

MakeItYork

York is
what we
Make It

Annual Review
2018 — 2019





Jane Lady Gibson
Chair

I am very pleased to report on another successful year for Make It York and, on behalf of the board, to make a promise to you that we are striving even harder to help your business, your sector and your community thrive in these very challenging times.

As directors we are charged with pursuing the success of the company and in our case this means, wherever possible, generating a surplus which is then used for the public good of the city.

We continue to relish our partnerships and our excellent stakeholder relationships and we certainly value honest feedback if our performance is ever under par.

I would like to thank Steve Brown, our founding MD, who left Make It York at the end of December 2018 and to welcome Sean Bullick who joined in early January. From one SB to another, and no pun intended. Sean has a wealth of experience in developing cities and helping them punch above their weight and what better time for York to mobilise those skills and connections.

I would also like to thank Sally Joynson from Screen Yorkshire who retired from the board at the end of 2018. Sally's role in helping to bring Channel 4 to the region is well recognised and we are lucky to be able to keep close links with her as this project develops. Cllr Ian Gillies has also retired from the board with our thanks.



Sean Bullick
Managing Director

Make It York has had another great year, as I hope you can see. This is down to the hard work of our highly supportive Board of Directors, and of the fantastic team running the business and delivering the programme. It is also of course due to my predecessor, Steve Brown, whose drive and leadership allows me to find myself in the fortunate position now of inheriting a dynamic, highly-respected business with a solid financial base.

And speaking of good fortune, as I have said before, it is a fantastic time to be coming to York. The city feels like it is on the cusp of great things, with the York Central project having secured outline planning approval, the closely-related branding work being undertaken by internationally-renowned For the Love of Place and Hemingway Design, and all the potential the UNESCO City of Media Arts designation offers.

That's not to say, of course, that York isn't already great; the city was voted Best Place to Live in Britain by the Sunday Times precisely because it sets the bar incredibly high. The enthusiasm of those I have met in York to raise that bar further still is inspiring and has been invaluable as we consider Make It York's future strategic priorities. These are still being finalised as we talk to key partners, but will include working on the positioning and national and international profile of York, playing our part in network-building and attracting inward investment, making sure the city centre is a vibrant, exciting place to be throughout the year, and helping to deliver the city's Cultural Strategy.

Thank you all very much for your support to date, and I very much look forward to working with you.

“From a Make It York perspective, continuing to strengthen our key strategic partnerships is our priority. That means working ever more closely with; City of York Council; the two universities; businesses, large and small; York Teaching Hospital Trust and key players beyond the city, including investors and property owners, the two Local Enterprise Partnerships, and officials and politicians nationally.”

Our strategic priorities:

City positioning and profile-raising

With the current positioning work there is a fantastic opportunity to strengthen the York brand and to develop a clear proposition for the city. Incorporating consistent key messages for a range of core audiences will have a significant impact on our ability to present ourselves as the modern, cosmopolitan and international city we know York is.

Network-building and inward investment

Attracting new business and inward investment, as well as supporting the growth of those already here, is key to York's future prosperity. Make It York, working with city partners including City of York Council, the LEPs, and the universities, will play a vital role in this, both in relation to York Central as it rolls out, and to the wider city opportunity.

Ensuring an exciting city-centre

York is already a hugely successful visitor destination, with a quality festival programme, delivered across the year. Make It York's role is to continue to drive that daily 'wow' factor, for anyone visiting the city; visitors, residents and students, and to help attract ever-more world class events to the city.

Delivering the Cultural Strategy

Make It York is able to help provide a city centre "stage" for a highly visible cultural offer, combining historic heritage and contemporary installations and performances. Maximising the potential of the UNESCO City of Media Arts designation and York's place in the UNESCO Creative Cities Network will be central to this.

Making York an exceptional place to do business

An aerial photograph of a modern building complex in York, England, during the 'golden hour' of sunset. The building features a prominent glass facade on the right side, revealing a multi-level interior with a curved staircase and a lounge area. The rest of the building is constructed from dark brick with numerous windows, some of which are lit from within. The background shows a dense urban landscape with various other buildings under a soft, orange-hued sky.



Make It York:

Supporting tech driven creative, IT & digital, agri-food and bioscience businesses

Highlights

- Completed the three year £1.6m ERDF funded SIAFS programme in partnership with FERA Science Ltd.
- Launched the five year Creative Industries strategy for the city with a large number of our creative businesses.
- Supported TEDxYork in the city around the theme 'Blurred Realities'.
- Delivered the five day Bloom! Science Zone as part of this new festival.

