

# City of York Council



## City centre movement and place data

Area	Subject	Source	Description
1	City Economics	Various	Various high-level datasets related to economic patterns in York
2	Vacancy	CYC NNDR records	Shop vacancy levels for City Centre and Secondary Shopping Areas
3	Footfall	MRI	Footfall for Parliament Street and Micklegate
4	Sales	Beauchair	Sales and Transactions for City Centre and Urban Shopping Areas
5	Tourism	Visit York	Various datasets related to tourism patterns in York
6	Other	Various	Various other supporting datasets
7	To Follow	Various	BT Active - Footfall for City Centre and Urban Shopping Areas, Other vacancy level data

## City centre movement and place data

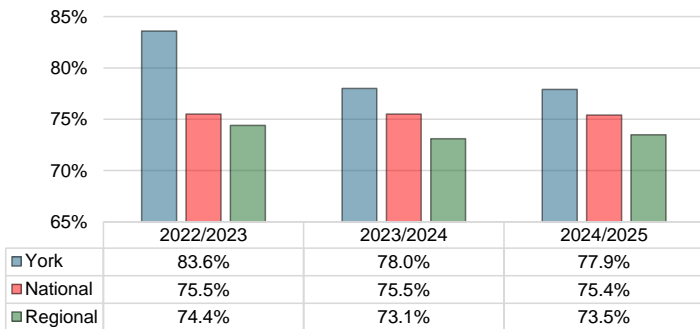
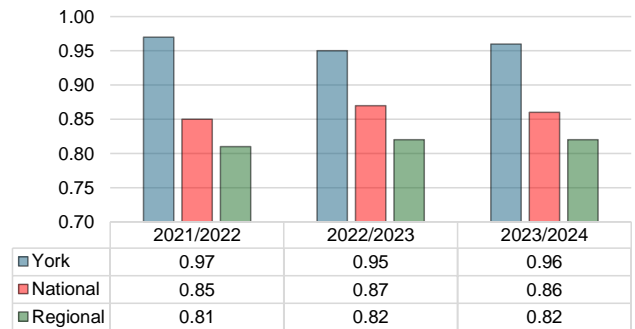
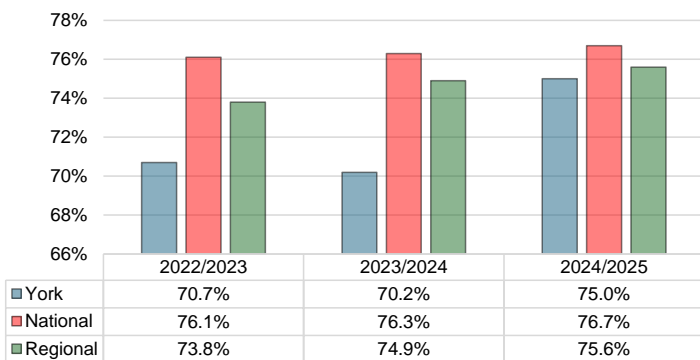
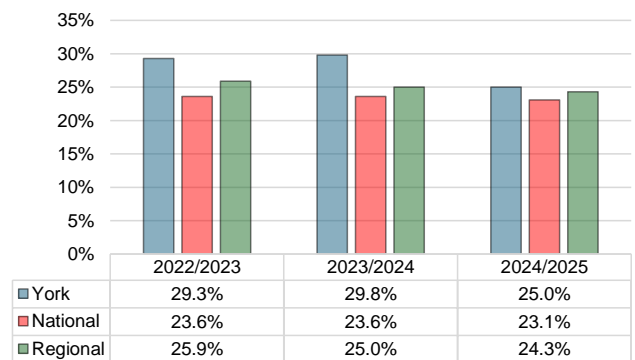
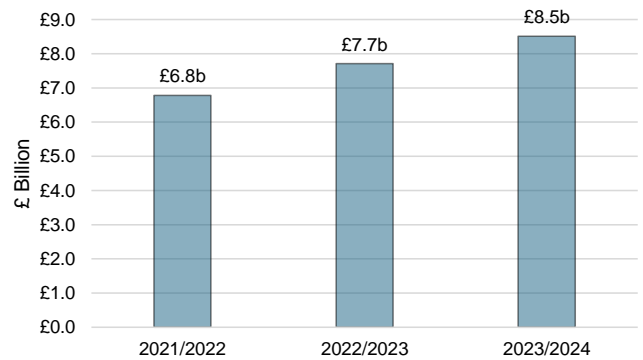
Type	York Indicator	Frequency	Latest data	DofT (last 3 data points)	DofT (last 12 data points)
City Economics	% of working age population in employment (16-64)	Quarterly	Q4 2024/2025	→	
	Jobs Density (number of jobs per resident aged 16-64)	Annual	2023/2024	→	
	% of Full-time employees	Quarterly	Q4 2024/2025	↑	
	% of Part time employees	Quarterly	Q4 2024/2025	↓	
	GVA per head (balanced calculations)	Annual	2023/2024	↑	
	Total GVA (balanced calculations)	Annual	2023/2024	↑	
	% of Full time Employees in the Tourism sector	Annual		→	
	% of Businesses in the Tourism sector	Annual		→	
Vacancy	% of vacant shops - City Centre	Monthly	Jul 2025/2026	↑	→
	% of vacant shops - Acomb	Quarterly	Q1 2025/2026	→	→
	% of vacant shops - Clifton Moor	Quarterly	Q1 2025/2026	↑	↑
	% of vacant shops - Haxby Village	Quarterly	Q1 2025/2026	↑	↑
	% of vacant shops - Monks Cross	Quarterly	Q1 2025/2026	↓	↓
Footfall MRI	York	Monthly		↑	↑
	Parliament Street	Monthly		↑	↑
	Micklegate	Monthly		↓	→
	North & Yorkshire	Monthly		↑	→
	UK	Monthly		↑	↑
Sales Beauchair	Sales	Monthly		↑	→
	Transactions	Monthly		↑	→
	Customers	Monthly		↑	→
	Average Transaction Value (ATV)	Monthly		↑	→
	Average Revenue Per Customer (ARPC)	Monthly		→	→
Tourism Visit	Hotels: Room Occupancy (%)	Monthly	Jun 2025/2026	↓	→
	Hotels: Average Room Rate (£)	Monthly	Jun 2025/2026	→	→
	Airbnb: Occupancy (%)	Monthly	Jun 2025/2026	→	→
	Visitor Satisfaction - Score (out of 5)	Monthly	Q1 2025/2026	→	→
	Value of tourism to York	Annual		↑	
	Annual FTEs supported in York	Annual		↑	
	Annual visitor numbers to York	Annual		↑	
Talkabout	% agree that York is a safe city to live in, relatively free from crime and violence	Bi-Annual	Q3 2024/2025	→	→
	% think that the council and partners are doing well at improving the quality of streets/public spaces	Bi-Annual	Q3 2024/2025	→	→
	% think that the council are doing well at improving green spaces	Bi-Annual	Q3 2024/2025	→	→
	% think that the council and partners are doing well conserving York's heritage	Bi-Annual	Q3 2024/2025	→	→
Footfall BT Active	Visit time	Monthly			
	Dwell time	Monthly			

The Direction of Travel (DofT) follows a set logic which checks for two different types of changes occurring between data periods:

1. Extreme Change: This is where the latest value has increased or decreased by 50% or more compared to the previous value. If this threshold is not met the calculation will then move to stage 2.
2. Concurrent Change: This is where there has been an increase or decrease of 2% or more year on year for the last two years and needs three years of data to run.

If either of the above thresholds are met the polarity for the indicator is referenced e.g. up is good/bad and the relevant red or green colour applied. If neither threshold is met then neutral is applied. The thresholds are the same for all indicators and whilst a 'one size fits all' model, on the whole this logic ensures consistency in how performance is measured.

## 1. City Economics

**% of working age population in employment (16-64)****Jobs Density (number of jobs per resident aged 16-64)****% of Full-time employees****% of Part time employees****GVA per head (balanced calculations)****Total GVA (balanced calculations)**

% of Employees in the Tourism sector	2021	2022	2023	2024
Full Time	11.0%	12.1%	11.0%	10.7%
Part Time	14.6%	16.3%	16.3%	16.5%

% of Businesses in the Tourism sector	2021	2022	2023	2024
	13.3%	13.6%	13.5%	13.5%

**Sources:**

[Working age population in employment - ONS Annual Population Survey](#)

[Full and Part time employees - ONS Annual Population Survey](#)

[Job Density - ONS Job Density](#)

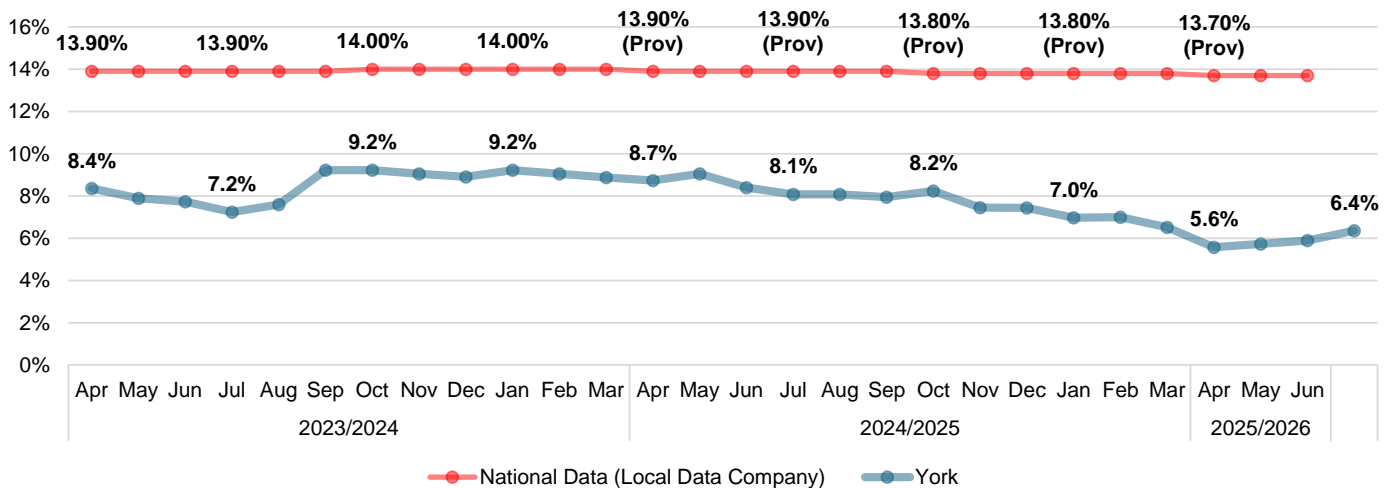
[Gross Value Added \(GVA\) - ONS Regional gross value added \(balanced\) per head and income components](#)

[Employees and Businesses in the Tourism sector - ONS Inter-Departmental Business Register \(IDBR\)](#)

