Notice of a public meeting of

Economy and Place Policy and Scrutiny Committee

To: Councillors Daubeney (Vice-Chair), Douglas, Pearson, D Taylor, Hook, Norman (Chair) and Hunter

Date: Tuesday, 27 July 2021

Time: 5.30 pm

Venue: Remote Meeting

This is not a formal meeting of this Scrutiny Committee. The Council is operating its scrutiny and decision making meetings in accordance with statutory requirements relating to holding 'Covid-safe' meetings. As non-decision making bodies, Members of this Council's Scrutiny Committees will continue to hold public informal sessions remotely for the purpose of commenting only on the business set out in the agenda below. Members of the public may register to speak in the usual way set out below.

AGENDA

1. Declarations of Interest

At this point, Members are asked to declare:

- any personal interests not included on the Register of Interests
- any prejudicial interests or
- any disclosable pecuniary interests

which they may have in respect of business on this agenda.

2. 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. The deadline for registering at this meeting is at **5.00pm on Friday 23 July 2021.**

To register to speak please visit www.york.gov.uk/AttendCouncilMeetings to fill in an online registration form. If you have any questions about the registration form or the meeting please contact Democratic Services. Contact details can be found at the foot of the agenda.

Webcasting of Public Meetings

Please note that, subject to available resources, this 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.

3. Q4 Finance Monitor (Pages 1 - 24)

This report provides details of the 2020/21 outturn position for both finance and performance across services within the Economy and Place Directorate as reported to Executive on 24 June 2021.

4. Quarterly Economic Update and Skills Plan (Pages 25 - 66)

This report provides the Committee with an update on York's economy.

5. Work Plan (Pages 67 - 70)

To review the Committee's work plan for 2021/22.

6. Urgent Business

Any other business which the Chair considers urgent under the Local Government Act 1972.

Democratic Services
Email: democratic.services@york.gov.uk
Tel: 01904 551088

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

- Registering to speak
- Business of the meeting
- Any special arrangements
- Copies of reports and
- For receiving reports in other formats

Contact details are set out above.

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**

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Agenda Item 3

Agenda Item

Economy and Place Policy and Scrutiny Committee **27 July 2021**

Report of the Corporate Director of Place.

2020/21 Finance & Performance Outturn Report

Summary

1. This report provides details of the 2020/21 outturn position for both finance and performance across services within the Economy and Place Directorate as reported to Executive on 24th June 2021.

Analysis - Finance

2. A summary of the services within Economy and Place is shown below:

	Budget £'000	Outturn £'000	Variance £'000
Economy and Place			
Transport	7,886	7,786	-100
Fleet	16	39	+23
Highways	4,104	4,350	+246
Parking Operations	1,755	2,245	+490
Parking Income	-7,564	-3,430	+4,134
Waste	14,082	15,432	+1,350
Public Realm	3,426	3,359	-67
Emergency Planning	139	139	0
Development Management	534	930	+396
Forward Planning	697	697	0
Building Control & Land Charges	-86	-82	+4
Environmental Management	608	569	-39
Environmental Health & Licensing	1,331	1,305	-26
Asset and Property Management	-3,099	-2,494	+605
Economic Development	705	1,209	+504
Management and Support	284	229	-55
Micro Grants – Covid 19	0	1,177	+1,177
Recovery and Gen Covid Expend	171	447	+276
Covid Grant Support		-9,032	-9,032
TOTAL	**24,989**	**24,875**	**-114**

Note: '+' indicates an increase in expenditure or shortfall in income
'-' indicates a reduction in expenditure or increase in income

Financial Impact of Covid-19

3. Previous reports have outlined the scale of the financial challenge as a result of the COVID-19 pandemic and the level of additional expenditure incurred. There has also been a substantial reduction in income from fees and charges throughout the year. Whilst the impact of the pandemic is being felt across all Council services the following paragraphs highlight the main issues.

4. The Waste Collection service has continued to provide a grey bin and recycling service throughout the lockdown periods and the green bin was reintroduced in May 2020 (a month behind original plans). There has been a need to employ additional staff throughout the year as staff have been unavailable due to quarantining or shielding and an increased number of staff have been required in order to provide the service within social distancing guidelines. The service also required significantly higher levels of PPE in order to provide the service safely. In order to complete rounds in the first months it also proved necessary to collect more recycling as comingled which has a greater cost to process as well as impacting income levels.

5. In addition to the Government grants we have distributed, the council has provided further funding totalling £1.2m to help micro businesses that were not eligible for the national scheme. A micro grants scheme has helped 1,114 local businesses with grants of up to £1,000 to enable them to adapt in light of the COVID-19 lockdown. In addition, the Federation of Small Businesses has been funded to provide one year's membership for over 500 of York's micro businesses, enabling them to access free support and advice, and to benefit from membership of the FSB network.

6. The closure of markets, attractions and visitor accommodation has had an impact on the financial position of Make It York as income levels are below those forecast. In December Executive agreed to support Make It York by waiving the revenue return for the year, agreeing to defer property rents for the first half of the year and providing a loan facility of up to £300k.

7. The Council also experienced significant downturns in income as many income streams, particularly car parking, virtually shut down during the national lockdowns.

8. There has been a shortfall in parking revenues of £4.6m. This includes parking charges, resident parking charges, season tickets and penalty charge notices. April and May saw virtually no income (down over 90%) as the City was in full lockdown. Income started to recover in June where income was 76% below budget and July where income was 38% below budget. August and September were better with income only 19% below budget. However further restrictions were introduced in October with a lockdown in the majority of November leading to reductions in income collected of 31% and 69% respectively. There was an improvement in December as restrictions were eased leading to a reduction of 31% only to fall again in January to March as lockdown was imposed. Income in these months were on average 67% below budget. It should also be noted that the increases in parking charges agreed at the budget in February 2020 were not implemented, following an urgent decision, which also impacted total income. There have also been a number of parking incentives to support local businesses including free parking through RingGo app during the summer months and reductions in Minster Badge charges agreed.

9. There was a shortfall in income on commercial waste of £0.7m. During the lockdowns a large number of the service’s customers were not trading and therefore were not charged. The service is currently working with its customers to determine the level of service and charges going forward into 2021/22 as restrictions ease.

10. Despite a reduction in activity in the first half of the year, planning income recovered over the winter months resulting in an overall shortfall of £406k. It is expected that this recovery will continue during 2021/22 as the economy returns to normal resulting in medium to large schemes being progressed.

11. Rent invoices were sent on the normal timetable following a deferral for quarter 1 bills when it was agreed that these invoices would not be sent out. Since that time officers in the Asset and Property Management Team have been working with tenants to agree revised payment plans in order that the council can continue to collect its revenue and the tenants can be supported in difficult trading circumstances. To date these conversations have been very successful and the majority of rents are being paid. There was reduced income from the Racecourse and from a number of properties that were empty during the year.

12. It is likely that some businesses going forward will not be able to continue to trade and the corporate bad debt provision has been increased by £443k to provide for this. This has been offset by COVID 19 funding.

13. The pandemic has not only resulted in shortfalls in income across those areas outlined above but also a large number of other income budgets including licencing (where there was a fee holiday), building control (when construction activity was on hold), land charges (when the housing market was on hold) and green bin subscriptions (as the service was suspended). There are also shortfalls across Public Transport Fees (Park and Ride) and Network Management.

14. The report identifies Covid Grant support totalling £9.0m. This primarily relates to shortfalls in sales, fees and charges which totalled £6.1m. Of this shortfall £4.1m is compensated by the Government and £2m funded from the council general covid grant. Other income shortfalls not eligible to compensation (Make it York Contribution (£0.5m) and Commercial Property (£0.4m) shortfalls) have also been funded from the general grant. The Covid Grant has also funded the Micro Grant expenditure £1.2m the additional Waste Collection costs £0.5m and £0.3m general Directorate Covid costs.

Economy & Place

15. There was an underspend of £511k against the concessionary fares budget as payments to operators during the latter part of the financial year were reduced to reflect lower passenger numbers. This was offset by higher CCTV monitoring and maintenance costs (£+99k) and additional IT and staffing costs within highway regulation (+£150k) relating to the implementation of the permit system and adapting the City for COVID19 social distancing. In part this was funded by COVID 19 grant but some of these costs would normally be assumed to be funded through income which has not been achievable this year.

16. In the last quarter of the year, the highways service incurred additional expenditure dealing with flooding and a colder than average winter requiring a higher number of grit treatments. There were also additional staffing costs incurred in maintaining the resilience of the service due to COVID 19 resulting in an overspend of £227k.

17. Within waste services an overspend of £183k due to the significant strain placed on the service operating within social

distancing guidelines and the national lockdown impacts throughout the year. The aged refuse collection fleet is also incurring additional cost and is due to be replaced in 2021 but is increasingly unreliable as it goes beyond its economic life. There has also been additional back office support in place to assist the service.

18. The cost of Parking Management and Enforcement is £154k over budget. Balancing revenues and cost in the uncertainties of a post COVID 19 world will be an ongoing challenge for the service. The significant investment in IT is making the service more flexible and efficient and will deliver significant saving in the area of corporate support anticipated in previous budgets.

19. Within Development Services there has been and underspend of £101k including staff savings of £62k

20. Within Environmental Health & Trading Standards there has been an underspend totalling £249k which is made up of staffing savings totalling £90k, underspends on transport and supplies and services totalling £32k and additional charges to other accounts totalling £65k. There was also one off income relating to Proceeds of Crime Act (POCA) that reflects work undertaken on prosecutions in prior years (£76k).

21. There was an overspend across the Commercial Portfolio totalling with an overspend of £138k. This was primarily due to reduced income from the Racecourse and from a number of commercial properties that were empty during the year.

22. A number of other more minor variations make up the overall directorate position.

Analysis – Performance – Council Plan Outcomes

23. The Executive for the Council Plan (2019-23) agreed a core set of indicators to help monitor the council priorities and these provide the structure for performance updates. The detail on the core indicators relevant to Economy and Place is attached at Annex 1 and the 2020/21 scorecard for Economy and Place is attached at Annex 2.

24. Some indicators are not measured on a quarterly basis. The DoT (Direction of Travel) is calculated on the latest three results whether they are annual or quarterly.

25. It is likely that due to impacts of COVID, a number of the indicators will see a significant change both in terms of their numbers and their

direction of travel in future reporting periods. The majority of the performance measures within the Council Plan have a lag between the data being available, and the current reporting period and therefore impacts will not be immediately seen, and may occur over several years as new data becomes available.

Implications

26. There are no financial, human resources, equalities, legal, crime & disorder, information technology, property or other implications associated with this report.

Risk Management

27. The report provides Members with updates on finance and service performance and therefore there are no significant risks in the content of the report.

Recommendations

28. As this report is for information only, there are no recommendations.

Reason: To update the scrutiny committee of the latest finance and performance position.

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Chief Officers responsible for the report:

Neil Ferris
Corporate Director of Place

Report Approved x 15 July 2021

Annex
Annex 1 –Economy and Place Core Indicators
Annex 2 – Scrutiny Performance Scorecard

Annex 1 – Performance – Council Plan Outcomes

1 This report concentrates on the indicators that make up the Council Plan performance framework and does not cover COVID-related activity.

2 It is likely that due to impacts of COVID, a number of the indicators will see a significant change both in terms of their numbers and their direction of travel in future reporting periods. The majority of the performance measures within the Council Plan have a lag between the data being available, and the current reporting period and therefore impacts will not be immediately seen, and may occur over several years as new data becomes available.

3 Within the updates on the Council Plan indicators, are a number of indicators which show the status of economic, community or corporate recovery since the start of the pandemic.

Well paid jobs and an inclusive economy

	Previous Data	Latest Data	DoT	Frequency	Benchmarks	Data Next Available
Business Rates - Rateable Value	£256,083,171 (2019/20)	£255,784,673 (2020/21)	⇨	Quarterly	Not available	Q1 2021/22 data available in July 2021
Median earnings of residents - Gross Weekly Pay (£)	£574.60 (2019/20)	£572.60 (2020/21)	⇨	Annual	National Data 2020/21: £587.1 Regional Data 2020/21: £540.4	2021/22 data available in November 2021
% of working age population qualified - to at least L2 and above	83% (2019/20)	83.6% (2020/21)	⇨	Annual	National Data 2020/21: 78.20%	2021/22 data available in May 2022
% of working age population qualified - to at least L4 and above	49.10% (2019/20)	46.4% (2020/21)	⇨	Annual	National Data 2020/21: 43.10% Regional Data 2020/21: 37.30%	2021/22 data available in May 2022
% of vacant city centre shops	7.89% (2019/20)	8.89% (2020/21)	⇧ Bad	Monthly	National Data 2019/20 Q1 11.7%	Q1 2021/22 data available in July 2021
GVA per head (£)	25,130 (2017/18)	30,258 (2018/19)	⇨	Annual	Regional Rank 2018/19: 2	2019/20 data available in June 2021
% of working age population in employment (16-64)	78.70% (Q2 2020/21)	78.20% (Q3 2020/21)	⇨	Quarterly	National Data Q3 2020/21 75.40%	Q4 2020/21 data available in October 2021

The DoT (Direction of Travel) is calculated on the latest three data points whether they are annual or quarterly.
All historic data is available via the Open Data Platform

Business Rates

4 The Government Grant Funded Support schemes for local businesses have now closed. The level of support provided was:

- 2,526 Business Support Grants (value of £108.4m)
- Approx. 1,000 Council Funded Micro Scheme payments (value of £1m)
- 3,192 Business Rate Reliefs 2020-21 (value of £70.228m)

5 There is support for qualifying businesses with their business rates though 2021-22 with 100% relief for the first three months, then 66.6% for the rest of the year. There is also revaluation relief funding coming later in the year to support those businesses who had applied to the VOA for a reduction in their rates, as a result of covid-19.

6 There continues to be ongoing welfare support payments for residents into 2021-22 with a local covid support grant replacing the winter grant scheme, the extension of the isolation grant scheme to June, a further CTS hardship scheme and the YFAS fund. Support provided during 2020-21 includes:

- Over 7,200 CTS customers helped with council tax (£150) with a total value of £1.08m
- 2,091 Winter Support Grants totalling £546.9k
- 500 Isolation Grants totalling £250k
- YFAS Payments totalling 305.5k
- Discretionary Housing Payments totalling £297.9k
- Hub Support including food parcels totalling £79.3k
- Mobile and internet access for digitally vulnerable residents totalling £11k

7 The 2020-21 collection rate for Council Tax up to the end of March 2021 was 96.44% (1.36% below the target collection rate and 1.02% below the collection rate at the same point in 2019-20).

Median earnings of residents – Gross weekly pay

8 In April 2020, the median gross weekly earnings for full-time resident employees in York were £574.90, which is a decrease of 0.8% from £579.90 in 2019. Nationally, median weekly pay for full-time employees fell in the private sector (negative 0.6%) but not in the public sector (positive 2.4%), following four years of higher pay growth in the private sector; this fall reflects the different job types across each sector and the extent they have been impacted because of the coronavirus (COVID-19) pandemic. Data for 2021/22 will be available in November 2021.

% of working age population qualified – to at least L2 and above

9 In 2020-21, 83.6% of the working age population in York were qualified to at least L2 and above (GCSE grades 9-4), which is higher than the national and regional figures (78.2% and 75.9% respectively). This result ranks the city of York third regionally. The 2020-21 figure has remained stable compared to 2019-20 (83%).

% of working age population qualified – to at least L4 and above

10 In 2020-21, 46.4% of the working age population in York were qualified to at least L4 and above (certificate of higher education or equivalent), which is higher than the national and regional figures (43.1% and 37.3%

respectively). This result ranks the city of York fifth regionally. The 2020-21 figure is a slight decrease from 2019-20 (49.1%).

GVA (Gross Value Added) per head (£)

11 In 2018-19 (the latest available data), the GVA per head in York was £30,258 which was the second highest figure regionally. Apart from a slight dip in 2015-16, the GVA per head has been increasing annually since 2009-10 where it was £25,976 per head. Data for 2019-20 will be available in June 2021. Based on predicted economic trends nationally, it is expected that there will be a negative impact on GVA values in future years.

% of vacant city centre shops compared to other cities

12 At the end of Q4 2020-21, there were 57 vacant shops in the city centre, which is an increase from 51 at the same point in 2019-20. The number of vacant shops equates to 8.89% of all city centre shops, which is lower than the national benchmark in Q1 2019-20 of 11.7%. Properties in York are owned by different commercial parties and CYC commercial properties have very low levels of vacancies. The York figure has not fluctuated a great deal in the past 10 years, with a high of 9.2% in 2016-17 and the national benchmark figure has remained stable too, with a high of 12.3% in 2013-14. This measure will continue to be monitored along with a number of new measures looking at vacancy rates within secondary shopping centres to broaden the economic picture of the city. At the end of December 2020, the vacancy rates within secondary shopping centres were relatively low (5% at Clifton Moor, 12% at Monks Cross, 0% in Haxby Village and 5% in Acomb High Street).

13 In the financial year up to the end of March 2021, there were 917 new business start-ups in the City of York Council area. This figure is very similar to that at the same point in 2020 therefore showing signs of recovery.

% of working age population in employment (16-64)

14 In Q3 2020-21 (the latest available data), 78.2% of the working age population were in employment, which is higher than the national and regional figures (75.4% and 74.6% respectively). The York performance gives the city a ranking of second regionally and represents a continued yearly upward trend.

15 At the end of March 2021, there were 13,367 people in York receiving Universal Credit, of which, 7,530 were not in employment. These figures are considerably higher than the same period in 2019-20 (6,535 and 3,773).

Getting around sustainably

Getting around sustainably	Previous Data	Latest Data	DoT	Frequency	Benchmarks	Data Next Available
P&R Passenger Journeys - (YTD)	4.24m (2018/19)	3.98m (2019/20)	⇨	Annual	Not available	2020/21 data available in July 2021
Local bus passenger journeys originating in the authority area (excluding P&R) - (YTD)	12m (2018/19)	11.6m (2019/20)	⇨	Annual	Not available	2020/21 data available in July 2021
% of road and pathway network that are grade 4 (poor) or grade 5 (very poor) - roadways	20% (2019/20)	22% (2020/21)	⇨	Annual	Not available	2021/22 data available in November 2021
% of road and pathway network that are grade 4 (poor) or grade 5 (very poor) - pathways	3% (2019/20)	3% (2020/21)	⇨	Annual	Not available	2021/22 data available in November 2021
Area Wide Traffic Levels (07:00 -19:00) (Excluding A64) from 2009/10 baseline (2.07m)	2.17m (2017/18)	2.15m (2018/19)	⇨	Annual	Not available	2019/20 data available in June 2021
Index of cycling activity (12 hour) from 2009 Baseline (31,587)	109.00% (2019)	91.00% (2020)	⬇ Bad	Annual	Not available	2021 data available in February 2022
Index of pedestrians walking to and from the City Centre (12 hour in and out combined) from 2009/10 Baseline (37,278)	111.00% (2019/20)	103.00% (2020/21)	⇨	Annual	Not available	2021/22 data available in January 2022
% of customers arriving at York Station by sustainable modes of transport (cycling, walking, taxi or bus - excluding cars, Lift, Motorcycle, Train)	75.40% (2019)	Not collected due to COVID restrictions (2020)	N/a	Annual	Not available	2021 data available in December 2021
The DoT (Direction of Travel) is calculated on the latest three data points whether they are annual or quarterly. All historic data is available via the Open Data Platform						

P&R Passenger Journeys

16 In 2019-20, there were a total of 3.98 million Park and Ride passenger journeys into and out of the city. This is lower than in 2018-19 (4.24m) and the lowest in the previous seven years (with a high of 4.61m in 2015-16). Due to the global COVID-19 pandemic, lower numbers than normal were seen during March 2020, which partly explains the decrease since 2018-19. Data for 2020-21 will be available in June 2021.

Local bus passenger journeys

17 In 2019-20, 11.6 million local bus passenger journeys originated in the local authority area. This is slightly lower than the number of journeys in 2018-19 (12m) but overall, there has been a steady increase over the previous seven years (from 9.7m in 2012/13). Data for 2020-21 will be available in June 2021.

% of ROAD and pathway network that are grade 4 (poor condition) or grade 5 (very poor condition) - Roadways / Pathways

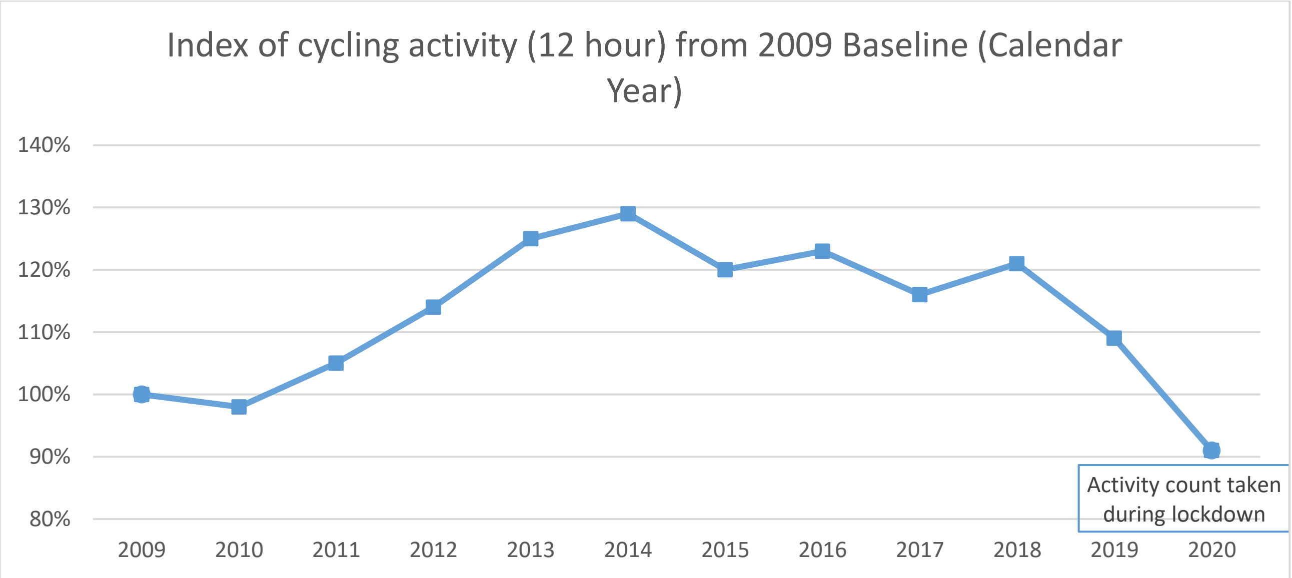
18 In 2020-21, 22% of the road network was classed as in poor or very poor condition. This is a slight increase from 2019-20 (20%) but lower than the two year previous to that. In 2020-21, 3% of the pathway network was classed as in poor or very poor condition. This remains relatively low compared with previous years, with the highest being 6% in 2015-16. Executive will shortly be considering a new Highway Infrastructure Asset Management Plan, to ensure that investment provides the best possible value for money.

Area Wide Traffic Levels (07:00 -19:00) (Excluding A64)

19 Between 2011-12 and 2016-17, the number of vehicles on the city's roads increased year on year to a high of 2.2 million. Since then the numbers have slowly decreased to a provisional figure of 2.15 million in 2018-19. This slight decrease in numbers is set against a backdrop of a city with an increasing population. Data for 2019-20 will be available in June 2021.

Index of cycling activity (12 hour) / % of residents actively cycling and national comparisons

20 From a baseline in 2009 (31,587), there has been a 9% decrease in cycling activity in 2020. The highest level seen since the baseline was established was in 2014 where there was a 29% increase above the baseline.



21 Statistics about walking and cycling in England in 2019 were published during August 2020. The data is based on two main sources, The National Travel Survey and the Active Lives Survey. The picture for York residents is a positive one with a higher than average proportion engaging in both walking and cycling (the percentage of adults in York who walk or cycle five times per week (50%) is higher than regional and national averages (34.1% and 35.8%).

22 Community mobility data has been available regularly from Google since the start of the pandemic to track how visits to 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 and February 2020. At the end of March 2021, in York, there had been a 46% reduction in retail and recreation activity, a 2% increase in grocery and pharmacy activity, and a 57% reduction in the use of Public Transport. Overall, York has performed better than the national averages.

Index of pedestrians walking to and from the City Centre (12 hour in and out combined)

23 From a baseline in 2009-10 (37,278), there has been a 3% increase in the number of pedestrians walking to and from the city centre in 2020-21. This is 8% lower than in 2019-20 and can probably be attributed to the national lockdowns that have taken place during 2020 and early 2021. Data is gathered on an annual basis over the course of one day; it is a count of pedestrians crossing an inner cordon set just beyond the inner ring road and includes off-road routes such as riverside paths.

% of customers arriving at York Station by sustainable modes of transport (cycling, walking, taxi or bus – excluding cars, lift, motorcycle or train)

24 In 2019 (the latest available data), 75% of customers arrived at York station by sustainable modes of transport which is an increase from 73% in 2018. The data is gathered by an annual survey which takes place for a five- hour period in seven locations around the station. Members of the public are asked how they arrive at the station and the results are flow weighted to take into account the split of people arriving at each entrance. Due to COVID restrictions on movement, the survey did not take place during 2020, therefore data is not available for this year.