How we can help

- Connect you with our specialist business networks.
- Supply you with the latest opportunities and news in your area of business.
- Channel your voice to the people making policy.

Key SIAFS figures



1.6 million
ERDF funded programme



274 jobs
created in the region by 2021



£26.4 million
Gross Value Added

TEDx events are devoted to ideas worth spreading and invite the world's leading thinkers and doers to spread their knowledge.



“York's thriving digital community has allowed us to expand rapidly, as part of the flourishing technology scene here.”

Anthony Main
Owner, The Distance

Top 10 UK Mobile App Development Company

Make It York:

Securing inward investment

Highlights

- Worked on 30 detailed national and international investment enquiries across sectors from IT & digital to green energy and medical technology.
- With key partners and businesses, promoted York as a great place to do business, through events such as London Tech Week and Smart City Expo World Congress.
- Further developed our York Ambassador programme, and increased collaboration with property owners, professional services firms and investors.
- Supported bringing forward major commercial development schemes including York Central and Hudson Quarter.
- Worked closely with Local Enterprise Partnerships, helping secure major investments such as Channel 4's presence in the region.

How we can help

We offer a comprehensive service to investors from point of enquiry right through to soft landing and aftercare, including:

- Market intelligence, local insights and expertise.
- Help to find the right land or property.
- Help to find and recruit talent.
- Support for setting up in business, including access to finance.



“Make It York's support through all of our business growth plans has been incredible, enabling us to create 25 jobs and grow our business performance.”

Kevin Lumley,
Compliance Director, Green Energy Consulting

Leading independent UK commercial energy consultancy



Make It York: Supporting existing businesses

We helped secure over
£375k of business finance.

Highlights

- Worked with 135 companies to help them find the right premises to grow their business.
- Provided intensive support for 27 of the city's larger businesses, including support on planning applications and introductions to supply chain partners.
- Supported 320 businesses with access to funding, skills and growth support.
- Supported the creation of the York Rail Innovation Community (YoRIC) to promote York as the rail capital of the UK.
- Delivered the York Food & Drink Conference, welcoming 148 delegates to hear from keynote speakers including the Food and Drink Federation, Department for International Trade and Heck Sausages.
- Promoted and celebrated York's Top 100 businesses.
- Delivered 20 Business Masterclasses to 300 delegates.
- Delivered York Business Week with events attracting over 1,700 delegates.

How we can help

We offer businesses access to a wealth of information, advice and support, including:

- ⦿ Start up and growth.
- ⦿ Access to finance and funding.
- ⦿ Skills and training.
- ⦿ Property search.
- ⦿ International trade networks.

“Working with Make It York, we secured £60K funding that will help us propel our business forward.”

Steven Walter,
Operations Director, DJ Assembly Ltd

Leading UK provider of electronic manufacturing services



2,500 people
attended our
business events



£1.6 million
investment unlocked for
York projects



400
Businesses supported

A woman with dark hair, wearing a black shirt, is seated in a conference room. She is looking upwards and pointing her right index finger towards the ceiling. Other people are visible in the background, some looking towards the front of the room. The lighting is warm and focused on the woman.

Make It York:

Attracting conferences to York

Highlights

- Generated 120 new leads and 15 enquiries for York with six partners, at The Meetings Show 2018.
- Showcased York at Meet GB 2018, the UK's international business events showcase, connecting international MICE planners to some of the UK's best suppliers.
- Hosted familiarisation visits for incentive professionals, promoting York with visits to The Grand, The Principal, National Railway Museum and the McArthurGlen Designer Outlet.
- Continued working with the International Congress and Convention Association (ICCA) enabling us to bid for future events for York.
- Published the annual York Conference Guide.

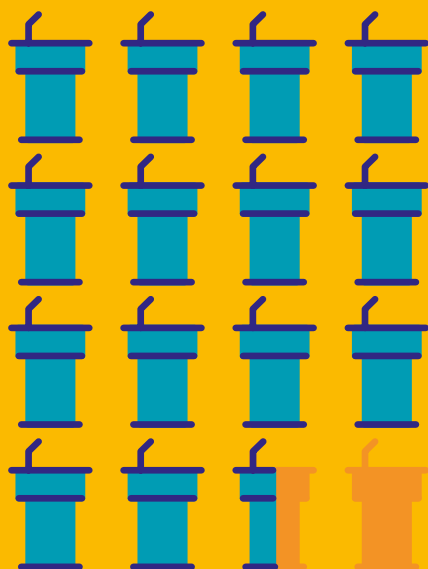
How we can help

We make planning an event in York straightforward, creating memorable experiences for delegates:

- Free venue finding service.
- Familiarisation visits for clients.
- Accommodation booking service.
- Free city guides and maps.
- Help creating bid documents and support with event management.