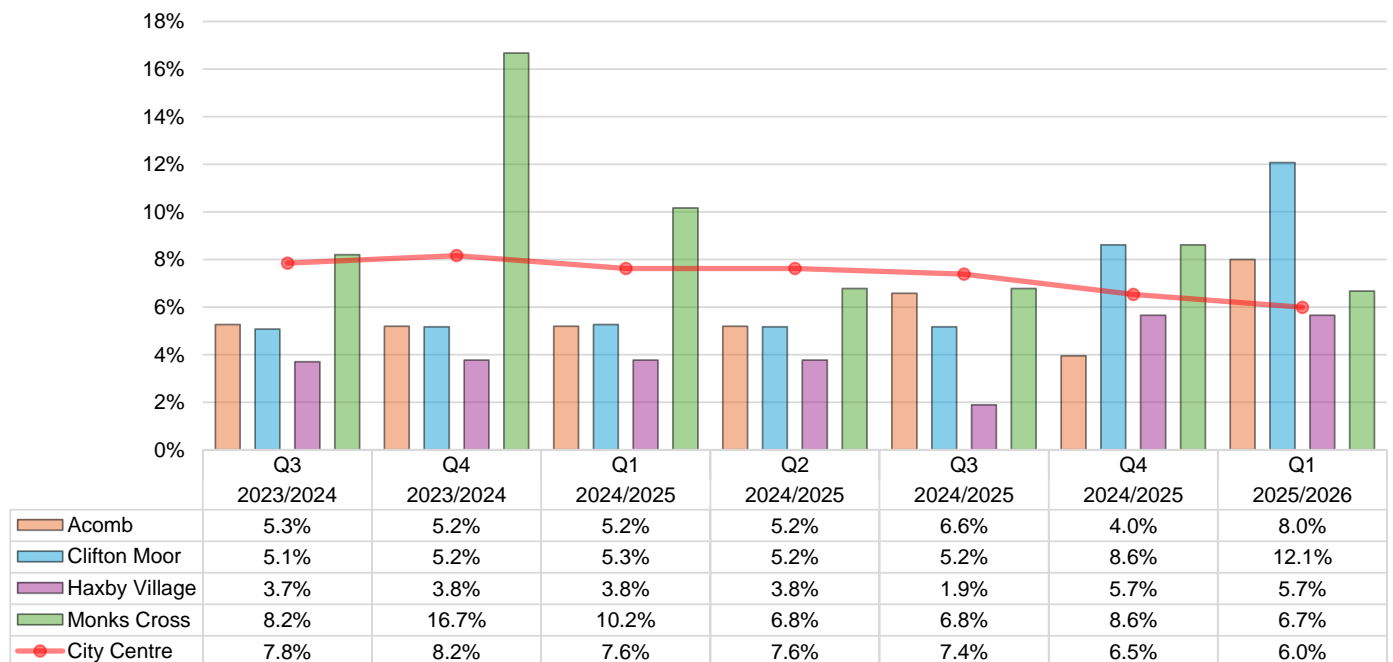
## 2. Vacancy Rates

	Current month Jun-25	Previous month May-25	Last year Jun-24
% of vacant shops - City Centre	6.4%	5.9%	8.1%
% of vacant shops - National	13.7% (Prov)	13.70% (Prov)	13.9%

## % of vacant shops - City Centre



## % of vacant premises (local measure including retail, recreation and service outlets)



## Sources:

[% Vacant shops \(City centre\) - York Open Data](#)

[National vacancy rate - Local Data Company](#)

# City centre movement and place data

## 3. Footfall (MRI)

### Monthly Footfall Totals

#### May

City of York Council is currently (Summer 2025) working with the 3rd party provider to improve the accuracy of the Parliament Street camera counts.

Please note that until such work is completed, figures for this camera will be estimates generated by the vendor's software.

As we have been informed that estimates over a period of time worsen, until this assumptive data has been assessed for accuracy, BT Active data will be used to show footfall.

Calendar Year to date % Year on Year is the % change between January to the current month and January to the same month last year i.e. % difference between Jan -May 2025 and Jan-May 2024, Jan-May 2024 and Jan-May 2023.

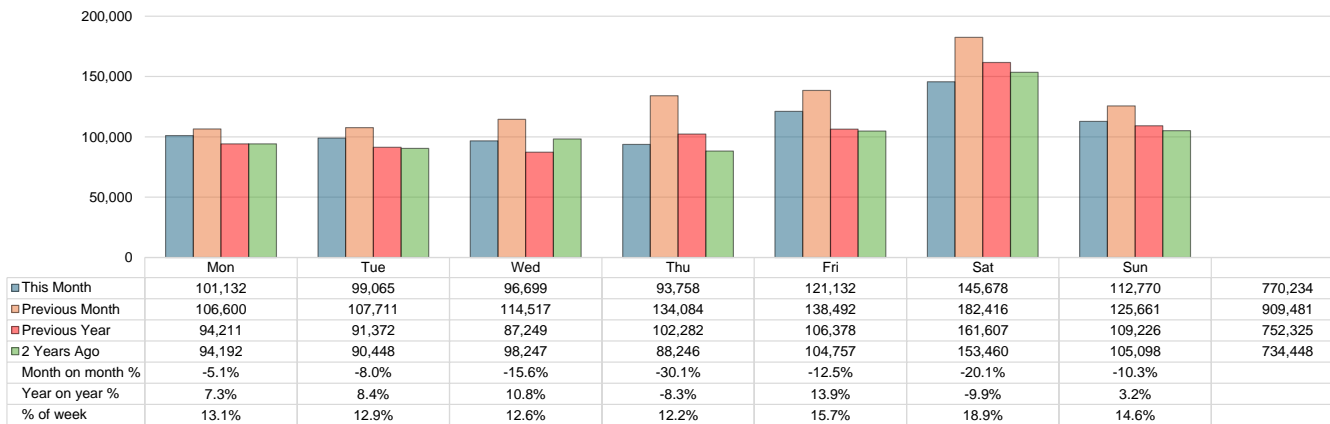
This month % Year on Year is the % change between the current month and the same month last year i.e. % difference between May 2025 and May 2024, May 2024 and May 2023.

This month % Month on Month is the % change between the current month and the previous month i.e. % difference between May 2025 and April 2025, May 2024 and April 2024.

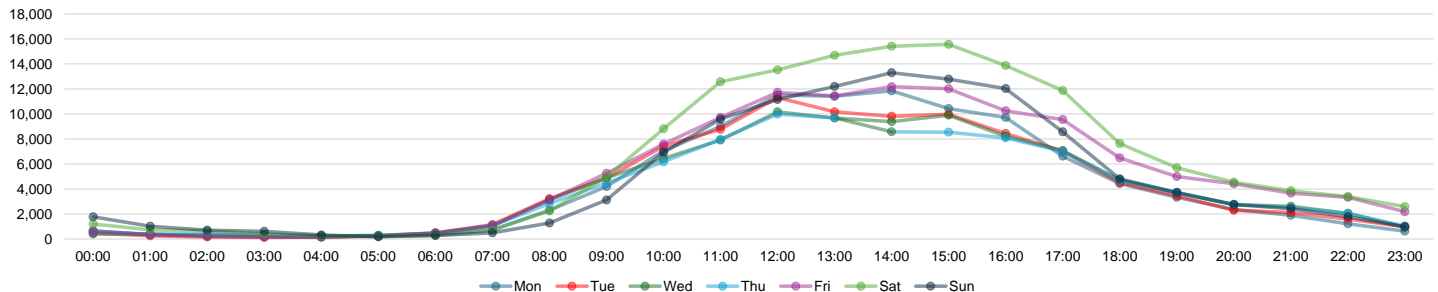
Location:	Calendar Year to date % Year on Year		This month % Year on Year		This month % Month on Month	
	2025	2024	2025	2024	2025	2024
York (Parliament Street & Micklegate)	5.9%	2.1%	2.4%	2.4%	-15.3%	0.9%
North & Yorkshire	1.3%	-2.4%	-0.3%	-2.9%	-0.3%	5.8%
UK	0.9%	-1.1%	-1.1%	-1.0%	0.0%	5.1%

Location:	Year to date %YoY		This month %YoY		This month %MoM	
	2025	2024	2025	2024	2025	2024
Micklegate	-1.2%	13.8%	0.9%	15.8%	-0.1%	9.5%
Parliament Street	13.7%	-0.9%	2.7%	-0.3%	28.7%	-13.3%

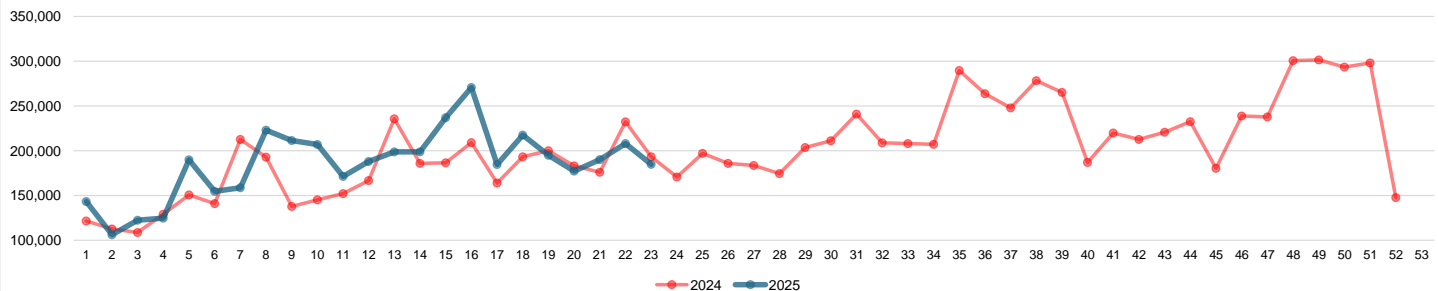
Footfall counts by day, May (BRC month) - York (Parliament Street and Micklegate)



Footfall counts by hour, by day May 2025 (BRC month) - York (Parliament Street and Micklegate)



Footfall counts by week (BRC) - York (Parliament Street and Micklegate)



#### Sources:

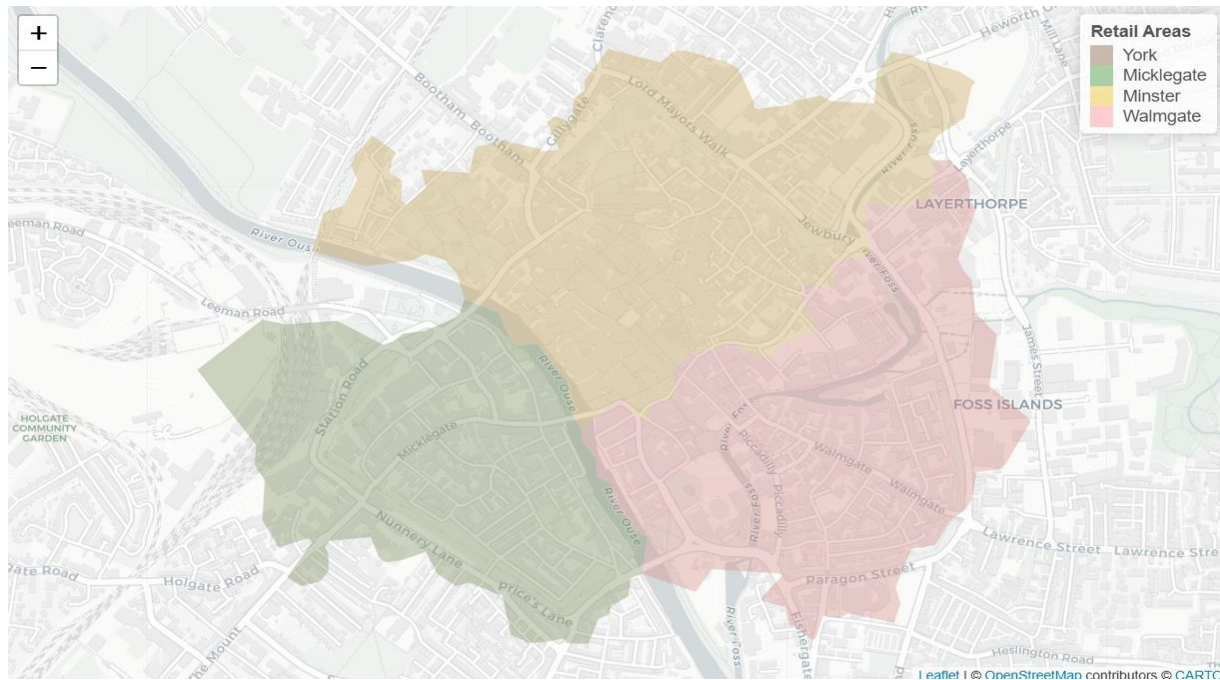
[Footfall - York Open Data](#)

[BRC Week Calendar - York Open Data](#)

Our footfall reports use the British Retail Consortium (BRC) Calendar, which consists of complete weeks (Monday – Sunday) to ensure that the same day is comparable each week.

Each month is compiled from a set of full weeks which results in a calendar of a 4 week month, 4 week month, 5 week month pattern.

