

5. Commercial Events									
Outputs	Measurement	Target	2025-26 Baseline	Q1 2025-26 Apr-Jun	Q2 2025-26 Jul-Sep	Q3 2025-26 Oct-Dec	Q4 2025-26 Jan-Mar	2025-2026	Notes
CE 1 Outcome - Run safe and sustainable commercial events, including specialist market to support economic growth and promote York, to generate surplus for investment.									
· Provide a strong inclusive and diverse events programme to deliver the longer-term aspirations to grow events and speciality markets, deliver exceptional Visitor Experience that keep's York's profile high and generates high economic impact for the city. · Update annual events plan for 2025/26 that is designed to attract high spend stay visitors and select day and resident markets. Collaborate with commercial partners to secure new funding and sponsorship opportunities to sustain and expand programme and generate surplus.	For Make it York directly delivered events:								
	· 70% of audience survey rating performance 'very satisfied' or 'fairly satisfied'	70%	94%	0%	99%*	92%			Children's Festival and Yorkshire Day Market - only 16 surveys were recieved - as with the Night Market is not a true representation of attendees to capture the required information
	· 35% of audience from York	35%	30%	0%	66.67%*	15%			A small and local offering which appeals to a more local audience - Yorkshire Day (small artisan market) and Sandpit, not widely publicided and short term.
	· 65% of audience from outside York	65%	70%	0%	33.33%*	85%			
		1.7m	1.7 million	2,000	10,000	961,730			A total of 961,730 thousand counts were recorded by footfall cameras on Parliament Street during the 2025 Christmas Market. The daily average was 24,660. The busiest weekend was 6th and 7th December 2025. Footfall recorded on Parliament Street during the Christmas market in 2025 was down around 23% compared to the same period of 2024. It is important to note however that there were issues with the footfall camera on Parliament during some of the Christmas Market 2025, leading to some of the counts to be based on estimated figures.
	· Foot fall during event period								
		2.8m	2.8m	Website Total Page Views: 2.4K (It's the 11th most viewed event this year, behind only larger events such as JORVIK Viking Festival, Ice Trail, Residents' Festival etc) Total Users: 1.8K Social Media Total Impressions: 60.5K Engagements: 3.0K	Total page views: 9.6K Total users: 6.6K Social Media Impressions 350,100+ Total Social Media Engagements 13,100+	Website Total page views: 224.8k on the main hub page, 406.5k on all Christmas pages Total users: 145.3k on main hub page, 177k on all Christmas pages Social Media Impressions: 1.6m Total Social Media Engagements: 57.2k			Annual Events Plan approved my MIY Boad which introduces new events such as night markets, world food market, Seaside in the City, York Grotesque Trail,
	· 45% of people travelling to York for events by active and sustainable means (bus, walk, cycle, train) increase by 5% annually	50%	68%	0%	55%*	53%			
	· 60% of local businesses trading at events (York and Yorkshire)	60%	60%	63.64%	100%	80%			
· Value of events per annum to York Economy £90 million			Annual	Annual	Annual	Annual			
· No of reported incidents <3	<3	<3	0	0	0				
CE 2 Outcome - Maintain an up-to-date, comprehensive, and publicly accessible overall list of events happening across York.									