“Conference business is crucial for the museum, like the 100 delegates who attended the *BAUS annual meeting.”

Helen Beresford-Boyse
Event Sales Manager – North, Railway Museum
*British Association of Urological Surgeons



15,400
business events in York



*£1 in every £5
comes from business visitors
*out of £564m total visitor spend



730,000
delegates visited York

Make It York:

Celebrating York's hospitality sector

We organised the York Hospitality Awards, a new celebration to showcase the talent and skills of people working within the sector.

“Social responsibility matters a lot to us, so as an upcoming tech business, we feel that it’s our job to put a bit back into the city we call home – in this instance by becoming a sponsor.”

Phil Kendall
Digital Marketing Executive, RotaCloud



City Centre and Visitor Economy







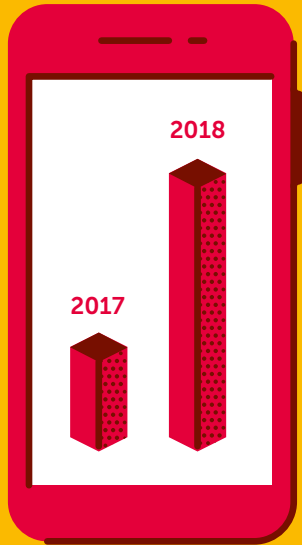
Make It York:

Promoting York as an exciting place to live, visit, work and study

2018 was another strong year for tourism in York.

Highlights

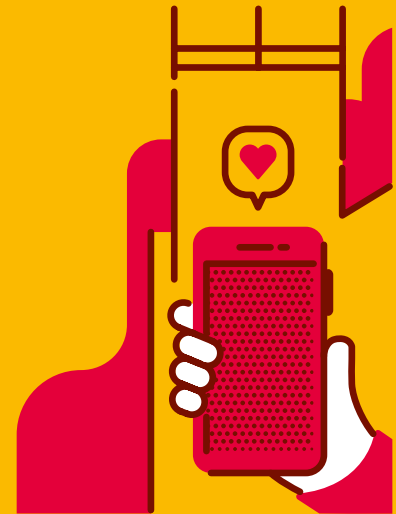
- ◉ We launched Only In York. This new tourism marketing campaign promotes 70 experiences that are unique to the city.
- ◉ For all our audiences; residents, businesses, visitors and students, we also worked hard to entertain and surprise, supporting city centre events.
- ◉ We continued our dedicated marketing campaign for China and this is now York's second overseas market.
- ◉ We launched the brand new visityork.org, York's new tourism website.
- ◉ We delivered on four new initiatives, in partnership with VisitEngland, developing bookable product for international markets.
- ◉ With the North York Moors, we launched a new two-centre campaign, promoting York and the North York Moors National Park.
- ◉ We re-launched the York Pass, to include a one day York city pass and two, three and six day York & beyond explorer pass.
- ◉ The Visit York Information Centre scooped the Gold Award in the Visit England Awards for Excellence and York's St Nicholas Fair was named Best Large Speciality Market in the annual NABMA Awards.



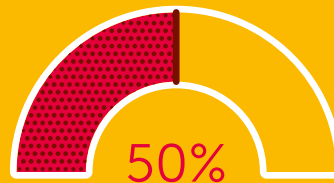
246%
increase in mobile traffic
for visityork.org



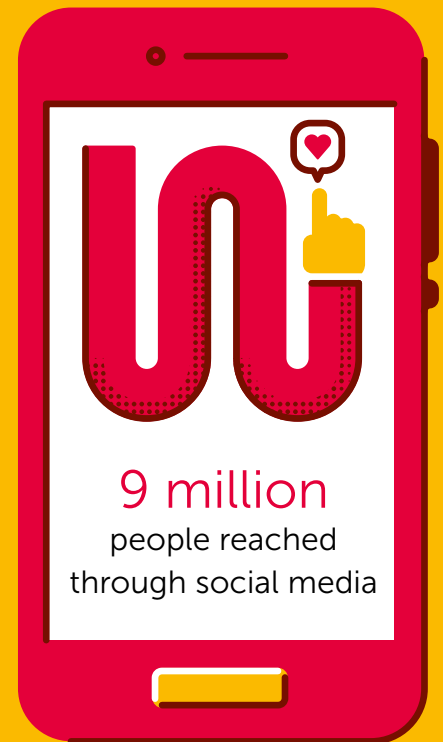
176%
traffic increase to the
York Christmas pages



