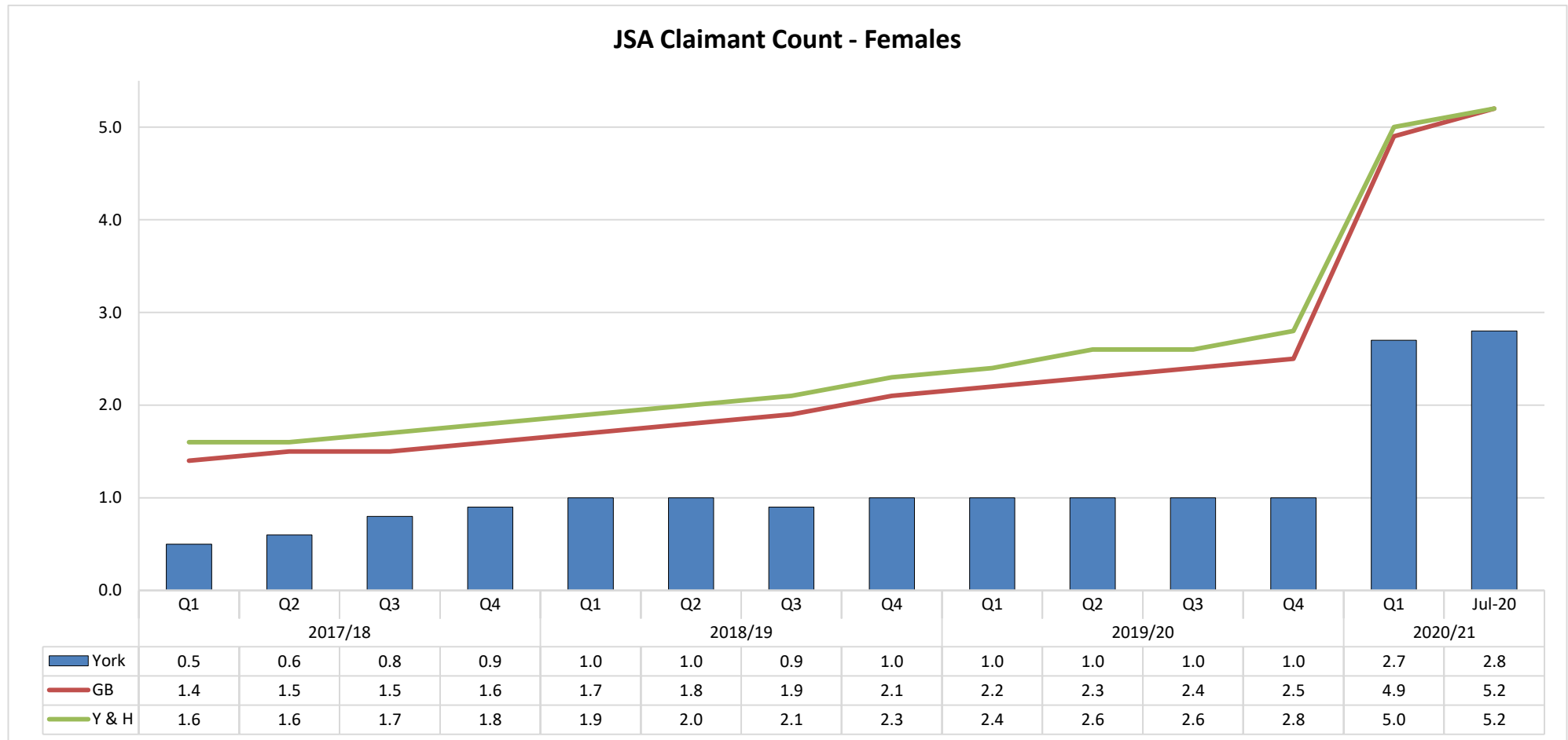
- Male Claimants have increased by 10 from last month, totalling 320, 210 more than one year ago - a 190.9% increase.
- This represents 4.4 % of the male working age population.
- The region stands at 8.2% and GB at 7.8%.



