

Appendix 1: 2023/24 COMPANY DASHBOARD: JULY – SEPTEMBER 2023

Websites

	Q1 April-June 2023		Q2 July-September 2023		Q3 October-December 2023		Q4 January-March 2024	
Website	VisitYork	MakeItYork	VisitYork	MakeItYork	VisitYork	MakeItYork	VisitYork	MakeItYork
No. of users (+/-% vs. previous year):	302,221  (+2.02% vs. previous year)	8,342  (+34.8% vs. previous year)	395,891  (+9.7% vs. previous year)	15,009  (+152% vs. previous year)				
No. of page views:	811,125	18,674	1,109,265	38,120				
Most viewed pages:	<ul style="list-style-type: none"> 'What's On' 'Things to Do' 'Must See York' 'Attractions' 'Stay' 	<ul style="list-style-type: none"> 'Shambles Market' 'Snooks Trail Artist Call Out' 'Shambles Market – Become a Trader' 	<ul style="list-style-type: none"> 'Christmas' 'What's On' 'Things to Do' 'Stay' 'Christmas Events' 	<ul style="list-style-type: none"> 'York Christmas Market' 'Shambles Market' 'Shambles Market – Become a Trader' News post on Christmas Market 				


Websites: July-September 2023

- Despite it being summer, Christmas content was the most viewed content on the Visit York website due to the large volume of people searching for 'Christmas in York' and related search terms.
- There was a huge 152% increase in traffic to the Make It York website compared to the same period last year. This is mainly due to people looking for information on the York Christmas Market, and also Shambles Market.



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Social Media

	Q1 April to June 2023		Q2 July-September 2023		Q3 October-December 2023		Q4 January-March 2024	
Social media	VisitYork	MakeItYork	VisitYork	MakeItYork	VisitYork	MakeItYork	VisitYork	MakeItYork
Impressions:	3.8 Million	76,074	6.02 Million	67,121				
Engagements:	146,060	3,331	146,216	3,348				
New followers:	2,637	201	4,397	110				
Total followers:	168,147	11,526	172,560	11,626				
Video content:	138,508 Views	n/a	1,119,367	n/a				
Most popular post:	'Discover hidden gems around every turn in York, from historic snickelways to stunning gardens, our city has it all! 	'Exciting news! York is a step closer to becoming a UNESCO World Heritage Site after gaining Government backing for its bid'	To all pursuers of the paranormal... visit York this Halloween and experience our haunted city at the spookiest time of the year!  	Exciting news! Explore the wonders of the UK's UNESCO sites with the newly launched map.				

Social Media: July-September 2023

- Strong engagement and impressions on Visit York social media during this period, mainly driven by video content produced for summer and Halloween campaigns.



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York Pass and Visitor Information Centre

York Pass and Visitor Information Centre: July-September 2023

- Decrease in passes sold – currently completing Trade Supplier review with a view to re-igniting previous + new web trade supplier relationships for additional YP revenue streams
- Hotel Trade Agreement refreshed – four hotels to be introduced with further reach to happen
- Ticketing Agreement refreshed – four new Ticketing relationships confirmed
- Retail Margins increased with reviewed offering

York Pass				
	Q1 Apr-Jun 2023	Q2 Jul-Sep 2023	Q3 Oct-Dec 2023	Q4 Jan-Mar 2024
No. of passes sold:	2674	2582		
Top 3 attractions:	1. Jorvik (2085) 2. York Minster (1493) 3. Cliffords Tower (1449)	1. Jorvik (2050) 2. York Minster (1901) 3. Cliffords Tower + York Dungeons (1537)		
Average visits per pass:	5.36	5.22		
Visitor Information Centre				
	Q1 Apr-Jun 2023	Q2 Jul-Sep 2023	Q3 Oct-Dec 2023	Q4 Jan-Mar 2024
Footfall (vs. previous year)	35204 <i>(vs. 50462 in 2022)</i>	36074		
Top 5 nationalities:	1. UK 2. Spain 3. France 4. America 5. Italy	1. UK 2. France 3. Spain 4. Germany 5. Australia		
Key things people come in for:	1. General Info/Maps 2. Buying/Browsing Merch 3. Bus Information	1. General Info/ Maps 2. Buying/ Browsing Merch 3. Attractions		



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Sales & Marketing

Marketing Campaigns: July-September 2023

Summer Campaign June to Sept

- Working with 6 partner member businesses we launched a summer campaign in June, including activity across web, socials, email, radio and TV.
- The digital team created social reels for each partner
- The Summer hub page on the VY website received 14,731 page views during the campaign
- 30,000 Summer guides were printed and distributed throughout key locations in York

Haunted Campaign Sept to November

- Launched with a PR stunt which gained significant Press interest from local and national online publications
- Working with 2 partners to create a campaign promoting 'Haunted York' for Halloween, including activity across Web, socials, email and TV
- 15,000 'Haunted' leaflets were produced and distributed through the VIC

Press/influencer trips facilitated have declined due to a reduction in staff within the PR dept, however, 9 PR trips are planned for the Christmas period.