A Greener and Cleaner City

A Greener and Cleaner City						
	Previous Data	Latest Data	DoT	Frequency	Benchmarks	Data Next Available
Percentage of household waste sent for reuse, recycling or composting	48.75% (Prov) (Q2 2020/21)	42.61% (Prov) (Q3 2020/21)	⇨	Quarterly	National Data 2019/20 43.50%	Q4 2020/21 data available in August 2021
Residual household waste per household (kg/household)	130kg (Prov) (Q2 2020/21)	121kg (Prov) (Q3 2020/21)	⇨	Quarterly	National Data 2019/20 537.2kg	Q4 2020/21 data available in August 2021
Incidents - Flytipping /Cleansing(includes dog fouling,litter)/Graffiti - On Public/Private Land	1,960 (2019/20) (Flytipping)	2,277 (2020/21) (Flytipping)	⇨	Quarterly	Not available	Q1 2021/22 data available in July 2021
	2,578 (2019/20) Cleansing	1,990 (2020/21) Cleansing	⇨	Quarterly	Not available	Q1 2021/22 data available in July 2021
	385 (2019/20) Graffiti	479 (2020/21) Graffiti	⇨	Quarterly	Not available	Q1 2021/22 data available in July 2021
Citywide KPI on air quality (to be created during CP lifespan)	N/A	In development	N/A	TBC	Not available	Indicator to be created during Council Plan lifespan
Carbon emissions across the city (to be created during CP lifespan)	N/A	In development	N/A	TBC	Not available	Indicator to be created during Council Plan lifespan
Level of CO2 emissions from council buildings and operations (Net emissions) (to be created during CP lifespan)	N/A	In development	N/A	TBC	Not available	Indicator to be created during Council Plan lifespan
Flood Risk properties assesed at lower level than 2019 baseline (to be created during CP lifespan)	N/A	In development	N/A	TBC	Not available	Indicator to be created during Council Plan lifespan
Number of Trees Planted (CYC)	515 (2019/20)	271 (2020/21)	⇨	Quarterly	Not available	Q1 2021/22 data available in July 2021
% of Talkabout panel who think that the council are doing well at improving green spaces	42.14% (2019/20)	44.31% (2020/21)	⇧ Good	Quarterly	Not available	Q1 2021/22 data available in August 2021
The DoT (Direction of Travel) is calculated on the latest three data points whether they are annual or quarterly. All historic data is available via the Open Data Platform						

Percentage of household waste sent for reuse, recycling or composting

25 The latest provisional data of 43% in Q3 2020-21 shows that the amount of household waste sent for reuse, recycling or composting has increased slightly from 42% in the same period in 2019-20. In 2019-20 York performed in the middle quartile compared to other Unitary Authorities (ranked 22nd out of 56 Unitary LA's).

Residual household waste per household (kg/household)

26 Latest provisional residual waste (i.e. non-recyclable) per household data shows a decrease from 128 kg in Q3 2019-20 to 121kg in Q3 2020-21. In 2019-20 York performed in the middle quartile compared to other Unitary Authorities and is ranked 26th out of 56 Unitary LA's.

Incidents - Fly tipping / Rubbish / Cleansing (includes dog fouling, litter and all other cleansing cases) / Graffiti – On Public/Private Land

27 The number of service calls received during 2020-21 due to fly-tipping and graffiti have increased since 2019-20 (fly-tipping from 1,960 to 2,277 and graffiti from 385 to 479) whilst calls received due to cleansing (including dog fouling and litter) have decreased since 2019-20 (from 2,578 to 1,990).

Air Quality

28 All locations in York met the health based air quality objectives for both nitrogen dioxide and articulate matter. Gillygate was equal to set objectives and higher concentrations were recorded on Rougier Street. Although these results will have been affected by the Coronavirus lockdowns, the results indicate a continuing improvement in air quality in York. A full report on air quality in York in 2020 will be provided in the Air Quality Annual Status report, due for submission to DEFRA in June 2021.

29 During 2020-21, CYC launched its DEFRA funded Low Emission Taxi incentive scheme which offers financial support for eligible CYC registered taxi drivers to upgrade their vehicles to low emission vehicles. A quarter of all York's taxis are now low emission electric hybrids. £21k has been awarded through the scheme to date and another £84k is available until March 2022.

30 Following £300k of DEFRA funding, work has begun on plans for a feasibility study and subsequent pilot scheme to reduce emissions relating to deliveries in York.

Trees Planted

31 During 2020-21, there were 271 trees planted, including 250 whips on Bootham Stray in February and larger trees in streets and parks in March.

% of Talkabout panel who think that the council and partners are doing well at improving green spaces

32 Throughout 2020-21, engagement with residents was replaced with Our Big Conversation (OBC), a wider consultation programme to connect with local communities and gain feedback on residents experiences throughout the pandemic.

33 The results for Q2 2020-21 (the latest available data) showed that 44% of respondents agreed that the Council and its partners are doing well at improving green spaces, an increase from 42% in 2019-20 and from 38%

in 2018-19. Whilst the Council would like this percentage to be higher, the question in the survey is around improving green spaces, rather than maintaining them. In 2020-21, 48% of survey respondents thought that the Council and its partners are doing well at improving the quality of streets and public places, and 63% agreed they were doing well conserving York's heritage.

34 Preparations are now underway to resume the resident satisfaction surveys which ask for views on life in York, local area satisfaction, problems faced by residents and opinions on different services delivered by the council. The recruitment of new members to the Talkabout panel has continued to take place and with additional signposting through the OBC initiative, 178 new members signed up compared to 44 in 2019-20.

35 The next Talkabout survey will be sent to the Talkabout panel in the usual formats during May 2021 and includes all ongoing questions which have been monitored through KPIs since 2016 to track changes in opinions and also includes two additional questions which focus speicifcally on the councils response to the pandemic. The results of the next survey will be shared in the next version of the Monitor.

Economy and Place 2020/2021

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Produced by the Business Intelligence Hub July 2021

				Previous Years			2020/2021						
			Collection Frequency	2018/2019	2019/2020	2020/2021	Q1	Q2	Q3	Q4	Target	Polarity	DOT
00. Council Plan Indicators	CJGE14	Median earnings of residents - Gross Weekly Pay (£)	Annual	£512.9	£574.6	£572.6	-	-	-	-	-	Up is Good	◀▶ Neutral
	BUR01	Business Rates - Rateable Value	Monthly	£255,782,931	£256,083,171	£255,784,673	£256,240,236	£255,622,846	£255,125,478	£255,784,673	-	Neutral	◀▶ Neutral
	emp1	% of working age population in employment (16-64)	Quarterly	78.40%	80.00%	(Avail Oct 2021)	79.60%	78.70%	78.20%	-	-	Up is Good	◀▶ Neutral
	CJGE23	% of vacant shops - City Centre	Monthly	7.19%	7.89%	8.89%	7.33%	8.28%	8.88%	8.89%	-	Up is Bad	▲ Red
	CJGE20	% of working age population qualified - to at least L4 and above*	Annual	47.90%	49.10%	46.40%	-	-	46.40%	-	-	Up is Good	◀▶ Neutral
	CJGE18	% of working age population qualified - to at least L2 and above*	Annual	83.20%	83.00%	83.60%	-	-	83.60%	-	-	Up is Good	◀▶ Neutral
	CJGE33	GVA per head (balanced calculations) (£)	Annual	30,258	(Avail May 2021)	(Avail Apr 2022)	-	-	-	-	-	Up is Good	◀▶ Neutral
	CAN031	P&R Passenger Journeys - (LI 3 b) - (2009 baseline: 3,941,852)	Monthly	4.24m	3.98m	0.74m	0.03m	0.33m	0.28m	0.1m	-	Up is Good	▼ Red
	CAN032	Local bus passenger journeys originating in the authority area (excluding P&R) (LI 3 a) - (2009 baseline: 10,832,614)	Monthly	12m	11.56m	3.07m	0.23m	1.04m	1.17m	0.62m	-	Up is Good	▼ Red
	CES100	Area Wide Traffic Levels (07:00 -19:00) (Excluding A64) from 2009/10 baseline (2.07m) (LI 10diii)	Annual	2.15m	NC (work in progress)	NC (work in progress)	-	-	-	-	-	Neutral	◀▶ Neutral
	CES28	Index of cycling activity (%) (12 hour) from 2009 Baseline (31,587) (Calendar Year) (LI 2c(ii))	Annual	121.00% (2018)	109.00% (2019)	91.00% (2020)	-	-	-	-	-	Up is Good	▼ Red
	CES33	Index of pedestrians walking to and from the City Centre (%) (12 hour in and out combined) from 2009/10 Baseline (37,278) (LI 1 (vii.i))	Annual	126.00%	111.00%	103.00%	-	-	-	-	-	Up is Good	◀▶ Neutral
	CES34	% of customers arriving at York Station by sustainable modes of transport (cycling, walking, taxi or bus - excluding cars, Lift, Motorcycle, Train) (LI 4a)	Annual	73.00% (2018)	75.40% (2019)	NC (2020)	-	-	-	-	-	Up is Good	◀▶ Neutral
	CES03	% of ROAD and pathway network that are grade 4 and below (poor and below) - Roadways	Annual	23.00%	20.00%	22.00%	-	-	-	-	-	Up is Bad	◀▶ Neutral
	CES04	% of road and PATHWAY network that are grade 4 and below (poor and below) - Pathways	Annual	3.00%	3.00%	3.00%	-	-	-	-	-	Up is Bad	◀▶ Neutral

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	CJGE89	Average broadband download speed (Mb/s)	Annual	44	56.1	147.1	-	-	-	-	-	Neutral	◀ ▶ Neutral
	CJGE90	Superfast broadband availability (%)	Annual	94.90%	93.81%	94.13%	-	-	-	-	-	Up is Good	◀ ▶ Neutral
01. Benefits	CJGE06	JSA Claimants: % of Working Age Population (16-64)	Monthly	0.10%	0.10%	0.30%	0.40%	0.40%	0.40%	0.30%	-	Up is Bad	▲ Red
		Benchmark - National Data	Monthly	0.60%	0.40%	0.70%	0.70%	0.80%	0.70%	0.70%	-		
		Benchmark - Regional Data	Monthly	0.80%	0.50%	0.70%	0.80%	0.90%	0.80%	0.70%	-		
		Regional Rank (Rank out of 15)	Monthly	1	1	1	1	1	1	1	-		
	CJGE151	JSA and UC (Out of Work) % of working age population (16 - 64)	Monthly	1.30%	1.30%	3.50%	3.40%	3.60%	3.40%	3.50%	-	Up is Bad	▲ Red
		Benchmark - National Data	Monthly	2.60%	3.10%	6.50%	6.20%	6.40%	6.30%	6.50%	-		
		Benchmark - Regional Data	Monthly	2.90%	3.50%	6.70%	6.50%	6.50%	6.50%	6.70%	-		
		Regional Rank (Rank out of 15)	Monthly	1	1	1	1	1	1	1	-		
02. Emplo	CJGE03	York's unemployment rate below the national (%pt) - (Snapshot)	Quarterly	1.10%	1.30%	(Avail Oct 2021)	1.60%	1.50%	1.60%	-	-	Up is Good	▲ Green
	CJGE05	% of Part time employees	Quarterly	29.30%	28.20%	(Avail Oct 2021)	28.90%	29.20%	30.50%	-	-	Up is Bad	◀ ▶ Neutral
		Benchmark - National Data	Quarterly	24.60%	24.70%	(Avail Oct 2021)	24.60%	24.20%	23.80%	-	-		
		Benchmark - Regional Data	Quarterly	25.60%	26.10%	(Avail Oct 2021)	24.80%	25.20%	24.10%	-	-		
		Regional Rank (Rank out of 15)	Quarterly	14	13	(Avail Oct 2021)	15	15	15	-	-		
	CJGE17	% of working age population qualified - No qualifications	Annual	5.50%	4.10%	5.30%	-	-	5.30%	-	-	Up is Bad	◀ ▶ Neutral
		Benchmark - National Data	Annual	7.80%	7.70%	6.40%	-	-	6.40%	-	-		

Economy and Place 2020/2021

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			Collection Frequency	2018/2019	2019/2020	2020/2021	Q1	Q2	Q3	Q4	Target	Polarity	DOT
yment and Skills	CJGE17	Benchmark - Regional Data	Annual	8.50%	8.50%	7.00%	-	-	7.00%	-	-		
		Regional Rank (Rank out of 15)	Annual	1	3	8	-	-	-	-	-		
	CJGE71	Employment Rate (%) (Male)	Quarterly	81.40%	81.90%	(Avail Oct 2021)	81.60%	81.60%	82.50%	-	-	Up is Good	◀▶ Neutral
		Regional Rank (Rank out of 15)	Quarterly	2	3	(Avail Oct 2021)	3	3	2	-	-		
	CJGE72	Employment Rate (%) (Female)	Quarterly	75.50%	78.20%	(Avail Oct 2021)	77.60%	75.70%	73.90%	-	-	Up is Good	◀▶ Neutral
		Regional Rank (Rank out of 15)	Quarterly	1	1	(Avail Oct 2021)	1	2	4	-	-		
	emp1	% of working age population in employment (16-64)	Quarterly	78.40%	80.00%	(Avail Oct 2021)	79.60%	78.70%	78.20%	-	-	Up is Good	◀▶ Neutral
		Regional Rank (Rank out of 15)	Quarterly	2	1	(Avail Oct 2021)	1	2	2	-	-		
03. Business	CJGE23	% of vacant shops - City Centre	Monthly	7.19%	7.89%	8.89%	7.33%	8.28%	8.88%	8.89%	-	Up is Bad	▲ Red
		Benchmark - National Data (Local Data Company)	Annual	11.50%	(Avail Oct 2021)	(Avail Apr 2022)	-	-	-	-	-		
	CJGE29	Business Deaths	Annual	745	(Avail Oct 2021)	(Avail Oct 2021)	-	-	-	-	-	Up is Bad	◀▶ Neutral
		Regional Rank (Rank out of 15)	Annual	12	(Avail Oct 2021)	(Avail Oct 2021)	-	-	-	-	-		
	CJGE32	Business Startups - (YTD)	Monthly	928	932	917	230	468	709	917	-	Up is Good	◀▶ Neutral
	CJGE33	GVA per head (balanced calculations) (£)	Annual	30,258	(Avail May 2021)	(Avail Apr 2022)	-	-	-	-	-	Up is Good	◀▶ Neutral
		Regional Rank (Rank out of 12)	Annual	2	(Avail May 2021)	(Avail Apr 2022)	-	-	-	-	-		
	CJGE34	Total GVA (balanced calculations) (£ billion)	Annual	6.35	(Avail May 2021)	(Avail Apr 2022)	-	-	-	-	-	Up is Good	◀▶ Neutral
		Regional Rank (Rank out of 11)	Annual	10	(Avail May 2021)	(Avail Apr 2022)	-	-	-	-	-		

Economy and Place 2020/2021

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	TOU14	Parliament Street Footfall	Monthly	8,445,834	7,873,858	3,875,940	425,894	1,643,041	1,283,486	523,519	-	Up is Good	▼ Red
04. Earnings	CJGE14	Median earnings of residents - Gross Weekly Pay (£)	Annual	£512.9	£574.6	£572.6	-	-	-	-	-	Up is Good	◀▶ Neutral
04. Earnings	CJGE14	Benchmark - National Data	Annual	£570.5	£587	£587.1	-	-	-	-	-		
04. Earnings	CJGE14	Benchmark - Regional Data	Annual	£520.4	£539.8	£540.4	-	-	-	-	-		
04. Earnings	CJGE14	Regional Rank (Rank out of 15)	Annual	9	2	4	-	-	-	-	-		
04. Earnings	CJGE68	Median earnings of residents - Gross Weekly Pay (£) - Gender Pay Gap	Annual	£100.2	£133.8	£54	-	-	-	-	-	Up is Bad	▼ Green
04. Earnings	CJGE68	Benchmark - National Data	Annual	£102.7	£103.1	£78.9	-	-	-	-	-		
04. Earnings	CJGE68	Benchmark - Regional Data	Annual	£101.4	£103.7	£82	-	-	-	-	-		
04. Earnings	CJGE68	Regional Rank (Rank out of 15)	Annual	7	11	8	-	-	-	-	-		
05. Resident Surveys	TAP01	% of Talkabout panel satisfied with their local area as a place to live	Quarterly	88.61%	84.47%	84.90%	87.01%	84.90%	NC	NC	-	Up is Good	◀▶ Neutral
05. Resident Surveys	TAP01	% of Talkabout panel dissatisfied with their local area as a place to live	Quarterly	8.02%	10.12%	7.67%	5.22%	7.67%	NC	NC	-	Up is Bad	◀▶ Neutral
05. Resident Surveys	TAP30	% of Talkabout panel who think that the council are doing well at improving green spaces	Quarterly	38.03%	42.14%	44.31%	44.31%	44.31%	NC	NC	-	Up is Good	▲ Green
05. Resident Surveys	TAP30	% of Talkabout panel who think that the council are not doing well at improving green spaces	Quarterly	49.22%	44.14%	31.93%	32.93%	31.93%	NC	NC	-	Up is Bad	▼ Green
05. Resident Surveys	TAP32	% of panel who think that the council and partners are doing well at improving the quality of streets/public spaces	Quarterly	33.70%	35.24%	48.26%	48.47%	48.26%	NC	NC	-	Up is Good	▲ Green
05. Resident Surveys	TAP32	% of panel who think that the council and partners are not doing well at improving the quality of streets/public spaces	Quarterly	59.91%	58.81%	38.06%	39.05%	38.06%	NC	NC	-	Up is Bad	◀▶ Neutral
		New Homes Built on Previously Developed Land (%) - (YTD)	Quarterly	72.97%	75.84%	-	-	73.16%	-	-	-	Up is Good	◀▶ Neutral

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			Collection Frequency	2018/2019	2019/2020	2020/2021	Q1	Q2	Q3	Q4	Target	Polarity	DOT
06. Housing and Planning	CES13	Homes Provided on Greenfield Land (Gross) - (YTD)	Quarterly	130	144	-	-	51	-	-	-	Neutral	◀▶ Neutral
		Homes Provided on Brownfield Land (Gross) - (YTD)	Quarterly	351	452	-	-	139	-	-	-	Neutral	◀▶ Neutral
	CES905	% of major planning applications determined within 13 Weeks (NPI157a National Measure)	Quarterly	88.00%	100.00%	(Avail Oct 2021)	100.00%	-	-	-	-	Up is Good	◀▶ Neutral
		Benchmark - National Data	Quarterly	88.15%	88.00%	(Avail Oct 2021)	88.00%	-	-	-	-		
		Benchmark - Regional Data	Quarterly	89.18%	90.00%	(Avail Oct 2021)	88.02%	-	-	-	-		
	CES910	% of non-major planning applications determined within 8 Weeks (NPI157b National Measure)	Quarterly	88.91%	84.75%	(Avail Oct 2021)	92.00%	-	-	-	-	Up is Good	◀▶ Neutral
		Benchmark - National Data	Quarterly	88.70%	85.00%	(Avail Oct 2021)	85.00%	-	-	-	-		
		Benchmark - Regional Data	Quarterly	89.08%	87.00%	(Avail Oct 2021)	83.60%	-	-	-	-		
	CJGE121a	Average House Price	Monthly	£251,507	£257,398	£274,112	£259,145	£263,600	£267,932	£274,112	-	Neutral	◀▶ Neutral
		Benchmark - National Data	Monthly	£238,259	£243,269	£269,626	£248,119	£256,530	£264,446	£269,626	-		
		Benchmark - Regional Data	Monthly	£162,129	£159,208	£188,575	£168,799	£174,450	£182,907	£188,575	-		
		Regional Rank (Rank out of 15)	Monthly	1	1	1	1	1	1	1	-		
	HM01	Gross Additional Homes Provided - (YTD)	Quarterly	481	596	-	-	190	-	-	-	Up is Good	◀▶ Neutral
	HM03	Net Additional Homes Provided - (YTD)	Quarterly	449	560	-	-	182	-	-	-	Up is Good	◀▶ Neutral
	HM07	Net Housing Consents - (YTD)	Quarterly	1,626	3,466	-	-	950	-	-	-	Up is Good	◀▶ Neutral
		% of the population exposed to road, rail and air transport noise of 55 dB(A) or more during the night-time	Five Years	5.51%	5.51%	-	-	-	-	-	-	Up is Bad	◀▶ Neutral

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07. Public Protection	PHOF24	Benchmark - National Data	Five Years	8.48%	8.48%	-	-	-	-	-	-		
		Benchmark - Regional Data	Five Years	6.48%	6.48%	-	-	-	-	-	-		
		Regional Rank (Rank out of 15)	Five Years	6	6	-	-	-	-	-	-		
	PP04	% of customers who were satisfied with the overall level of service provided	Annual	80.60%	86.30%	-	-	-	-	-	-	Up is Good	▲ Green
	PP06	% of food premises that are classified as broadly compliant - (YTD)	Quarterly	93.00%	95.00%	89.20%	NC	93.00%	97.70%	89.20%	-	Up is Good	◀▶ Neutral
	CAN030	The number of businesses signed up to the Eco Stars fleet recognition scheme - (Snapshot)	Quarterly	106	106	106	106	106	106	106	-	Up is Good	◀▶ Neutral
	CAN031	P&R Passenger Journeys - (LI 3 b) - (2009 baseline: 3,941,852)	Monthly	4.24m	3.98m	0.74m	0.03m	0.33m	0.28m	0.1m	-	Up is Good	▼ Red
	CAN032	Local bus passenger journeys originating in the authority area (excluding P&R) (LI 3 a) - (2009 baseline: 10,832,614)	Monthly	12m	11.56m	3.07m	0.23m	1.04m	1.17m	0.62m	-	Up is Good	▼ Red
	CAN032-A	Passenger journeys on local bus services (Not comparable with CAN031/CAN032 - DfT measure - BUS0109a)	Annual	16.1m	15m	(Due Dec 2021)	-	-	-	-	-	Up is Good	◀▶ Neutral
	CAN033	% of non-frequent scheduled bus services (fewer than 6 buses per hour) running on time (DfT measure - BUS0902) (LI 22a)	Annual	NA	NA	(Due Dec 2021)	-	-	-	-	-	Up is Good	◀▶ Neutral
	CES03	% of ROAD and pathway network that are grade 4 and below (poor and below) - Roadways	Annual	23.00%	20.00%	22.00%	-	-	-	-	-	Up is Bad	◀▶ Neutral
	CES04	% of road and PATHWAY network that are grade 4 and below (poor and below) - Pathways	Annual	3.00%	3.00%	3.00%	-	-	-	-	-	Up is Bad	◀▶ Neutral
	CES05	% of Principal roads where maintenance should be considered (NI 168)	Annual	10.00%	10.00%	11.00%	-	-	-	-	-	Up is Bad	◀▶ Neutral
		Benchmark - National Data	Annual	3.00%	(Avail Sep 2021)	(Avail Jan 2022)	-	-	-	-	-		
		Benchmark - Regional Data	Annual	3.00%	(Avail Sep 2021)	(Avail Jan 2022)	-	-	-	-	-		

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08. Transport		Regional Rank (Rank out of 15)	Annual	15	(Avail Sep 2021)	(Avail Jan 2022)	-	-	-	-	-		
	CES06	% of Non-principal classified roads where maintenance should be considered (NI 169)	Annual	24.00%	22.00%	20.00%	-	-	-	-	-	Up is Bad	▼ Green
		Benchmark - National Data	Annual	6.00%	(Avail Sep 2021)	(Avail Jan 2022)	-	-	-	-	-		
		Benchmark - Regional Data	Annual	5.00%	(Avail Sep 2021)	(Avail Jan 2022)	-	-	-	-	-		
		Regional Rank (Rank out of 15)	Annual	15	(Avail Sep 2021)	(Avail Jan 2022)	-	-	-	-	-		
	CES07	% of Unclassified roads where maintenance should be considered (old BV224b)	Annual	27.00%	22.00%	24.00%	-	-	-	-	-	Up is Bad	◀ ▶ Neutral
		Benchmark - National Data	Annual	16.00%	(Avail Sep 2021)	(Avail Jan 2022)	-	-	-	-	-		
		Benchmark - Regional Data	Annual	18.00%	(Avail Sep 2021)	(Avail Jan 2022)	-	-	-	-	-		
		Regional Rank (Rank out of 15)	Annual	14	(Avail Sep 2021)	(Avail Jan 2022)	-	-	-	-	-		
	CES14	Reported number of PEOPLE killed in road traffic accidents (Calendar Year) (LI 13a)	Monthly	5 (2018)	6 (2019)	3 (2020 Prov)	1 (Prov)	0 (Prov)	0 (Prov)	2 (Prov)	-	Up is Bad	▼ Green
	CES14i	Reported number of PEOPLE killed or seriously injured (KSI) in road traffic accidents (Calendar Year) (LI 13a (i))	Monthly	60 (2018)	52 (2019)	43 (2020 Prov)	6 (Prov)	6 (Prov)	14 (Prov)	9 (Prov)	-	Up is Bad	▼ Green
	CES16	Reported number of PEOPLE slightly injured in road traffic accidents (Calendar Year) (LI 13c)	Monthly	412 (2018)	386 (2019)	284 (2020 Prov)	33 (Prov)	95 (Prov)	83 (Prov)	52 (Prov)	-	Up is Bad	▼ Green
	CES17	Reported number of CHILDREN (0-15) killed in road traffic accidents (Calendar Year) (LI 13b)	Monthly	0 (2018)	0 (2019)	0 (2020 Prov)	0 (Prov)	0 (Prov)	0 (Prov)	0 (Prov)	-	Up is Bad	▼ Green
	CES26	Index of cycling activity (%) (AM Peak) from 2009 Baseline (5,171) (Calendar Year) (LI 2a(ii))	Annual	117.00% (2018)	112.00% (2019)	64.00% (2020)	-	-	-	-	-	Up is Good	▼ Red
	CES27	Index of cycling activity (%) (PM Peak) from 2009 Baseline (4,557) (Calendar Year) (LI 2b(ii))	Annual	118.00% (2018)	109.00% (2019)	76.00% (2020)	-	-	-	-	-	Up is Good	▼ Red

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				Previous Years			2020/2021						
			Collection Frequency	2018/2019	2019/2020	2020/2021	Q1	Q2	Q3	Q4	Target	Polarity	DOT
	CES28	Index of cycling activity (%) (12 hour) from 2009 Baseline (31,587) (Calendar Year) (LI 2c(ii))	Annual	121.00% (2018)	109.00% (2019)	91.00% (2020)	-	-	-	-	-	Up is Good	▼ Red
	CES33	Index of pedestrians walking to and from the City Centre (%) (12 hour in and out combined) from 2009/10 Baseline (37,278) (LI 1 (vii.i))	Annual	126.00%	111.00%	103.00%	-	-	-	-	-	Up is Good	◀▶ Neutral
	CES34	% of customers arriving at York Station by sustainable modes of transport (cycling, walking, taxi or bus - excluding cars, Lift, Motorcycle, Train) (LI 4a)	Annual	73.00% (2018)	75.40% (2019)	NC (2020)	-	-	-	-	-	Up is Good	◀▶ Neutral
	TSS08B	% of tenants who say car parking is not a problem in their neighbourhood	Annual	37.01%	38.09%	38.70%	-	-	-	-	-	Up is Good	◀▶ Neutral
	YCC036	Customer Centre Tickets issued - Parking	Monthly	19,375	18,087	0	0	0	0	0	-	Neutral	◀▶ Neutral
	YCC107	YCC Number of calls offered - Parking	Weekly	17,359	13,155	14,605	1,764	5,494	4,221	3,126	-	Neutral	◀▶ Neutral
09. Waste	CES36	Household waste sent for reuse, recycling or composting (%) (DEFRA)	Quarterly	43.60%	48.37% (Prov)	(Avail Jun 2021)	45.58% (Prov)	48.75% (Prov)	42.61% (Prov)	-	-	Up is Good	◀▶ Neutral
		Household waste recycled / composted: Benchmark - National Data	Annual	35.10%	(Avail Nov 2021)	(Avail Nov 2021)	-	-	-	-	-		
		Household waste recycled / composted: Benchmark - Regional Data	Annual	43.60%	(Avail Nov 2021)	(Avail Nov 2021)	-	-	-	-	-		
		Household waste recycled / composted: Regional Rank (Rank out of 15)	Annual	9	(Avail Nov 2021)	(Avail Nov 2021)	-	-	-	-	-		
	CES46	Missed refuse collections - Number of issues reported	Monthly	-	-	1,730	335	316	439	640	-	Up is Bad	◀▶ Neutral
	CES48	Missed refuse collections - Number of issues per 100,000 collections - (YTD)	Monthly	48.65	50.85	33.17 (est.)	28.08	27.29	30.61	33.17 (est.)	-	Up is Bad	◀▶ Neutral
	CES49	Missed refuse collections - Number of issues dealt with	Monthly	-	-	337	-	-	-	337	-	Neutral	◀▶ Neutral
	CES76	Total tonnes of waste used for energy recovery	Quarterly	45,871.86	37,554.74	(Avail Jun 2021)	9,591.31	10,614.8	8,964.85	-	-	Up is Good	◀▶ Neutral
10. I	CSPEC6	GRAFFITI - Number of issues reported (all land types)	Monthly	183	385	479	74	144	104	157	-	Neutral	◀▶ Neutral
	CSPEC1	FLY-TIPPING - Number of issues reported	Monthly	1,995	1,960	2,277	596	627	456	598	-	Neutral	◀▶ Neutral
		VEGETATION - Number of issues reported (includes weeds and overgrown hedges)	Monthly	1,912	2,191	1,652	607	643	227	175	-	Neutral	◀▶ Neutral

Economy and Place 2020/2021

No of Indicators = 70 | Direction of Travel (DoT) shows the trend of how an indicator is performing against its Polarity over time.

