

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.	<ul style="list-style-type: none"> · Produce a collective annual calendar of events for circulation annually by March each year. 	2	2	1	1	1				
	<ul style="list-style-type: none"> · 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. 									
	<ul style="list-style-type: none"> · Create new offers and experiences and market existing opportunities to present a year-round visitor offer. 									
	<ul style="list-style-type: none"> · Calendar of year-round events created and shared with at least 200 businesses by end of March and September 25, uploaded to visityork.org website and viewed by 35k unique visitors. 									
	<ul style="list-style-type: none"> · Annual calendar shared with 100 businesses. 	100	100,000	5,779 Downloads	3,465	3,738 D/L				
CCV 4 Outcome - Promote the events calendar through all appropriate means including through highly visible city centre information to continue York's reputation of being a welcoming city for all as a city of sanctuary and human rights city.										
<ul style="list-style-type: none"> · 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. 	<ul style="list-style-type: none"> · Produce a digital guide and trails to provide opportunities for residents to engage and access our and other services online. 	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.										
<ul style="list-style-type: none"> · 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. 	<ul style="list-style-type: none"> · Reduced No of complaints on use of spaces to less than 50. 	1	1	1	0	0	0	1		