1 million
customers reached
through influencer PR



spend generated by
overnight visitors





Make It York:

Attracting high profile events

We supported York's festival programme including:

- JORVIK Viking Festival
- York Literature Festival
- York Early Music Festival
- York Food Festival
- York Fashion Week
- York Chocolate Festival
- York Easter Festival
- York racing season
- Eboracum Roman Festival
- York Festival of Ideas
- Aesthetica Short Film Festival
- York Cycle Rally
- Cinema in the Park



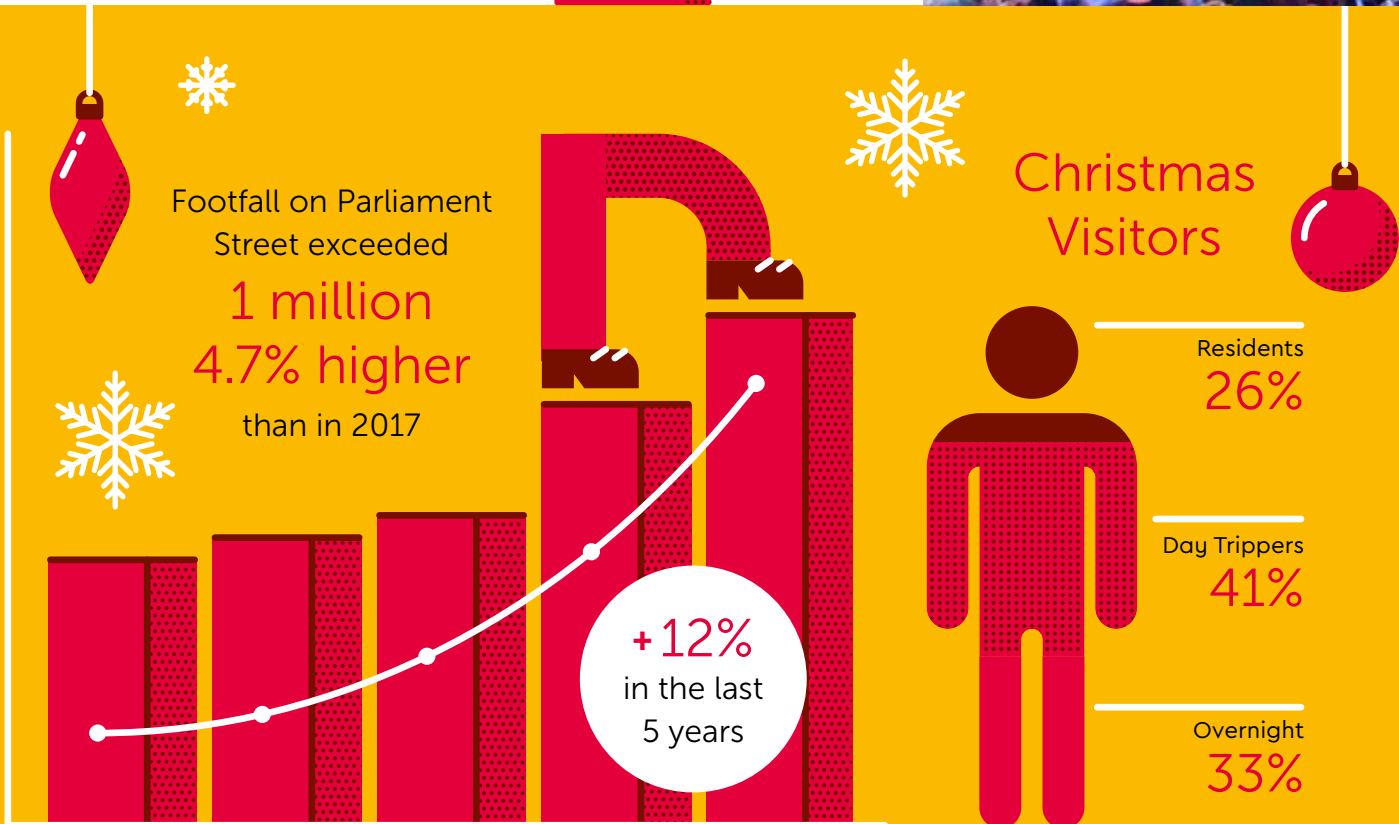
Parliament Street was transformed once again by the Great Yorkshire Fringe.

The first pop-up Elizabethan theatre in Europe, Shakespeare's Rose Theatre, appeared in the city.

