03/07/2025

Vibrant and Sustainable High Streets Fund

Using Data to Support your Application

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Introduction

- Overview of monitoring and evaluation requirements
  - What are we asking for and why?
- York BID
  - Data Intelligence Hub
  - Using data to unlock funding
  - Identifying robust data sources for your project
  - Using data to evaluate success of a project
- Q&A

Monitoring and Evaluation Requirements – Application Stage

For each Output or Outcome you have ticked, complete the table to confirm what your project will aim to deliver. Provide an estimate of the current number or level, and an estimate for the number or level you are aiming to achieve as a result of the project. *

	Output/Outcome	Current Number or Level	Target Number or Level
1			
2			
3			
4			
5			
6			
7			

- Selecting outputs and outcomes
  - Ensure relevance to project
  - Can be quantitative or qualitative

- Estimating values for outputs and outcomes
  - Current levels
  - Target levels - what do you want to measure and how?
    - Realistic
    - Measurable

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Monitoring and Evaluation Requirements – During Project

- Establishing a baseline at the start of the project

- Quarterly monitoring against progress throughout the project (actuals vs forecasted profile)

- Applicants must ensure sufficient resource is allocated for monitoring and evaluation

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Post Project Evaluation

- Report on what was achieved against the target values

- Report on any added value (i.e. benefits outside of programme objectives)

- Reflect on what went well/challenges faced

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Why do we ask for this information?

- Enables us to understand your project and its scale

- Ensures your project aligns with the programme objectives

- Allows monitoring of progress & refine project if needed

- Supports lessons learned

- Allows a programme level overview of progress against objectives

- Helps to unlock future grant funding opportunities

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Using Data to Support Your Applications

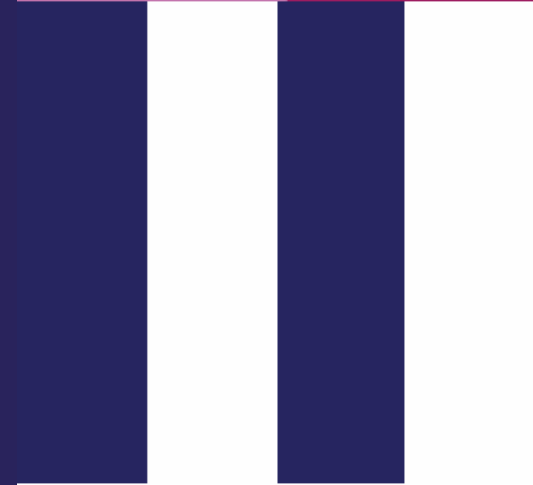York BID's Data Intelligence Hub and Lessons Learnt

Overview

1. About York BID
2. What to consider when using data
3. York Data Intelligence Hub
4. May Spend Data Report
5. How to use data in grant applications
6. Examples of grant funded projects
7. Lessons Learnt
8. Questions

Rachel Bean
Project Manager

Chris Bush
Business Manager

About York Business Improvement District (BID)

- Not-for-profit organisation, delivering targeted projects that enhance the city centre and support local businesses.

- Operating independently of the Local Authority, providing added-value services beyond statutory responsibilities.

- BIDs are now a key force in high street regeneration, especially amid reduced public sector funding.

- Part of a national network of 340+ BIDs across the UK. Estimated to have invested over £1 billion into towns and cities nationwide since 2004.

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Using Data to Understand Economic Performance

- Post-Covid demand for reliable economic data remains high amid ongoing uncertainty.

- York BID has committed to long-term investment in data to:

  - Provide a clearer understanding of economic performance

  - Enables better targeting of support for local businesses

- Five years' experience of working with diverse sources has highlighted the value of consistency and reliability.

- BID now leads on city centre data, sharing monthly insights and supporting strategic partnerships.

Audience Poll:

1

How confident are you in using data to support funding applications?

- Very confident
- Somewhat confident
- Not very confident
- Not confident at all

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Audience Poll:

2

What is your biggest challenge when it comes to using data in funding bids?

- Accessing relevant data
- Interpreting or analysing data
- Presenting data effectively
- Ensuring data credibility
- Time constraints

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Objectives

1

Understand the types of data sources available

2

Identify trusted and valuable data sources

3

Explore ways of using data in a funding bid

4

Gain confidence through actionable advice

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Types of Data Available

Mobile Device Tracking
Visitor volumes, movements, dwell time, demographics

Footfall Counters & Sensors
Visitor presence at specific locations

Bank Card & Spending Data
Customer debit card transactions, in-store

Accommodation & Booking Data
Overnight visitor levels and tourism demand

Types of Data Available

Surveys & Visitor Feedback
Stakeholder motivations, demographics, and sentiments

Web & Social Media Analytics
Digital indicators of interest and engagement

National, Regional & Local Data Hubs
made publicly available by government etc.