## 4. Sales (Beauclair) - Retail Area: York BID Area (Micklegate, Minster, Walmgate)



## Key Retail Metrics for York BID Area

Metric	May 25	May 25 vs May 24	YTD May 25	YTD May 25 vs YTD May 24
Sales	£39.2m	+5.8%	£174m	+3.2%
Transactions	2.00m	+0.1%	9.19m	-2.3%
Customers	451k	+2.2%	2.05m	+0.4%
ATV	£19.58	+5.8%	£18.98	+5.6%
ARPC	£86.81	+3.5%	£85.08	+3.6%

ATV - Average Transaction Value, ARPC - Average Revenue Per Customer

## Sales

Retail Area	May 25 vs May 24	YTD May 25 vs YTD May 24
York BID Area	+5.8%	+3.2%
Micklegate	-0.1%	+2.2%
Minster	+4.7%	+1.0%
Walmgate	+11.7%	+8.6%

## Contribution of Customer Catchments to York BID Area Sales

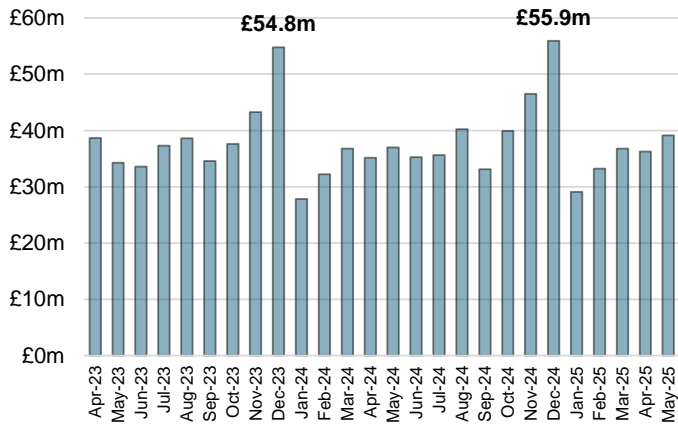
Customer Catchment	May 25	May 25 vs May 24	YTD May 25	YTD May 25 vs YTD May 24
York UA	38.4%	-3.6ppt	40.4%	-2.9ppt
North Yorkshire	12.8%	+0.0ppt	12.7%	-0.3ppt
West Yorkshire	6.0%	+0.3ppt	6.1%	+0.4ppt
North East	5.7%	-0.1ppt	5.4%	-0.1ppt
East Yorkshire	5.2%	+0.5ppt	5.5%	+0.7ppt
South Yorkshire	2.6%	+0.4ppt	2.5%	+0.0ppt
Rest of GB	29.3%	+2.4ppt	27.4%	+2.2ppt

## Sources:

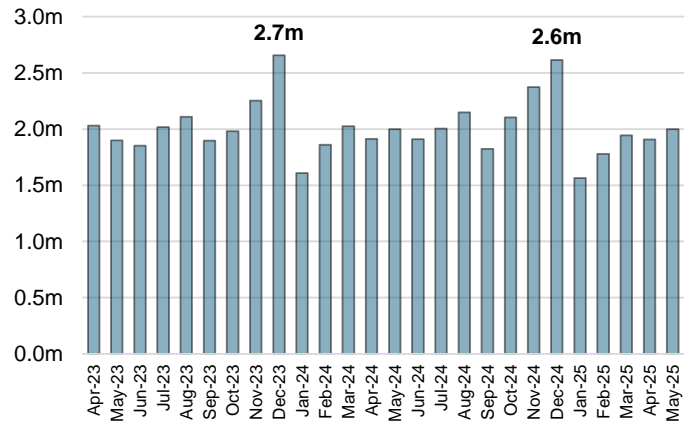
Beauclair Ltd data provided by York BID

## 4. Sales (Beauclair) - York BID Area

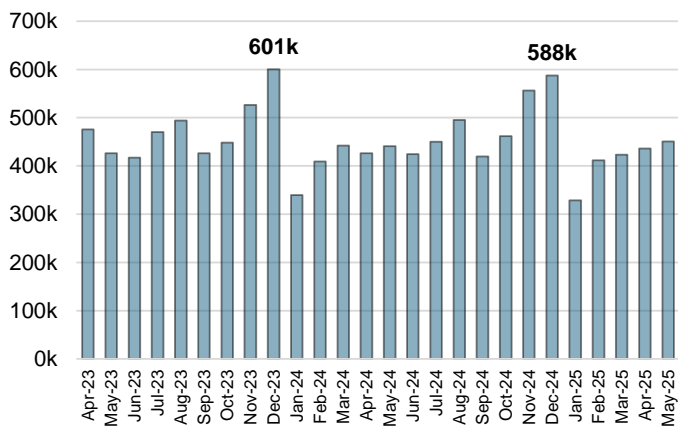
Sales



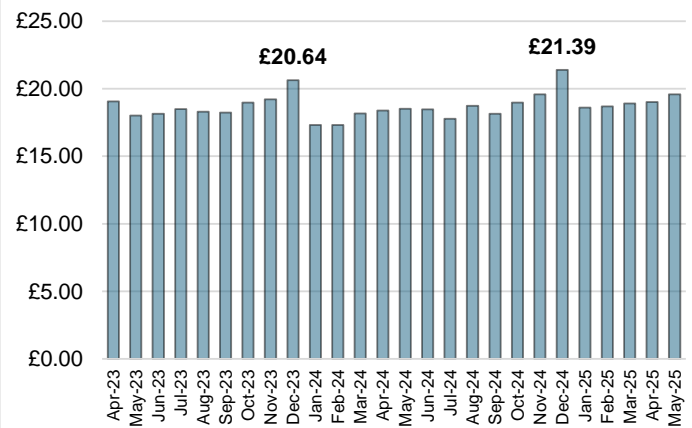
Transactions



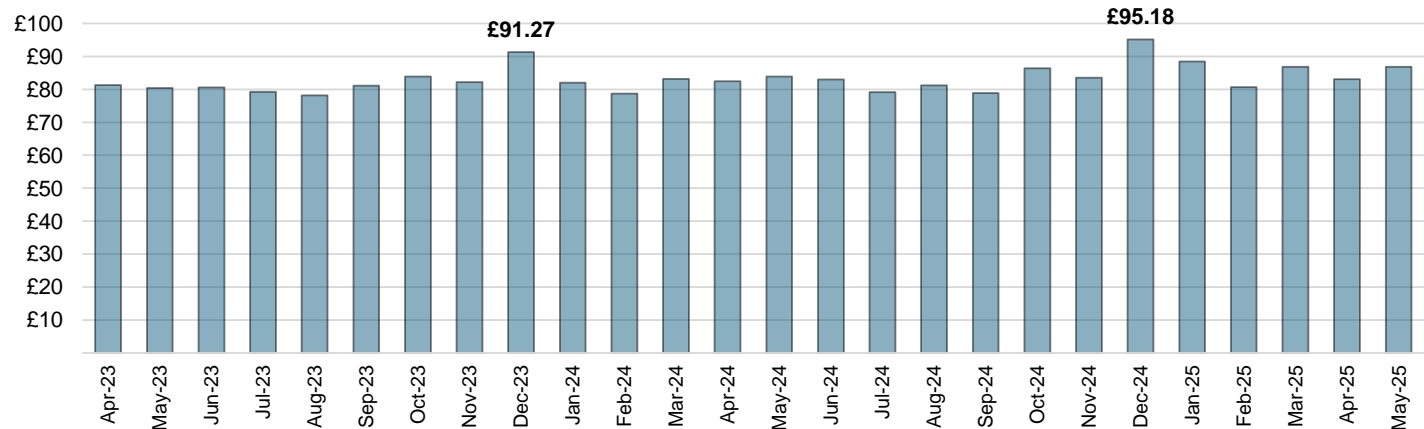
Customers



Average Transaction Value (ATV)



Average Revenue Per Customer (ARPC)

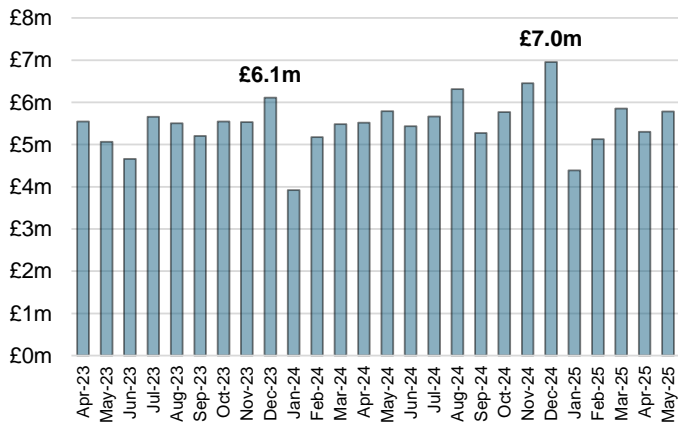


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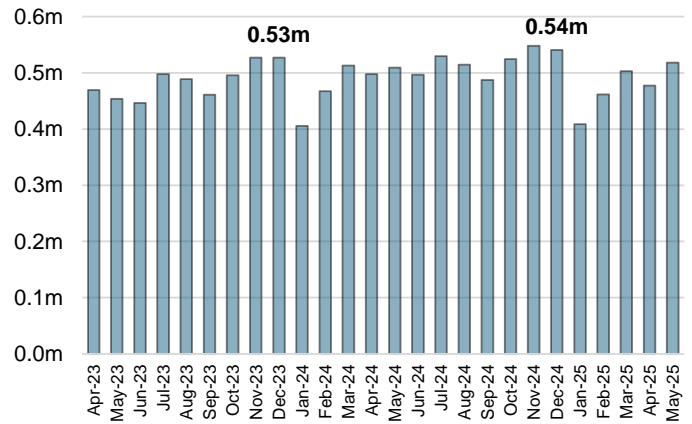
Beauclair Ltd data provided by York BID

## 4. Sales (Beauclair) - York BID Area: Micklegate Retail Area

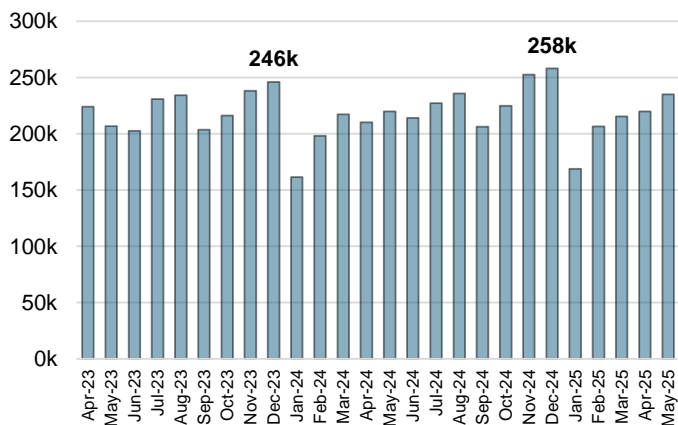
Sales



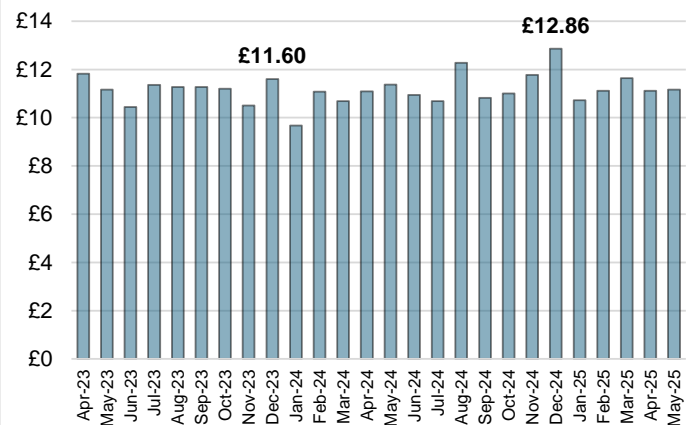
Transactions



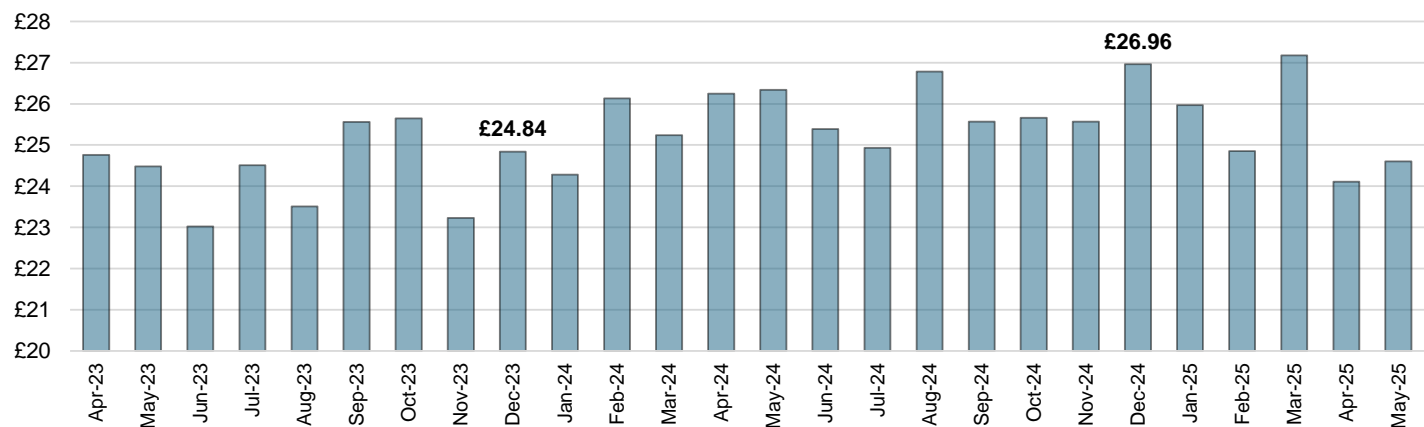
Customers



Average Transaction Value (ATV)



