

CORE VALUE 1: MAKING HISTORY, EVERY DAY

SUPPORTING VALUES

(To be refined through discussion)

- HISTORIC
- IMPORTANT
- FORWARD-LOOKING
 - EVOLVING
- STIMULATING INSPIRATIONAL
 - BEAUTIFUL
 - EXPRESSIVE
 - TIMELESS
- STORYTELLER
- INTERNATIONAL REPUTATION
- BRIMMING WITH CHARACTER
 - MULTI-SENSORY
 - LONGEVITY
 - LEGACY
 - CREATIVE
 - BRAVE
 - RISK TAKING
- TRANSFORMATIONAL

WHAT DOES IT MEAN?

- EVERLASTING EVOLUTION
- THE NEVER ENDING STORY - HISTORY NEVER STOPS, IT'S ALWAYS BEING ADDED TO
- HISTORY IN THE MAKING
 - FORWARD-LOOKING
- FOCUSED ON FUTURE IMPACT

EVIDENCE

- City founded almost 2000 years ago in 71AD
- Rich history and internationally significant built heritage assets
 - The UK's first Gigabit City
 - Upcoming major projects at National Railway Museum, York Central, York Castle Museum and Guildhall

The brand filter workshops should identify more.

CORE VALUE 2: HUMAN SCALE

SUPPORTING VALUES

(To be refined through discussion)

- SOCIAL
- LIVEABLE
- PERSONABLE
- CREATIVE
- INCLUSIVE
- GENEROUS
- INDEPENDENT
- COMFORTABLE
- CONVENIENT
 - KIND
- WELCOMING
 - CARING
- RESPONSIBLE
- NURTURING
 - USEFUL
 - COMPACT
- GRASSROOTS
- SIMPLICITY

WHAT DOES IT MEAN?

- **SUPPORTING INDEPENDENT THOUGHT, ACTION AND BUSINESS**
- **PROUD TO BE A BRILLIANT PLACE TO LIVE**
- **A CITY ON A HUMAN SCALE**
- **COLLECTIVE SOCIAL ACTION**
- **RESIDENTS BEFORE VISITORS - PEOPLE BEFORE TRAFFIC**

EVIDENCE

- IndieYork and York BID working to support independent businesses
- York Residents Festival established for locals to celebrate their own city
- More voluntary sector groups per capita than any other UK city
- Best state school in The North and 3 of top 10 best state schools in country
- Parish / ward councils taking an integral role in local community decision making

The brand filter workshops should identify more.

CORE VALUE 3: PIONEERING WITH PURPOSE / LEADING THE WAY

SUPPORTING VALUES

(to be refined through discussion)

- CONSCIOUS
- CONSIDERATE
- INNOVATIVE
- BENEFITING SOCIETY
- MAKING A DIFFERENCE
- PROGRESSIVE
- INFLUENTIAL
- AMBITIOUS
- RESPONSIBLE
- INCLUSIVE
- PROACTIVE
- PRODUCTIVE
- OPEN-MINDED
- KNOWLEDGEABLE
- VISIONARY
- GLOBAL IMPACT
- DETERMINED
- HUMAN-CENTRED

WHAT DOES IT MEAN?

- TAKING ACTION TO IMPROVE LIVES
 - A CENTRE FOR KNOWLEDGE
- LEADING THE WAY IN OUR THINKING AND OUR ACTIONS
 - WORK WITH GLOBAL IMPACT
 - WORKING FOR EQUALITY
- HUMAN CENTRED DEVELOPMENT

EVIDENCE

- 5 higher education establishments and universities, a medical school and dozens of research institutes
- The originator of national insurance
- Among the UK's first council estates
- Centre for Applied Human Rights
 - UK's first recorded almshouse
- Research leading to changes in social legislation

The brand filter workshops should identify more.