Self-Generated Data
Collected through your own activity and observations

Free Data Resources

Surveys & Visitor Feedback
- Google Forms: forms.google.com
- SurveyMonkey: surveymonkey.co.uk
- Mentimeter (Live Polling & Feedback in Presentations): mentimeter.com

Web & Social Media Analytics
- Google Analytics: analytics.google.com
- Google Search Console: search.google.com/search-console
- Meta Business Suite insights: facebook.com/business/learn/lessons/meta-business-suite-insights/

National, Regional & Local Data Hubs
- Office for National Statistics (ONS): ons.gov.uk
- NOMIS: Labour market and population data: nomisweb.co.uk
- UK Data Service: Academic and government datasets: ukdataservice.ac.uk

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What Constitutes As Valuable Data?

What points do we need to consider?

Sample Size
Is the dataset large and representative enough to draw meaningful conclusions?

Consistency
Is the data collected in a reliable, repeatable way? With access to historical records?

Availability
How often is the data updated, and how easily can it be accessed?

Transparency
Is the methodology clear, with any limitations or biases openly stated?

What Constitutes As Valuable Data?

What points do we need to consider?

Triangulation
Does the data align with other credible sources and reflect real-world observations?

Granularity
How detailed is the data? Can it be broken down by location, time, or demographic group?

Suitability
Does the format meet your needs (e.g. raw data, dashboards, export options, reporting tools)?

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York Data Intelligence Hub

York BID is leading on the development of a '**Data Intelligence Hub**' for the city centre which will bring together a variety of data sources including:

- **Domestic Debit Card Transactions (Beauclair)**

- **Visitor Demographics & Behaviours (BT Active Intelligence)**

- **Hotel Occupancy (STR)**

- **Train Journeys to the City (LNER)**

- **Shop Vacancy Rates (City of York Council)**

York St John University is a key partner, providing in-kind support through the contribution of a dedicated data analyst.

York Data Intelligence Hub

Core Objectives:

- Equip local businesses with actionable data to **inform day-to-day operations and strategic planning.**

- Provide a robust evidence base to **evaluate the impact of projects/events** and **strengthen the case for future investment.**

- Support policy-makers with **informed decision-making on critical city centre issues.**

- Foster alignment and consistency in communications around York's economic narrative, **boosting business confidence.**

York Data Intelligence Hub

Key Outputs

- Economic Trends published via a digital Power BI dashboard.

- Monthly/Quarterly reports distributed and made accessible to local businesses and strategic partners.

Enhanced Through Grant Funding

- Secured grant from York & North Yorkshire Combined Authority Vibrant High Streets Fund for a 3-year Beauclair spend data subscription.

- Funding success driven by the ability to demonstrate measurable economic outcomes and support future bids.

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May Spend Data Report

📊 Headline Spend Metrics

- In May 2025, monthly sales in York City Centre were £39.2m. Year-to-Date (YTD) sales were £174m.

- Compared to May 2024, monthly sales increased by +5.8% while YTD sales increased by +3.2%.

- The increase in monthly sales was due to an increase of +3.5% in average revenue per customer (ARPC) and an increase of +2.2% in customer numbers.

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	2m	+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%

May Spend Data Report

🛍️ Sector Sales

- The Food & Drink sector accounts for 37% of the total year-to-date sales.

- The sectors showing the largest % change year to date are General Retail (+17.6%), Fashion (+14.0%).

Sector	May 25	May 25 vs May 24	YTD May 25	YTD May 25 vs YTD May 24
Food & Drink	£14.4m	3.1%	£64.7m	0.8%
Grocery	£7.42m	-3.3%	£34.8m	-5.0%
Fashion	£5.09m	17.1%	£18.4m	14.0%
General Retail	£3.26m	22.4%	£15.3m	17.6%
Health & Beauty	£2.85m	13.2%	£12.7m	8.7%
Tourism	£2.50m	11.7%	£10.7m	6.2%
Transport	£2.11m	-5.0%	£10.2m	-2.5%
Entertainment	£902k	1.3%	£4.55m	10.0%

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May Spend Data Report

📍 **Customer Catchment**

- York Residents account for around 40% of the total sales YTD.