Average Revenue Per Customer (ARPC)



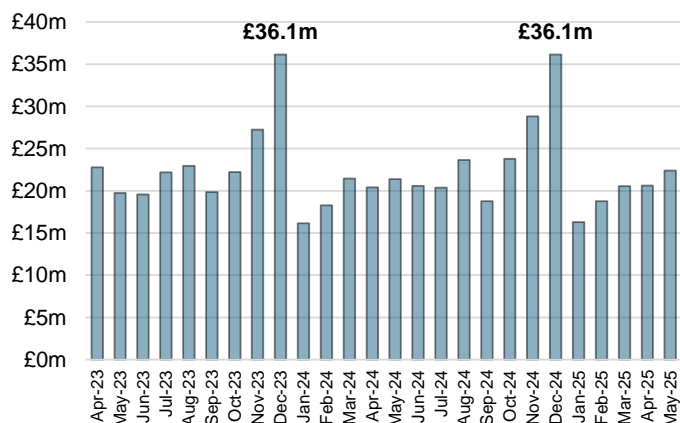
## Sources:

Beauclair Ltd data provided by York BID

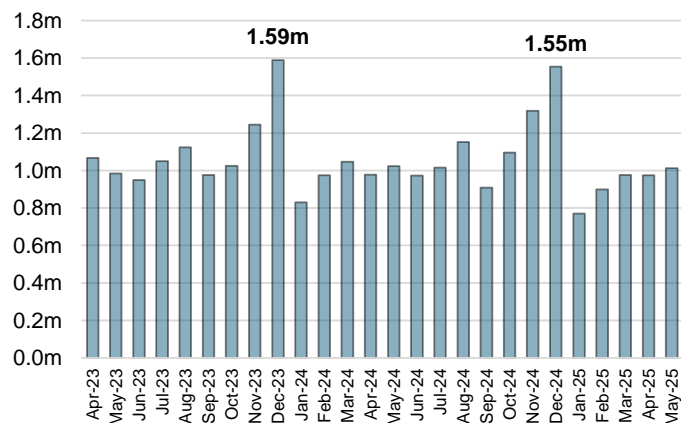


## 4. Sales (Beauclair) - York BID Area: Minster Retail Area

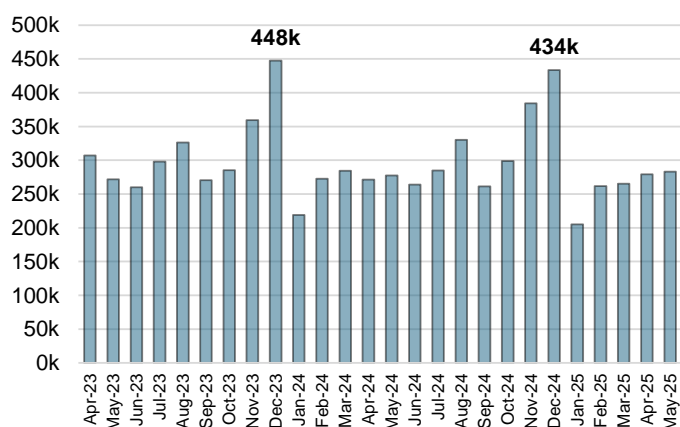
Sales



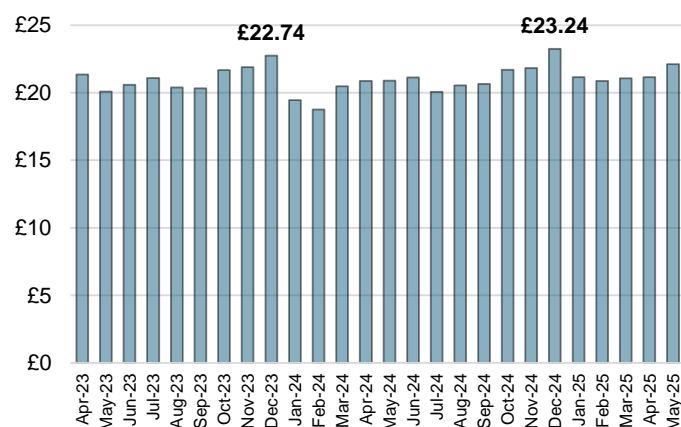
Transactions



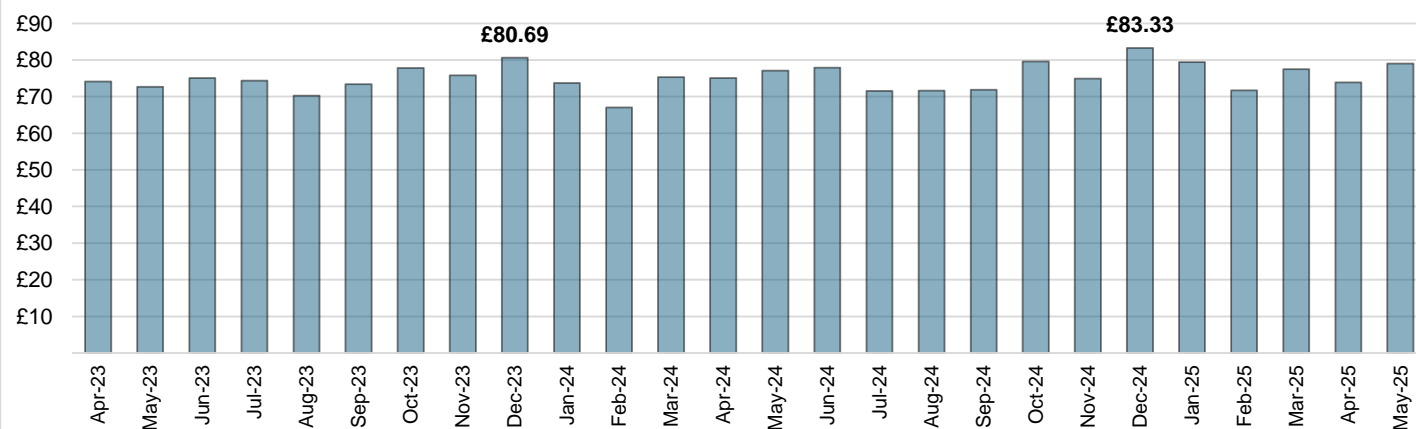
Customers



Average Transaction Value (ATV)



Average Revenue Per Customer (ARPC)

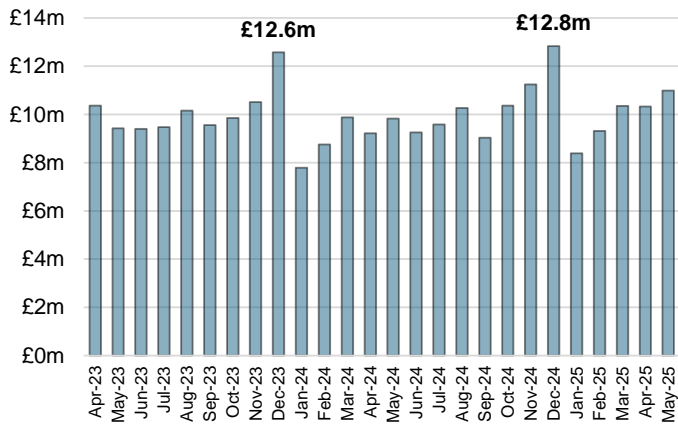


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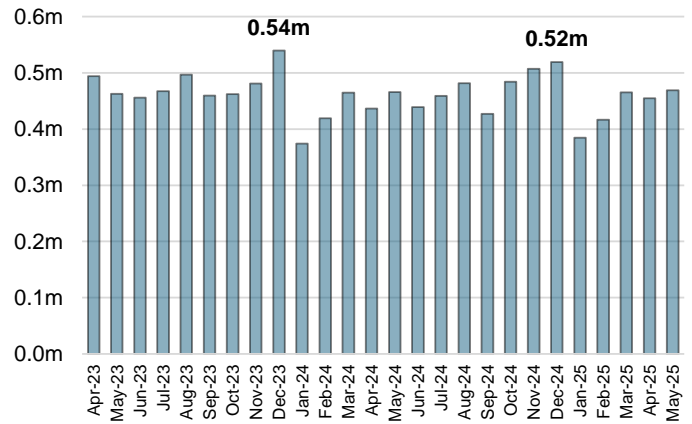
Beauclair Ltd data provided by York BID

## 4. Sales (Beauclair) - York BID Area: Walmgate Retail Area

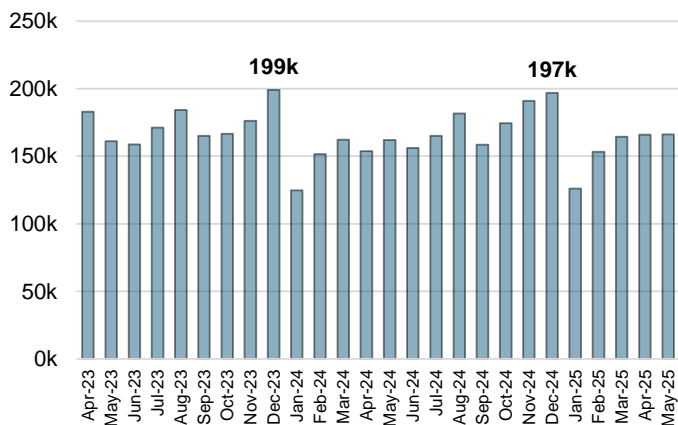
Sales



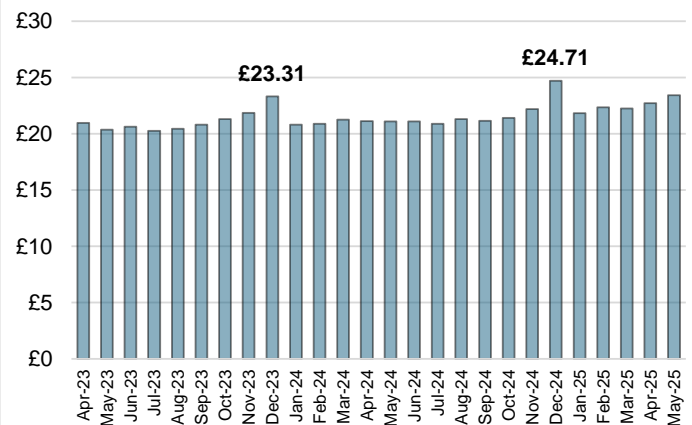
Transactions



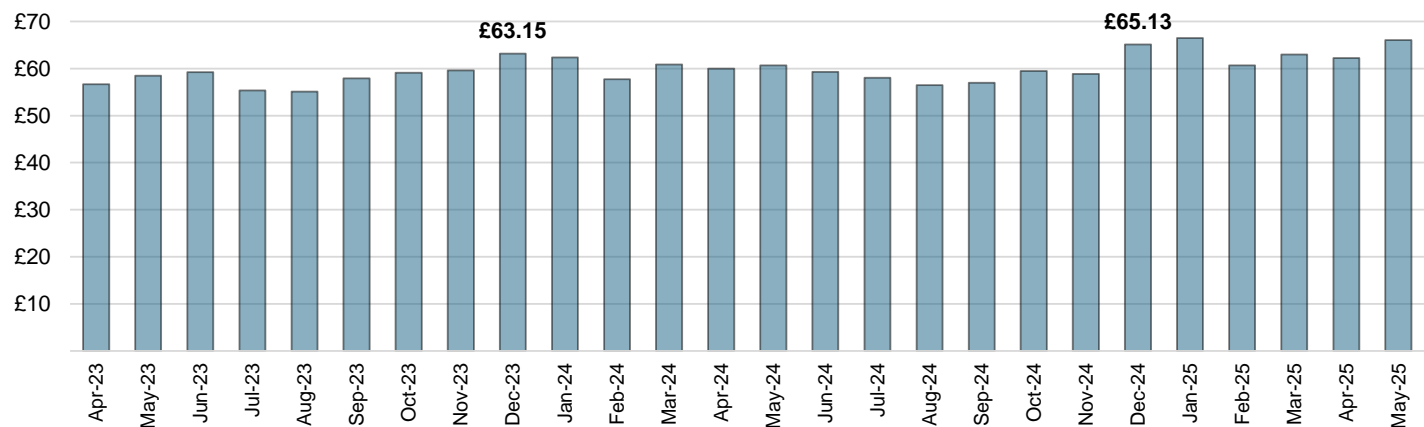
Customers



Average Transaction Value (ATV)