Produced by the Business Intelligence Hub July 2021

				Previous Years			2020/2021						
			Collection Frequency	2018/2019	2019/2020	2020/2021	Q1	Q2	Q3	Q4	Target	Polarity	DOT
Public Realm	CSPEC4	VEGETATION - Number of issues reported (includes weeds and overgrown hedges) - (Rolling 12 months)	Monthly	1,912	2,191	1,652	2,166	1,876	1,737	1,652	-	Up is Bad	◀▶ Neutral
	CSPEC7	LITTER BINS - Number of issues reported	Monthly	246	185	313	82	73	96	62	-	Neutral	◀▶ Neutral
	CSPEC8	DOG BINS - Number of issues reported	Monthly	114	75	241	35	48	97	61	-	Neutral	◀▶ Neutral
	YCC227	STREET CLEANING - Number of issues reported	Monthly	1,943	2,578	1,990	405	534	477	574	-	Neutral	◀▶ Neutral

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Agenda Item 4

CITY OF YORK COUNCIL

Economy and Strategic Planning Policy and Scrutiny Committee **27 July 2021**

Place Directorate

Quarterly Economic Update

Summary

1. As we move through the Government's Roadmap to Recovery, the York economy has seen significant growth and change through the past quarter. Key challenges are being reported in recruiting staff at a range of levels, with the most significant short term shortages being seen in skilled and semi-skilled roles, particularly in customer-facing sectors such as hospitality, retail and social care.

2. There are currently over 180 Apprenticeship vacancies within 15 miles of York, with continued growth in opportunities. However, companies are reporting that there is not a sufficient supply of applicants to fill these Apprenticeship vacancies.

3. The city centre has recovered strongly, with footfall back up at pre-pandemic levels and spend also high. This is also reflected in out of town retail settings, and the hotel sector and visitor economy are also reporting strong performance and forward bookings.

4. Interest in York as place to do business remains high with several indigenous businesses looking to expand in the city and a number of enquiries received from businesses keen to establish a presence locally. There is also strong demand for industrial space outside the city centre, with speculative builds coming onto the market quickly snapped up.

5. Public and business engagement for the new Economic Strategy is now underway, with the Skills Plan also nearing completion. There is some uncertainty over the future of regional economic arrangements, with a national LEP review due to report soon, alongside announcements expected on local government arrangements and devolution.

Recommendations

6. The Executive Member is asked to:

   1) Note the contents of the report

Reason: to ensure the Committee remains updated on York's economic position and response to the COVID -19 pandemic.

State of the Economy

7. This report covers the period April 2021 to June 2021, as lockdown was eased through the Government's Roadmap to Recovery. The city centre consumer-driven economy has reopened strongly, with footfall returning to levels close to, and on occasions above, pre-pandemic levels last seen in 2019. Hotels and visitor attractions report strong forward bookings through July and into August, and York is attracting strong demand from the staycation market.

8. More generally, businesses are reporting good performance but are seeing challenges in recruitment as they seek to scale up delivery. This is seen most starkly in skilled and semi-skilled jobs, with very high levels of vacancies seen in areas such as HGV and LGV drivers, chefs, experienced customer service staff and carers across the national economy. These challenges are also seen locally, where businesses are also reporting shortages in middle management, project management, and other roles where there is a requirement for formal qualifications such as health and social care.

9. In response to the specific challenges being faced by the city's hospitality sector, a Hospitality Summit is being planned for late July by the Council's Economic Growth team to bring together industry leaders, relevant education and training providers, Council officials and key city partners to discuss the skills and recruitment challenges being faced by the sector and to collectively identify and develop appropriate solutions.

10. The issue of staff shortages in hospitality is not unique to York, with businesses across the UK reporting similar challenges. Trade body UKHospitality has indicated that nearly 190,000 workers are required across the UK to support the sector post-lockdown, whilst online jobs board Adzuna reported that there were 73,000 vacancies across UK pubs, bars, restaurants, cafes during the beginning of June. Similar

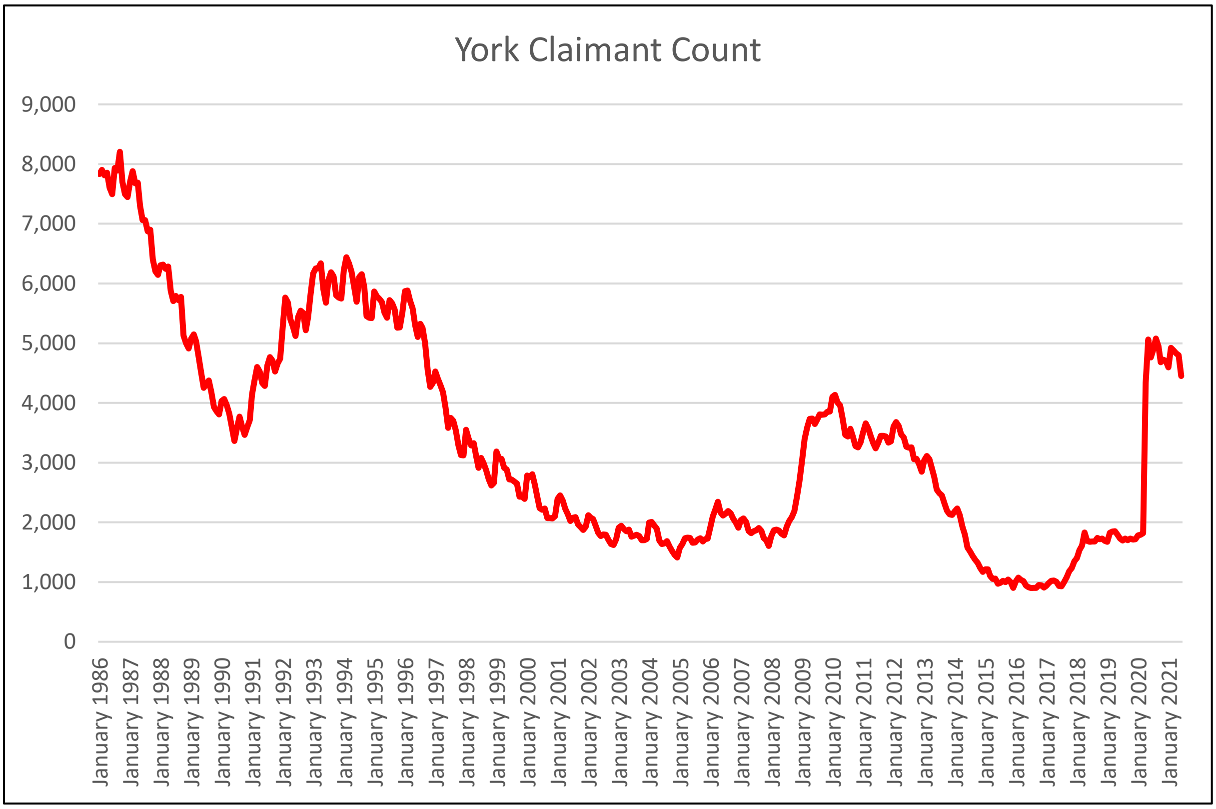
recruitment challenges in hospitality are being reported across Europe and in the United States.

11. In some sectors, we are told that staff shortages are leading to increases in wages as employers seek to incentivise both retention and recruitment of drivers, chefs and other staff. It will take some time for such changes to be shown in public statistics, with local pay reported annually through the Annual Survey of Hours and Earnings (ASHE) which is conducted in April each year and published in October. The 2020 figures for York, based on pay in April 2020, showed that almost half of all part time staff in our economy were paid below the Real Living Wage of £9.50 per hour. This is in contrast to full time roles where only the lowest 10% of earners are paid below that level.

12. There are thus around 15,000 part time employees and 6,000 full time employees in York businesses who are paid below the Real Living Wage, representing approximately 1 in 5 workers. These figures are for York workplaces – residents' figures are also published which show a very similar picture, but with slightly lower numbers of residents paid below the Real Living Wage.

<u>Unemployment and Furlough</u> (Annex 1 pp.12-13)

13. The impact of the COVID pandemic is shown very clearly in the claimant count[1] shown in Fig 1 below. This saw the largest increase in at least 35



[1] Data from https://www.nomisweb.co.uk/query/select/getdatasetbytheme.asp?collapse=yes

years in the months since lockdown when the count rose from 1,800 to 5,000 in April 2020, however the total has been falling since then, and now stands at 4,450.

14. Centre for Cities have been monitoring increases in unemployment across their cohort of 68 UK centres[2]. York continues to be the city with the lowest percentage increase in unemployment, despite the influence of our retail, tourism and hospitality businesses. Cities such as Bradford, Hull and Birmingham have seen unemployment rise at nearly 3 times the rate that York has experienced.

15. Updated figures for the Job Retention Scheme (JRS) and Self Employment Income Support Scheme (SEISS) have been published by Government[3]. These show a total of 7,400 people furloughed by York employers at the end of May 2021 and a further 4,800 claiming self-employed support at the same date. The total number of people reliant on these grants is thus 12,200, more than 8,000 fewer than were in this position in January 2021.

Apprenticeships and Kickstart

16. The apprenticeship market in and around York (+15 miles) has continued to grow month on month since March, and now stands at a historically unprecedented level of just over 180 adverts, with some advertising multiple opportunities. This suggests there are around 250 potential jobs. Whilst the hospitality sector shows some recovery, it is still below the previous experience of a consistent 25/30% of the market at 10%. The rest is fairly evenly spread across general job roles such as Customer Service, Administration, Sales, then small numbers in engineering/ manufacturing, construction trades, pharmacy, early years, health care and dentistry.

17. Interestingly the hospitality sector has chosen an unprecedented number of Level 2 Intermediate apprenticeships, more suitable to 16 to 18 year old progressing school students. This significantly reverses a 4 year progressive reduction in Level 2s in preference for Level 3 apprenticeships. In the total market, this places Level 2s as just over half of the total market, which has not been the case since around 2014.

18. The Business Engagement Officer, in communication with the apprentice Training Providers and some direct discussions with employers, has

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[2] https://www.centreforcities.org/data/uk-unemployment-tracker/
[3] https://www.gov.uk/government/statistics/self-employment-income-support-scheme-statistics-july-2021 and https://www.gov.uk/government/statistics/self-employment-income-support-scheme-statistics-june-2021/self-employment-income-support-scheme-statistics-june-2021

identified a growing concern over a much lower, or sometimes complete lack, of applicants for advertised apprenticeship vacancies. One reason could be that the educational disruption during the Covid-19 pandemic had resulted in more young people remaining in post-16 education.

19. To both celebrate the apprenticeship vacancy situation, and promote the current market to stimulate applications, the Skills Team are working with The Press to publish a double page article in early August to coincide with the GCSE and A level exams results period, containing York employer and apprentice case studies. Additional social media activity is also planned to help amplify apprenticeship vacancies locally.

20. Applications for the first round of CYC Apprenticeship Levy Transfer closed on 30 June and applications are currently being appraised and applicants notified of outcomes. A fuller update detailing the number, types and values of successful applications will be provided at the August meeting.

21. The KickStart scheme in York is sustaining levels achieved in April/May. The approved local Gateway organisations are progressing the opportunity as much as possible, but many employers are opting to go directly to apprenticeships. The Council's Business Engagement Officer has seen KickStart enquires from employers drop off, but apprenticeship enquires grow substantially to about 6 a week. York-based employer feedback on the KickStart scheme has been submitted to the Department for Work and Pensions, with the department looking at ways to speed up the process from employer contact to the placement of a vacancy advert.

City centre economy (Annexes 1, 2 and 3)

22. Our partnership with the Business Improvement District (BID) to provide new sources of data on city centre usage, including spend, is beginning to mature. The Movement Insights platform, which the Executive Member committed to supporting in March 2020, shows both where users of the city centre originate from, and how much money is spent through Visa transactions in city centre businesses. Annexes 2 and 3 show origin and footfall data for April, May and June 2021, with a quarterly summary of Visa spend for the first three months of 2021 (same data in both reports).

23. The contrast with 2020 is strong – in autumn and Christmas periods, the visitor spend data shows people coming from across a broad area of northern and central England to York. In the first three months of this year, however, spend was almost entirely from York, North Yorkshire

and Leeds, showing that customers have largely followed the restrictions and have been "shopping local".

24. As the city centre moved through the Government's Roadmap to Recovery and different sectors were able to reopen, Annexes 2 and 3, together with the chart on Annex 1 p3, show the volume of footfall increasing significantly in April, May and June. For Movement Insights, the number of recorded visits to Parliament Street increased from 430,000 in April to 740,000 in June. The Springboard data shown in Annex 1 demonstrates that footfall has returned almost to 2019 levels. Indeed, finer grained data from Springboard shows that footfall was significantly above 2019 levels on some days, with Sundays proving particularly popular at the moment.

25. Increasing footfall is, in part, due to the return of York residents to the city centre, however the "Where do Visitors Come From?" section of Annex 3, shows the strong return of visitors from further afield, with 48% of those recorded being from more than 50km away. This will also be reflected in spend data once the Q2 2021 figures are available. In the first quarter of the year, just 4% of visitors were from more than 50km distance, but they represented 20% of all the money spent in the city.

26. Shop vacancies in the city centre have stabilised (Annex 1 p4), and remain above pre-pandemic levels but below the national average. Make it York report that they are witnessing demand for small retail units, and York Retail Forum is actively working to attract new shops to the city. Interestingly, data from CoStar shows that over 43 commercial properties in York changed ownership in the last 12 months – over a third of these are in the city centre. The resumption of the MyCityCentre initiative in recent months will focus efforts to make a positive impact and ensure that York retains a vibrant city centre culture. Outside the city centre (Annex 1 p5) vacancies have decreased in all of our secondary retail areas and retail parks, as measured by business rates. The recent announcement by John Lewis that its Vangarde store will not be reopening (despite efforts by the Council to keep the store open) shows that, despite the data, there is some fragility to traditional bricks and mortar retail and we must keep a close eye on the developing situation.

<u>Broader Economy</u>

27. There continues to be strong demand for industrial space outside of the city centre, with widespread interest for commercial units ranging from 1,500 sq. ft. to 30,000 sq. ft. A number of speculative industrial units

have been built in recent years, with those coming onto the market in the last quarter fully leased.

28. Interest in York as a business location remains high with the Make it York team fielding a number of enquiries from prospective investors. The team is also supporting a number of indigenous businesses across the city to expand, and providing soft landing support to those who have recently taken up premises.

29. In terms of business support, Growth Managers are reporting that skills, training and recruitment are featuring heavily in discussions with businesses as they seek to recruit staff. Digital support remains an area of high demand, whilst concerns have been raised over the lack of capital grants from LEPs to help support premises/unit fit-out – such grants have provided much needed assistance in recent years to businesses looking to expand/move to York, aiding job creation.

Make it York

30. In September 2021, the Make it York Business Team will be amalgamating with City of York Council's Economic Growth team in a move to strengthen the delivery of business support, economic development and inward investment activity across York.

31. The move will expand and bolster the Council's existing economic development resource and ensure a stronger and more efficient delivery of crucial business-facing functions to help guide and support York's economic prosperity, both now and into the future. The move will enable Make it York to focus its efforts on tourism, culture, events and operating the city's much loved Shambles Market.

32. Both organisations continue to work closely with partners to further develop the partnership approach that has underpinned the city's

response to Covid-19. Key deliverables achieved by the Make it York Business Team between May and June 2021 include:

- General business support provided to 77 businesses via their Growth Managers;
- Over 40 businesses attended a Funders Roadshow led by Growth Managers;
- Virtual conversations had with 15 businesses on the Make it York key accounts list;
- 11 indigenous investment enquiries handled;
- 9 inward investment enquiries handled;
- 2 Foreign Direct Investment enquiries handled.

Local Enterprise Partnership

33. Alongside the March 2021 Budget, the government announced that they will be working with local businesses on the future role of Local Enterprise Partnerships to ensure that local businesses have clear representation and support in their area to drive economic recovery.

34. The National LEP Network have been working with government departments to agree the terms of reference for the review and to start the process. Discussions with government departments commenced in April and are based around the following key themes:

    - Objectives and functions;
    - Geographies and accountability;
    - Representation and interaction with Local Government;
    - Implementation and funding.

35. It is important to note in the context of the above discussion that Levelling Up Funding, a post-Covid capital infrastructure fund, is being routed through local authorities. The Government has also indicated that that they see future Local Growth Funding being routed in this way too, although this does not preclude LEPs from having a role in shaping and influencing these funds. For City of York Council, how York and North Yorkshire LEP can best support the delivery of funding at a local level will be an important consideration.

36. A decision on the future role of LEPs is expected before the summer recess, although an announcement could possibly be aligned with the Autumn Budget Statement.

A York and North Yorkshire Plan for Growth

37. As part of the March 2021 Budget the government released their Plan for Growth, a plan for how the government will support the UK to Build Back Better following the pandemic. The publication sets out how the government will support economic growth through significant investment in infrastructure, skills and innovation, and pursue growth that levels every part of the UK, enables the transition to net zero and supports their vision of a global post-Brexit Britain.

38. The Government's Plan for Growth signifies a shift away from the national Industrial Strategy of Teresa May's Government, with Local Industrial Strategies to also be replaced by sub-regional plans for growth. York and North Yorkshire LEP will be producing a Plan for Growth for the sub-region, and will approach this task from a position of strength given the strong place-based nature of their Local Industrial Strategy and Covid-19 Reshaping Plan for York and North Yorkshire.

Devolution

39. Work is also underway to review the Devolution Deal asks for York and North Yorkshire in light of the pandemic and shifts in government policy. The government has informally informed York and North Yorkshire leaders that negotiations around devolution will not commence before the Local Government Reorganisation announcement, the latter expected before the summer recess.

40. A City of York Council officer working group has been created to ensure that the Devolution Deal recognises the role that York plays as a key economic centre within a largely rural geography, and that the asks unlock the full economic potential of our city.

<u>Economic Strategy</u>

41. Engagement is currently underway with York's residents, workers and businesses to help inform the development of a new, inclusive Economic Strategy for York.

42. Through the Council's One Big Conversation, a coherent approach to engagement has being developed to address the overlapping themes of York's economy, carbon reduction and transport, as agreed at the Executive Member's April Decision Session. Online surveys will close at the end of July, whilst households in the city have received a paper

survey through the Council's Our City publication – residents can choose to either fill in the survey online or return their completed paper survey to the Council.

43. Following analysis of the survey results, targeted engagement sessions on the economy will be planned through sector roundtables and workshops to pick up key themes emerging from the Council's One Big Conversation that warrant further engagement. Engagement activity will run until October 2021, with a new Economic Strategy brought back to the Council's Executive for sign-off in December 2021. The Council's Economy and Place Policy and Scrutiny Committee will continue to play a key role in reviewing the development of a new inclusive, Economic Strategy for York.

Skills Strategy

44. The City Skills and Employment Board has continued to meet monthly and drive the development of the 10 year Skills Strategy. This has included:

- continuing to explore the evidence base
- drafting the overarching principles of the strategy
- agreeing the priority sectors (now and for the future)
- establishing priorities for the next 2-5 years under the established themes of York Works, Empowered Employers, Pioneering Provision and York's Talent Pipeline
- considering appropriate measures and reporting of partnership activities / impact.

45. The full draft of the 10-year strategy will be considered by the Board at its next meeting on 21 July along with the key areas for targeted stakeholder or sector consultation, which will include Hospitality, Rail, IT & Digital, Creative and Communication, and the Green Jobs agenda. Through our Economic Strategy engagement as part of Our Big Conversation, residents and businesses are being consulted about skills, employment and perspectives on what is currently available in terms of provision.

46. The priority projects under the one-year skills plan have also progressed well with a strong partnership framework having been established – which is benefitting collaboration outside of these projects too.

47. Outputs delivered through the projects so far:

- Pilot - 10 volunteers at Foxwood Community Hub are attending 2 training courses this term to be able to provide signposting, Information, Advice and Guidance (IAG) on skills and employment to residents. More sessions already being planned in other hubs
- Mapped IAG providers and resources
- Developed redundancy support and digital skills flyers
- Single message - Promoting IAG and skills for employment support to residents via the Learning for Everyone brochure and Adult Learning in York Week planned to start week of 6th September 2021. Adult learning providers across the city are promoting a wide range of skills and personal interest activities to start re-engagement back into education in any forms.
- Produced a scoping document for the development of a Skills Hub
- Digital Skills - mapped provision, demands and barriers for residents looking to upskill
- Mapped apprenticeship and T-Level provision and routes in the City
- Mapping public funded skills provision for businesses
- Developing and share employer engagement resources.

48. At its June meeting, the Board received an update on project progress and proposed next steps which includes the need to determine resource requirements to deliver key projects and sustaining ways of working.

<u>York becomes the UK’s first Good Business Charter City</u>

49. Following City of York Council becoming a signatory of the Good Business Charter (decision agreed at June’s Executive meeting), York has become the UK’s first Good Business Charter City.

50. Developed by the Good Business Foundation, the Good Business Charter promotes responsible business behaviour through ten key components, including employee well-being, diversity and inclusion, environmental responsibility and ethical sourcing. Launched in February 2020, the Charter represents a private-sector led approach to business charters and has assembled an impressive group of Trustees including nominees from CBI, TUC, and leaders from the Living Wage Foundation and New Economics Foundation. Membership of the Good Business Charter has grown to over 500 accredited members during its first year, with University of York and Aviva notable members in York.

51. The Good Business Charter can act as a framework for Building Back Better, placing inclusivity, sustainability and fairness at the heart of local economic growth. The Charter will be part of our emerging Economic Strategy for York, with work underway to expand local membership to include other education institutions, charities and businesses of all sizes. Further promotion of York's Good Business Charter City status is planned for York Business Week 2021.

York Business Week 2021

52. Planning is underway for York Business Week 2021, with the week commencing 8th November acting as the focal point for this year's programme of events.

53. An online business survey has been developed in an effort to hear from local businesses of all sizes and sectors across the city on what they would like to see included in this year's programme of events. In keeping with recent iterations of York Business Week, a collaborative approach will be taken to the programme with business membership organisations, networks and city partners all invited to put on events during the course of the week.

54. As planning continues for York Business Week, further updates will be provided to the Executive Member through future decision sessions.

York Micro Grants Webinar

55. On 6th July, the Executive Member for Economy and Strategic Planning and members of the Council's Economic Growth team took part in a webinar hosted by Blueberry Marketing. Titled "Supporting the Foundation Economy: the York Way" the webinar saw representatives from City of York Council discuss the motivations behind the Council's pioneering Micro Grants Scheme, the impact of the scheme on the York economy and implications for future economic policy both locally and nationally. The event drew attendance from over 25 different local authorities across the country, each eager to hear how City of York Council has supported small, micro and one-person businesses through the pandemic.