<ul style="list-style-type: none"> Calendar of year-round events created and shared with at least 100 businesses by end of Jan 25, uploaded to visitork.org website and viewed by 100,000 per annum unique visitors. 	<ul style="list-style-type: none"> Production of annual events Calendar circulated to 100 no of business and promoted through digital channels with 100,000 unique visitors accessing. 	100 Businesses and 100,000 visitors	1169 VYM 74,394 D/L	1,169 VYM 5,779 D/L	3465 D/L	432 VYM 3,738 D/L				QTR 2 Shared 3,4685 downloads
CE 3 Outcome - Support Local and Community Events to be delivered safely by creating and event toolkit to allow event organisers to self-serve including guidance on event management and highlighting where permissions would be required.										
<ul style="list-style-type: none"> Work with event organisers to assist in the enabling and planning of events and provide a supportive environment to facilitate increased local participation, influence and engagement of residents ensuring that community events ensuring that they are delivered at no cost to others. 	<ul style="list-style-type: none"> Events Toolkit delivered for communities which enable local community groups to plan and deliver their own events responsive to community need, for community benefit bringing communities together safely. 	1	1	Toolkit complete	Toolkit complete	Toolkit being uploaded to website				Events and Festivals Toolkit being designed for website. Completion by mid November, In the meantime electronic versions will be issued.
CE 4 Outcome - Manage all enquiries from any individual or organisation requiring support / guidance regarding putting on an event in York in the first instance.										
<ul style="list-style-type: none"> Enabling local Community led Events and Festivals delivering increased community pride. 	<ul style="list-style-type: none"> Increased community skills, increased volunteering at community events, improved civic pride. 	100% responded to within 5 working days	160 enquiries responded to	50	27	35				Enquiries are not specifically for this month just enquiries that have come through. This is why the booking number is higher than the enquiries
CE 5 Outcome - If a proposed event falls within the Foot streets, Tower Gardens, Knavesmire or the Eye of York decide whether to permit the event.										
<ul style="list-style-type: none"> Enabling appropriate use of public spaces in a safe manner 	<ul style="list-style-type: none"> Active community members participating 	81	81	47	Q2 2025-26 Jul-Sep	36				
CE 6 Outcome - If the proposed event is on land other than the Foot streets, Tower Gardens or the Eye of York determine whether the event falls within Make It York's remit and objectives										
<ul style="list-style-type: none"> Enabling appropriate use of public spaces in a safe manner and obligating event organisers to manage and deliver events to national policy and guidelines, legislation, local restrictions i.e., noise management plans, guidance, and Safety Advisory Group recommendations. 	<ul style="list-style-type: none"> All events, where applicable, utilising public spaces discussed at Safety Advisory Group 	23	23	10	5	8				Q2 - 5 events that came through MIY sent through to SAG (1 of these is the Children's Festival/Yorkshire Day)
	<ul style="list-style-type: none"> Safe events delivered in line with guidance and legislation. 	14	14	5	9	6				Q3 - 2 city centre events (Made In Yorkshire and Christmas Market discussed at SAG), 6 Knavesmire events and one Rawcliffe Country Park event (Fireworks) Q2 - 9 events staged on York Knavesmire during this period Q3 - 5 events held on York Knavesmire and 1 event held at Rawcliffe Country Park
CE 7 Outcome - Work within relevant laws and regulations that exist and ensure compliance with all licenses and permissions always associated with particular sites.										
Delivering events and festival in line with legislation, guidance, and best practice.										
<ul style="list-style-type: none"> Ensuring all relevant event costs by MIY or third-party event organisation are covered. 		100%	100%	100%	100%	100%				
<ul style="list-style-type: none"> For MIY directly delivered events - any CYC costs are required to be on fixed price cost that are agreed up front supported by relevant MIY purchase order. 		100%	100%	100%	100%	100%				
<ul style="list-style-type: none"> For all third-party events CYC costs are required to be on fixed price cost that are agreed up front with the Third-Party event deliverer. MIY will not be liable for any costs associated with Third Party Organisers. 		100%	100%	100%	100%	100%				
Additional comments below: (N.B. use "Alt + enter" to start a new paragraph in a cell)										
CE1 - Q1 Wizard Night Market - only 11 survey responses were recieved which is not a true representation of attendees to capture the required information										
CE3 - Production of the Events Toolkit to be made readily available and proposed that this is used as the benchmark for this reporting line (downloads and page views etc)										
CE6 - 10 events that came through MIY sent through to SAG and 5 events staged on York Knavesmire during this period										