Source: [nomis - official labour market statistics \(ONS\)](https://www.nomis.gov.uk)

JSA Female Claimants

- Female Claimants have increased by 25 from last month, totalling 245, 175 more than one year ago - a 250.0% increase.
- This represents 2.8 % of the female working age population.
- The region stands at 5.2% and GB at 5.2%.



Source: [nomis - official labour market statistics \(ONS\)](#)

Economic Recovery - Job Seekers Allowance and Universal Credit Claimants

York Wards

Below are the claimant count for Wards comparing the latest available data with the previous month and the previous year.

Job Seekers Allowance And Universal Credit Claimants - Ward Analysis (Jul 2020)

Total JSA and U/C Claimants

Ward	July 2020		June 2020		July 2019	
Westfield	6.4	570	6.4	570	2.6	230
Clifton	5.1	500	4.7	490	1.9	170
Heworth	4.9	490	4.5	450	1.8	175
Holgate	4.8	415	4.5	395	1.8	155
Micklegate	4.0	375	3.9	370	1.3	125
Acomb	3.9	360	4.2	330	1.3	135
Huntington & New Earswick	3.8	280	3.5	260	1.5	110
Dringhouses & Woodthorpe	3.5	265	3.3	225	1.2	100
Guildhall	3.4	245	3.4	230	1.2	70
Rawcliffe & Clifton Without	3.1	245	2.9	230	0.9	85
Heworth Without	3.0	220	3.1	240	0.7	75
Osbalwick & Derwent	2.9	210	2.7	200	1.0	70
Strensall	2.8	155	2.7	145	0.4	35
Bishopthorpe	2.8	140	2.6	140	0.6	20
Fishergate	2.6	135	2.4	125	0.8	45
Rural West York	2.5	115	2.2	100	0.7	35
Haxby & Wigginton	2.5	65	2.3	65	0.6	15
Wheldrake	2.2	60	2.3	55	0.5	15
Fulford & Heslington	2.2	55	2.2	55	0.8	10
Hull Road	2.1	50	1.8	50	0.8	20
Copmanthorpe	2.1	50	2.0	45	0.3	5

[Source: nomis - official labour market statistics \(ONS\)](#)

Under Universal Credit a broader span of claimants are required to look for work than under Jobseeker's Allowance. As Universal Credit Full Service is rolled out in particular areas, the number of people recorded as being on the Claimant Count is therefore likely to rise.