56. The webinar followed an independent evaluation of the Council's Micro Grant Scheme carried out by Blueberry Marketing. The evaluation found that **the scheme helped to prevent 294 local businesses from permanently ceasing to trade during the pandemic**, while also supporting many other hundreds to diversify and adapt their businesses in response to Covid-19 through digitisation, investment in equipment, technology or materials, developing new products and/or accessing new

markets. The findings of the Council's Micro Grant Scheme were presented to the Council's Executive at their June meeting, and will inform plans to spend the Council's remaining allocation of Additional Restrictions Grant funding.

University of York Transform Student Challenge

57. June saw representatives from City of York Council participate in the University of York's Transform Student Challenge. The Transform Challenge is designed to support students to develop key employability skills, including problem solving, self-awareness, resilience, and community focus. Transform is an alliance between five of the biggest public sector graduate recruiters.

58. Over 30 university students took part in this year's Transform Challenge which saw students engage with the Council's My City Centre project, exploring how the Council can improve resident engagement with the project. In addition to the challenge, students received presentations from Council officers on how policy is made and measured, and how to present policy ideas in person and in writing.

59. The winning group of students proposed a "My City Centre Podcast" as a way to share different perspectives and start conversations. The team pitched a series of 10 episodes, each focusing on a different topic related to engaging with the city centre, such as transport, changes to retail, heritage and security.

60. Work is underway to consider how student ideas from the challenge can be incorporated within Council plans and initiatives, as well as how students from across the city can be more involved in Council projects and initiatives.

Secondary shopping areas

61. The Future of Acomb Front Street project is now complete and, following a hugely successful consultation and engagement exercise with residents and businesses, the consultants have provided the Council with potential projects in response to the original brief. Each of these proposals will now be examined for feasibility, impact on the local area, cost and capacity to deliver before a paper is brought back to Members to decide on the appropriate options with which to proceed.

62. Procurement for consultants to progress the Haxby and Wigginton Area Study has begun, and a decision on the successful bidder is expected shortly. The successful company will be required to work to a brief that better understands the needs of the local community, plans for a

healthier, sustainable life for residents, and provides a 21st century place to live, work and visit. The aim is to create a thriving future for Haxby and Wigginton as a robust micro economy, and the outcomes of this study will be used to identify both quick wins and longer term initiatives tailored to the area, built upon the aspirations of local residents, businesses and visitors.

Traders' Associations

63. Following successful take up for the inaugural event in March, the Executive Member chaired a second Traders' Association roundtable session on July 8th. Delegates and key partners, including the Federation of Small Businesses, York and North Yorkshire LEP, Make it York and York BID, along with officers from the Council, gathered to share experiences of trading in the current economic climate. Businesses raised various concerns, including the impact of the delayed date for full reopening and the how the requirement for staff to self-isolate following close contact pings from the NHS Track and Trace app has affected their ability to trade, with instances highlighted of businesses forced to temporarily close as a result of staff shortages.

64. Other topics on the agenda were environmental sustainability, a progress update on the Council's My City Centre project and information sharing on plans for allocating the remaining Additional Restrictions Grant funding set aside for Trader-led initiatives. It is expected that these sessions will continue on a quarterly basis.

Consultation

65. Consultation on the economy and our COVID response has been through weekly intelligence calls with key partners, the civic partnership structures, and regular meetings of the Executive Economic Recovery Group.

Council Plan

66. 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:	**Chief Officer Responsible for the report:**
Simon Brereton Head of Economic Growth Economy & Place	**Tracey Carter** **Interim Director of Place**
	Report Approved X **Date** 16/07/2021

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

For further information please contact the author of the report

Glossary:

BID – York Business Improvement District
CBI – Confederation of British Industry
HGV – Heavy Goods Vehicle
IAG – Information, Advice and Guidance
LEP – York and North Yorkshire Local Enterprise Partnership
LGV – Lights Goods Vehicle
TUC – Trades Union Congress

Background Papers:

Annexes

Annex 1: Economic Recovery Data Pack – July 2021
Annex 2: York BID Movement Insights April May 2021
Annex 3: York BID Movement Insights June 2021

City of York Council

Economic Recovery Data Pack

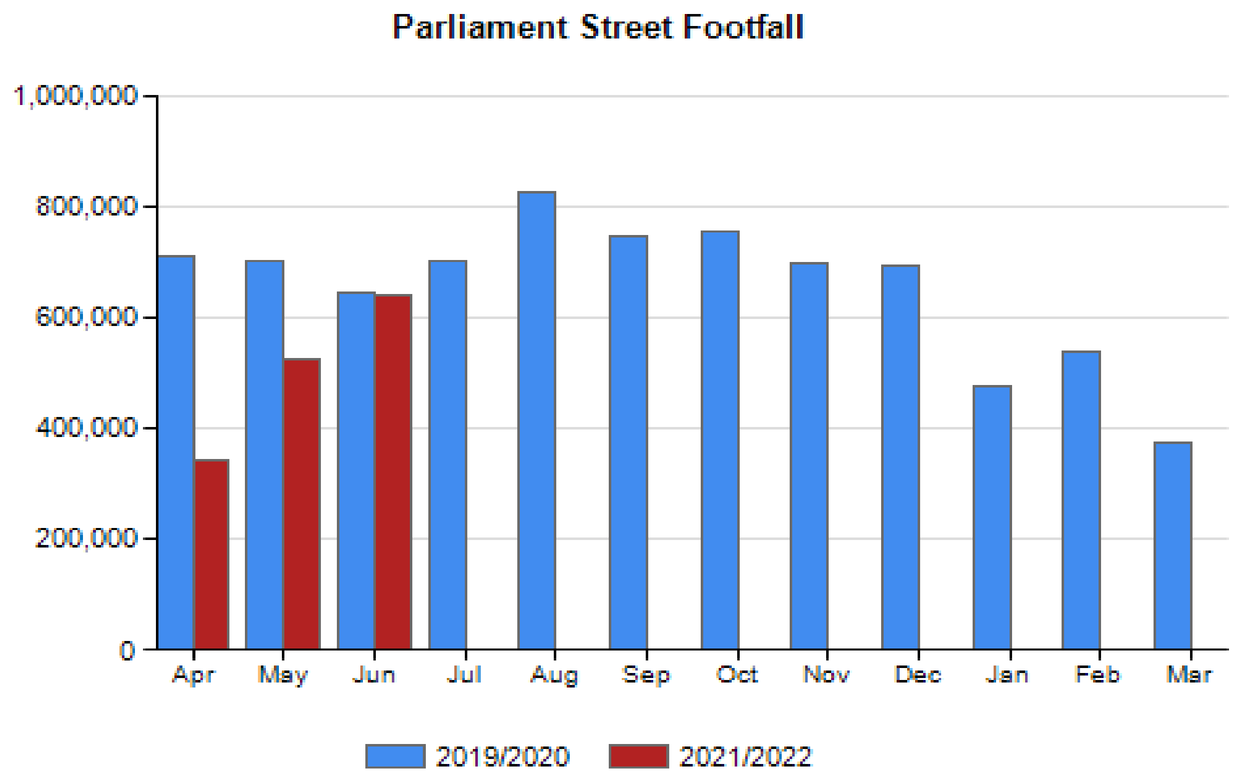
July 2021

Produced by the Business Intelligence Hub

Economic Recovery - Contents

Footfall

- Overall, footfall during 2020/21 was half that of the previous year.
- During Q1 2021/22 figures have moved in a positive direction of travel are around three times higher than the same period last year.
- The latest data for June shows signs of returning to levels seen before the pandemic.
  The graph below compares 2019/20 data (pre pandemic) to the current year.

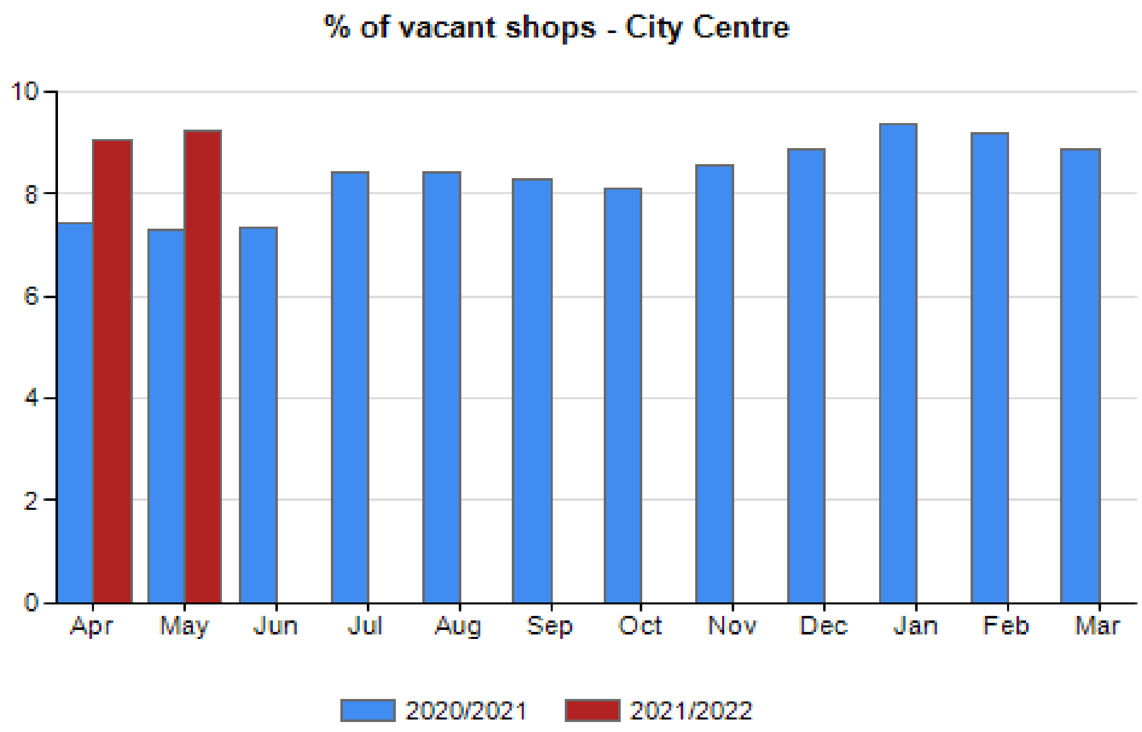


City Centre Vacancy

• At the end of May 9.35% of retail outlets within the city centre were vacant, this is an increase from 7.43% at the start of the pandemic . The percentage vacant for the same period 2019 was 6.29%

• The local measure of city centre vacancies for Q1, which includes hospitality and service outlets along with retail, is 8.51%

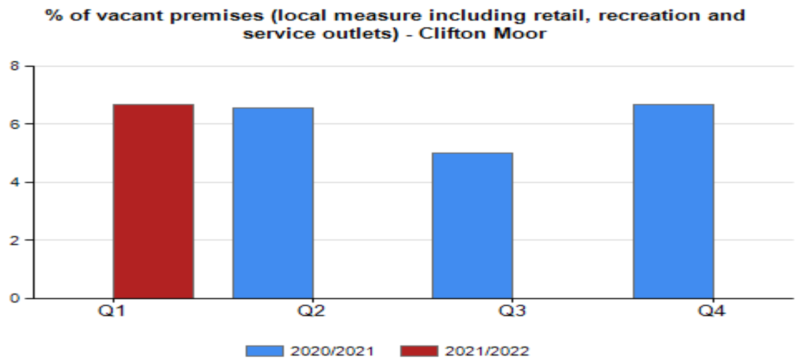
• No data has been available for tourism indicators such as visits to attractions and hotel occupancy during lockdown. Recovery data is awaited from Visit York.

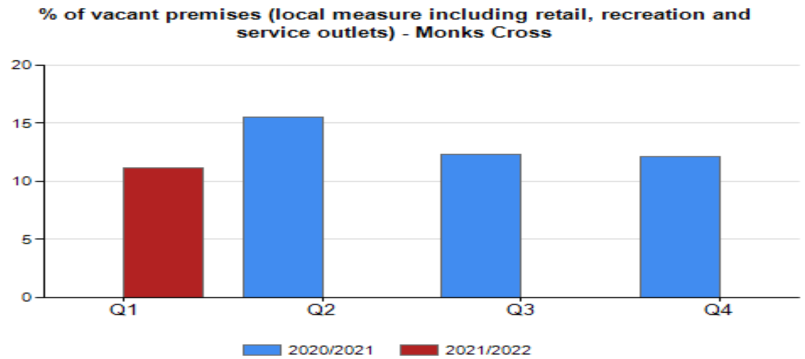


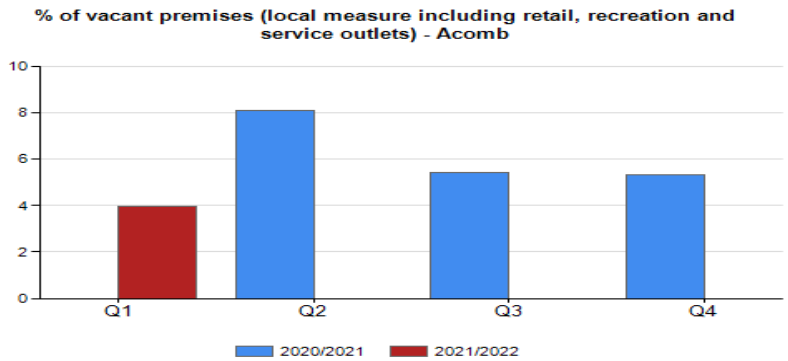
Economic Recovery - Secondary Shopping Centres

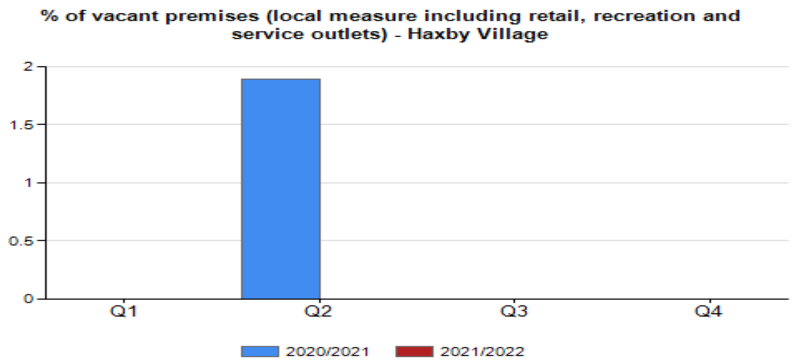
Secondary shopping centres

- From Q2 2020/21 data has been captured on vacancies within the city's secondary shopping centres.
- These are local measures which differ to the retail based national measure and include recreation and service outlets along with retail. Premises include: All shopping outlets along with Restaurants, Public Houses, Hairdressing Salons, Cafes, Banks, Betting Shops, Wine bars and Launderettes
- Each area shows a stable or reducing rate since Q2 last year. Latest data for Q1 2021/22 is shown in red below.







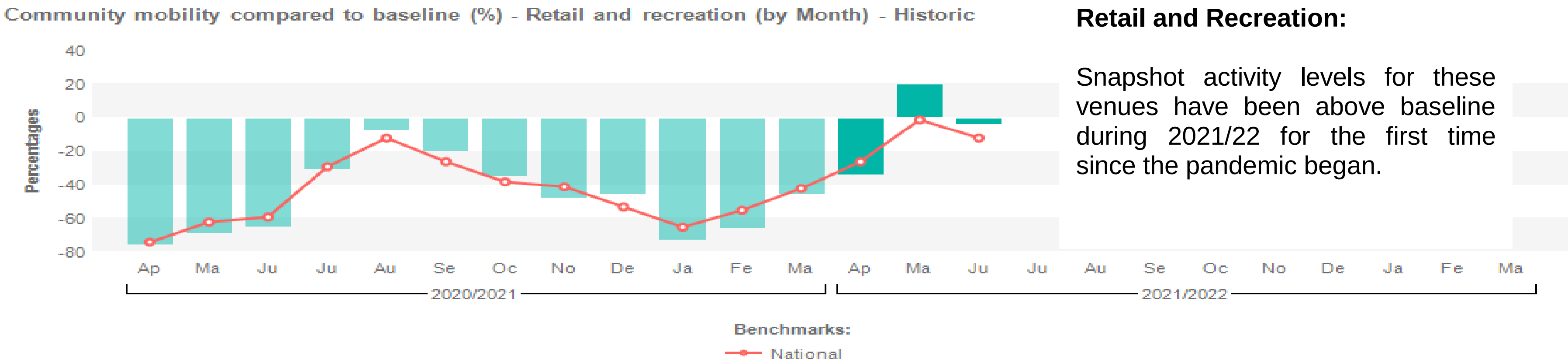


Economic Recovery - Community Mobility

Community Mobility

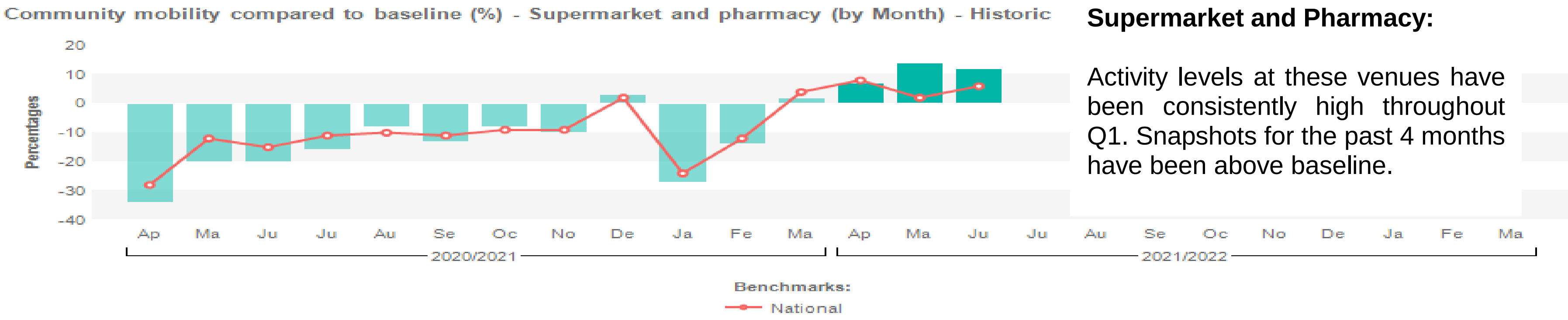
• Community mobility data has been available regularly from Google since the start of the pandemic to track how visits and length of stay at places such as shops and transit stations are changing.
• Data is sourced through phone location history where consented and changes for each day are compared to a baseline value for that day of the week taken during January and February 2020.
• The following charts show monthly snapshots of activity at retail and recreation, supermarket and pharmacy, public transport and workplace venues. The May snap shot was taken during half term and shows movement was high during this time.

Key Reopening Dates



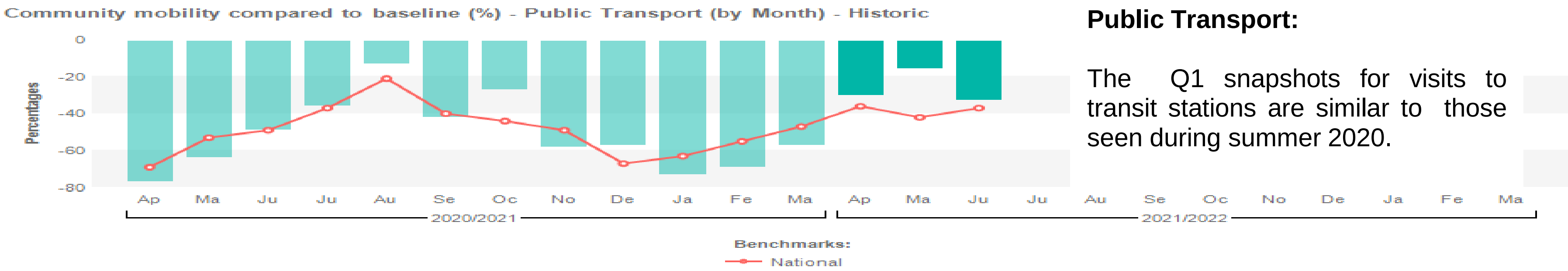
Retail and Recreation:

Snapshot activity levels for these venues have been above baseline during 2021/22 for the first time since the pandemic began.



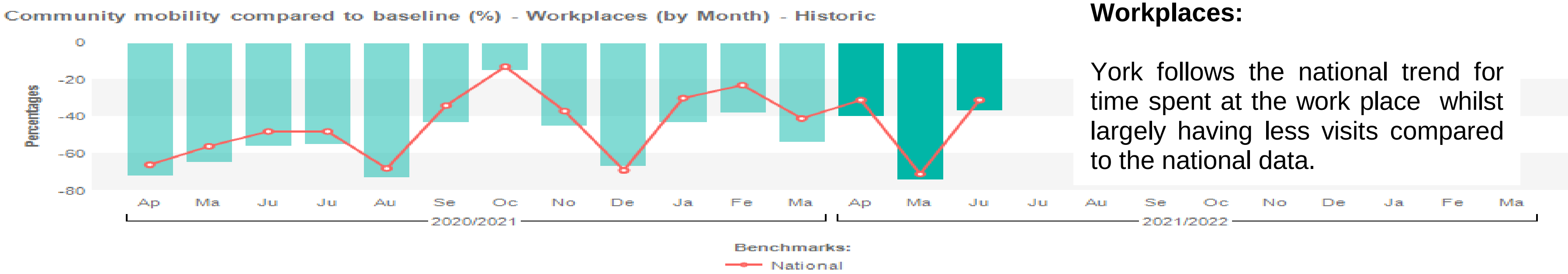
Supermarket and Pharmacy:

Activity levels at these venues have been consistently high throughout Q1. Snapshots for the past 4 months have been above baseline.



Public Transport:

The Q1 snapshots for visits to transit stations are similar to those seen during summer 2020.



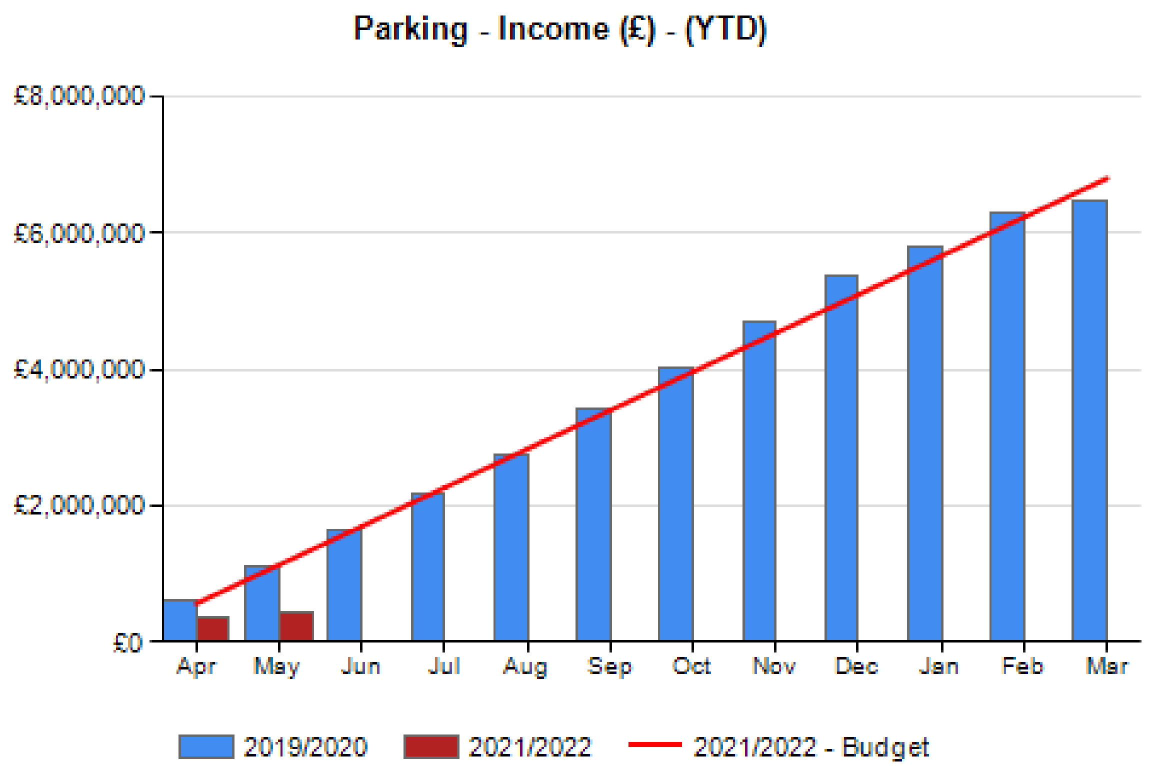
Workplaces:

York follows the national trend for time spent at the work place whilst largely having less visits compared to the national data.