CE7 - Q1 1 MIY delivered event to SAG (Wizard Night Market) -

6. City Centre Vibrancy										
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	
CCV 3 Outcome - Create a high-profile calendar of city centre festivals, activities and events ensuring that partners including the Council, and the BID are enabled to contribute.										
<div>· Produce a collective annual calendar of events for circulation annually by March each year.</div> <div>· Complete analysis of gaps and provide recommendations to support the development of the year-round visitor economy and encourage new events and festivals to further animate the city and encourage a diverse a diverse annual events calendar and that the programme is attractive to families.</div> <div>· Create new offers and experiences and market existing opportunities to present a year-round visitor offer.</div> <div>· Calendar of year-round events created and shared with at least 200 businesses by end of March and September 25, uploaded to vityork.org website and viewed by 35k unique visitors.</div>	<div>· 100,000 unique visitors accessing annual calendar.</div>	2	2	1	1	1				
	<div>· Annual calendar shared with 100 businesses.</div>	100,000	100,000	5,779 Downloads	3,465	3,738 D/L				
		100	100	Shared with 1169 member business email addresses	432 VYM	432 VYM				
CCV 4 Outcome - Promote the events calendar through all appropriate means including through highly visible city centre information to continue Yorks's reputation of being a welcoming city for all as a city of sanctuary and human rights city										
<div>· Using front line services and digital services to promote a clear and consistent message of a welcoming city for all and everyone is treated with dignity and respect.</div>	<div>· Produce a digital guide and trails to provide opportunities for residents to engage and access our and other services online.</div>	2	2	0	0	1				
CCV 5 Outcome - Development of a Spaces and Places Policy that improves how buskers, street traders, street cafes and pedlars are managed in the City Centre.										
<div>· Provide a management document that will ensure respect of the character of each location, its occupants, and its appropriate function, celebrating local talent, local business taking into account the needs of all users of the city's streets and adding vibrancy and character to the city.</div>	<div>· Reduced No of complaints on use of spaces to less than 50.</div>	1	1	1	0	0	0	1		
Additional comments below: (N.B. use "Alt + enter" to start a new paragraph in a cell)										

7. Culture									
Outputs	Measurement	Target	2025-2026 Baseline	Q1 2025-26 Apr-Jun	Q2 2025-26 Jul-Sep	Q3 2025-26 Oct-Dec	Q4 2025-26 Jan-Mar	2025-26	Notes
CUL 1 Outcome - Promote an ambitious and cohesive programme of cultural development for the city covering the arts, heritage and creative industries from the spaces managed by MIY.									
· Continue to develop and integrate Yorks cultural offer through events and festivals enhancing place identity, local vibrancy, and visitor audience.	· Spaces and Places policy approved by CYC	1	1	see note	see note	see note			Initial meeting with CYC and MIY taken place. Comments/amedments being filtered through
· Management of Busking.		No Target	0	0	0	0	0		Provide complaints relating to busking in CCV5
· Management and facilitating filming in the city.		78	73	0	16	23			
· Delivery of York Pass.	· Increase in take up of York Pass by 5%	12374 = 5% previous outturn	11785	3125	3211	1566			Leeds List and Black Friday incentives trialled during quiet period.
	· Increase of Extra Value Offers x 10 offers	17	17	17	17	17			
CUL 2 Outcome - Work with partners to facilitate or deliver joint events - for the creative sector.									
· Enable two joint events to take place in the city · Promotion of these events through our digital assets	· Number of outdoor cultural events supported x 2.	2	2	1	2	1		4	York Pride, York Proms, Childrens festival and Expo
	· No of artists, arts and heritage organisations engaged with events and festival and speciality markets using the city outdoor spaces.	53	53	annual	annual	annual	annual		
	· Number of 'heritage' spaces signed up to York Pass.	19	19	annual	annual	annual	annual		
	· Production of annual calendar of Events.	1	1	1	0	1	0	2	
CUL 5 Outcome - Put together the necessary partnerships to make funding bids to deliver the Culture Strategy.									
· Number of bids submitted	· Number of bids submitted	2	2	1	1	0		2	Unesco and contemporary Art Gallery Feasibility grant funded
Additional comments below: (N.B. use "Alt + enter" to start a new paragraph in a cell)									
Cul 1 (5) Team went out to see 7 buskers in Q1 following complaints/reports									
Contemporary Art Galley Feasibility grant awarded via N Y Major									