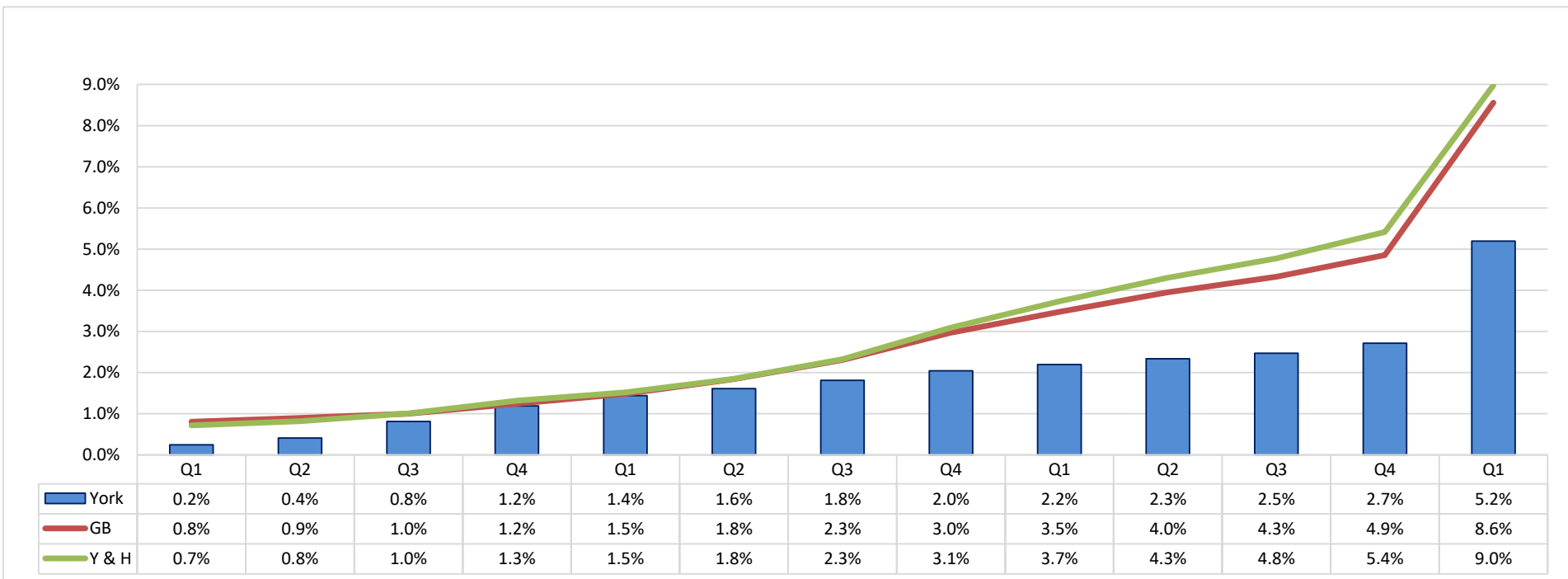
Economic Recovery - Job Seekers Allowance

Universal Credit Claimants

The JSA figures should be viewed in the context of the number of people receiving Universal Credit in York increasing from 12,453 in June to 12,674 in July. Under Universal Credit a broader span of claimants are required to look for work than under Jobseekers Allowance. As Universal Credit Full Service is rolled out in particular areas, the number of people recorded as being on the Claimant Count is therefore likely to rise.

Of which, in June, 7,217 were not in employment. The July figures will not be released until next month.

On 12 July 2017 Universal Credit became available to parents and couples in the York area, until this date Universal Credit was only available to single job seekers in the area. From November 2019 the provisional figures will show the total of those claiming Universal Credit. A breakdown will only be shown when the figures are revised.



Source: [nomis - official labour market statistics \(ONS\)](#)

Following the introduction of Universal Credit, the claimant count takes into account:

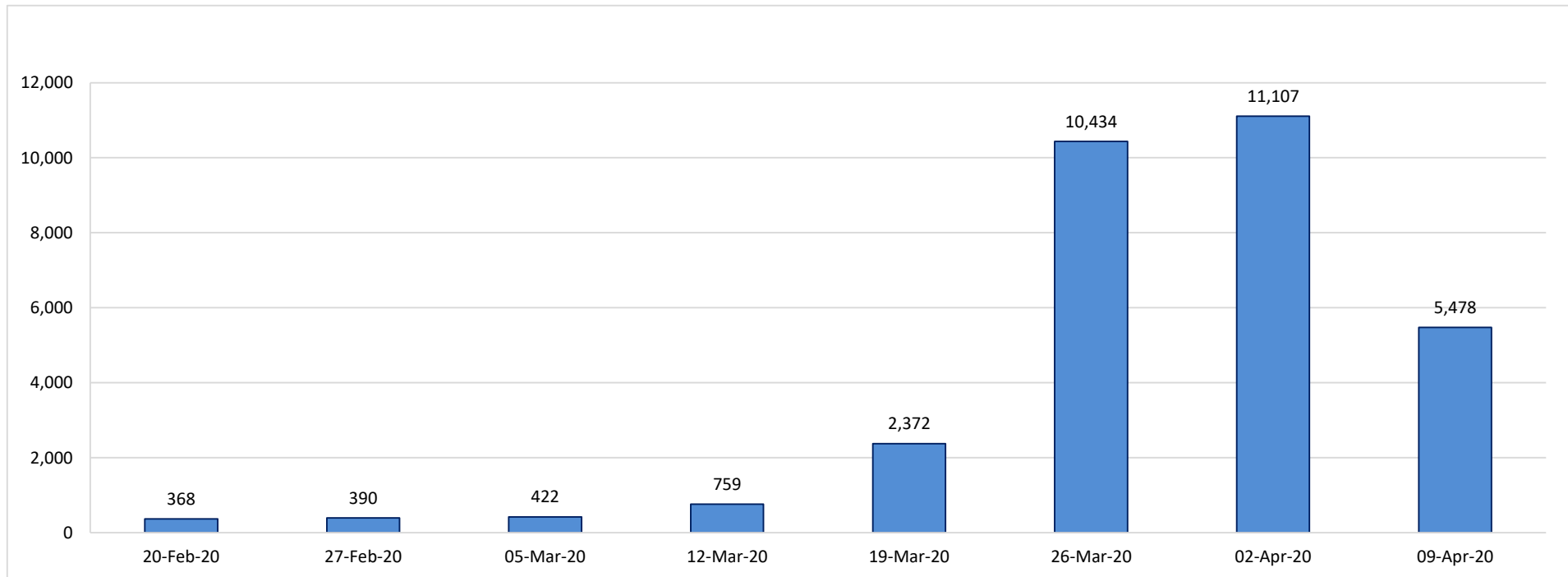
- people claiming contribution JSA (this is not affected by the introduction of Universal Credit)
- the figures for Universal Credit are provisional for the current month and may be revised in the next update.

Economic Recovery - Job Seekers Allowance

Claims made to Universal Credit by YO Postcode Area:

The following are the localised provisional figures provided by Department for Work & Pensions (DWP) where the date refers to the week in which the claim was made, Friday to Thursday.

The claims figure is defined as the total number of claims made to Universal Credit, up to the count date. If an individual goes on to make multiple claims, each claim will be included in the headline figure. Claims that did not progress to the individual starting on Universal Credit are also included. There are a number of reasons why they may not start; for example, the individual may not be eligible to claim Universal Credit.



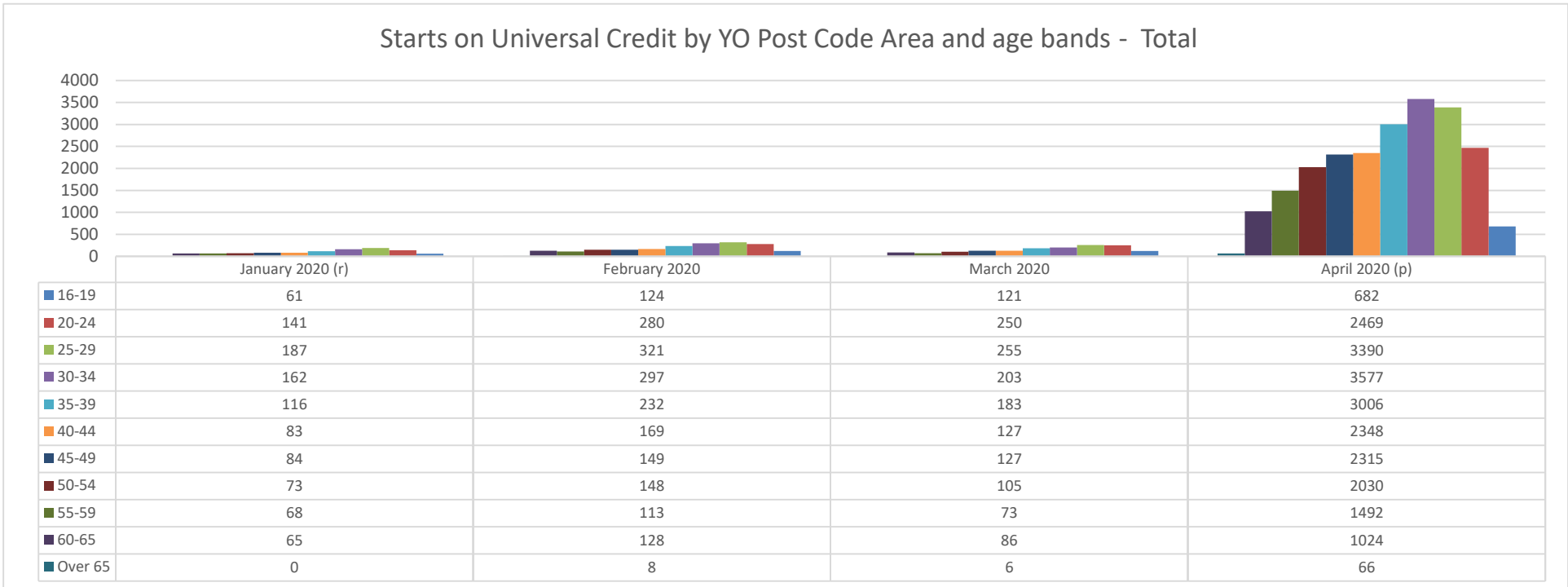
Source: [Stat-Xplore](#)

