

Part 1 - OBJECTIVES

The following are objectives to be achieved by Make It York as a Teckal company, for the purposes of public and procurement law in the United Kingdom, through the provision of the Services:

- (a) Contribute proactively to the city vision of being more affordable, more accessible, more sustainable, and fairer for future generations to enjoy and residents to benefit from today.
- (b) Co-ordination and promotion of the city of York's brand and cultural offer taking every opportunity to articulate York's narrative, regionally, nationally, and internationally.
- (c) Work towards increasing the value of the visitor economy (including residents as visitors) through promoting innovation for social good and higher quality in the existing offer, encouraging high value visitor economy investment and attracting higher spending visitors.
- (d) Nurture new cultural ideas and initiatives to support good health and wellbeing.
- (e) Create entrepreneurial partnerships to bring projects to life, reducing duplication and displacement of private sector activity in the fields that Make It York works in.
- (f) Generate income from activities to support the delivery of the Business Plan and these Objectives.
- (g) Work with the Council and other partners to attract funding to support and enhance the delivery of the activities set out below.
- (h) Create an environment for businesses and visitors' to proactively contribute to York's transition to net zero carbon emissions by 2030.

Part 2 - SERVICE SPECIFIC REQUIREMENTS

1 General

- 1.1 Develop and deliver agreed initiatives and programmes within the remit of the areas set out in this agreement that further the Council's strategic priorities. These initiatives and programmes will further articulate York's narrative, fill identified gaps in provision not addressed by other providers and must not duplicate or displace other existing or potential provision.
- 1.2 Develop an annual business plan for Make It York, consulting with the Council to ensure that all activities are consistent with the Council's priorities (the "Business Plan").
- 1.3 Provide regular and timely advice for Council senior managers as required on remits relevant to these Service Specific Requirements and summarising what has been submitted in a quarterly progress report.
- 1.4 Represent York on operational working groups relevant to these Service Specific Requirements as agreed with the Council.
- 1.5 Ensure coherent local communications and press releases that further articulate York's brand position, regionally, nationally, and internationally in alignment with the Council's Marketing & Communications Team.
- 1.6 Work co-operatively in areas where the Council or commissioned partners remain the lead organisation responsible, but the remit is overlapping with these Service Specific Requirements.
- 1.7 Make business cases to the Council, in writing, for activities, initiatives or investment proposals that are not currently part of the SLA where Make It York considers they would support the Objectives set out in Part 1 of this Schedule and would add to or enhance these Service Specific Requirements set out here.
- 1.8 Collect relevant data, including user feedback, to evidence performance against the Objectives set out above and the Outcomes in set out below, as well as these Service Specific Requirements.