PR & Comms

	Q1 Apr-Jun 2023	Q2 Jul-Sep 2023	Q3 Oct-Dec 2023	Q4 Jan-Mar 2024
Total news volume (print & online)	214	174		
Total news reach (print & online)	Over 52m	Over 37M		
Total news value (print & online)	£1.6M	£930K		
Press trips facilitated	5	0		

Membership: July-September 2023

Retention:	84%
Renewals:	471



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Culture

Culture: July-September 2023

- Focus on developing grant pipeline following unsuccessful SPF bids to support culture delivery. Current applications include Arts Council bid to support Culture Forum and Historic England bid on heritage of the Shambles Market. Also working with partners to develop a Paul Hamlyn Foundation application to support Children and Young People area of Culture Strategy.
- The York Culture Forum now has over 180 members. Most recent meeting held at Guildhall, with sessions from Cllr Jo Coles on her vision for culture, and Aesthetica, on forthcoming Reignite event on economic impact of media arts and the creative industries.
- The Culture Exec has recruited new members following retirement, job change and long-term absence. Group is now working on next steps for driving Culture Strategy, including: more culture advocacy, sector support, and resident focus.
- Trailblazers community grants launched in July, with a £30,000 funding pot, for projects that celebrate York’s history and heritage, enable community activity, and work with marginalised groups. Grants have now been shortlisted and funding is being awarded before public announcement made. Next step for the programme is to launch digital commissions for heritage that tie in with UNESCO Creative City of Media Arts status.
- REACH began delivery of the pilot project expanding culture and creativity in ten of York’s most deprived schools. Make It York is supporting the project through developing and hosting the digital hub for REACH (funded through IVE and City of York Council) and steering group representation.

Tourism and visitor economy: July-September 2023

- The Tourism Strategy is being finalised, following consultation with key tourism, culture and business stakeholders, including Tourism Advisory Board, Culture Exec, MIY Board, BID Board. It is undergoing final design edits – these will be completed by Make It York and York St John University in October 2023 – ahead of sign off by City of York Council.
- Make It York and North Yorkshire Council’s joint application for Local Visitor Economy Status has now been submitted to Visit England, with support from City of York Council.
- Data from the recent STEAM report, which measures the annual volume and value of tourism activity in the UK, has recorded that the tourism industry has had a total economic impact of £1.7 billion within York in 2022, with visitors spending £1.2 billion in the city. Full details here: [Tourism worth £1.7 Billion to York in 2022, according to new tourism report \(makeityork.com\)](https://www.makeityork.com/news/tourism-worth-1.7-billion-to-york-in-2022)

Culture Newsletter:		% increase
Open rate	61%	%
Click rate	19%	%
Unsubscribes	1	<1%

Members of Culture Forum: 182



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City Centre, Events and Markets

Make It York Events: July-September 2023

1. There have been no direct delivered events this period by MIY. Work has been undertaken for the planning of events for December and February 2024. Ongoing support has been provided to third party event organisers.
2. Operational planning is finalised for the 2023 York Christmas Market. Which will see 75 retail units, 8 street food offerings and a central information point. This year we are working with partners and City centre venues to create hidden gem spaces at the Christmas Market. As the markets get extremely busy, especially at weekends, these spaces will provide less busy venues and facilities for anyone preferring a quite less busy space for a period. These will be promoted on maps a via a QR code.

Third Party Events: July-September 2023

1. Events

York Pride Event was held at the Knavesmire in June with the principle aim of promoting equality, diversity, and advances in education to eliminate discrimination. The event was free, family friendly, organised and managed by volunteers. It provided community stalls, live music, entertainment, food, drink, and sports activities. Attendance was approx 10,000 over the day.

The Orangery Community Hub returned to the City between June and August. The event provided World Cup Football Screening for families, networking events, free live music concerts for York, collaboration opportunities, Cycle York Meet Up, 'Festival of Europe' and Toddler Groups.

Markets: July-September 2023

Shambles Market has recently been awarded the 'Travellers' Choice award 2023' (top 10% of listings on TripAdvisor). The award celebrates businesses that have consistently received great Traveller reviews on TripAdvisor over the last 12 months, placing the market among the 10% of all listings on Tripadvisor globally.

Wifi has been fitted in the market to benefit traders to enable them to take card transaction as part of their offer.

Regular meetings with Shambles Traders Forum continue and ensure that issues are addressed quickly, fairly and transparently. A lot of work continues to be undertaken to deliver a market that is balanced and supportive for all traders both regular and casual. A balanced market policy is now in place.

The law prohibits agreements and certain other arrangements which may prevent, restrict or distort competition. However, if a market has a written policy on a business rationale for decisions on the balance and tenant mix which is appropriate, then there is not a breach of the Competition Act. The Office of Fair-trading advises that restricted user clauses will not, generally, be regarded as a breach of the Competition Act and that such provision can legitimately be used to achieve an appropriate mix of traders within a retail development. This is a fair and transparent process and is the normal practice at markets across the country, in line with guidance from NABMA (National Association of Markets Authorities).

	Apr-Jun 2023	Jul-Sep 2023	Oct-Dec 2023	Jan-Mar 2024
Total Stalls Taken:	4574	5154		
Occupancy:	78%	80.03%		
New casual traders:	6	23		