Economic Recovery - Job Seekers Allowance

Starts on Universal Credit by YO Postcode Area by age bands and gender:

The following are the localised provisional figures provided by Department for Work & Pensions (DWP) where the reporting month relates to a period from the Friday following the second Thursday in the previous month to the second Thursday in the current month.

The figures provided for starts show the Jobcentre Plus office recorded at the start of the claim.



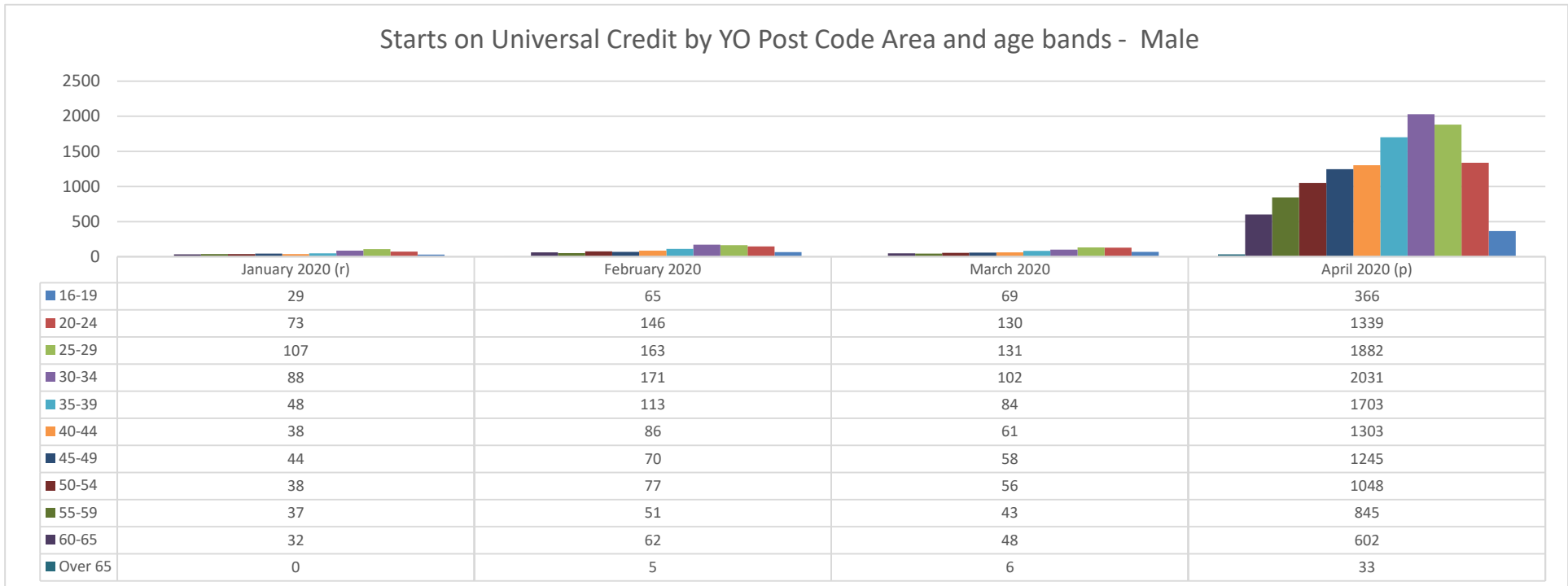
[Source: Stat-Xplore](#)