8. Events Framework									
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	20245-2026	Notes
EVF 1 Outcome - Work with business, visitor economy and cultural sectors in developing the Framework to ensure its fit with wider city strategies / objectives.									
· To agree and establish the key Strategic Events that would benefit York in partnership with relevant partners.	· Engage with Partners and develop an Events Framework Strategy for approval by CYC to cement York as a destination and to deliver a range of impacts for the City's residents, businesses and visitors linking to N Y combined Authority and LVEP strategies.	1	1	0	0	1	0		Womens Rugby League World Cup
EVF 2 Outcome - Events framework to be co-produced with the Council for approval, in line with Our City Centre vision and put in place systems to evaluate the success and impact of the Framework as delivered by MIY.									
· A more cohesive strategic direction for festivals and events to ensure that these align with the City's key strategies, objectives and outcomes.	· Events Framework co – produced for approval.	1	0	0	0	0			Not progressed
· Building and facilitating partnerships and capacity and support for delivery of events and festivals.									
EVF 3 Outcome - Take the initiative in building coalitions and partnerships for specific initiatives to fill identified gaps in product as identified by the framework.									
· Improving opportunities through progressive and active collaborative partnerships working leading to jointly attracting more national and regional funding.	· Number of regional/ national/ international partnerships created.		0	0	0	0	0		
	· Number of Festivals and Cultural Events held.	2	2	0	1	1	0		Annual
EVF 4 Outcome - Engage businesses and visitors in mass participation sporting events commissioned by the Council.									
· Engaging business will delivering tangible impacts to the city and its communities and visitors such as social impact, health and wellbeing impact, participation impact, economic impact from tourism & event expenditure, growing customer base to York. · Volunteering impact.	· New initiatives and partnerships formed.			Annual	Annual	Annual	Annual		
	· Participation at events increased.			see note	see note	see note	see note		We dont have participation data for Rugby World Cup
	· Future tourism & local business value	Annual combined	0	Annual	Annual	Annual	Annual		New methoolgy intorduced for 25/26 which enables assessment of economic impact
Additional comments below: (N.B. use "Alt + enter" to start a new paragraph in a cell)									
Discussion with CYC on Event Framework expectations									

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	1	1	1	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	Social Media posts Number of Posts - 28 Impressions - 9.2K Engagements - 339	Social Media posts Number of Posts - 28 Impressions - 9.2K Engagements - 339	Social Media posts Number of Posts - 6 Impressions - 1.1K Engagements - 44	Social Media posts Number of Posts - 6 Impressions - 780 Engagements - 12	Social Media posts Number of Posts - 6 Impressions - 848 Engagements - 20			Can we change this to awareness as we direct members to resource and create new content but can not control how members use this?
		Web 1.4K Views of UNESCO content on Make It York and Visit York websites Enewsletters Total Recipients - 5.6K Total Opens - 3.7K Total Clicks - 351	Web 1.4K Views of UNESCO content on Make It York and Visit York websites Enewsletters Total Recipients - 5.6K Total Opens - 3.7K Total Clicks - 351	Web 320 views Enewsletters Total Recipients - 0 Total Opens - 0 Total Clicks - 0	Web 426 views Enewsletters Total Recipients - 0 Total Opens - 0 Total Clicks - 0	Web 920 views Enewsletters Total Recipients - 413 Total Opens - 322 Total Clicks - 175			
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	1	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									