Economic Recovery - Parking

Income

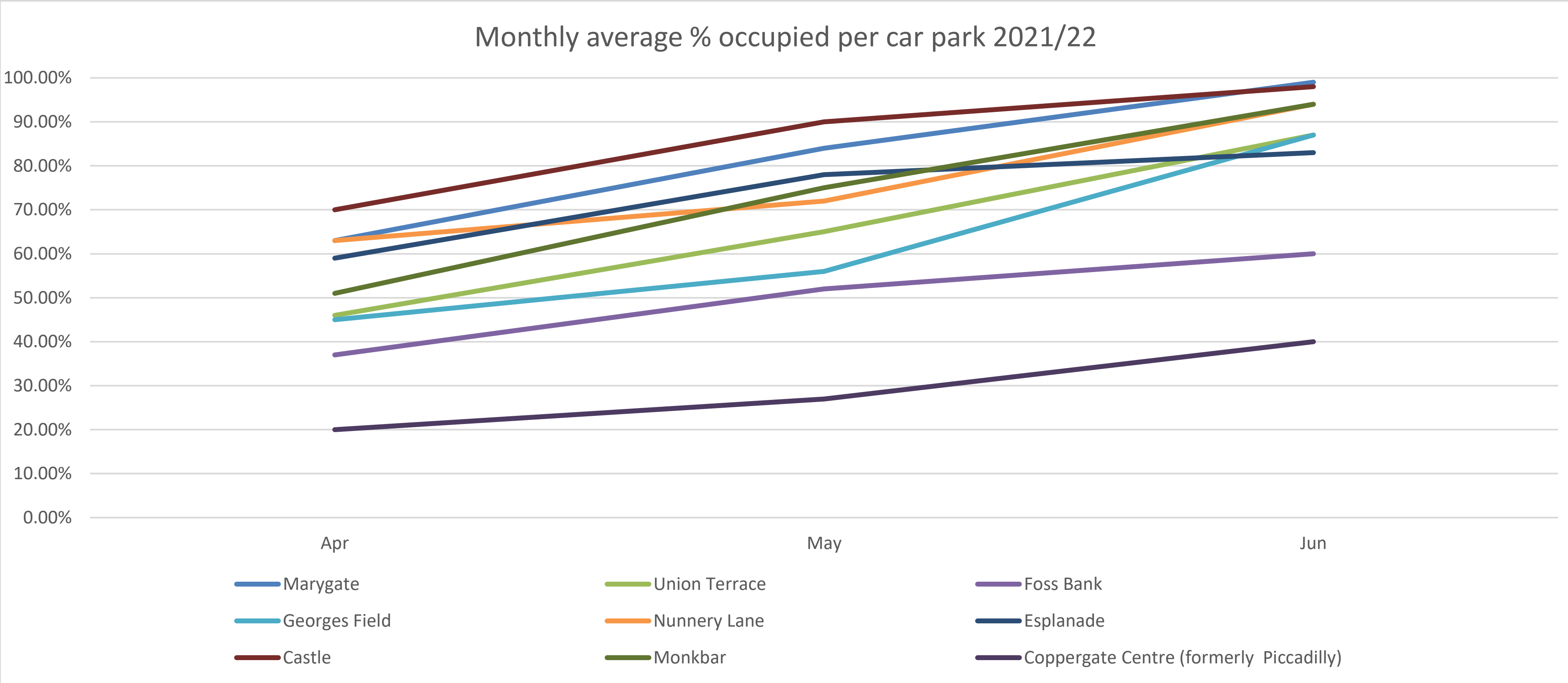
• YTD Parking income at May was £442,758.83 this is just under half the target amount of £1,133,485
• YTD Parking fines income at May was £76,756.34 which is around 2/3 of the target amount of £120,596.67
• Recovery from the third national lockdown appears to be happening faster than after the first however income for 2021/22 is just under half the amount collected at the same point in 2019/20 (pre-pandemic)



Economic Recovery - Parking

Occupancy - CCTV counters

- Parking counts via CCTV counters are available daily
- The chart below shows average occupancy during Q1 2021/22
- Occupancy rates have been moving in a positive direction following the easing of restrictions. Q1 has also seen a return of coaches parking in the coach parks.

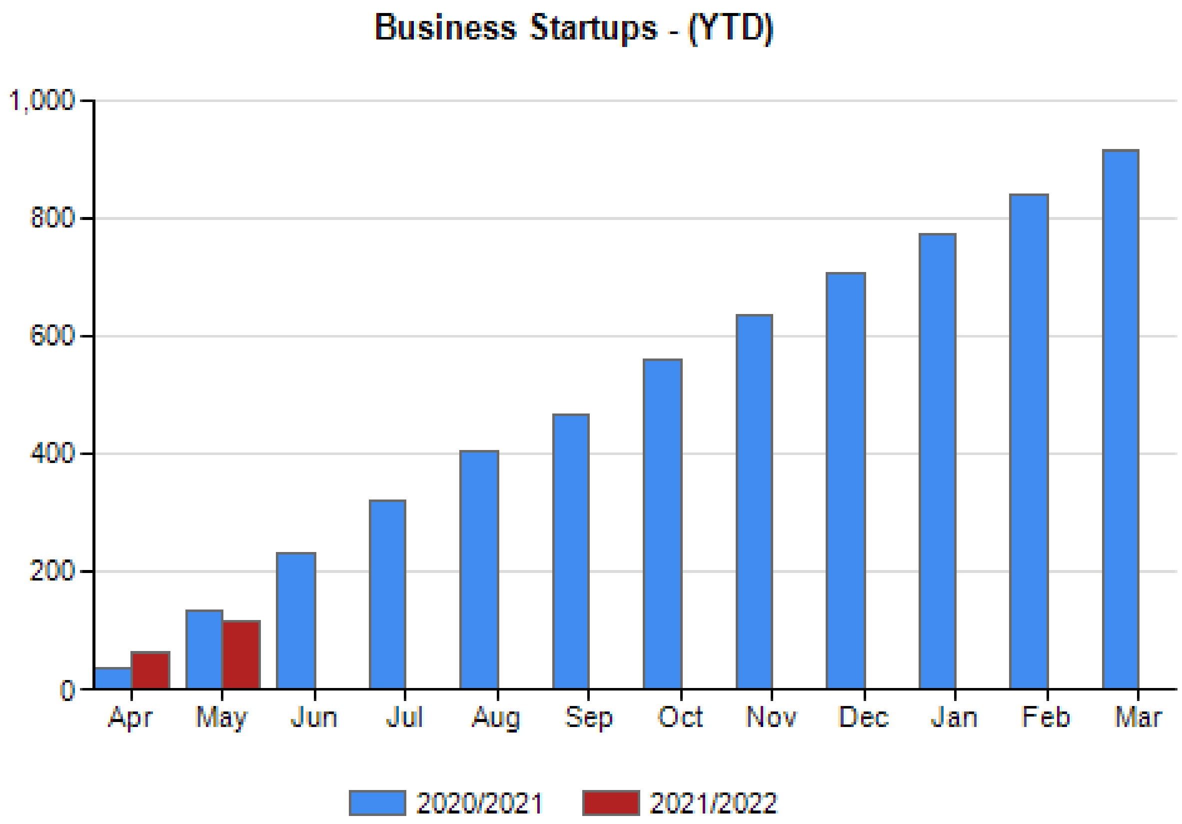


Data notes: Bootham Row camera has been out of action since mid November.

Economic Recovery - Business Startups

Business Startups - BankSearch

- Business start-ups was an area less affected by the pandemic during 2020/21 with year end figures similar to the previous year.
- The number of business startups YTD at May 2021 was 115 this is slightly less than 132 at the same period last year.

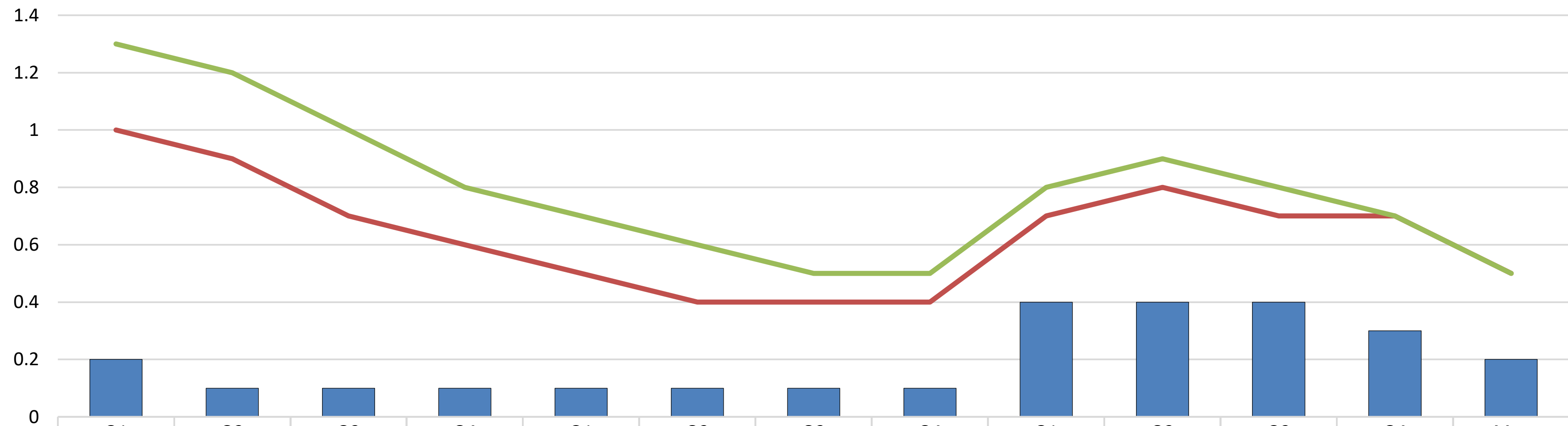


May 2021

York overall picture:

- The JSA claimant count for York in May 2021 is 290.
- In March 2019 the figure was 180, which is an increase of 61.1% .
- This represents 0.2% of the working age population.
- The region stands at 0.5% and GB at 0.5%.
- The highest JSA claimant count in York in the past 10 years (from May 2011) is from February 2012 with a figure of 3,675 or 2.8% of the working age population.

Percentage of people claiming Job Seekers Allowance



	2018/19 Q1	2018/19 Q2	2018/19 Q3	2018/19 Q4	2019/20 Q1	2019/20 Q2	2019/20 Q3	2019/20 Q4	2020/21 Q1	2020/21 Q2	2020/21 Q3	2020/21 Q4	2021/22 May
York	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.4	0.4	0.4	0.3	0.2
GB	1	0.9	0.7	0.6	0.5	0.4	0.4	0.4	0.7	0.8	0.7	0.7	0.5
Y & H	1.3	1.2	1	0.8	0.7	0.6	0.5	0.5	0.8	0.9	0.8	0.7	0.5

Source: nomis - official labour market statistics (ONS)

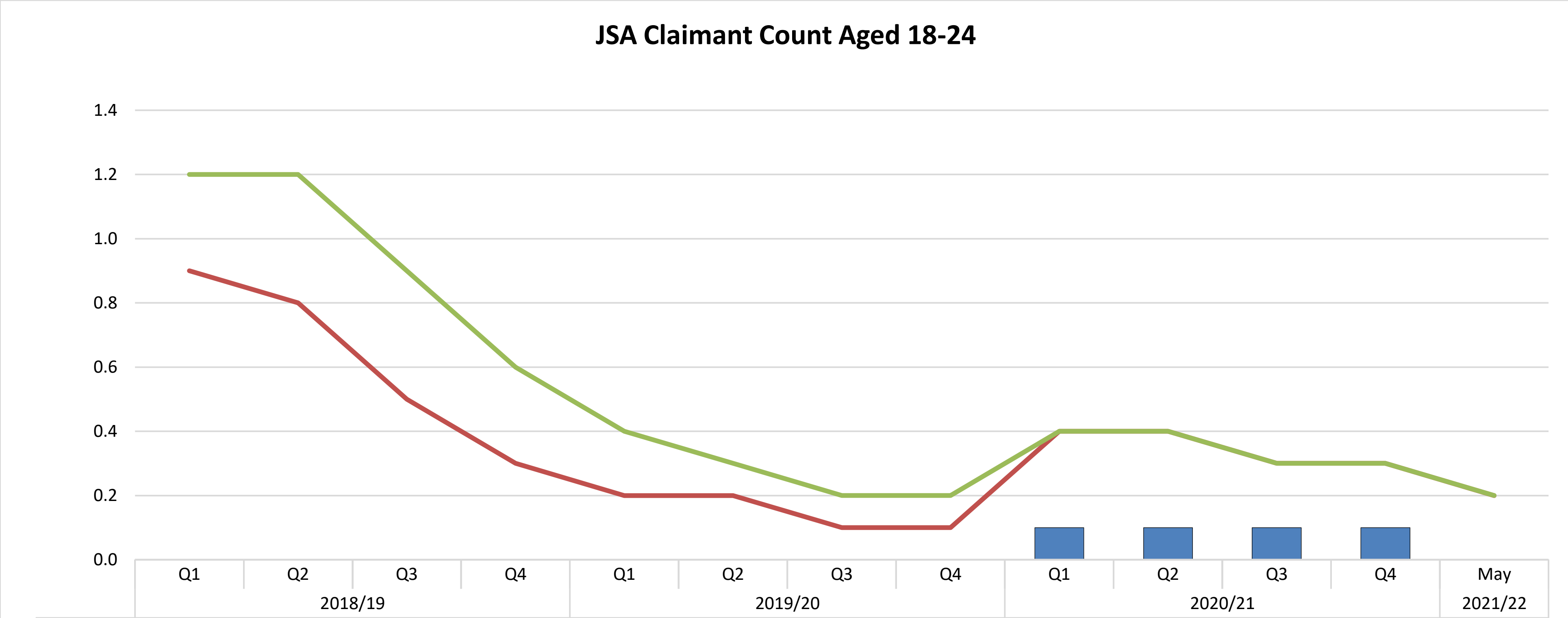
Job Seekers Allowance

JSA Claimants 18 - 24 years old

- In May 2021 the total number of claimants (18-24) stood at 15, an increase of 15 from March 2019.

- This represents 0.0% of the working age population.

- The region stands at 0.2% and GB at 0.2%.



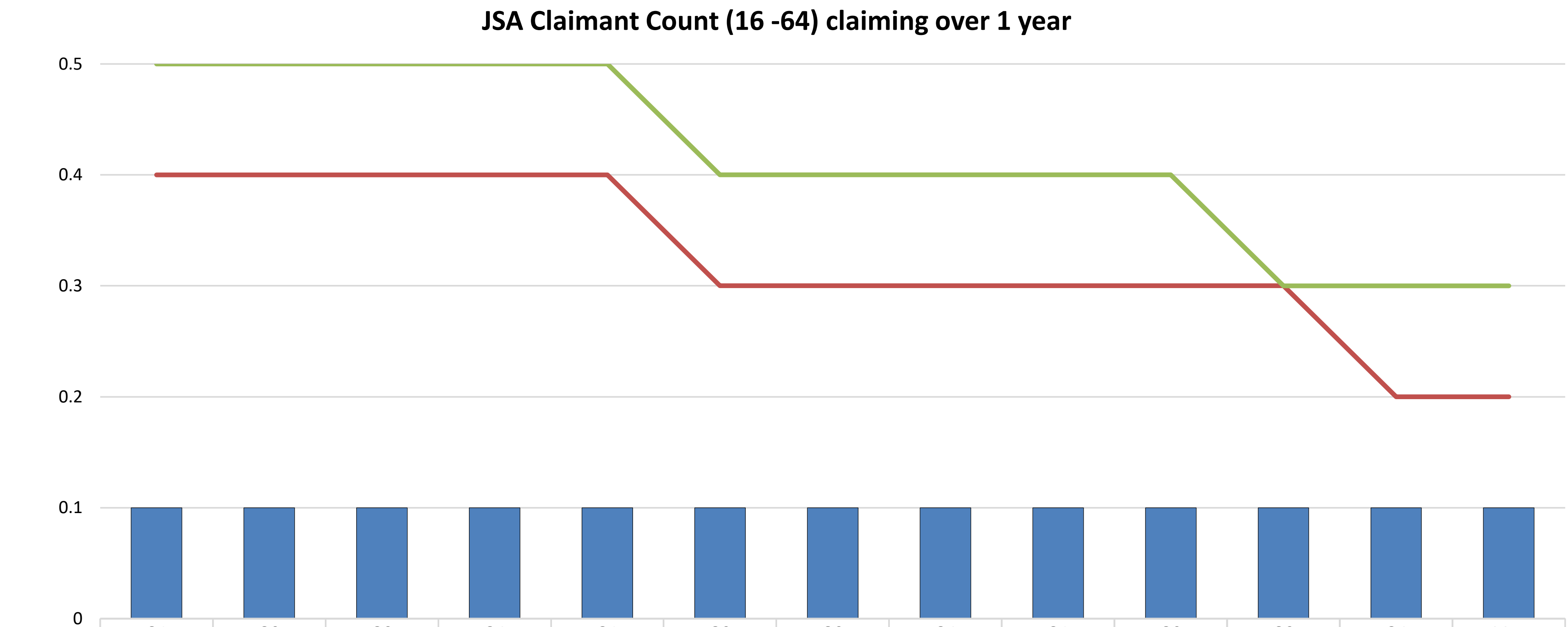
	2018/19 Q1	2018/19 Q2	2018/19 Q3	2018/19 Q4	2019/20 Q1	2019/20 Q2	2019/20 Q3	2019/20 Q4	2020/21 Q1	2020/21 Q2	2020/21 Q3	2020/21 Q4	2021/22 May
York	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.0
GB	0.9	0.8	0.5	0.3	0.2	0.2	0.1	0.1	0.4	0.4	0.3	0.3	0.2
Y & H	1.2	1.2	0.9	0.6	0.4	0.3	0.2	0.2	0.4	0.4	0.3	0.3	0.2

Source: nomis - official labour market statistics (ONS)

Job Seekers Allowance

JSA Claimaints out of work for over one year

- Claimants out of work for over one year, showed no change from last month, no change from one year ago.
- This represents 0.1% of the working age population who were out of work for over 1 year.
- The region stands at 0.3% and GB at 0.2%.

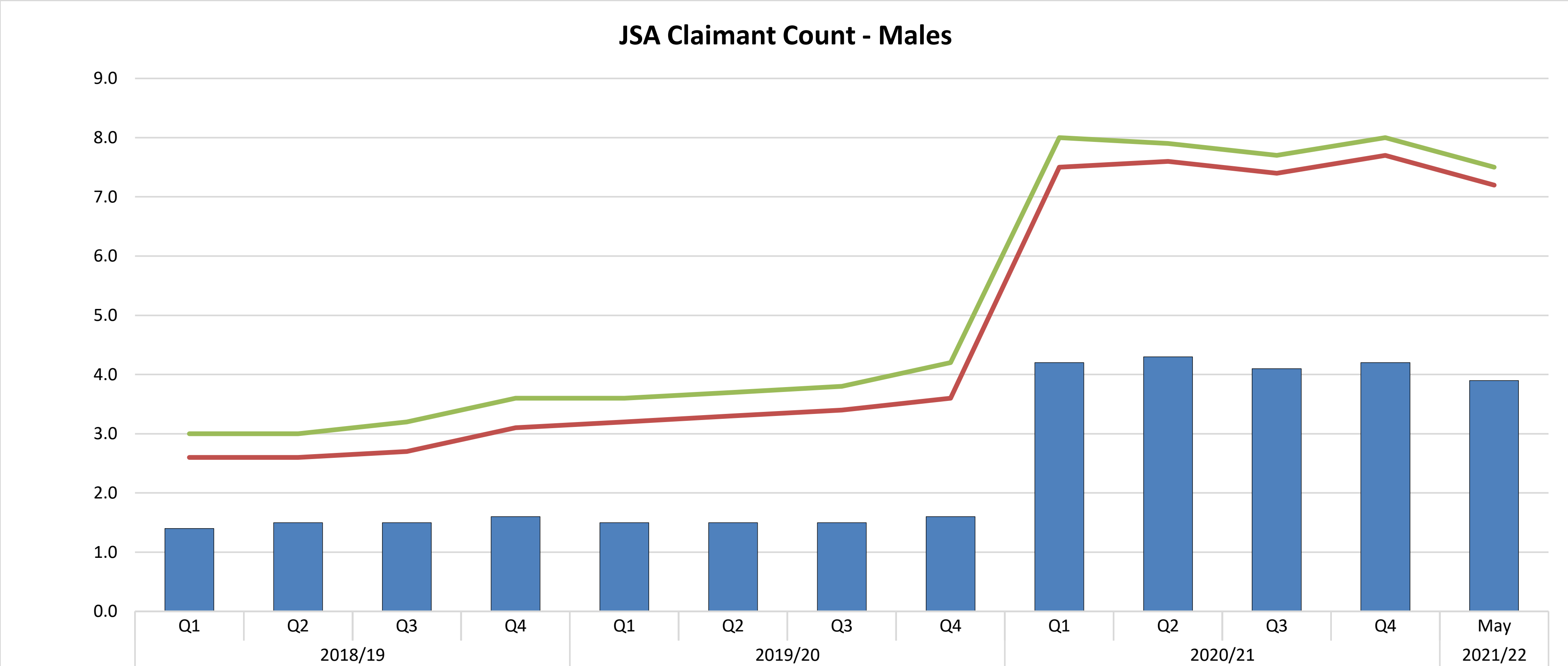


	2018/19 Q1	Q2	Q3	Q4	2019/20 Q1	Q2	Q3	Q4	2020/21 Q1	Q2	Q3	Q4	2021/22 May
York	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
GB	0.4	0.4	0.4	0.4	0.4	0.3	0.3	0.3	0.3	0.3	0.3	0.2	0.2
Y & H	0.5	0.5	0.5	0.5	0.5	0.4	0.4	0.4	0.4	0.4	0.3	0.3	0.3

Source: nomis - official labour market statistics (ONS)

JSA Male Claimant Count

- Male Claimants have decreased by 35 from last month, totalling 165, 55 more than one year ago - a 50.0% increase.
- This represents 3.9 % of the male working age population.
- The region stands at 7.5% and GB at 7.2%.

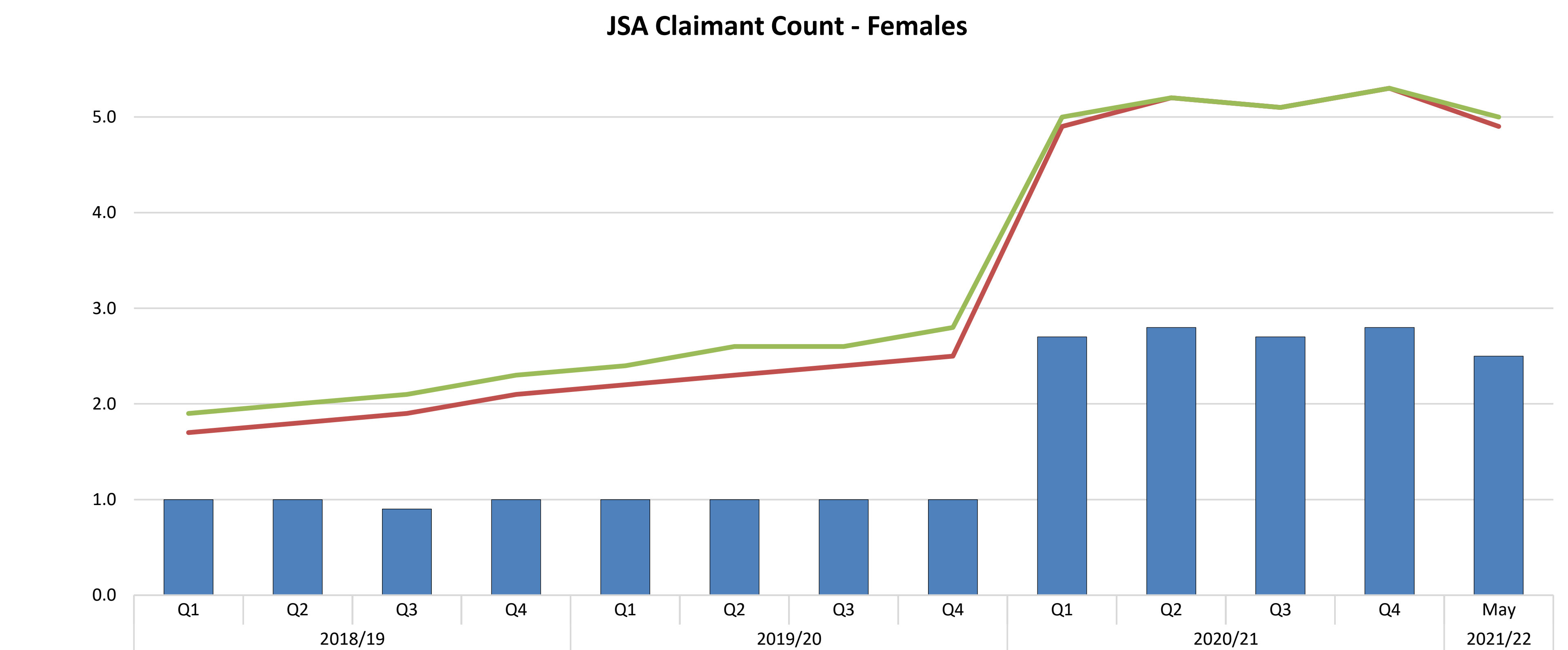


	2018/19 Q1	2018/19 Q2	2018/19 Q3	2018/19 Q4	2019/20 Q1	2019/20 Q2	2019/20 Q3	2019/20 Q4	2020/21 Q1	2020/21 Q2	2020/21 Q3	2020/21 Q4	2021/22 May
York	1.4	1.5	1.5	1.6	1.5	1.5	1.5	1.6	4.2	4.3	4.1	4.2	3.9
GB	2.6	2.6	2.7	3.1	3.2	3.3	3.4	3.6	7.5	7.6	7.4	7.7	7.2
Y & H	3.0	3.0	3.2	3.6	3.6	3.7	3.8	4.2	8.0	7.9	7.7	8.0	7.5

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

JSA Female Claimants

- Female Claimants have decreased by 40 from last month, totalling 125, 55 more than one year ago - a 78.6% increase.
- This represents 2.5 % of the female working age population.
- The region stands at 5.0% and GB at 4.9%.