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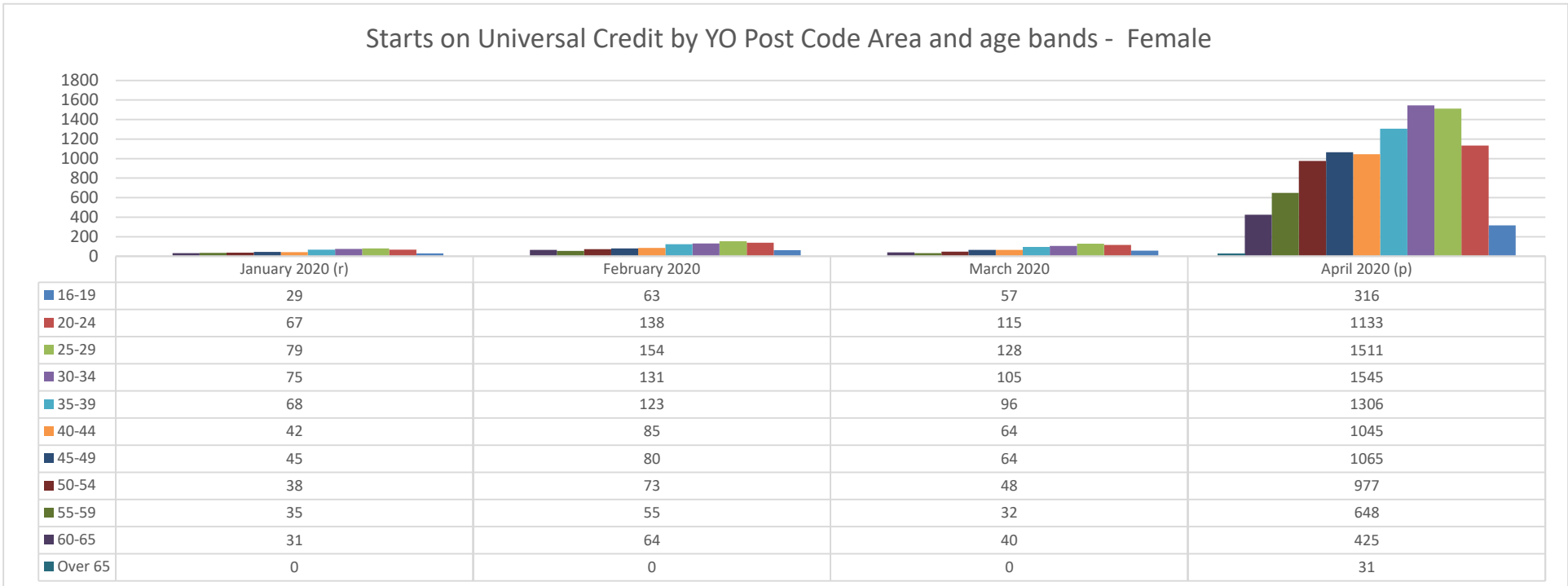
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Economic Recovery - Job Seekers Allowance

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Source: [Stat-Xplore](#)