Average Revenue Per Customer (ARPC)

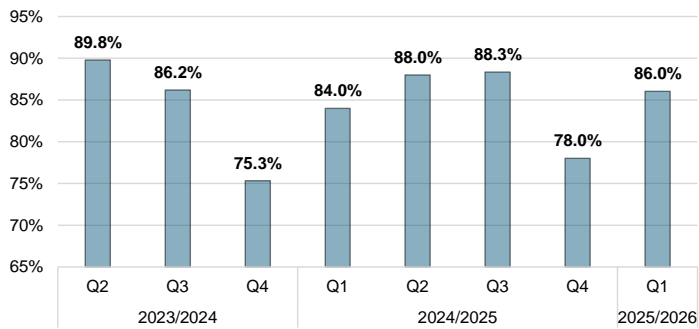


## Sources:

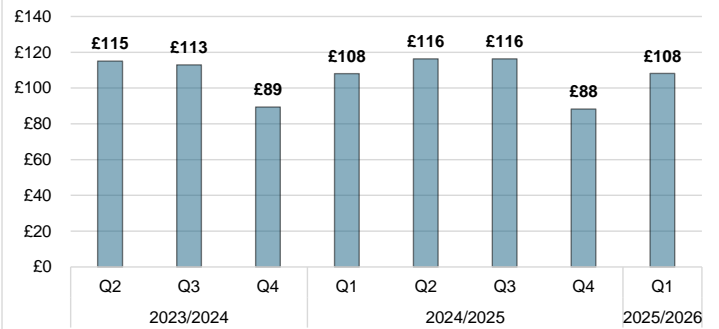
Beauclair Ltd data provided by York BID

## 5. Tourism

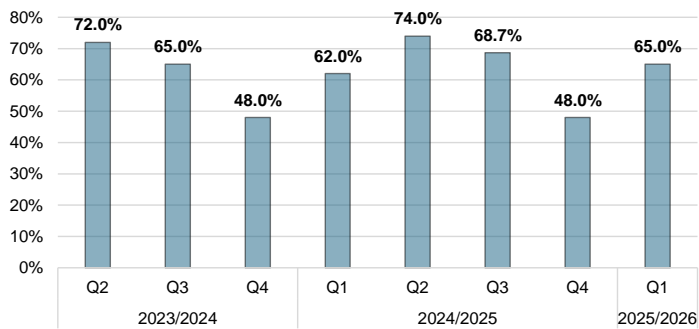
Hotels: Room Occupancy (%)



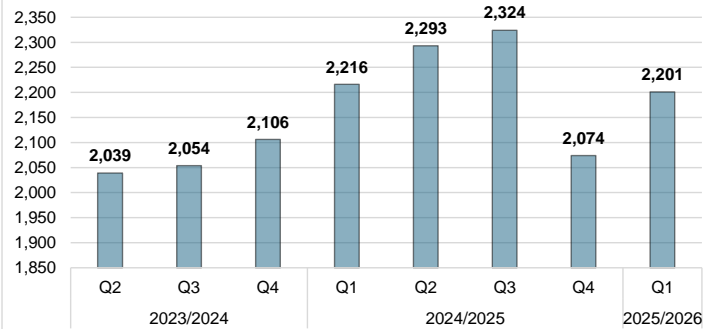
Hotels: Average Room Rate (£)



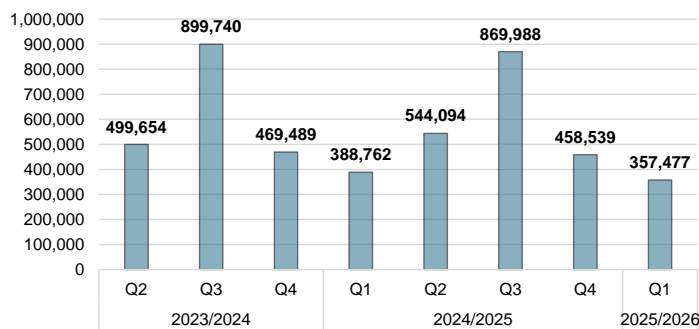
Airbnb: Occupancy (%)



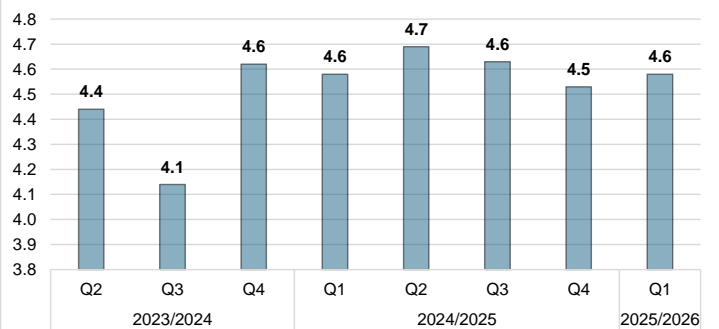
Airbnb: Active Listings - Airbnb/Vrbo - (Snapshot)



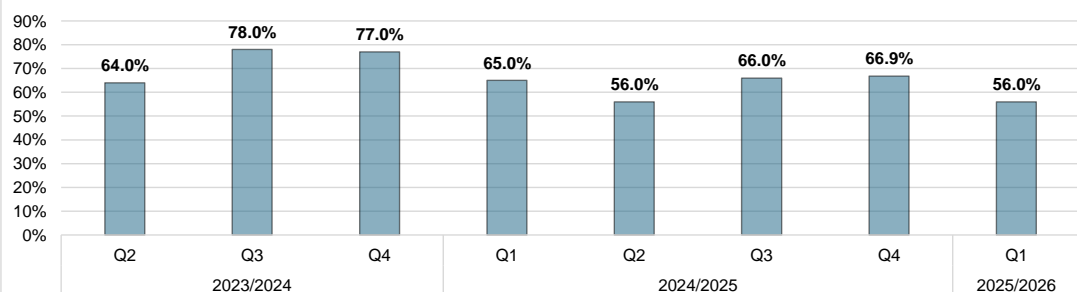
Sessions on visityork.org



Visitor Satisfaction - Score (out of 5)



Visitor Satisfaction Survey - visitors that are likely to return to York in the next two years



## Sources:

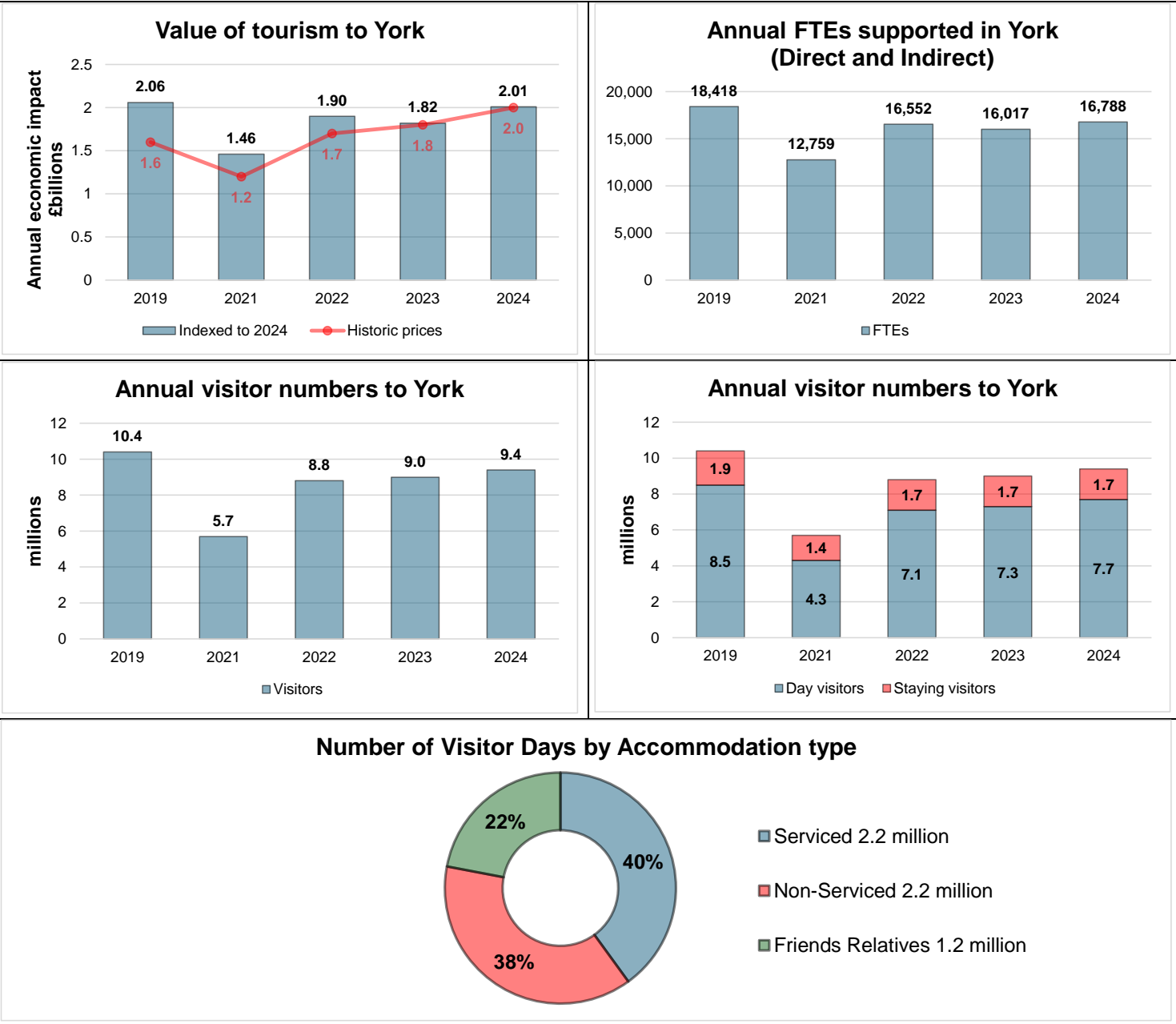
[Room Occupancy - York Open Data](#)
[Airbnb: Occupancy \(%\) - Acorn Consulting](#)
[Sessions on visityork.org - York Open Data](#)
[Visitor Satisfaction Survey - visitors that are likely to return to York in the next two years - Visit York](#)
[Hotels Average Room Rate - York Open Data](#)
[Airbnb: Active Listings - Airbnb/Vrbo - \(Snapshot\) - Acorn Consulting](#)
[Visitor Satisfaction - Score \(out of 5\) - Visit York](#)

5. Tourism

Headlines from 2024 STEAM report by Global Tourism Solutions (UK) Ltd:

Changes from 2023:

- Tourism contributed £2.01 billion to York's economy an increase of 5% (when adjusted for inflation) from £1.82 billion in 2023.
- Supported 16,788 FTE jobs across the city, an increase of 4.8% from 16,017 in 2023.
- 9.4 million total visitors, an increase of 4.4% from 9 million in 2023.
- 7.7 million day visitors, an increase of 5.5% from 7.3 million in 2023.
- 1.7 million overnight visitors, the same level as 2023.