	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	May
	2018/19				2019/20				2020/21				2021/22
York	1.0	1.0	0.9	1.0	1.0	1.0	1.0	1.0	2.7	2.8	2.7	2.8	2.5
GB	1.7	1.8	1.9	2.1	2.2	2.3	2.4	2.5	4.9	5.2	5.1	5.3	4.9
Y & H	1.9	2.0	2.1	2.3	2.4	2.6	2.6	2.8	5.0	5.2	5.1	5.3	5.0

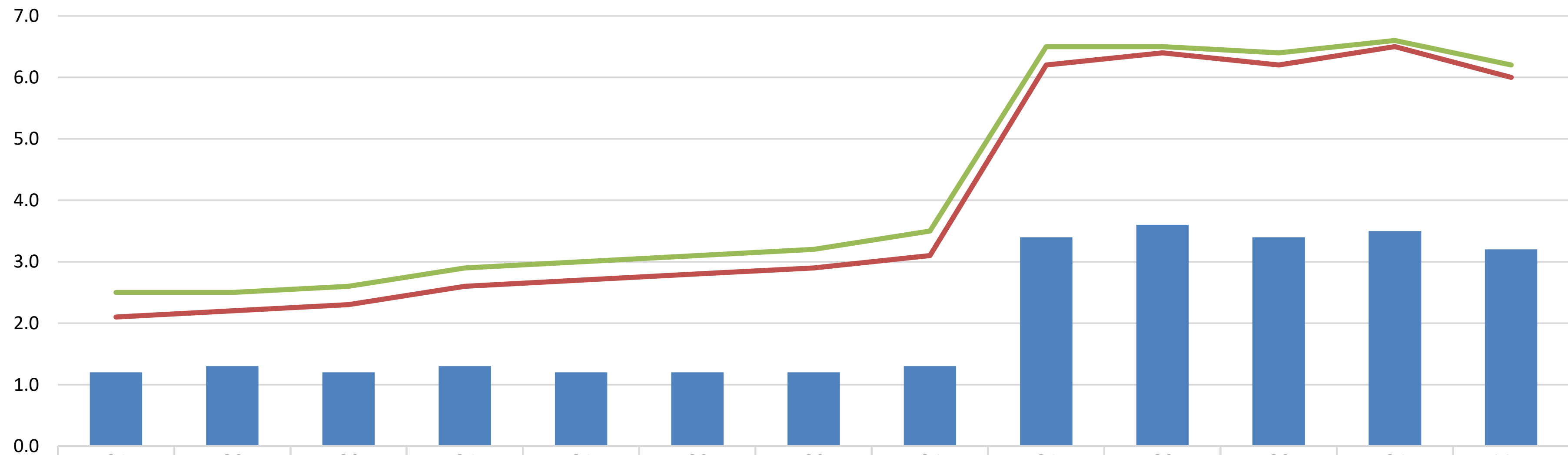
Source: nomis - official labour market statistics (ONS)

May 2021

<u>York Jobseekers Allowance/Universal Credit overall picture:</u>

- The JSA/UC claimant count for York in May 2021 is 4,450.
- In March 2019 the figure was 1845, this is an increase of 2605 (141.2%).
- This represents 3.2% of the working age population.
- The region stands at 6.2% and GB at 6.0%.
- The highest JSA/UC claimant count in York in the past 4 years (from May 2017) is from August 2020 with a figure of 5,080 or 3.7% of the working age population.

Percentage of people claiming Job Seekers Allowance/Universal Credit

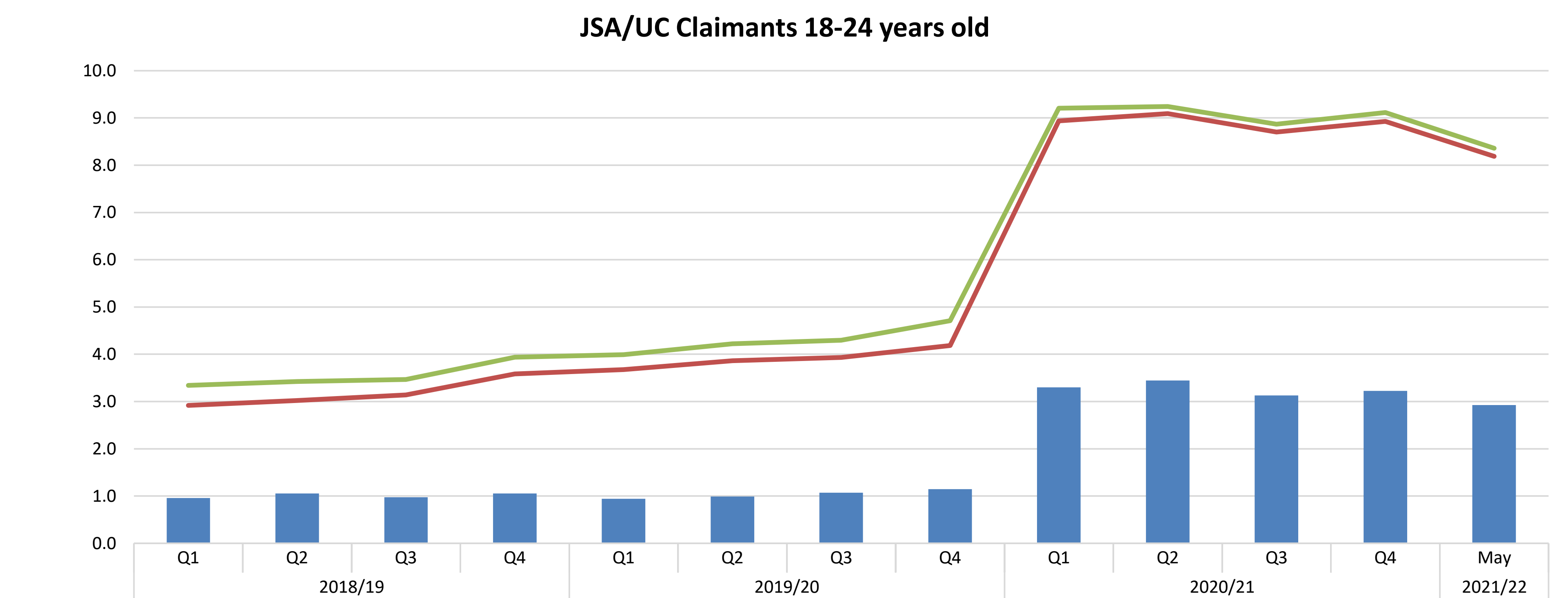


	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	May
	2018/19				2019/20				2020/21				2021/22
York	1.2	1.3	1.2	1.3	1.2	1.2	1.2	1.3	3.4	3.6	3.4	3.5	3.2
GB	2.1	2.2	2.3	2.6	2.7	2.8	2.9	3.1	6.2	6.4	6.2	6.5	6.0
Y & H	2.5	2.5	2.6	2.9	3.0	3.1	3.2	3.5	6.5	6.5	6.4	6.6	6.2

Source: nomis - official labour market statistics (ONS)

JSA/UC Claimants 18 - 24 years old

- In May 2021 the total number of claimants (18-24) stood at 930, a reduction of 55 (a 5.6% decrease) from April 2021.
- This represents 2.9% of the working age population.
- The region stands at 8.4% and GB at 8.2%.

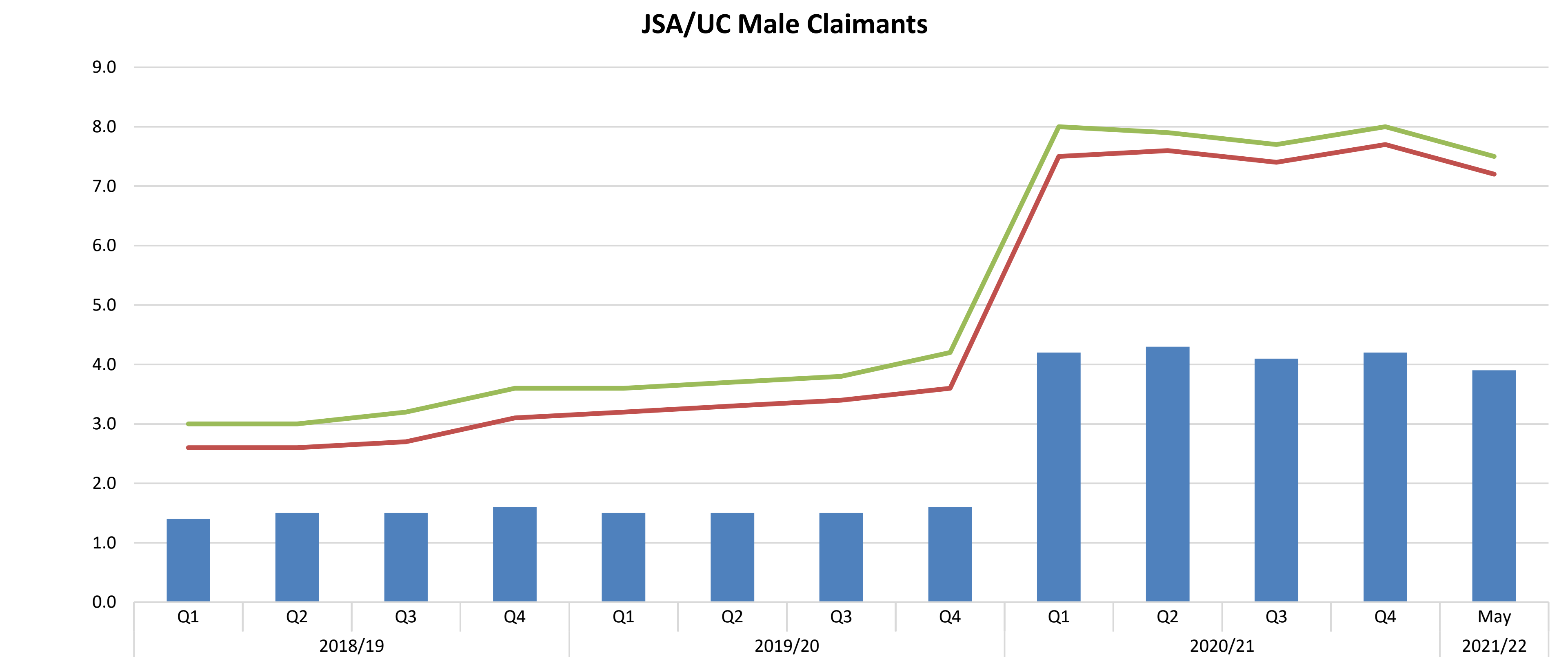


	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	May
	2018/19				2019/20				2020/21				2021/22
York	1.0	1.1	1.0	1.1	0.9	1.0	1.1	1.1	3.3	3.4	3.1	3.2	2.9
GB	2.9	3.0	3.1	3.6	3.7	3.9	3.9	4.2	8.9	9.1	8.7	8.9	8.2
Y & H	3.3	3.4	3.5	3.9	4.0	4.2	4.3	4.7	9.2	9.2	8.9	9.1	8.4

Source: nomis - official labour market statistics (ONS)

JSA/UC Male Claimant Count

- Male Claimants have decreased by 210 from last month, totalling 2,685, 1,555 more than one year ago - a 137.6% increase.
- This represents 3.9 % of the male working age population.
- The region stands at 7.5% and GB at 7.2%.

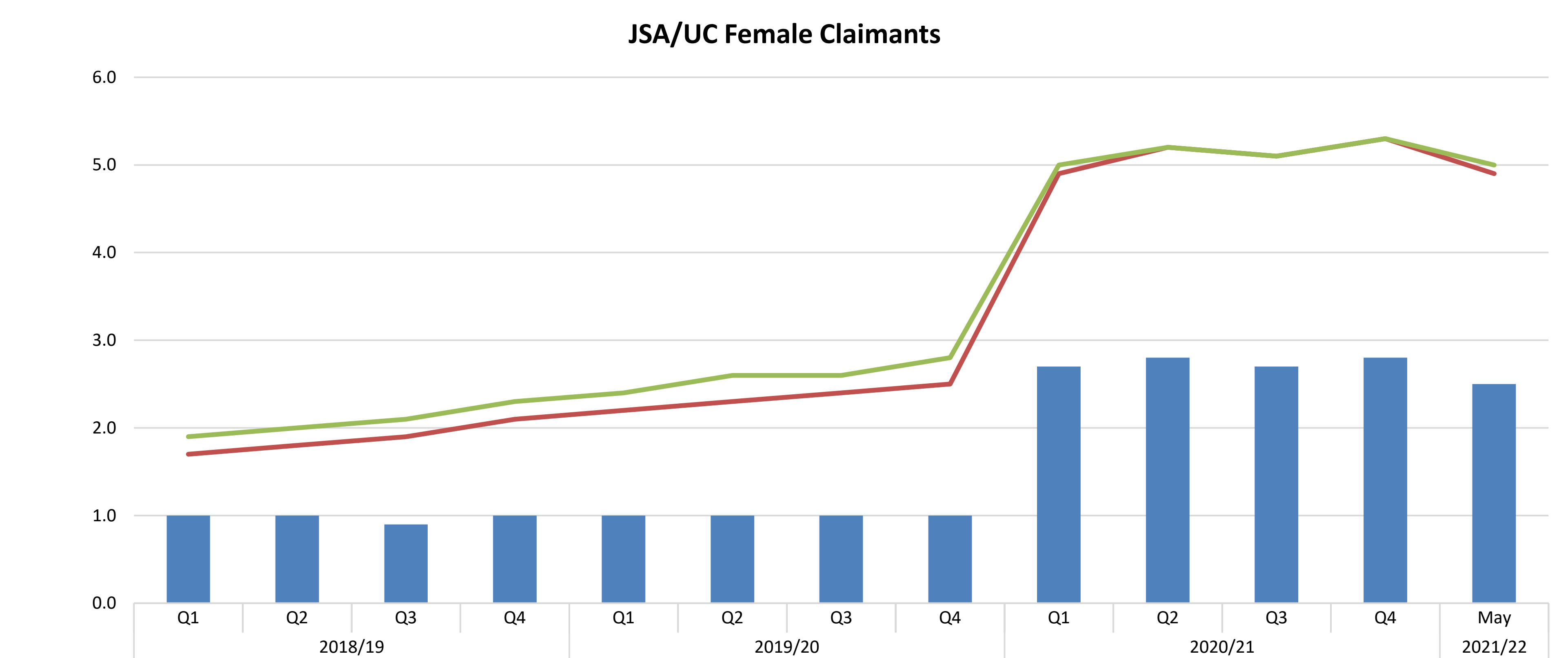


	2018/19 Q1	2018/19 Q2	2018/19 Q3	2018/19 Q4	2019/20 Q1	2019/20 Q2	2019/20 Q3	2019/20 Q4	2020/21 Q1	2020/21 Q2	2020/21 Q3	2020/21 Q4	2021/22 May
York	1.4	1.5	1.5	1.6	1.5	1.5	1.5	1.6	4.2	4.3	4.1	4.2	3.9
GB	2.6	2.6	2.7	3.1	3.2	3.3	3.4	3.6	7.5	7.6	7.4	7.7	7.2
Y & H	3.0	3.0	3.2	3.6	3.6	3.7	3.8	4.2	8.0	7.9	7.7	8.0	7.5

Source: nomis - official labour market statistics (ONS)

JSA/UC Female Claimants

- Female Claimants have decreased by 135 from last month, totalling 1,765, 1,055 more than one year ago - a 148.6% increase.
- This represents 2.5 % of the female working age population.
- The region stands at 5.0% and GB at 4.9%.



	2018/19 Q1	2018/19 Q2	2018/19 Q3	2018/19 Q4	2019/20 Q1	2019/20 Q2	2019/20 Q3	2019/20 Q4	2020/21 Q1	2020/21 Q2	2020/21 Q3	2020/21 Q4	2021/22 May
York	1.0	1.0	0.9	1.0	1.0	1.0	1.0	1.0	2.7	2.8	2.7	2.8	2.5
GB	1.7	1.8	1.9	2.1	2.2	2.3	2.4	2.5	4.9	5.2	5.1	5.3	4.9
Y & H	1.9	2.0	2.1	2.3	2.4	2.6	2.6	2.8	5.0	5.2	5.1	5.3	5.0

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

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 (May 2021)

Total JSA and U/C Claimants

Ward	May 2021		April 2021		May 2020	
Westfield	6.1	540	6.4	570	6.8	605
Clifton	4.7	445	4.9	475	5.0	510
Holgate	4.2	420	4.6	455	4.7	465
Heworth	4.2	365	4.5	395	4.6	405
Micklegate	3.4	330	3.9	345	4.1	350
Huntington & New Earswick	3.4	315	3.6	365	3.8	390
Acomb	3.4	270	3.6	270	4.5	260
Dringhouses & Woodthorpe	3.3	250	3.5	265	3.6	285
Guildhall	3.0	225	3.2	235	3.4	245
Rawcliffe & Clifton Without	2.7	220	3.0	235	3.5	275
Osbaldwick & Derwent	2.6	195	2.7	210	2.7	205
Rural West York	2.4	190	2.5	205	2.4	250
Heworth Without	2.3	125	2.7	155	3.1	160
Fulford & Heslington	2.3	120	2.7	130	1.9	125
Fishergate	2.3	110	2.5	110	2.4	110
Bishopthorpe	2.3	100	2.1	115	3.1	135
Hull Road	2.2	50	2.2	55	2.1	65
Strensall	2.0	50	2.3	60	2.7	45
Haxby & Wigginton	2.0	50	2.5	45	2.6	65
Copmanthorpe	2.0	45	2.2	50	2.2	50
Wheldrake	1.6	40	1.6	40	2.3	55

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.

Job Seekers Allowance

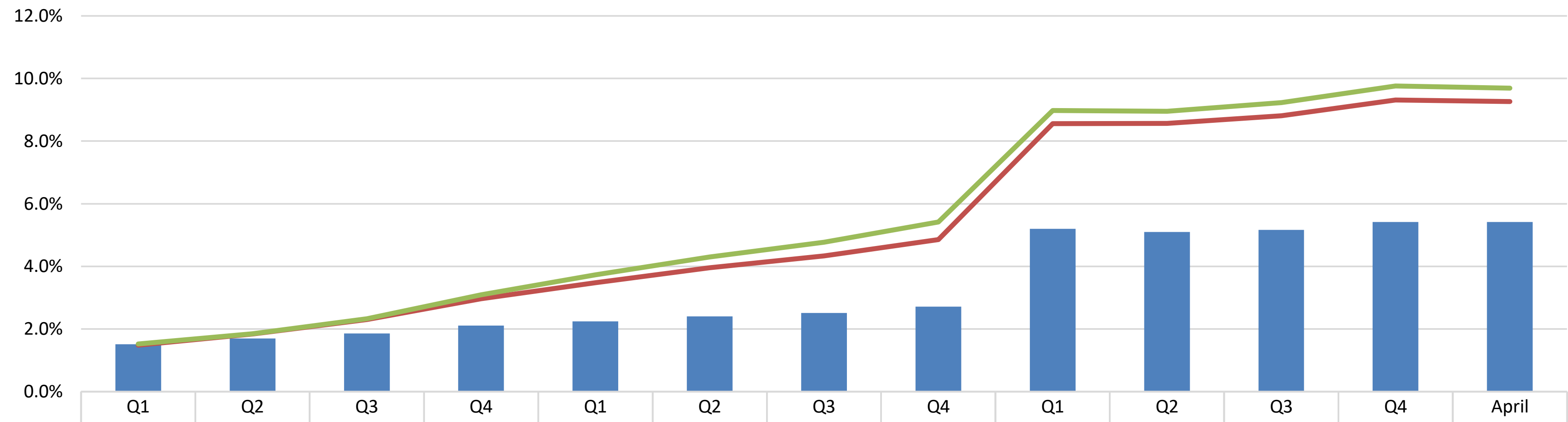
Universal Credit Claimants

The JSA figures should be viewed in the context of the number of people receiving Universal Credit in York increasing from 13,141 in April to 13,168 in May. 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 April, 7,522 were not in employment. The May 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.

% of Working age population claiming Universal Credit who are not in employment



	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	April
	2018/19				2019/20				2020/21				2021/22
York	1.5%	1.7%	1.9%	2.1%	2.2%	2.4%	2.5%	2.7%	5.2%	5.1%	5.2%	5.4%	5.4%
GB	1.5%	1.8%	2.3%	3.0%	3.5%	4.0%	4.3%	4.9%	8.6%	8.6%	8.8%	9.3%	9.3%
Y & H	1.5%	1.8%	2.3%	3.1%	3.7%	4.3%	4.8%	5.4%	9.0%	9.0%	9.2%	9.8%	9.7%

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.

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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

Powered by: O2

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).

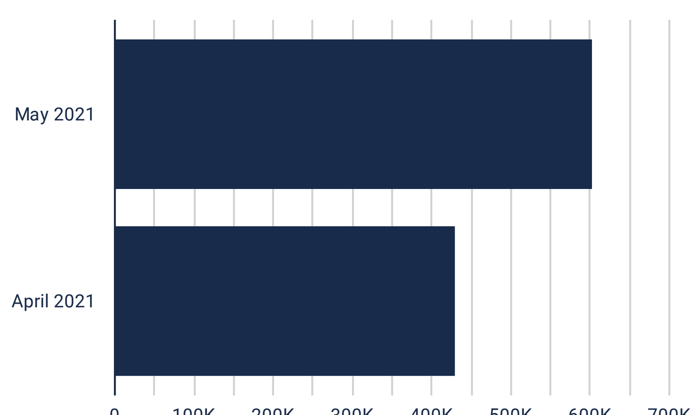

Fig.1. Number of monthly visits to the site.

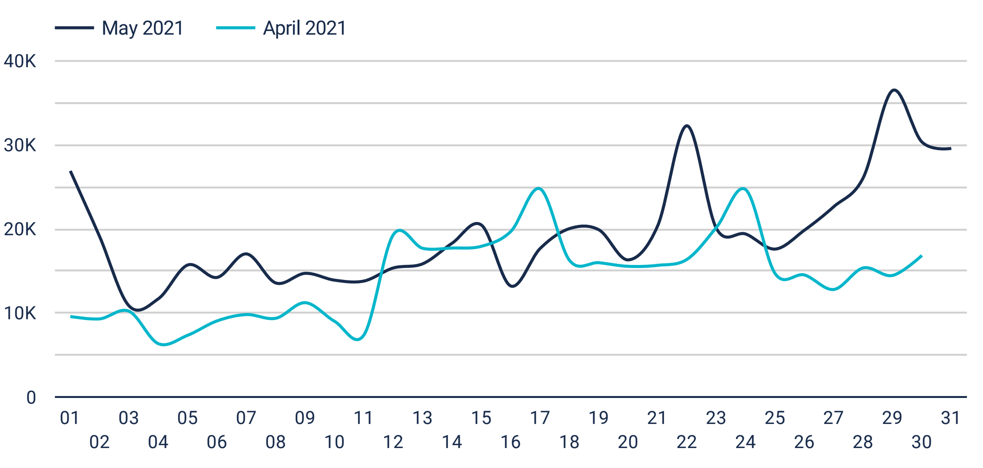

Fig.2. Number of daily visits to the site.

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.

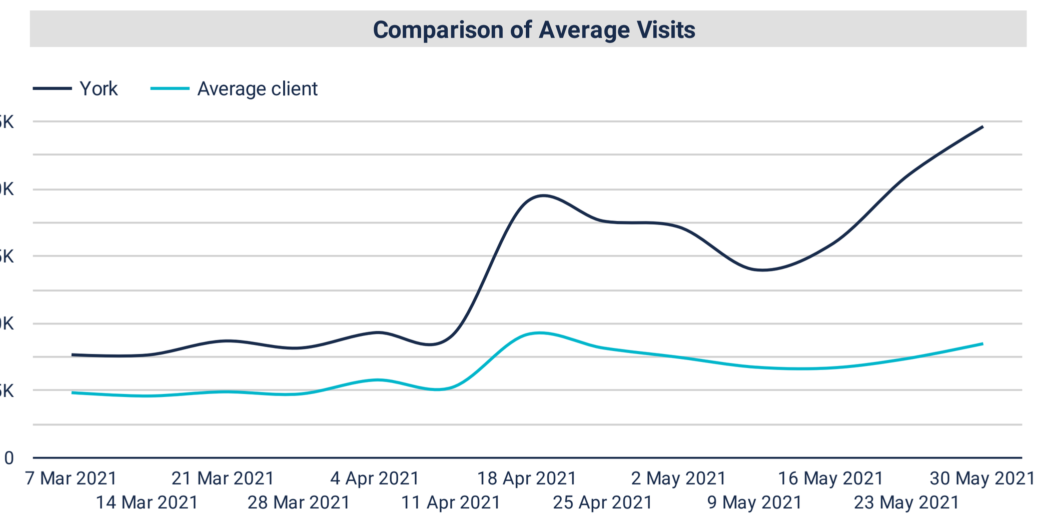

Fig.3. Daily average number of visits by week and city throughout the past 3 months.

Visitors to the city centre

Powered by: O2

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.

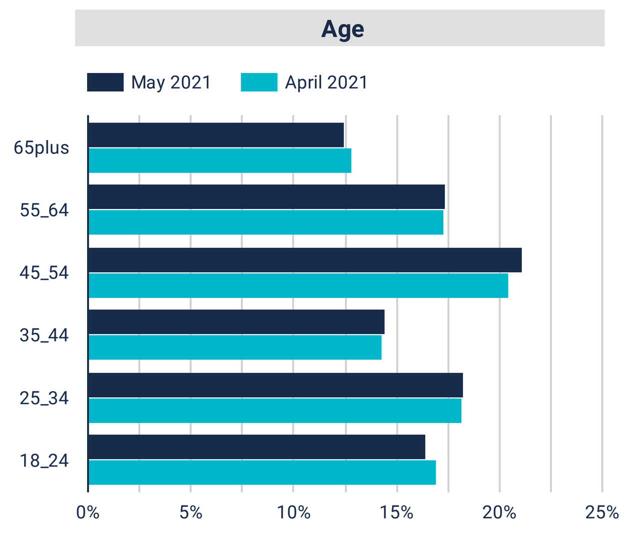

Fig.4. Age profile by month.

