

9. UNESCO Designation									
Outputs	Measurement	Target	2024-2025 Baseline	Q1 2025-26 Apr-Jun	Q2 2025-26 Jul-Sep	Q3 2025-26 Oct-Dec	Q4 2025-26 Jan-Mar	2025-2026	Notes
UD1 Outcome - Support the Guild of Media Arts as the focal point for UNESCO City of Media Arts designation by Promoting York's status. Work with UNESCO Focal Point – the Guild of Media Arts – and the Council and wider partners to deliver the current UNESCO Creative City objectives.									
·Promotion of heritage and culture for all sectors of York's community. Creating opportunities for capacity building	Create a resource to co-ordinate efforts for UNESCO.	1	1						
· Increase the number of members promoting UNESCO on their channels	Promotion of the designation through MIY digital assets MIY Events Calender, MIY Linked in and member e news	Promoting the designation:  <b>Social Media posts</b> Number of Posts - 28 Impressions - 9.2K Engagements - 339  <b>Web</b> 1.4K Views of UNESCO content on Make It York and Visit York websites  <b>Enewsletters</b> Total Recipients - 5.6K Total Opens - 3.7K Total Clicks - 351	Promoting the designation:  <b>Social Media posts</b> Number of Posts - 28 Impressions - 9.2K Engagements - 339  <b>Web</b> 1.4K Views of UNESCO content on Make It York and Visit York websites  <b>Enewsletters</b> Total Recipients - 5.6K Total Opens - 3.7K Total Clicks - 351						Can we change this to awareness as we direct members to resource and create new content but can not control how members use this?
UD3 Outcome - Promote the designation within the city, e.g., through the BID, Retail and Hospitality Forums.									
·Circulate marketing assets to individual businesses to use as a promotional tool	Promotion of the designation through MIY digital assets MIY Events Calender, MIY Linked in and member e news	1	1	1					
Additional comments below: (N.B. use "Alt + enter" to start a new paragraph in a cell) UNESCO Media Arts Expo grant funded via NY Mayor									