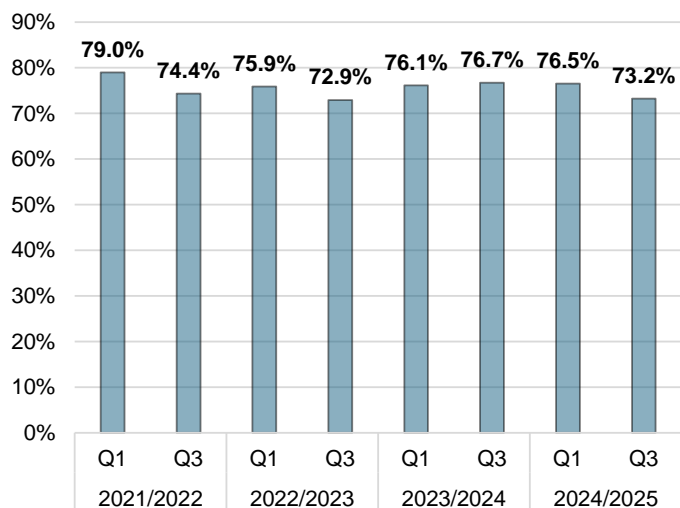
Sources:

[2024 STEAM report by Global Tourism Solutions \(UK\) Ltd 2024](#)

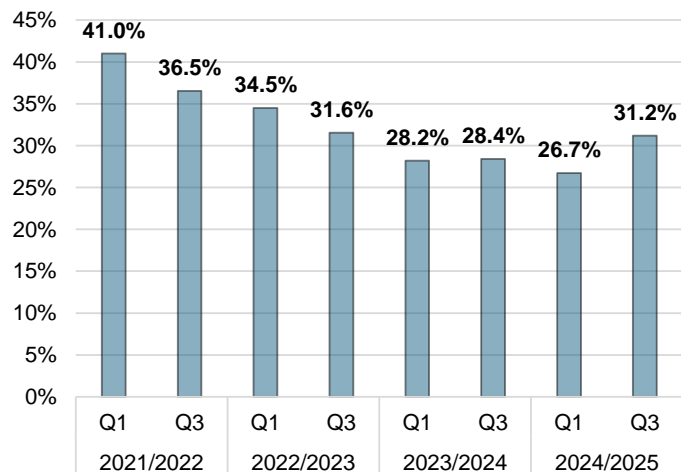
## 6. Other

## % of Talkabout Panel who:

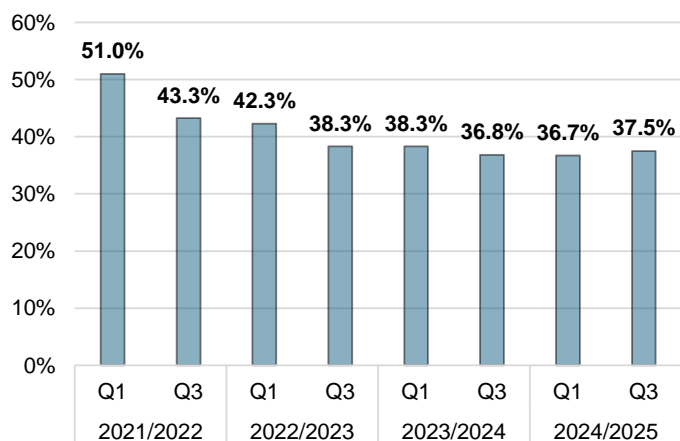
**agree that York is a safe city to live in, relatively free from crime and violence**



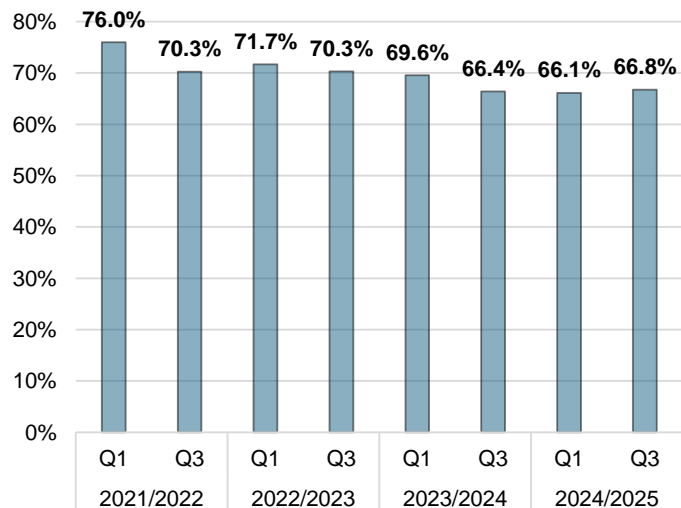
**think that the council and partners are doing well at improving the quality of streets/public spaces**



**think that the council are doing well at improving green spaces to help biodiversity and mitigate climate change**



**think that the council and partners are doing well conserving York's heritage**



## Sources:

[agree that York is a safe city to live in, relatively free from crime and violence - York Open Data](#)

[think that the council and partners are doing well at improving the quality of streets/public spaces - York Open Data](#)

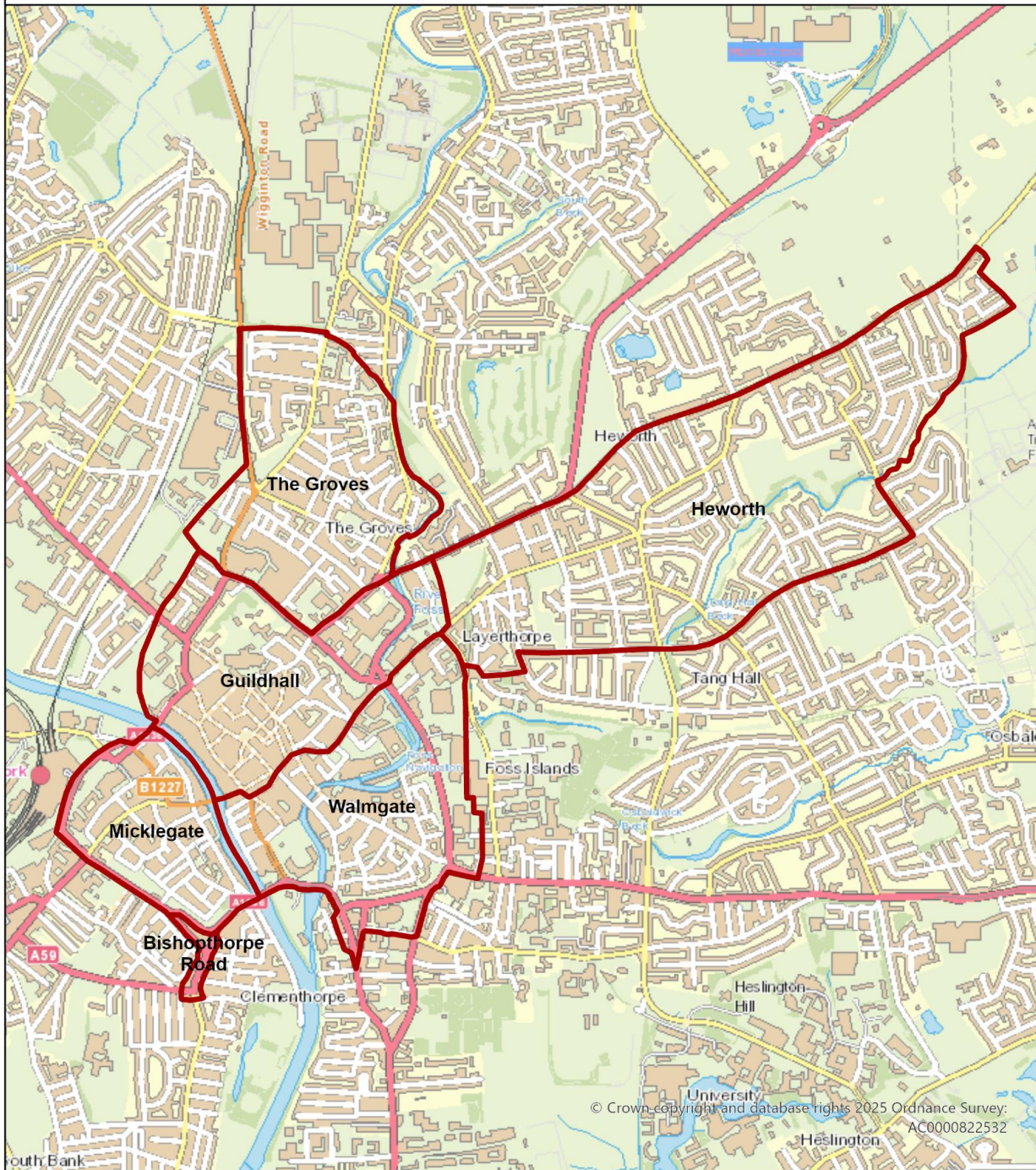
[think that the council are doing well at improving green spaces - York Open Data](#)

[think that the council and partners are doing well conserving York's heritage - York Open Data](#)