Make It York: Delivering an award winning St Nicholas Fair

Highlights

- York St Nicholas Fair was named 'Best Large Speciality Market' in the NABMA annual awards.
- York was named 'Britain's Most Festive City'.





£

£57.7 million
Christmas visitor spend



62%
of people visited
especially for the Fair



99.5%
would recommend
the festival



Make It York:

Celebrating our UNESCO City of Media Arts status, with the city's inaugural York Mediale

M York Mediale



The ambition is to be widely considered as a top 5 international digital culture festival.

“This feels like the first day of a revolution”

Professor Damian Murphy
University of York



Highlights

- £1.3 million total economic impact. £757,159 turnover represented a 7:1 return on Arts Council England's £99,000 investment.
- 65,000 audience – York Mediale became the UK's largest media arts festival.
- 113 international calibre artists created 79 new works across 25 venues.



“YM2018 represented a huge leap of faith. The team created an international festival from scratch, taking bold artistic risks, some of which created tensions for York’s audiences and venues.”



York Literature Festival

sponsored by **Baillie Gifford**

We took the lead in organising York Literature Festival. 80 events over 17 days. Workshops, debates, including authors' talks and poetry performances in 19 city centre venues.

Some top names took part

- ⊙ Joanna Trollope OBE
Bestselling author of over 20 novels
- ⊙ Kate Mosse
Author of the multimillion selling Languedoc Trilogy
- ⊙ Alan Johnson
Award-winning author and former Home Secretary
- ⊙ Liz Lochhead
Poet and former "Makar" National Poet of Scotland



York Culture Awards

The York Culture Awards celebrate outstanding innovation, creativity and quality.

Local talent was showcased with an excerpt of the Noughts & Crosses production (co-commissioned by Pilot Theatre), an original piece by York Youth Dance and Hyde Family Jam performed on stage. Delma Tomlin, Creative Director, National Centre for Early Music, was named Cultural Champion.

Award-winning film director and writer Mark Herman (Brassed Off, Little Voice and The Boy in the Striped Pyjamas) was our patron and presented on the night.

Bloom!

We created the idea for Bloom! A brand new festival. Four floral themed days in July transformed York into a riot of colour and plans are now in place to create a biennial Bloom! event for York.



York Residents Festival

sponsored by **Grand Central**

We organised the biggest York Residents Festival yet, as a continued thank you for the warm welcome given to the city's 6.9 million visitors. Ninety attractions, shops and restaurants took part.



"I love the Ice Trail. I feel very lucky living in York, there is always something to do."

York Resident

Footfall was equal to a summer weekend

York Ice Trail

sponsored by the York BID

York Ice Trail returned with fifty stunning sculptures across the city, making a cold February weekend come alive.

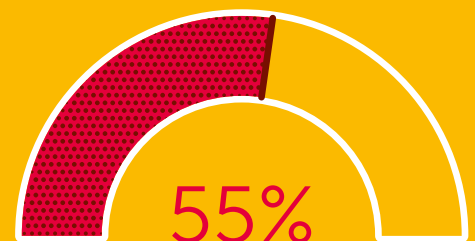
"Sponsorship of events is a great way for us to be involved with the local community and support great causes."

Steven Graham
Community Liaison Manager, Hungate York Regeneration



41%

increase in city centre footfall, 17,000 people took part



55%

were first timers to York Ice Trail



Make It York:

Transforming Shambles Market

Over the last three years we have transformed Shambles Market into a vibrant venue for residents and visitors. It's now one of the few markets in the UK showing year on year growth.

Highlights

- ◉ We created a thriving Food Court, featuring produce from around the world.
- ◉ New businesses such as the Market Cat and Source Deli have sprung up and do good daily trade.
- ◉ Three new city centre restaurants all started life in the market.
- ◉ Shambles Market is now a platform for talented businesses to prosper and grow into the future.
- ◉ We have secured significant investment to take the market to the next stage.
- ◉ Shambles Market is now producing finalists for the National Young Traders Awards.

Make It York:

Visit York Membership A world of opportunity for your business

Visit York is a part of Make It York and is the leisure tourism brand. We market York as a must-see world-class destination to the leisure visitor, ensure investment in tourism and support local businesses.

The support of 900 members is invaluable, enabling year round marketing campaigns, benefitting York and beyond.

133 new members joined us in 2018, bringing the total Visit York membership to 980.