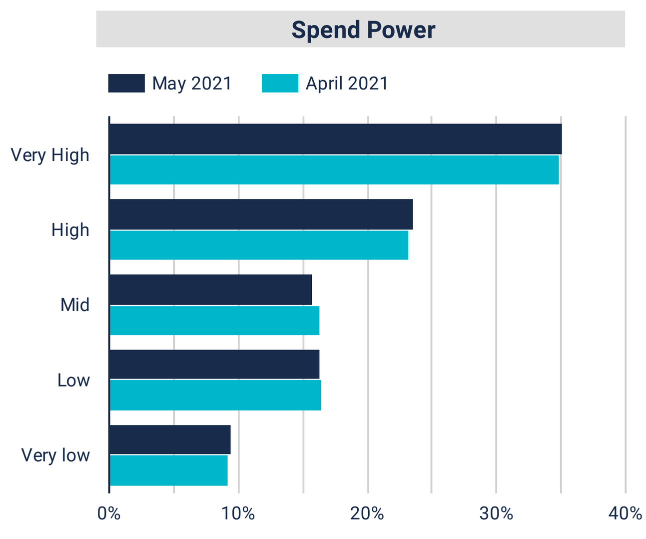

Fig.5. Spend Power profile by month. Spend power measures potential spend comparing to the regional score. **(1)**

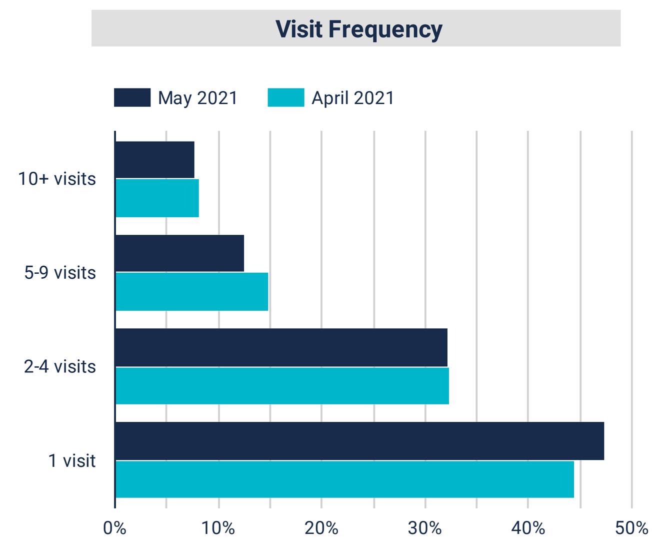

Fig.6. Visit Frequency profile by month. Visit frequency is defined as the number of unique days a person visits the vicinity of the presence sensor in a month.

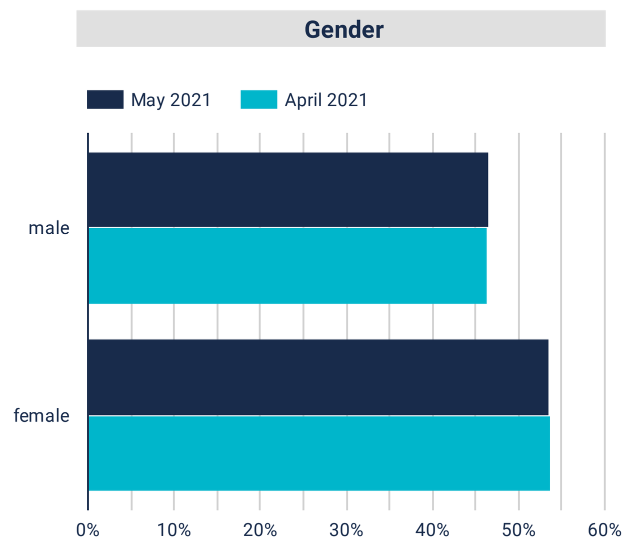

Fig.7. Gender profile by month.

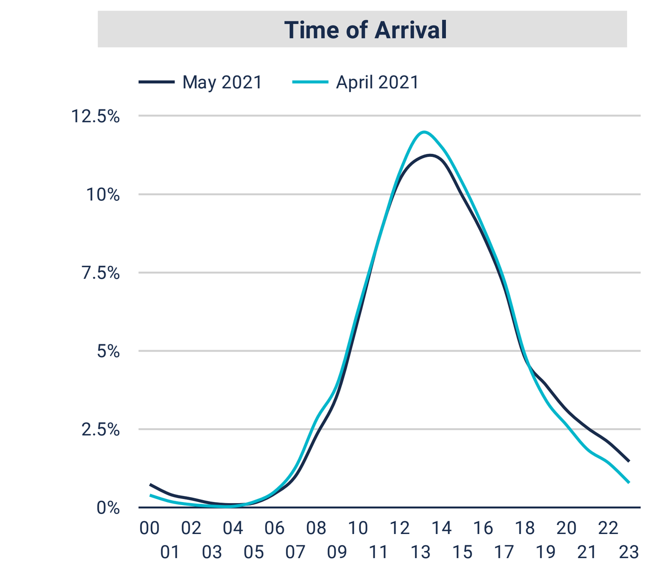

Fig 8. Time of arrival in the city centre for the month. Hour of day for first time sightings.

Where do visitors come from?

Powered by: O2

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.

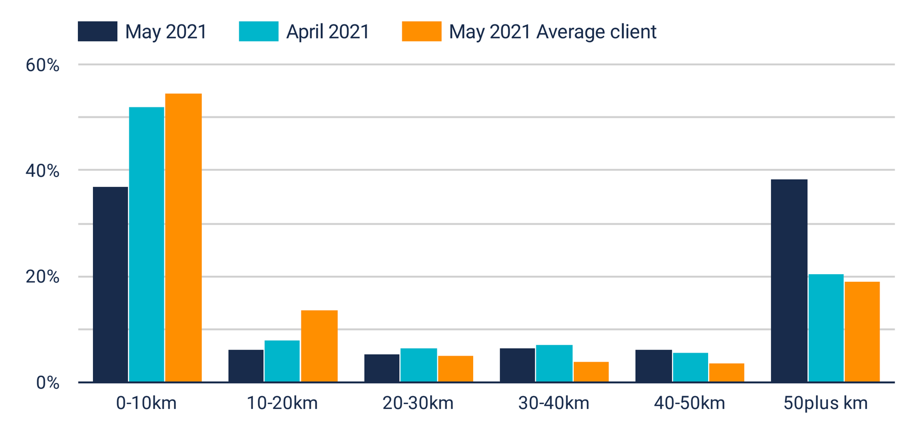

Fig 10. Distribution of distance to user's home location.

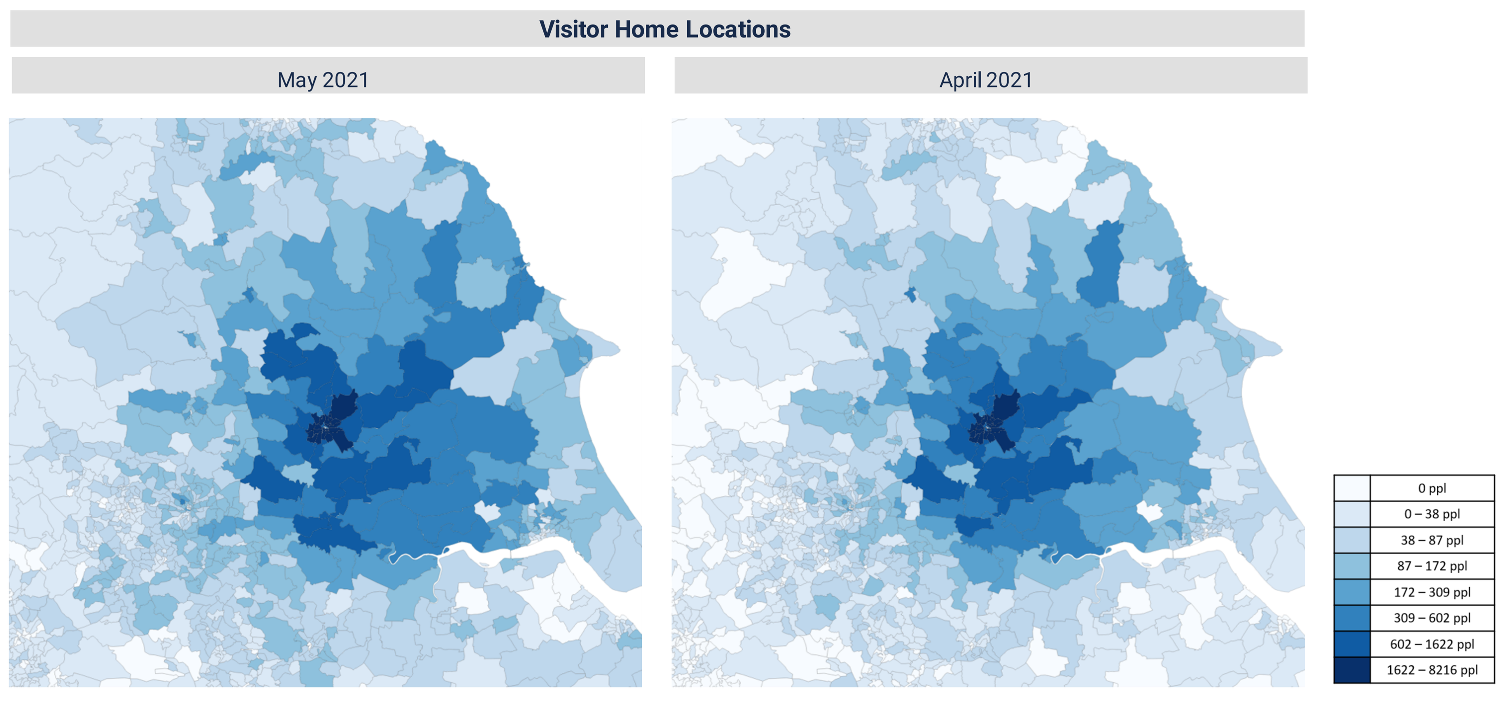

Fig 11. Number of users detected by the presence sensor by their inferred home location. **(2)**

Spend data (Quarterly)

Powered by: VISA

The following totals 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.

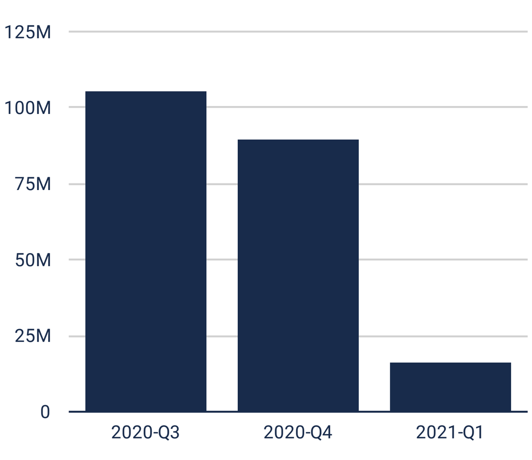

Fig 12. Total spend with city businesses in pounds by quarter.

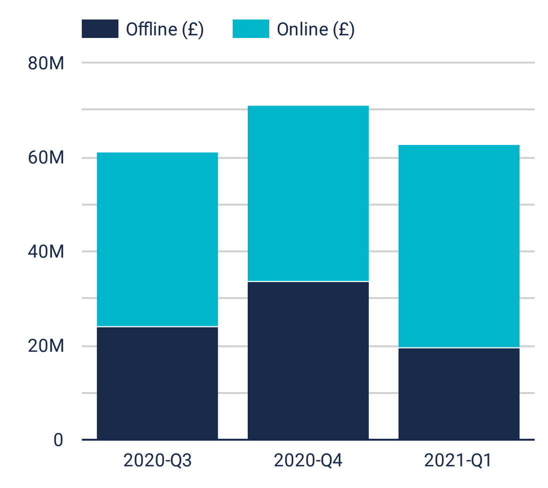

Fig 13. City resident spend with offline and online businesses by quarter.

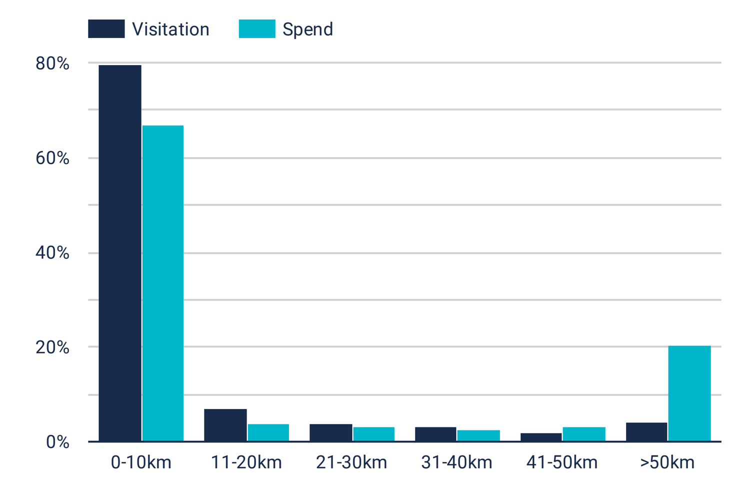

Fig 14. Visits and spend in the city centre by origin in last quarter. Visitation data is powered by o2.

	Total spend (£)			Average spend (£)		
Category	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.

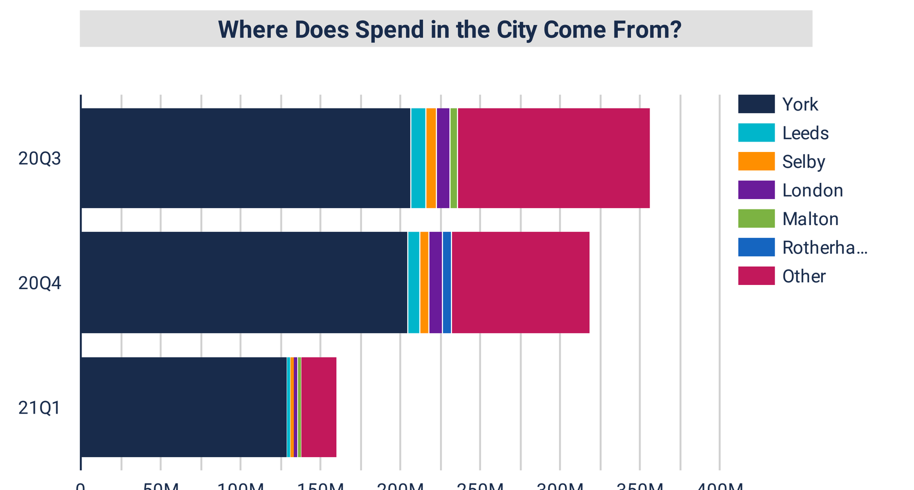

Fig 16. Visa spend in post town by origin. Only the top 5 origins by timeframe are shown.

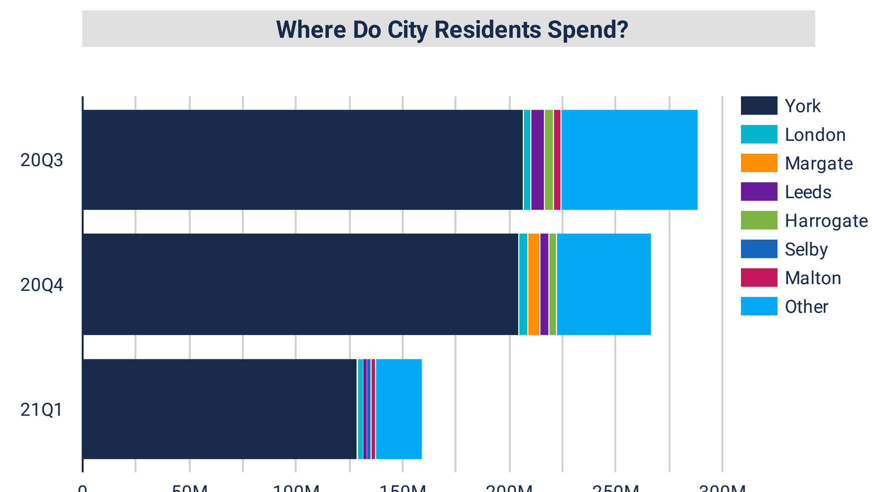

Fig 17. Visa spend from post town residents by destination of spend. Only the top 5 destinations by timeframe are shown.

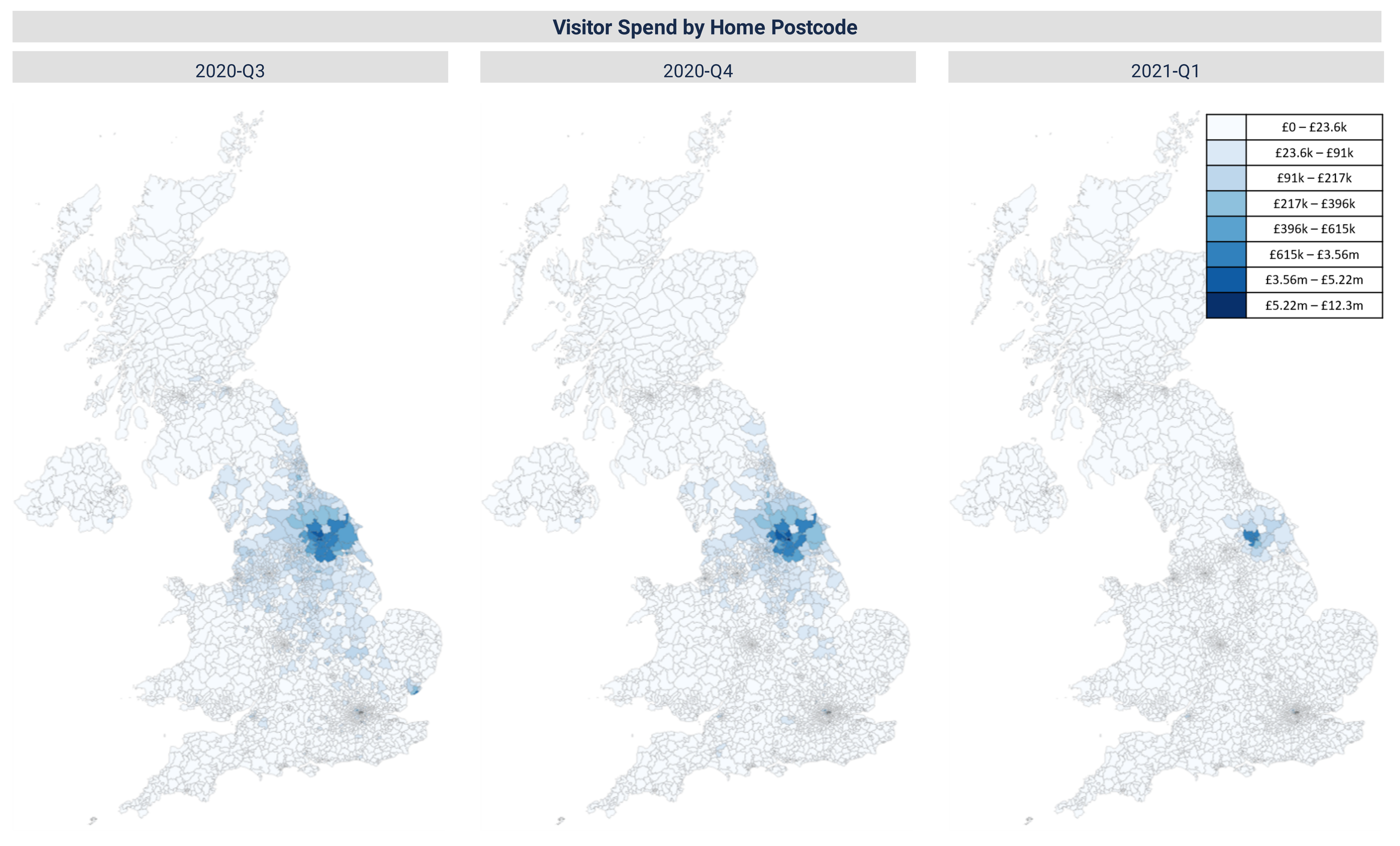

Fig 18. Spend in city centre by postcode district of origin.

Social Media

Powered by: Twitter

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.

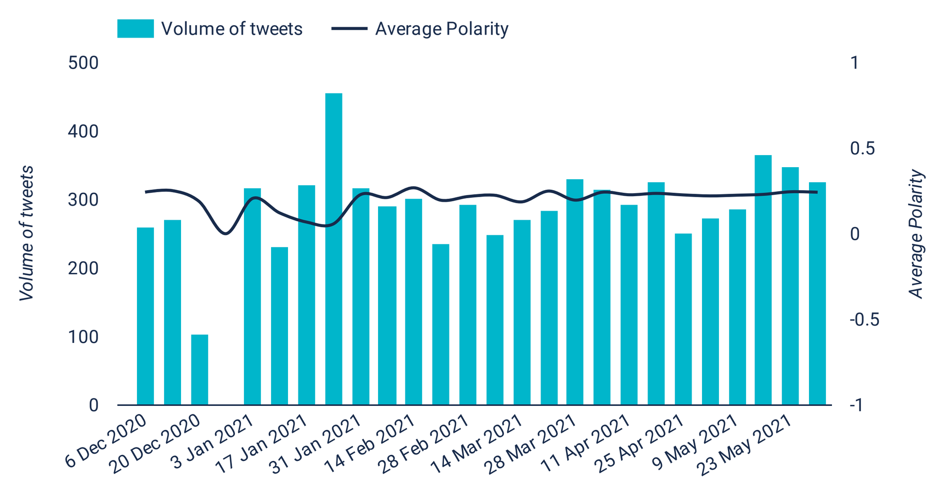

Fig 19. Weekly volume of tweets and their average positive/negative rating.

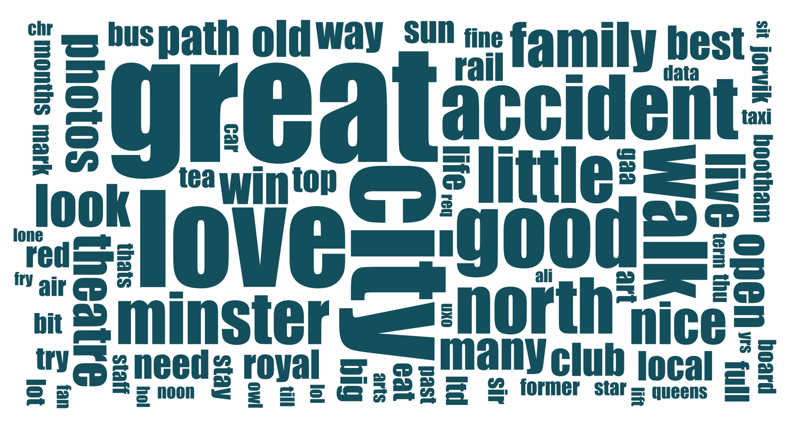

Fig 20. Word cloud for the month.

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'.

1. 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).
2. 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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CITY OF YORK COUNCIL
YORK BID

Report for: York City Centre

All data is anonymised, aggregated and GDPR compliant.

During June 2021, York city centre experienced a significant increase in footfall of 23%, with respect to May.
The highest volumes of visitors were recorded during the first week of the month, over the Summer half term.
Visitor demographics are overall consistent with April, but showing a slightly higher proportion of first time visitors.
Trips to the city centre from over 50km increased dramatically this month to represent 48% of the total distribution.
We are soon to receive updated VISA spend data for Q2 (April to June 2021) which will be available in next month's report.

Footfall

Powered by: O2

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).

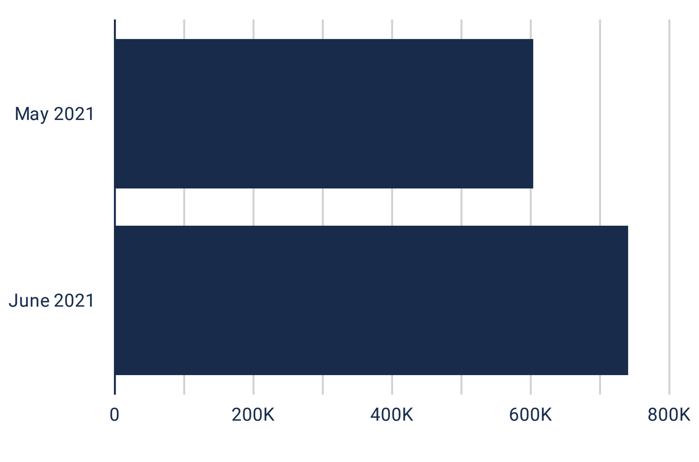


Fig.1. Number of monthly visits to the site.

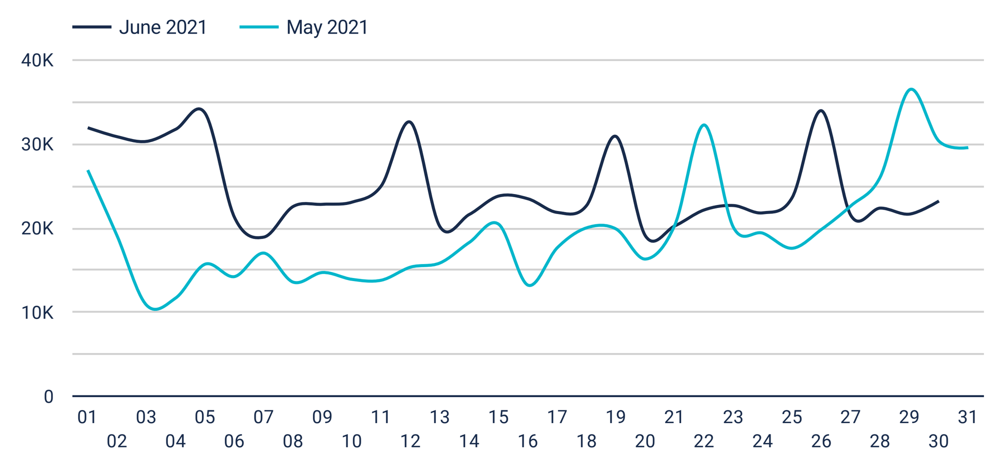


Fig.2. Number of daily visits to the site.

The monthly footfall increased a 23% with respect to May.

The daily average number of visits per week saw its highest spike of the last months in the week ending on the 6th of June, in line with other towns.