7. To Follow: Footfall (BT Active)

**BT Active - Proposed Area**



**Date:** 1 Aug 2025

**Author:** Business Intelligence Hub

**Scale:** 1:20,000



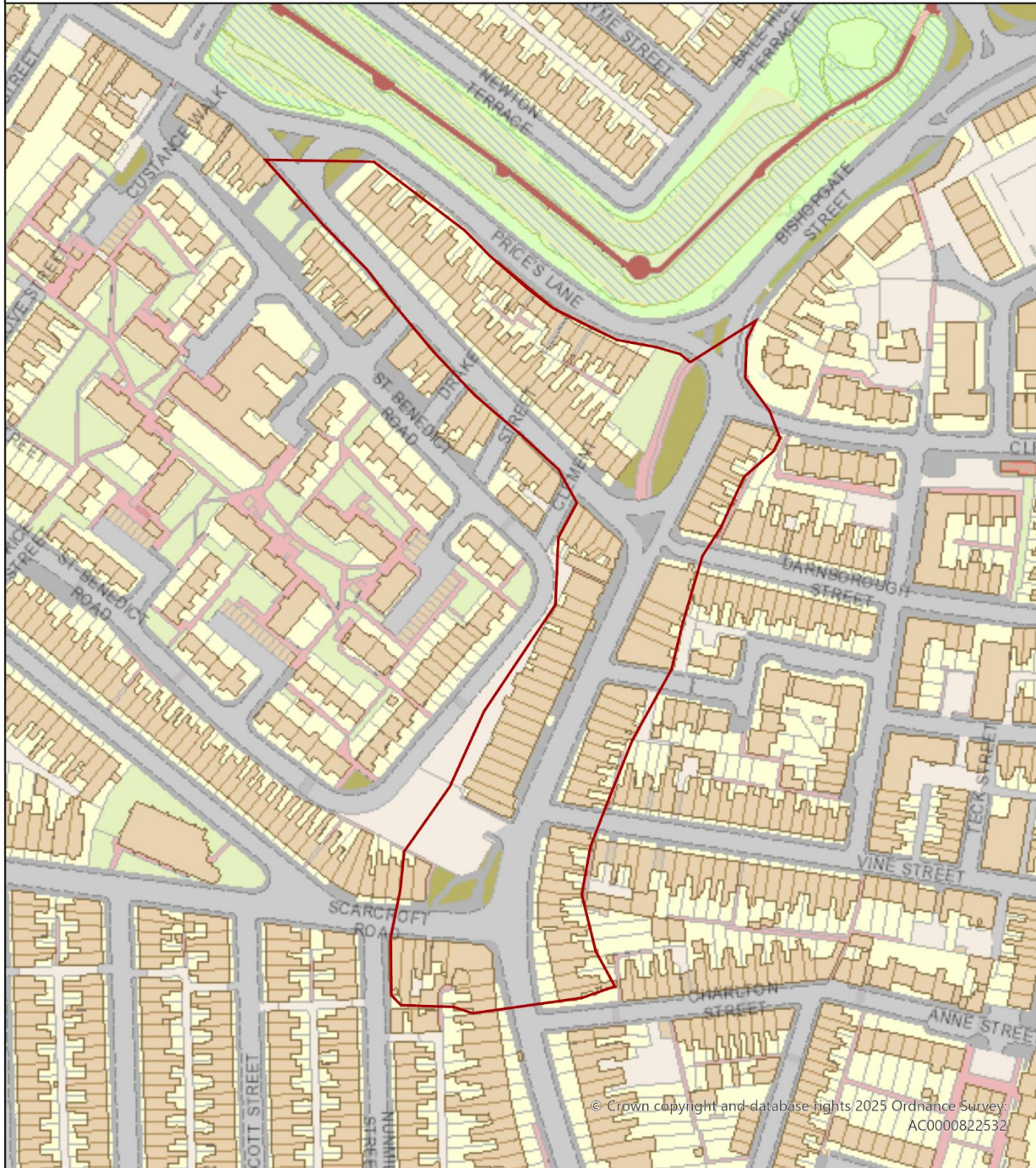
**Sources:**

BT Active



7. To Follow: Footfall (BT Active)

**BT Active - Proposed Areas: Bishopthorpe Road**



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AC0000822532

**Date:** 1 Aug 2025  
**Author:** Business Intelligence Hub  
**Scale:** 1:2,000



0 0.03 0.05 0.08 0.1 0.13  
Km

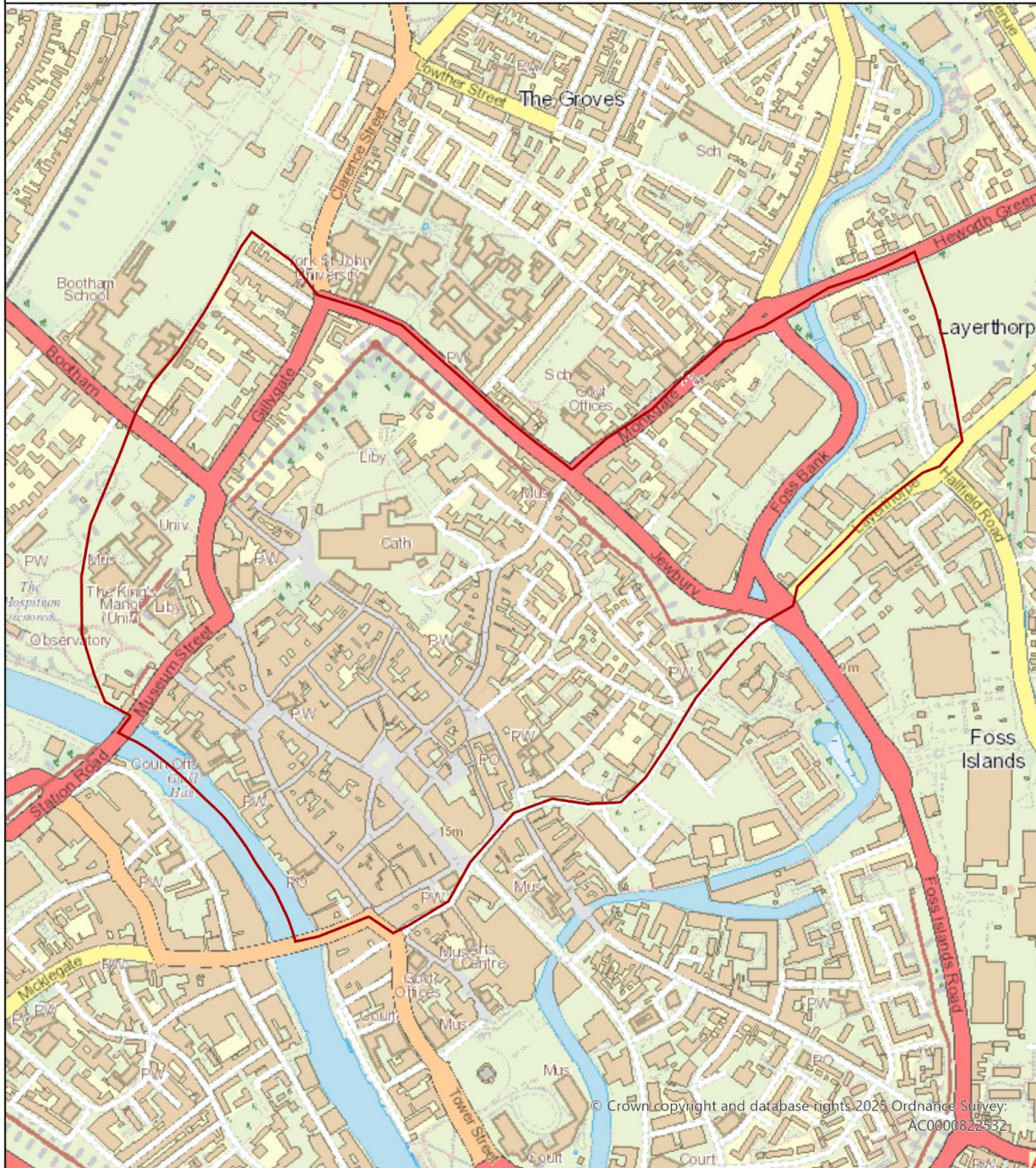
Sources:

BT Active



7. To Follow: Footfall (BT Active)

**BT Active - Proposed Areas: Guildhall**



**Date:** 1 Aug 2025

**Author:** Business Intelligence Hub

**Scale:** 1:7,000



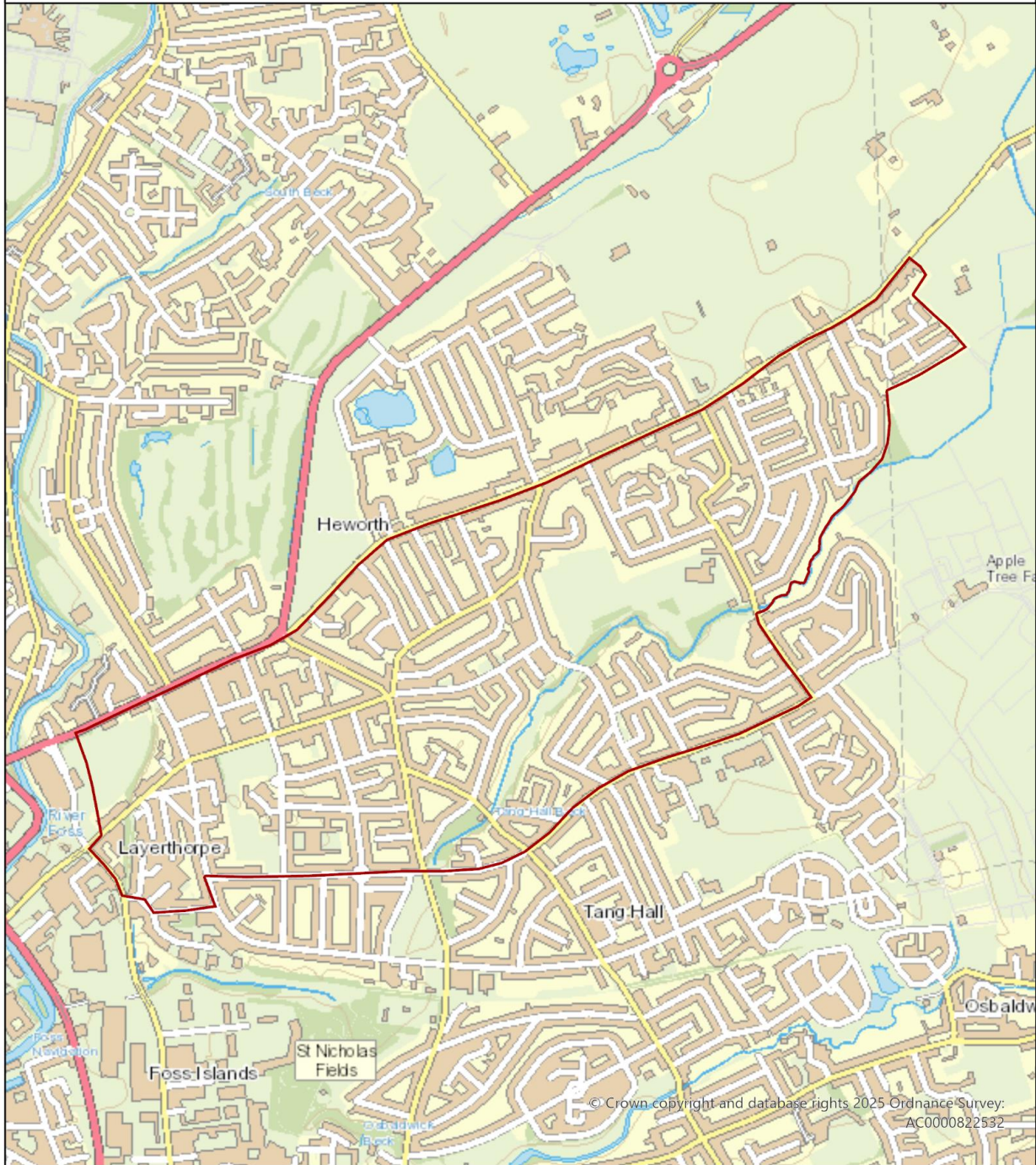
**Sources:**

BT Active



7. To Follow: Footfall (BT Active)

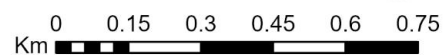
**BT Active - Proposed Areas: Heworth**



**Date:** 1 Aug 2025

**Author:** Business Intelligence Hub

**Scale:** 1:13,000



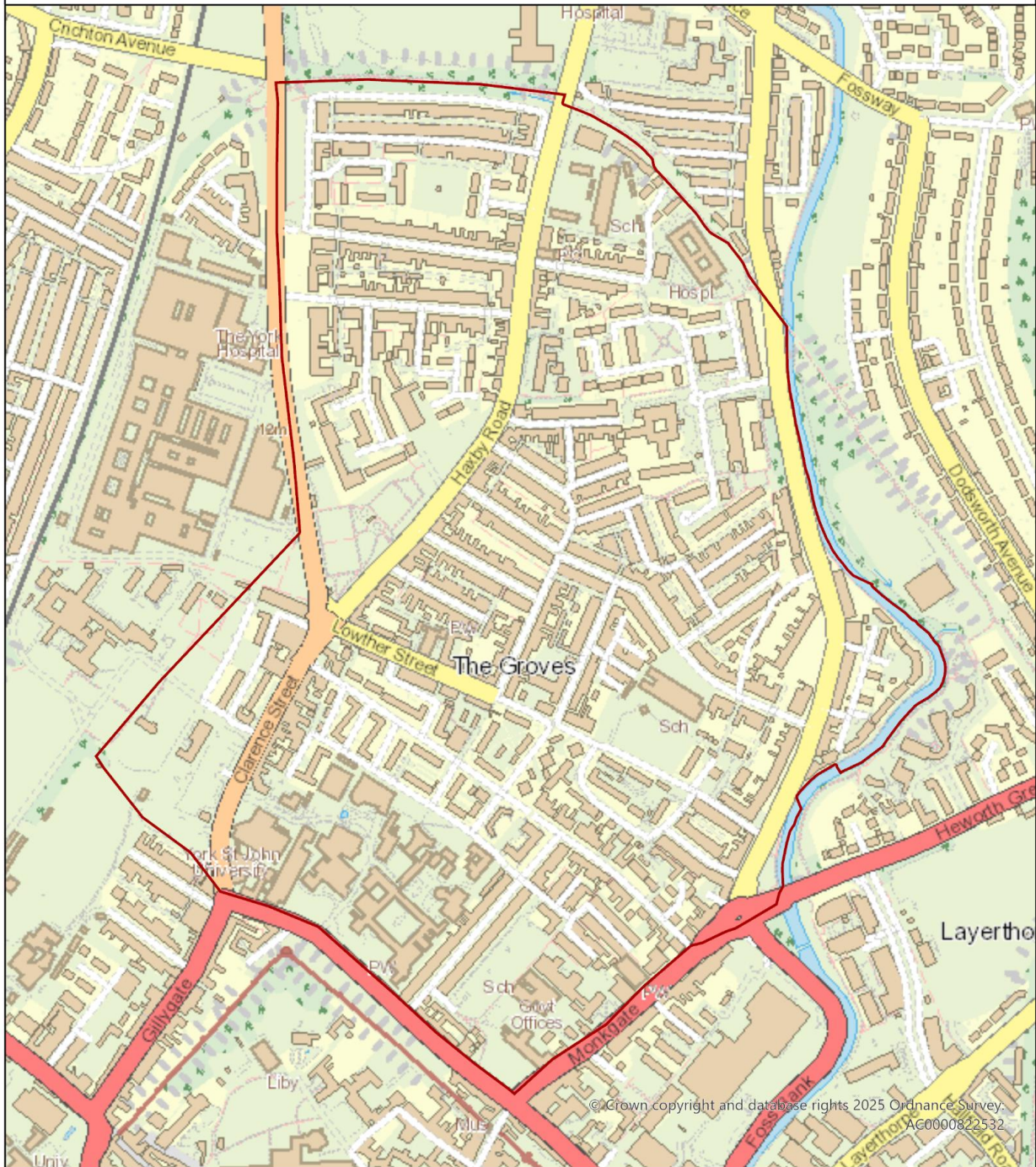
**Sources:**

BT Active



7. To Follow: Footfall (BT Active)

**BT Active - Proposed Areas: The Groves**



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**Date:** 1 Aug 2025  
**Author:** Business Intelligence Hub  
**Scale:** 1:6,000



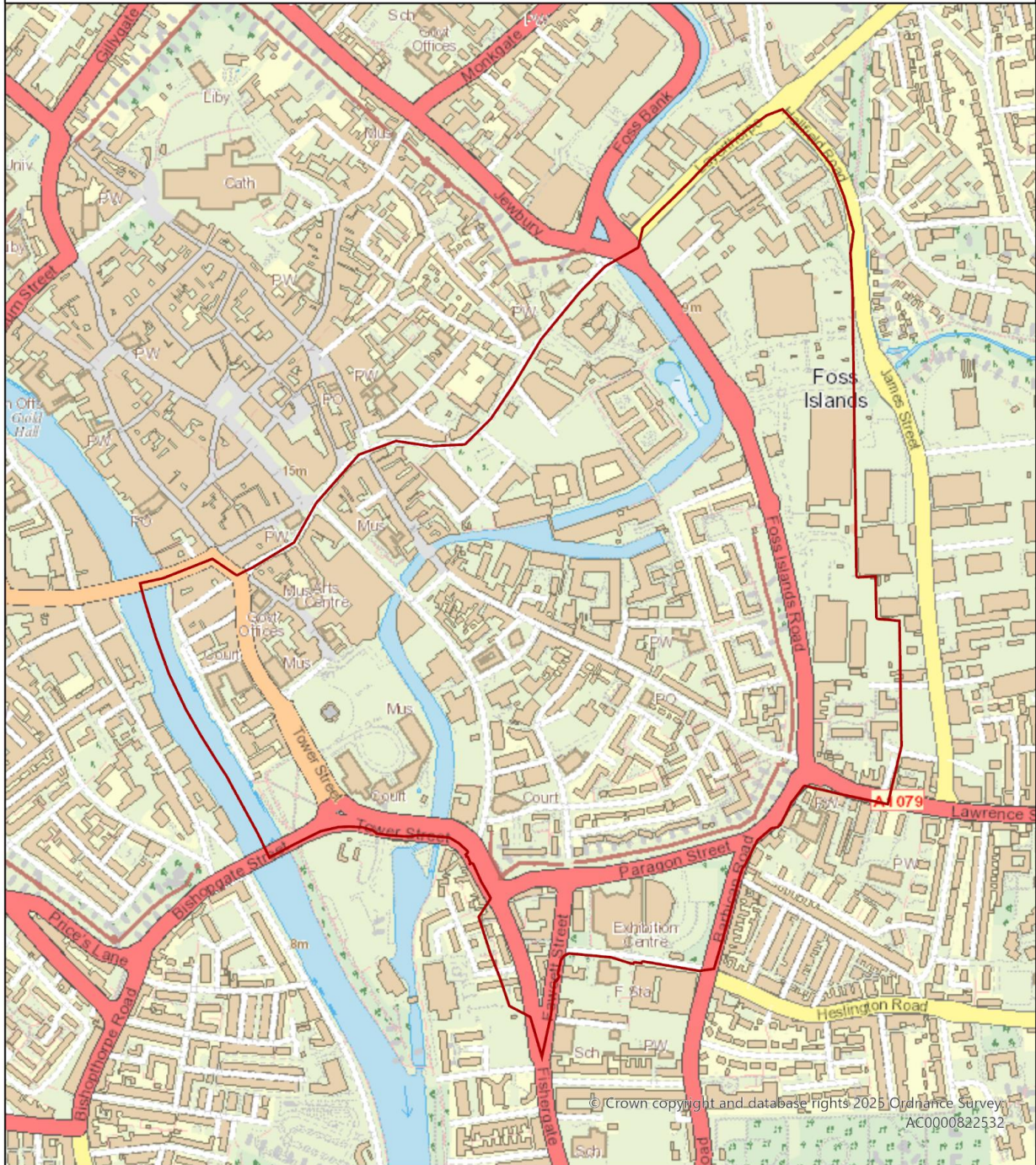
Sources:

BT Active



7. To Follow: Footfall (BT Active)

**BT Active - Proposed Areas: Walmgate**



**Date:** 1 Aug 2025

**Author:** Business Intelligence Hub

**Scale:** 1:7,000

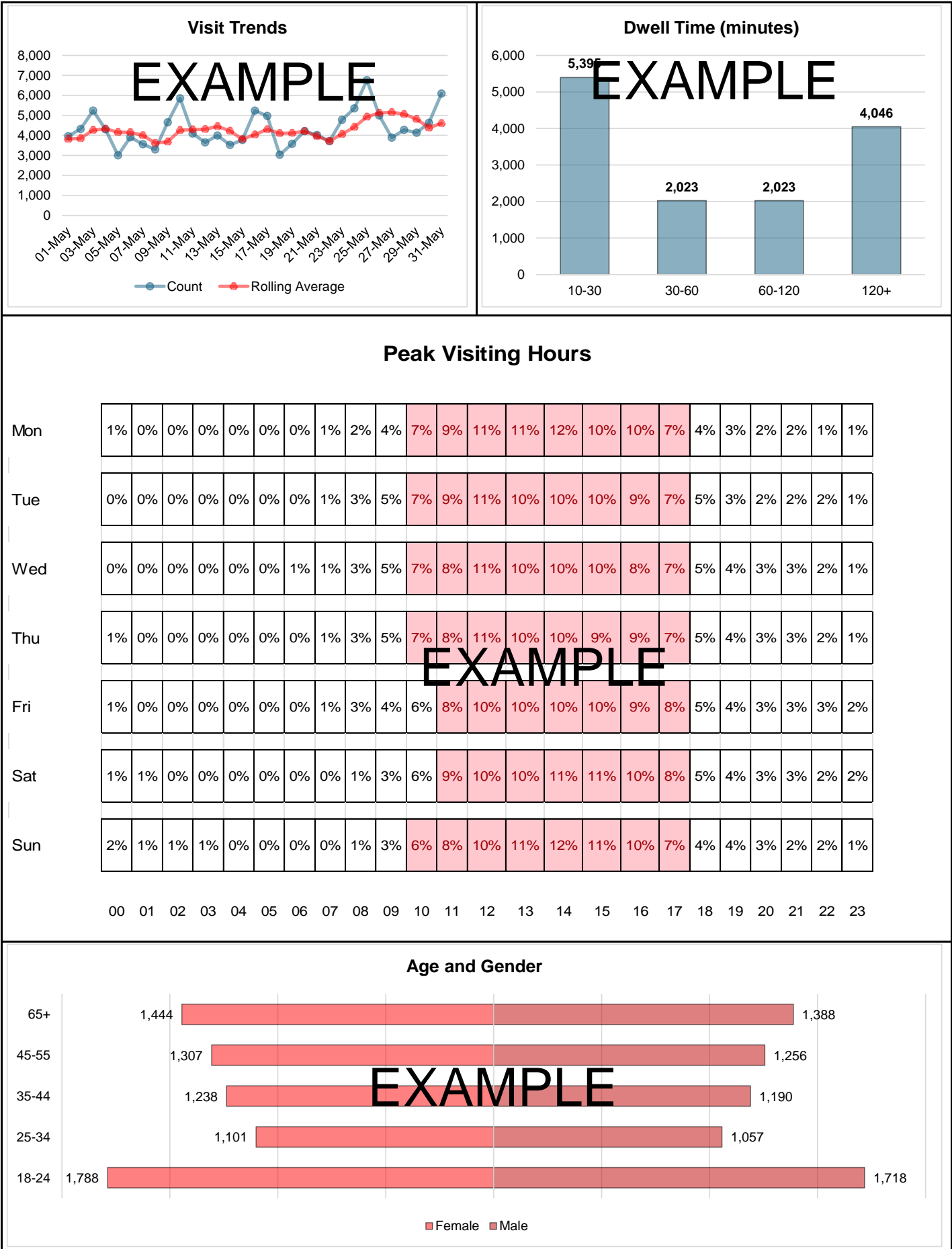


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Km

Sources:

BT Active

7. To Follow: Footfall (BT Active)

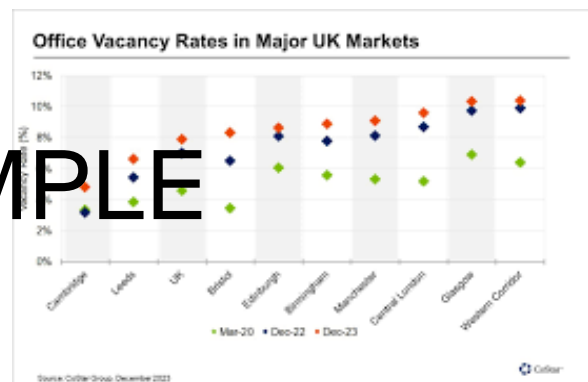
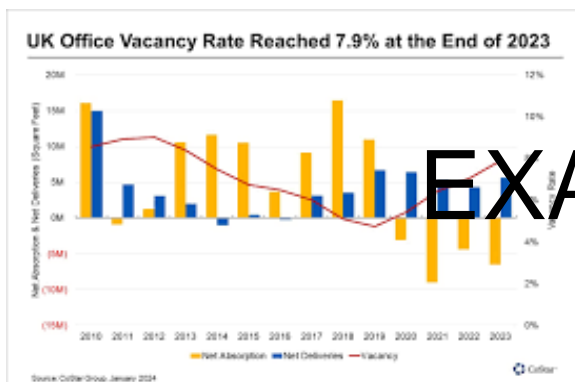
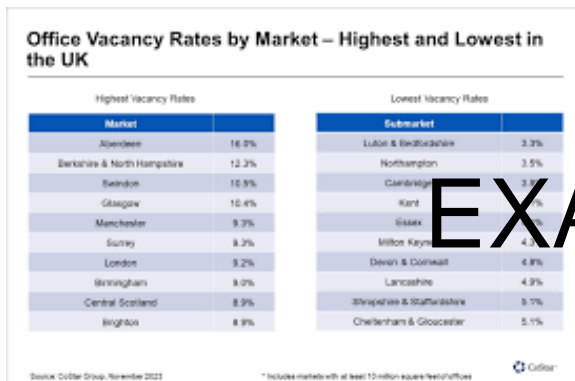


Sources:

BT Active

## 7. To Follow - Other Vacancy level data

### Examples of possible market insight data



Sources:

To follow