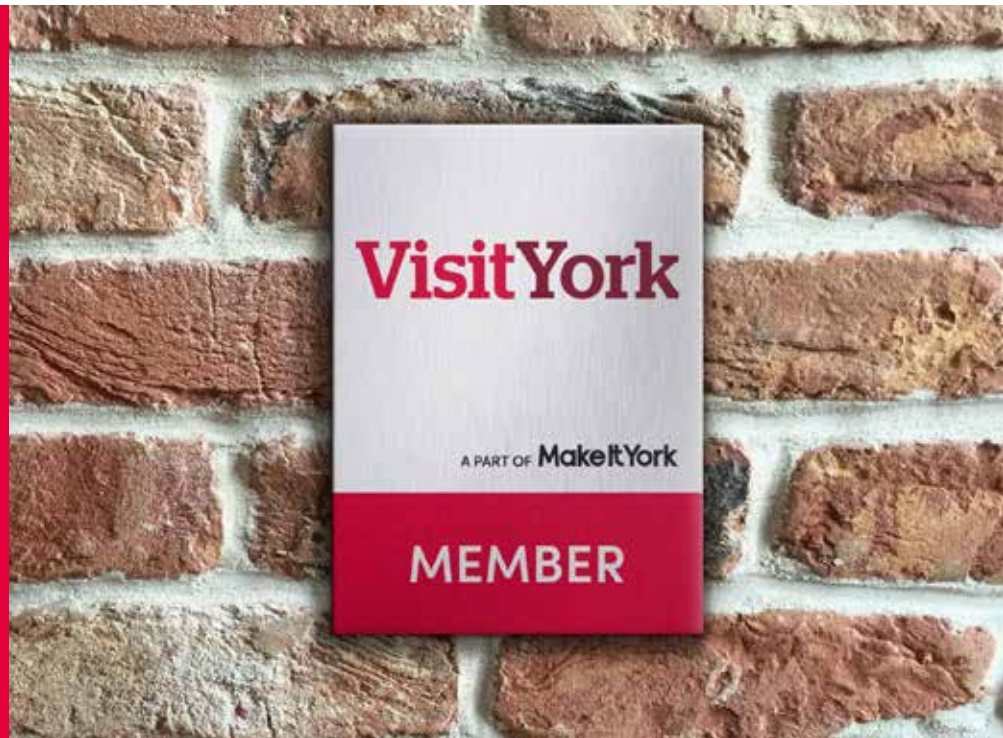
How we can help

Your business can benefit from our award-winning marketing campaigns:

- ◉ We offer a range of marketing opportunities at visityork.org/members
- ◉ We can promote your events and special offers through our digital marketing activity.
- ◉ Benefit from the expertise of our tourism team.

Keen to join or make more of your membership?

PJ Edgar
Membership Executive
pj.edgar@makeityork.com
visityork.org/members



Make It York:

York in the News

We inspired millions of potential visitors through our year-round PR activity. Features were published in a variety of on and offline publications, including national titles such as The Times, The Telegraph and The Guardian. We reached an audience of 23 million readers through our PR activity.

“Skosh, York: Local York ingredients with a global twist. Some of the recommendations on the menu seem downright whacky.”

Nicholas Lander
FT Magazine



Giles Coren  @gilescoren · Jan 26

London is over for me. Haven't reviewed in the old hole all year. Centre of my food universe is now York. Cheese custard for your bread? Forced rhubarb ceviche? Lamb fat Bao? They've got it all going on.
Hats off [@TommyBanks8](#)



Diagon Alley? Try York...

Awarded the title of best city to live in the UK, York is also the inspiration for a certain street in Harry Potter and the shops will cast a spell over you with their warm Muggle welcomes.

BEST TRAVEL WRITER RACHEL CUNNINGHAM



York Minster is one of the world's finest examples of Gothic architecture.

TRAVEL SNAPSHOT
The Roman called it Eborac, the Vikings called it Jorvik, but after this northern city was named the top spot in the country to live, York is probably down as one of falling out of favour. The incredible rich history is keenly felt here, from the near complete ruins of wall to the famous Shambles, renowned for its medieval street, where the buildings need to be seen to be believed.

INSIDER'S GUIDE
From the beaches on the North Yorkshire Moors to the Roman history and museums in the city, York, there is much to do in this city. York town is best enjoyed by simply walking to pavilions, whether via the city walls, the recently discovered Roman streets below ground in the crypt or the 50+ medieval footpaths known locally as cobbledways. For the more adventurous, guided tours of boats operate daily to the 14th-century ruins of Britain's most haunted spot, York is known as the white stone capital of England and still houses a manufacturing North's HQ. It's time to get a perspective on the city's history.