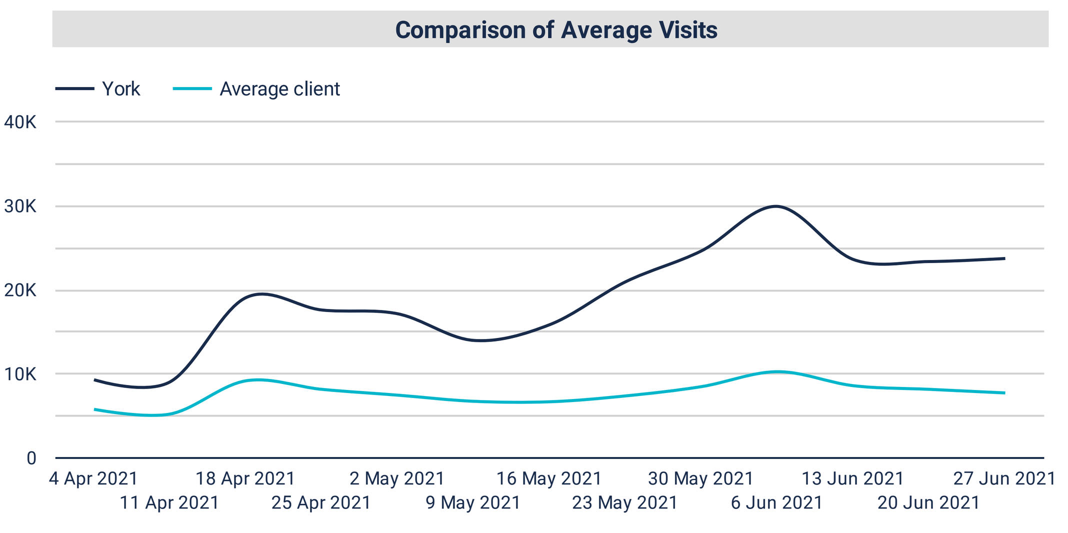


Fig.3. Daily average number of visits by week and city throughout the past 3 months.**(1)**

Visitors to the City Centre

Powered by: O2

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

With respect to May, June 2021 presents no significant changes overall.

The following can be noted:
- A slight higher proportion of 1 time visitors.
- A higher percentage of the older age groups
- A higher percentage of first time sightings during evening hours.

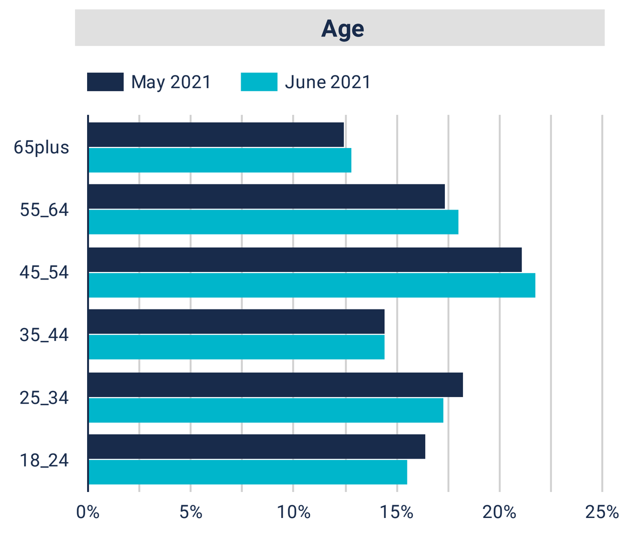


Fig.4. Age profile by month.

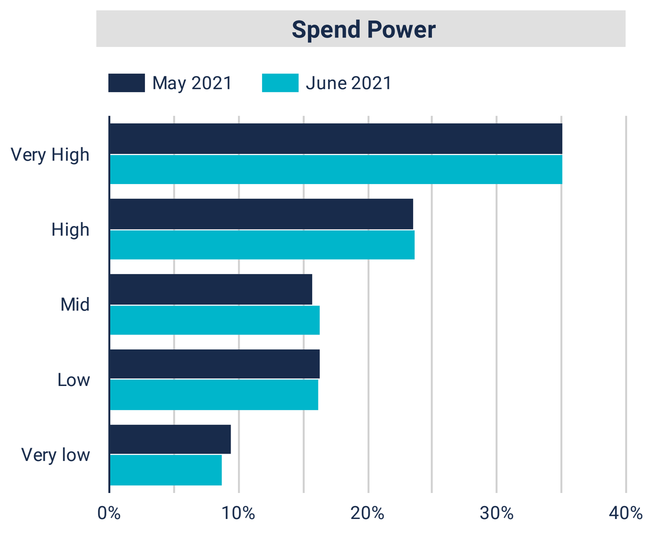


Fig.5. Spend Power profile by month. Spend power measures potential spend comparing to the regional score. **(2)**

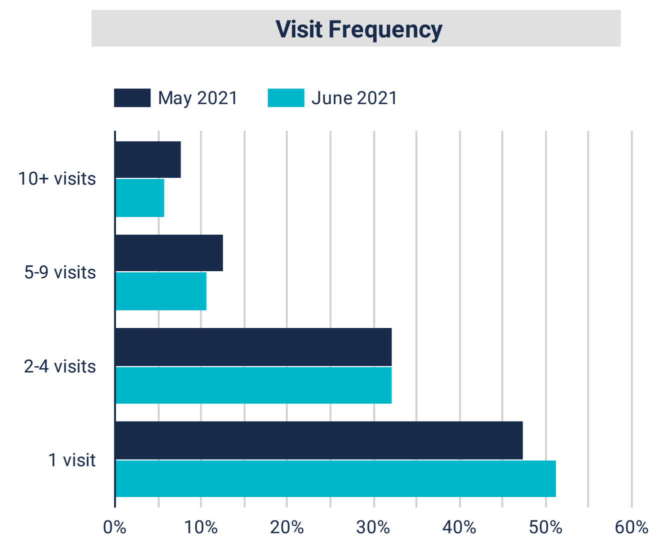


Fig.6. Visit Frequency profile by month. Visit frequency is defined as the number of unique days a person visits the vicinity of the presence sensor in a month.

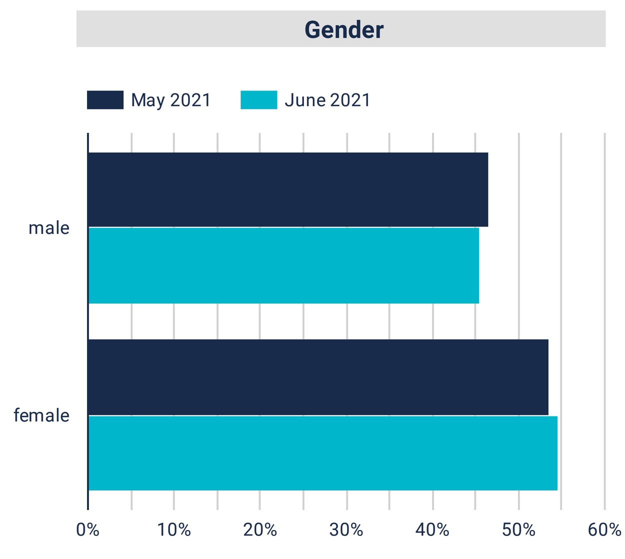


Fig.7. Gender profile by month.

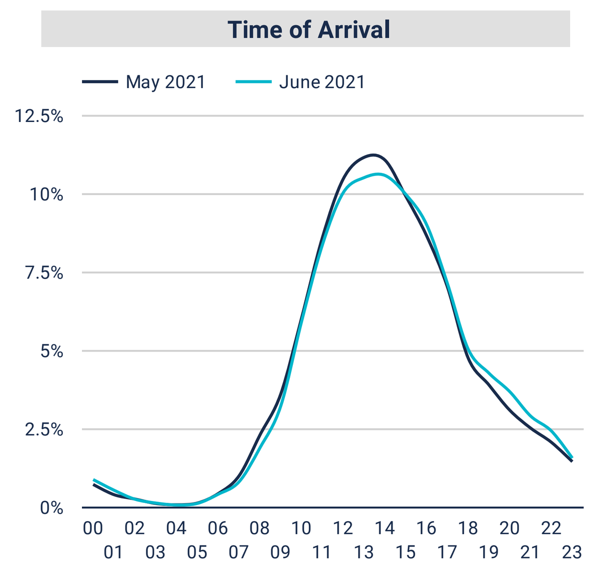


Fig 8. Time of arrival in the city centre for the month. Hour of day for first time sightings.

Where Do Visitors Come From?

Powered by: O2

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 23% of visits, while it represented 28% the previous month.
30% of the users sighted live within 0-10km to the site. Long distance visitors represented 48% of the distribution, increasing a 10% with respect to May.

Local Authority	June 2021	May 2021	June 20...
York	23.23%	27.58%	null
East Riding of Yorkshire	5.13%	5.85%	null
Leeds	4.1%	4.48%	null
Selby	4.05%	4.93%	null
Harrogate	3.92%	4.86%	null
Hambleton	3.68%	4.56%	null
Ryedale	2.29%	2.83%	null

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

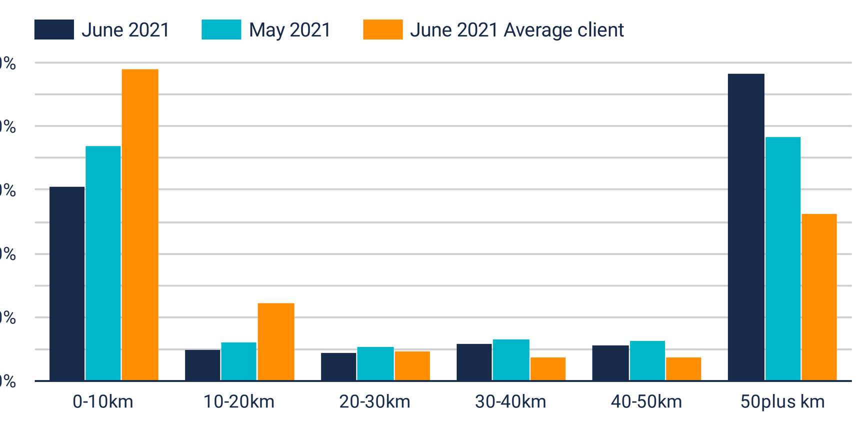


Fig 10. Distribution of distance to user's home location.

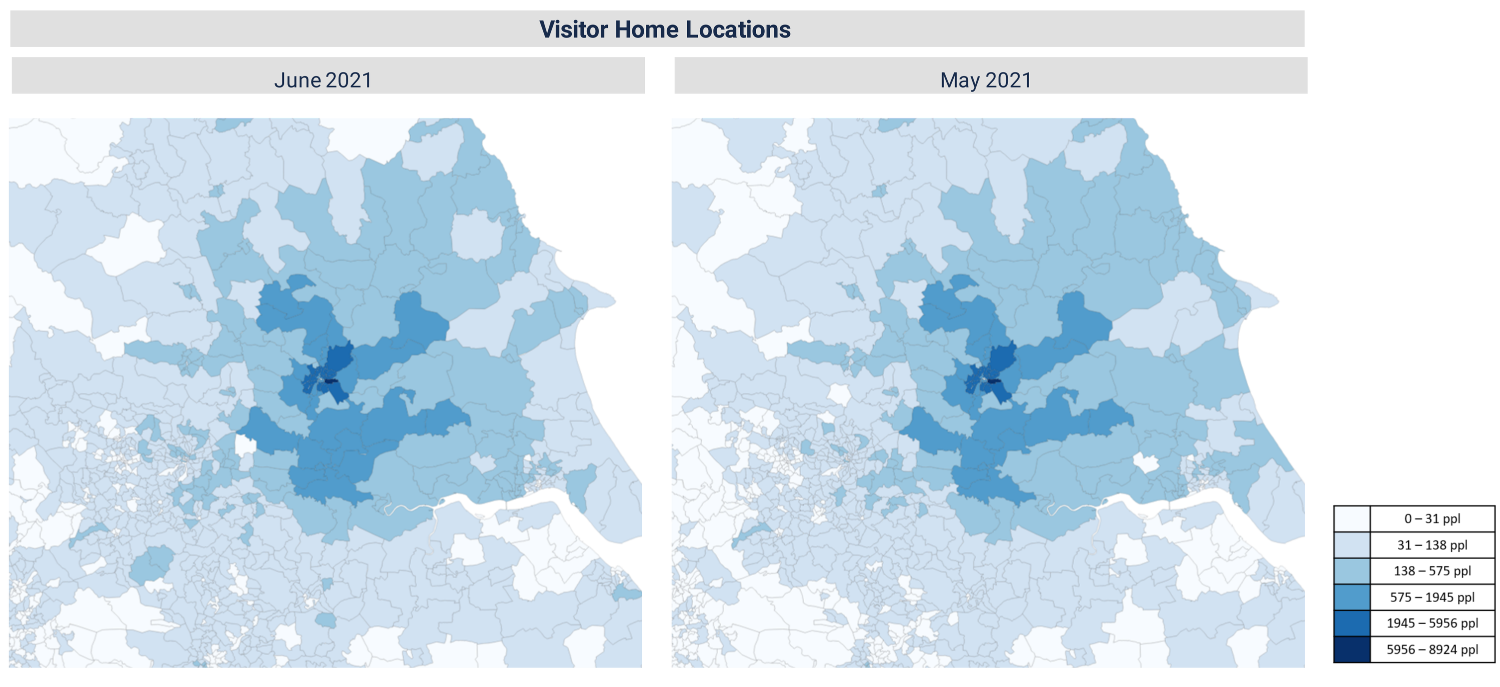


Fig 11. Number of users detected by the presence sensor by their inferred home location. **(3)**

Spend Data (Quarterly)

Powered by: VISA

The following totals represent spend with merchants and on VISA cards in the city centre. All the figures below refer to the postcode district YO1, except for Fig.16 and Fig.17, where insights refer to the post town of York. This data will only be updated on a quarterly basis as it is released by Visa.

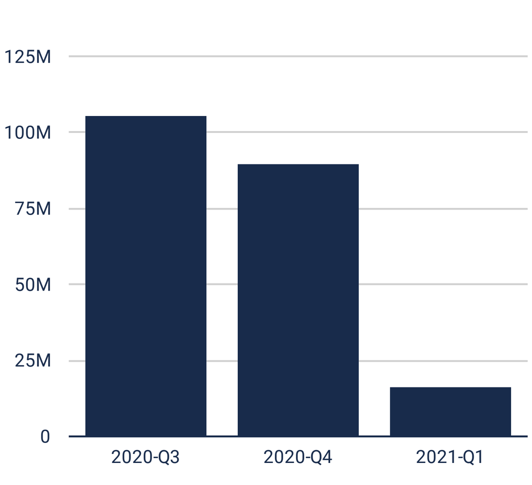
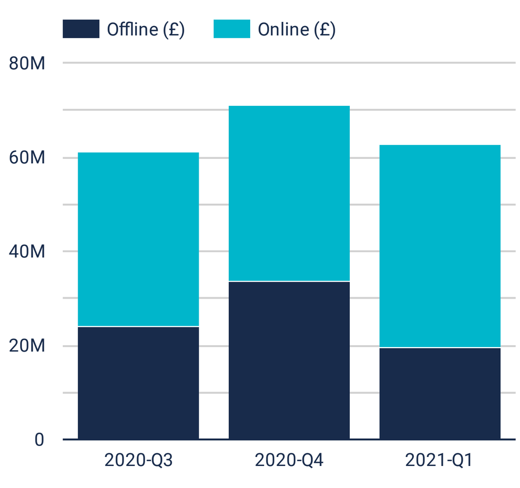


Fig 12. Total spend with city businesses in pounds by quarter.



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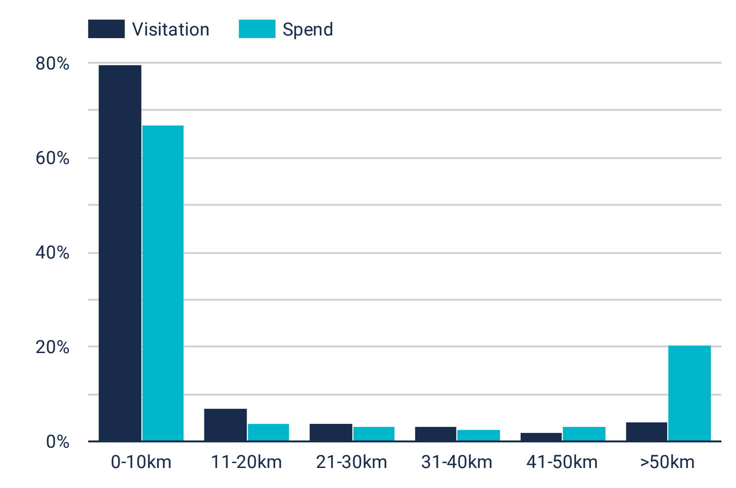

Fig 14. Visits and spend in the city centre by origin in last quarter. Visitation data is powered by o2.

	Total Spend (£)			Average Spend (£)		
Category	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
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Fig 15. Total spend and average spend per transaction in city centre by top 7 categories. Table sorted by latest quarter.

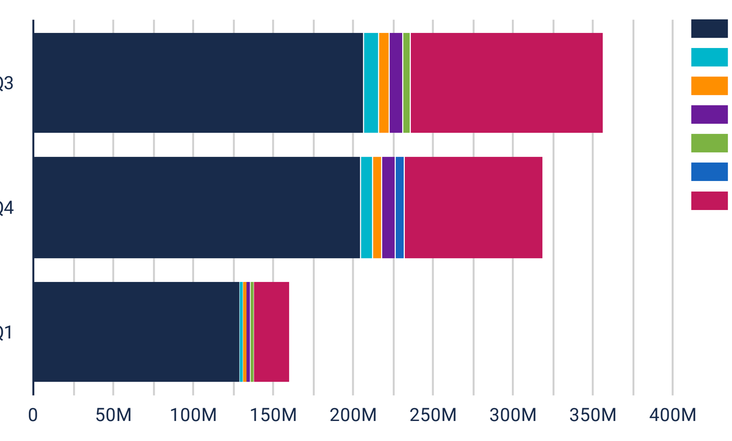
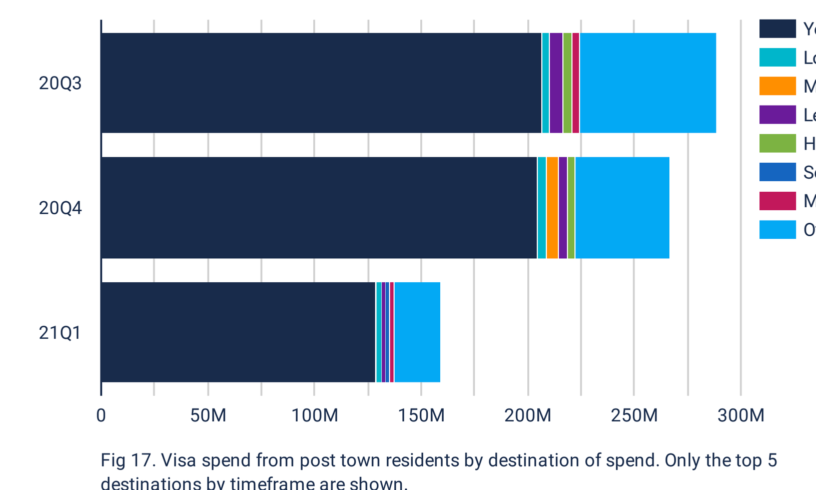


Fig 16. Visa spend in post town by origin. Only the top 5 origins by timeframe are shown.



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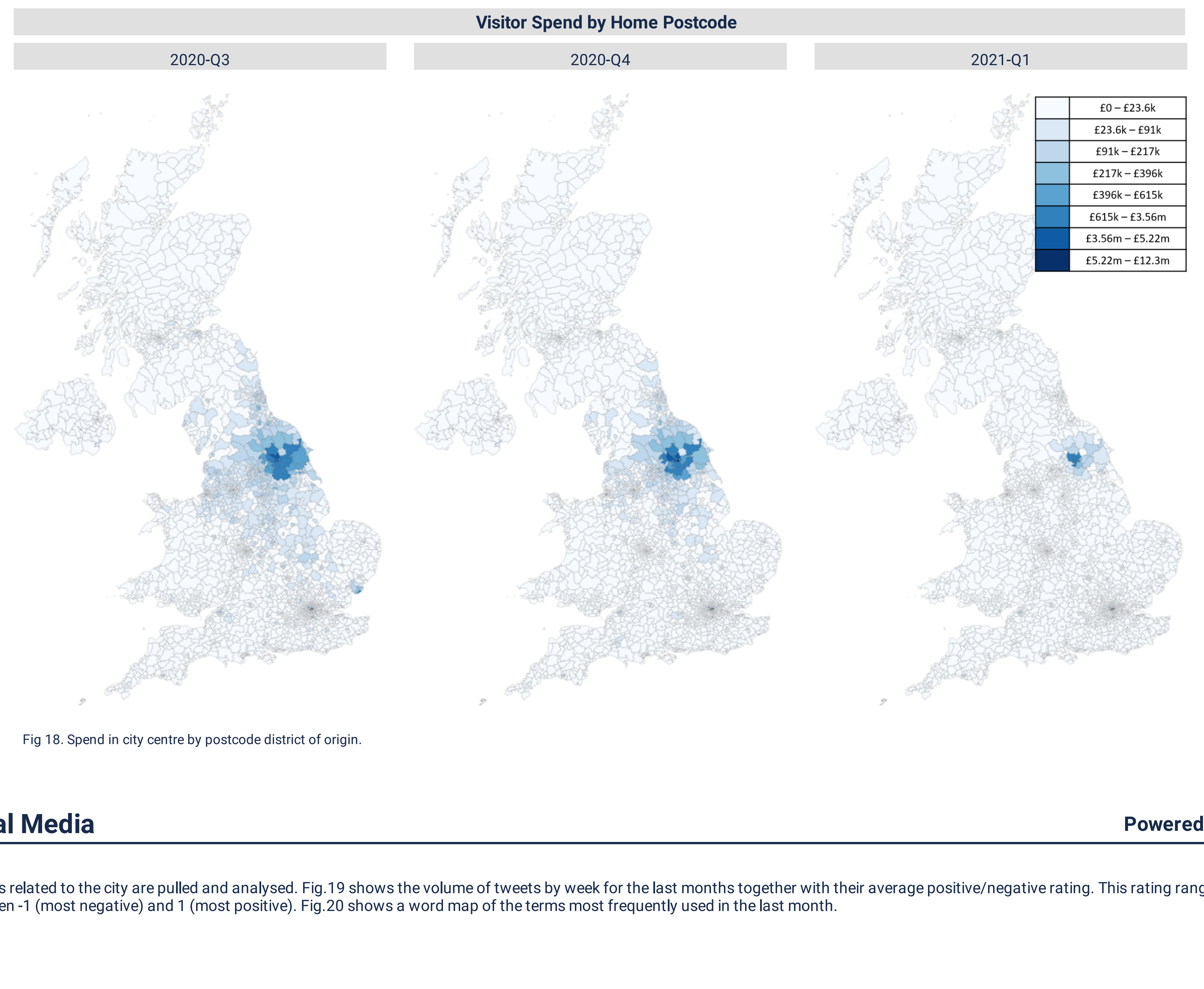

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Powered by: Twitter

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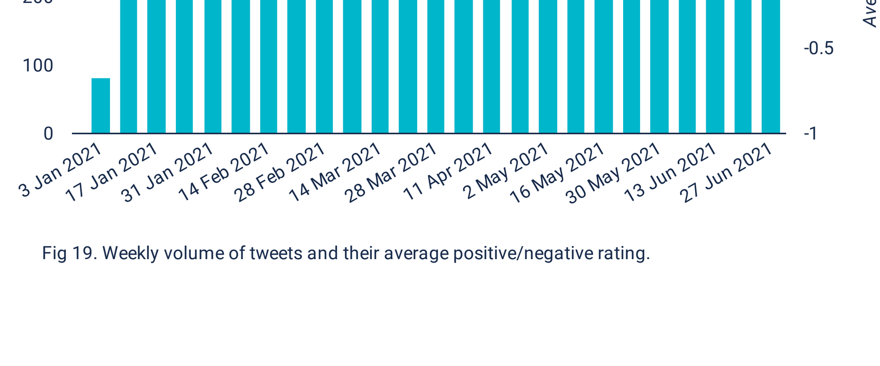

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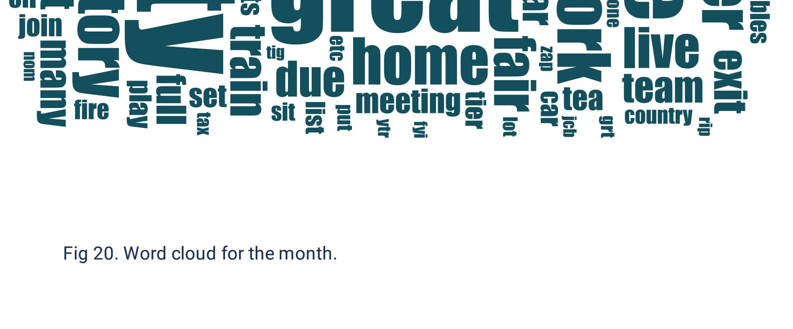

Fig 20. Word cloud for the month.

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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 thourgh 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.

Economy and Place Policy and Scrutiny Committee Work Plan 2021/22 Municipal Year

	Dates of Committee Meetings	Item One	Item Two	Item Three	Item Four
E&P	Wednesday 30 June 2021 (Forum)	Work Planning 2021/22 Municipal year			
E&P	Tuesday 27 July 2021	Q4 Finance Monitor	Quarterly Economic Update and Skills Plan		
E&P	Tuesday 28 September 2021 (Forum)	To receive an update on the developments of the various strategies, any major projects and planning; eg. Tourism Strategy, Skills Plan, Local Transport Plan, Economic Recovery Strategy			
E&P	Wednesday 3 November 2021	Q1 Finance Monitor	Economic Strategy		

E&P	Tuesday 21 December 2021 (Forum)	Local Transport Plan	
E&P	Tuesday 25 January 2022	Q2 Finance Monitor	Make It York Update (January or March)
E&P	Tuesday 29 March 2022 (Forum)	To receive an update on the developments of any relevant strategies, major projects and planning	Make It York Update (January or March)
E&P	Tuesday 26 April 2022	Q3 Finance Monitor	

Unassigned Items

1	York Central Focus (If required)	1	Review of 20/21 Outturn (disparity between some of the reported performance around improving green spaces and use of sustainable transport vs apparently low satisfaction and declining use as reported on the OpenData platform) – referral from CSMC 14/7/21
2	Waste services/collections and impact on public realm		
3	In work poverty (Potential Joint Scrutiny)		
4	Tourism Strategy		
5	Implementation and monitoring of One Year Transport & Place strategy, including Blue Badge Accessibility concerns (Potential Joint Scrutiny)		

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