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|--|---|--------|--|---------------------|---------------------|---------------------|--|--|
| DMO 1 Outcome - Leading on visitor economy marketing of York, working with Visit England, national and regional bodies to make the most of York's offer and attract visitors to the city. | | | | | | | | |
| <ul style="list-style-type: none"> · Creation and delivery of key marketing campaigns for York in collaboration with partners to strengthen city wide partnership approach, resulting in an improved quality of offer for York as a place to live, work, invest and visit. · Creation of a new page on visityork.org with sustainable travel information and promotion of sustainable travel itineraries viewed by 50,000 unique visitors per annum. · Development of a package of linked attractions and experiences to encourage visitors to spend more time in York increasing overnight stays. · Develop an international marketing plan and relationships established with 5 key international travel trade operators by end of May 2025. | <ul style="list-style-type: none"> - Increase views of key marketing campaign content (Summer, Haunted, Easter/Chocolate, National, International) | 10% | 3.3% | 400.40% | +8% | +40.3% | <p>DMO 1: Changes made to how we measure due to AI functions now in place on search engine. AI summarises web pages that will deter from direct website visits. Therefore new ways to measure engagement needs to be recorded.</p> <p>400.4% result in Q1 is due to earlier start to the summer marketing campaign in 2025 compared to 2024, i.e. traffic was generated to the website earlier. This will even out over the Qs</p> | |
| | <ul style="list-style-type: none"> - Increase organic video views on Make it York social media channels | 25% | 37.0% | 340.00% | 60.56% | +71.4% | <p>Changes made to how we measure as above</p> <p>340% increase due to same reason as above, summer content has boosted figures earlier than in 2024</p> | |
| | <ul style="list-style-type: none"> - Increase domestic and international promotion of York through social media channels. Total number of Visit York social media followers. | 5% | 5.60% | 12.20% | 12.80% | +6.3% | Changes made to how we measure as above | |
| | <ul style="list-style-type: none"> - Increase Visit York newsletter signups, total size of audience, cumulative | 5% | 6.35% | 1.20% | 3.70% | 2.8% | Changes made to how we measure as above | |
| | <ul style="list-style-type: none"> - Targeted marketing and campaigns x 4 | 4 | 5 | 1 | 1 | 2 | https://ecmhot.adobe.com/dl/um/aid/sc/EU73053cae-f083-4c9e-ae15-ab4dc7d35773 | |
| | <ul style="list-style-type: none"> - Retain retention rate of VY membership at 80% | 80% | 93% | 94% | 94% | 94% | Visit York Membership MOT introduced - guides members through all aspects of membership available to them and how to make best use. | |
| | <ul style="list-style-type: none"> - Member Advisory meetings x 4 per year | 4 | 5 | 1 | 1 | 2 | | |
| | <ul style="list-style-type: none"> - Attend 2 International trade shows per year. | 4 | 4 | | 3 | | International Market Priorities Report.pdf | |
| | <ul style="list-style-type: none"> - Visitor stay length increased by 1% yoy (STEAM) - Annual | 1.0% | | Annual | Annual | Annual | | |
| | <ul style="list-style-type: none"> - Visitors spend increased. (STEAM) - Annual | | Direct Expenditure 1.352 bn in 2024, this is a 10.66% increase on 2023 (1.223bn) | Annual | Annual | Annual | Annual reporting | |
| | <ul style="list-style-type: none"> - Value of tourism to the economy increases. (STEAM) - Annual | | ↑ 10.44% increase vs 2023 - 2.01bn vs 1.82bn | Annual | Annual | Annual | Annual reporting | |
| DMO 2 Outcome - Maintain and develop Visit York as a membership body supporting and developing the visitor economy sector. | | | | | | | | |
| <ul style="list-style-type: none"> · Maintain relationships with existing members and create new member relationships to increase members. | <ul style="list-style-type: none"> - Hold regular training and networking events throughout the year, in addition to flagship events such as the Tourism Conference and Tourism Awards. | 10 | 15 | 7 | 3 | 6 | | |
| | <ul style="list-style-type: none"> - Deliver informative monthly news to members, with an targeted open rate of 40%. | 40% | 44.60% | 44.70% | 51% | 37% | | |
| DMO 3 Outcome - Work with the visitor economy sector, Visit England, the York & North Yorkshire LVEP, the York Business Improvement District ("BID") and other partners to ensure that a quality product is offered to both visitors and residents, and that it is accessible and welcoming to all. | | | | | | | | |
| <ul style="list-style-type: none"> · Contribute to the performance of the visitor economy by progressive and active partnership working to deliver connectivity of the visitor experience and enabling national and regional funding to be secured. · Lobby and advocate key partners and organisations to influence key decisions, shape direction and maximise York's potential. · Create an online search facility covering different accessibility needs by April 25. · Increase accessible tourism by the development of 4 new itineraries to showcase ways visitors with different accessibility needs can enjoy visiting York by April 25. [has an accessibility audit been done since 2012?] if not need to remove this.] · Continue to attract commercial sponsorship of Visit York Tourism Awards and showcasing industry achievements. | <ul style="list-style-type: none"> - Attend regular LVEP meetings and contribute to Key priorities outlined in growth plan. Ensure partner involvement in all campaigns, through content and revenue. - Online accessibility search provision live April 25. - 4 new accessibility itineraries jointly developed. - Annual sponsorship secured | 4 | 4 No measurement | 1 No measurement | 1 No measurement | 1 No measurement | 1 No measurement | LVEP partnership agreement, growth plan and framework pending due to combined authority involvement and first board meeting pending. |
| | | Jan-00 | 1 | Live | Live | Live | complete | Accessibility Visit York |
| | | | | | | | | https://visityork.org/itineraries |
| | | | 4 | 4 complete | complete | complete | complete | 4 |
| | | | 1 annually | 1 | 1 | 0 | 0 | 1 |
| DMO 4 Outcome - Encourage all York residents to enjoy the tourism and cultural offer of York including year-round promotion and targeted residents' events. | | | | | | | | |
| <ul style="list-style-type: none"> · We will work collaboratively and creatively to ensure every resident utilises the tourism offer of the city. · Tourism is supported and welcomed by residents and local communities and more York residents are actively participating in tourism and cultural offer of York. | <ul style="list-style-type: none"> - Increased number of residents participating in cultural activities such as Residents Festival by 5% - Co-ordinate and promote Residents' Festival annually. | 5% | | 0 - Qtr4 | 0 - Qtr4 | 0 - Qtr4 | | Resident engagement data is captured and documented in other areas of the business. |
| | | 1 | 1 Annually | Annual | Annual | Annual | Annual | Held 31st Jan and 1st February 2026 |

3. Tourism Advisory Board

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|--|--|--------------------------------------|----------------|--------------------|---------------------|--------------------|--------------------|-----------|---------------------------|
| Outputs | Measurement | Target | 24/25 baseline | Q1 2025-26 Apr-Jun | Q2 2025-26 Jul-Sept | Q3 2025-26 Oct-Dec | Q4 2025-26 Jan-Mar | 2025-2026 | Notes |
| · Collectively with partners and attractions, promote the visitor economy and increase visitor spend in the city to increase the value of the tourism economy in York. | · Attend regular TAB meetings and provide relevant expertise and insight of performance and data. | 12 | 12 | 3 | 3 | 3 | | | |
| | | | | | | | | | |
| | · Increase visitor spend annually Target £70pph.(Visitor Survey. Excludes accommodation. Includes zero spend and all party members, regardless of age) | £70pph by year 5 of Tourism Strategy | £54 | annual | annual | annual | annual | | will be supplied annually |