SWEET TREATS The Old Sweet Shop

Best for ESCAPES
The incredibly rich history is keenly felt here

GETTING THERE
York is on the East Coast coastline, making it easy to reach and a perfect weekend escape destination. Trains from London depart every 30 minutes and will get you there in under 90 minutes, starting as low as £10 for one way. See from £1.50.

STAYING THERE
Hotel stays in a charming boutique hotel in the heart of the city, just a short walk from the attractions, such as the impressive cathedral. Rates start at £100 per night based on two people sharing a standard room. See from £100 per night.

BEFORE YOU GO
With so much to see and do, where to go will help you plan your visit. To truly experience your stay, consider a York Pass for free entry into attractions and tours, plus discounts to shops and restaurants. See yorkpass.com

DON'T MISS
Take a time well spent back to Viking York at the Jorvik Centre, where you can learn all about what the city was like in the 9th century. You can also visit the National Railway Museum, where you can take a ride on a locomotive and discover global train travel going back centuries, great for both big and small kids!

FOOD AND DRINK
It's no surprise to learn that the city is the best place for an authentic Yorkshire. The experience is the best in all of the world, and you can enjoy the best of it all in one place with local businesses like The York House Co. serving delicious food and drink in the city. It's a must-visit for anyone who loves a good Yorkshire.



Stunning views across the city with York's Minster.

YORK'S FAMOUS FACES

It's not just the architecture that's world famous here, as York has been called home by some of the world's most famous people over the years. Legendary actress Dame Judi Dench (pictured right) was born just down the street, and has even been awarded the honour of being the main character in the movie *Amadeus*. Other famous faces include the 19th-century poet John Keats, and the 18th-century philosopher John Locke. To this day, the streets of York are still filled with the faces of the city's past, as it is seen as a great place to live in an 'old town'.



84 FACEBOOK.COM/BESTMAGAZINE

“This mini metropolis has a rich history and grand ambitions to be one of the best-connected hubs in Europe, with cool cafés, destination restaurants and innovative companies.”

Make It York:

Working with York BID

York BID does a fantastic job, delivering a variety of projects to improve the city environment. The York BID invests in projects that deliver real monetary return to its members.

Making York Cleaner and Safer

- Deep cleaned 11,153 sq/m of city centre pavements.
- Cleaned-up 8,321 reports of bio-waste.
- Removed over 3000 pieces of graffiti and fly posters.
- The BID city dressing programme has improved the appearance of empty shop fronts around the city, making them more attractive to new retail investors.

Supporting Local Business Communities

- York Restaurant Week generated 5,770 voucher downloads for dining in local restaurants.
- The Savings Advisory Service has helped to identify over £92,000 worth of savings for local businesses.
- York BID was the headline sponsor for the Micklegate Run Soapbox Challenge, which attracted over £1million additional spend in the city.

Supporting Retail and Hospitality

- The winter lights display delivered with Make It York, consists of more than 160,000 lights stretching 15km end-to-end.
- The BID 'Thank York It's Friday' campaign helped secure permanent late night Park & Ride services in support of the early evening economy.

“We have sponsored York Ice Trail over the past three years as it brings huge benefits to city centre businesses.”