- 67% of total sales YTD originates from the Yorkshire Region, with North Yorkshire accounting for nearly 13%.

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
Rest Of GB	29.3%	+2.4ppt	27.4%	+2.2ppt
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

May Spend Data Report

📈 **Benchmarking with Comparator Areas**

- The year-on-year monthly sales in York during May 2025 increased by +5.8%, outperforming Chester (+4.0%), Leeds (-0.4%) and Bath (-1.0%).

- By comparison, YTD sales were up by +3.2% York, whereas out-of-town Shopping Centres were up by +5.2%.

Retail Area	May 25 vs May 24	YTD May 25 vs YTD May 24
York	5.8%	3.2%
Shopping Centres	8.1%	5.2%
Bath	-1.0%	2.3%
Chester	4.0%	4.1%
Edinburgh	6.0%	-0.4%
Leeds	-0.4%	-4.2%
GB Benchmark	-1.8%	-2.3%

View our latest economic performance report at:

www.theyorkbid.com/category/insights/

Objectives

✓ **Understand** the types of data sources available

✓ **Identify** trusted and valuable data sources

3 **Explore** ways of using data in a funding bid

4 **Gain confidence** through actionable advice

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How to use data in grant applications and reporting

Building of a strong **business case**

Writing **compelling** grant funding applications

Implementation and **evaluation**

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Why data matters for grant applications

1
- Evidence Need – Why is your proposal important?
- Demonstrate Impact – What difference will it make?
- Identify potential partners and sources of data

2
- Building trust
- Stand out - Be specific, avoiding passive words and phrases
- What does success look like? Identify metrics

3
- Remember, funders need to evidence their spend too!
- Keep an open mind – what went well and what didn't?
- Pre- and post- project surveys

Footfall

Number of shows

Wider context

Business engagement

Media and reach

Over **100,000** viewers
10,000 webpage visits
Launch event with **100** cultural leaders

Footfall

Spend

Business engagement

Number of shops

Number of passports

93 businesses
180,000 reach
50% gave away
over 100 stickers
(each worth a
minimum of £5)

Surveys

Local priorities

Police reports

Letter from Central Government

Local press

96 hours of uniformed presence
87.5% of respondents said Marshals improved public safety

Colour & Light Feb 2025
Fully Funded by £45,000
UK SPF Grant

YORK RESTAURANT WEEK MARCH 25
FORTNIGHT SPECIAL
MON 10TH – SUN 23RD
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Food & Drink - Oct 2024
+8% Sales
+3.9% Customers

Shop YORK

General Retail - Feb 2025
+21.7% Sales
+6.2% Customers

Ghosts In The Gardens - Oct 2024
+6.2% Sales
+3.1% Customers

Evidencing need and impact

Social media
Likes
Reach
Comments
Views
Demographic

Partners
Number of partners
Number of meetings
Size of membership

Press
Number of press articles
Size of audience
Geography

Added value
Good news stories

Numbers!
Participants
Audience
Organisations
Installations

Need ideas? Tell us about your project in the chat.

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Writing compelling bids and reports

Our area needs better lighting.

During an audit of current lighting infrastructure, we found that 30% of the lights were not working, highlighting a clear need for our proposed lighting upgrade project.

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Writing **compelling** bids and reports

Public safety is a concern.

A survey completed by **116** taxi drivers found that **51%** witnessed safety concerns on a night, including fighting and verbal abuse, reinforcing the need for our taxi marshal programme.

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Writing compelling bids and reports

Businesses told us that marshals have improved public safety along the river.

In a survey with river facing businesses, 87.5% of respondents said the marshals improved public safety.

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Lessons Learnt

✓ **Understand** the types of data sources available

✓ **Identify** trusted, and valuable data sources

✓ **Explore** ways of using data in a funding bid

✓ **Gain confidence** through actionable advice

Please share any questions or comments in the chat

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A quick note on AI...

AI (ChatGPT, Gemini, Claude) is a useful tool, especially when resources are limited.

No one knows your project better than you. Part of writing a compelling bid is your passion and enthusiasm.

Once you've written your application, AI can help you to identify the gaps.

Provide context, give enough information and don't assume accuracy.
Check all the information is correct.

Some useful prompts:

Act as an assessor for the <NAME> grant.

What are the gaps in the attached grant application?

Tell me 5 weaknesses of this grant application: <ATTACH FILE>

Identify where data is needed to support the application.

Thank You

Stay in touch! Follow York BID on LinkedIn