Andrew Lowson
Executive Director, York BID

Make It York Board of Directors



Jane Lady Gibson
Chair



Sean Bullick
Managing Director



Mark Fordyce
Managing Director
York Data Services



David Horne
Managing Director
LNER



Cllr Ashley Mason



Professor Karen Stanton
Vice Chancellor
York St John University



Professor Chris Bailey
Cultural Policy Consultant
Arts Interlink



Peter Clinker
Head of Property
& Facilities Management
UK & Ireland, Nestlé



Joan Concannon
Head of External Relations
University of York



Leader
City of York
Council

Board Advisors

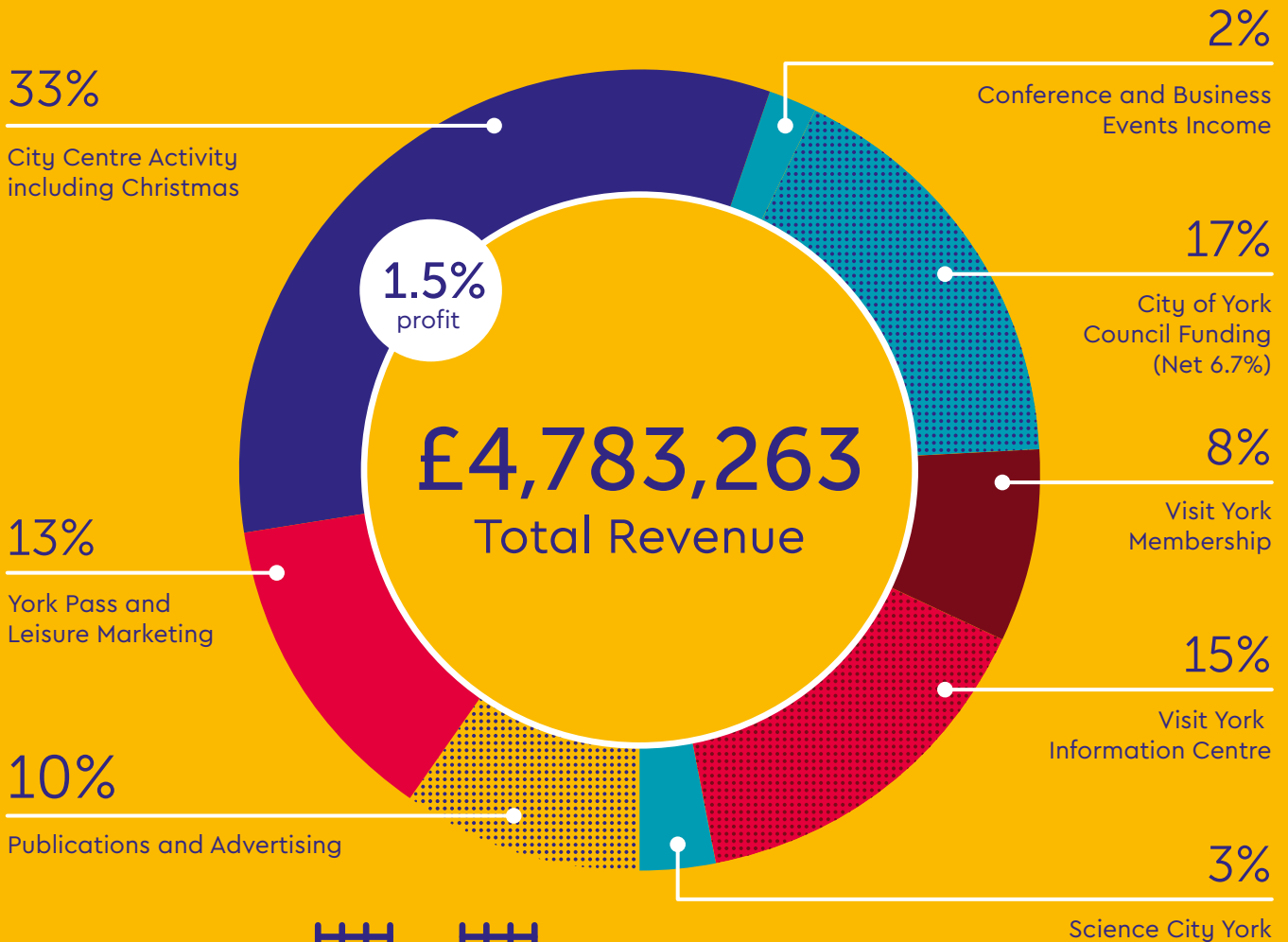


James Farrar
Chief Operating Officer
YNYER Local Enterprise
Partnership



Lyndsey Turner Swift
Head of England
Planning & Delivery
VisitEngland

Make It York Revenue Breakdown



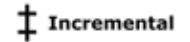
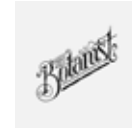
Every penny generated in revenue including any profit goes back into the city.



Grateful thanks to all our sponsors and partners

Many thanks to all the sponsors and partners for their generous support throughout the year. Over £100,000 of sponsorship was generated over the last year, enabling a range of new initiatives and events, enjoyed by thousands of residents, visitors and students alike and benefitting the city's economy.





Grateful thanks to all sponsors of the annual Make It York Stakeholder Meeting





Entrepreneurial

We will champion new ideas
We will deliver great results
We will always be improving



Collaborative

We will thrive on partnerships
We will share our resources
We will empower our teams



Respectful

We will put customers first
We will do what we say
We will be true to our city



Ambitious

We will help make York the best place it can be
We will make MIY the best company it can be
We will become the best team we can be



Ways to stay in touch:

Visit us online at makeityork.com

Follow us on Twitter @makeityork

Email us at info@makeityork.com

Visit us at 1 Museum Street, York YO1 7DT

MakeItYork

Make It York is the city's Destination Management Organisation. Our purpose is to develop and promote the city and its surroundings - nationally and internationally - as a vibrant and attractive place to live, visit, study, work and do business.