

Make It York

**Quarterly Narrative**  
**August – October 2022**

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## Visitor Economy

### Leisure Marketing

#### *Summer in York*

The Summer in York campaign took place along with York Park & Ride and key partners including York Minster, JORVIK Viking Centre and City Cruises.

A Capital Yorkshire video with Adam and JoJo and associated competition was heard by 339,000 listeners and sent to over 16,000 contacts on their database which resulted in 3,275 page impressions of the hub page and 2,446 competition entries.

Video on Demand with ITV hub led to 154,116 impressions and promoted our Summer in York video.

#### *Haunted York*

On the 26th September we launched our Haunted York campaign. This included a new DL leaflet and haunted hub ([visityork.org/haunted](http://visityork.org/haunted)) and is being promoted in partnership with York Park & Ride and York Dungeon.

We promoted York as the most haunted city in Europe and a brand new seance show took place at York Dungeon. We also incorporated Guy Fawkes and the new Tragedy of Guy Fawkes play taking place at York Theatre Royal.

#### *Taste York hub*

'Taste York' hub is now live on our website ([visityork.org/taste](http://visityork.org/taste)) and features York as the place to be for foodie breaks. It provides details about the York Food Festival and York Restaurant Week (ran by York BID) as well as giving information about gastronomic events and offers.

#### *Leisure Awards*

Visit York was nominated in two categories at the Group Leisure Awards including Best UK destination for groups and Best Christmas Experience. We are happy to report that we won the Best UK Destination for Groups award.



## ***Christmas Guide***

The Christmas Guide is now in circulation and incorporates 30<sup>th</sup> anniversary branding and information about the Nutcracker Trail.

## ***National Campaigns***

Activity is now booked for our 'Love York with LNER' campaign which launched in October. The campaign promotes York breaks with LNER leading up to the Christmas period and features content from key partners including York Minster, JORVIK Viking Centre, City Cruises, National Railway Museum, The Grand Hotel, Castle Howard and the York Christmas Festival. The campaign includes outdoor posters on the London Underground and bespoke digital activity to target people taking short breaks from London.

## ***International Campaigns***

Make It York/Visit York attended the World Travel Market Conference in London from the 7-9th November. We shared a pod on the UKInbound stand along with Visit Leeds.

## **Digital Channels**

### ***Visit York website***

During the period 21st June to 21st September, the Visit York website was visited by **348,126** users: a **14.29%** increase on the previous period. There were **975,196** page views during this period, the most viewed pages being 'Christmas', 'Things to Do', 'What's On', and 'Attractions'.

Campaign hub pages for Christmas, Halloween and Taste York were all updated and either published or ready for launch dates. An updated and expanded B2B 'Trusted Supplier' section of the website went live, with 41 pages of content being refreshed.

Other new content live on the site includes a 'York Hotels with Parking' page, targeting the 110,000+ searches per year, and a new 'Delegate Offers page' detailing Visit York member offers for business tourists.

### ***Visit York Social Media***

Visit York social media channels received **4.2 million** impressions during this period, 171,622 engagements and gained **2,565** new followers.

Visit York now has a total of **150,681** followers across Facebook, Twitter, TikTok, and Instagram.

Video content output has increased significantly during this period, with our new in-house design and content executive producing videos ranging from 'Walking the City Walls', 'A Magical Walk Down the Shambles', and 'Exploring the Ouse', generating over 250,000+ video views.

The Visit York Business Tourism LinkedIn account was re-branded to 'Visit York' during this period and now includes posts related to events, member sector promotion (e.g. retail, food & drink etc.), trusted suppliers, campaigns as well as continuing with business tourism messaging.

The most popular post during this period was a Facebook post sharing that 'York has been voted the best city in the UK for a staycation by Which? Travel' which resulted in 219,102 impressions and 19,615 engagements.

***Make It York website***

During the period of 21st June to 21st September, **5,620** users visited the Make It York website which resulted in **11,179** page views.

The Shambles Market hub page was the most viewed page on the site during this period after the home page, closely followed by 'St Nicholas Fair', and 'How to Become a Trader at Shambles Market'.

The most popular news post was the announcement of the York Christmas Market anniversary bauble competition. Development began on the 'REACH Young People Hub', listing York-based professional creative and heritage educational opportunities and is due to go live in Q3 of 2022.

***Make It York Social Media***

Social media coverage on Make It York channels resulted in **91,717** impressions, 4,113 engagements, and 2,018 link clicks to the Make It York website, while gaining **256** new followers across all social media channels contributing to a total follower count of **10,967** followers.






The most popular post during this period was a LinkedIn post updating on 'Managing Director Sarah Loftus carrying the baton in The Queen's Baton Relay this morning in Hull' which gained **5,298** impressions and 398 engagements.

**PR & Comms**

Total News Volume (print & online): 119

Total News Reach (print & online): 18.1m

Total News Value (print & online): £607k

-  Campaigns/topics of focus during this period included an invitation to applicants for the Visit York Tourism Awards 2023, Cultural Wellbeing Grant recipients, Queen's Baton Relay, York Ice Trail 2023 and Shambles Market visitor increases.
-  National coverage was secured in titles such as: Great British Life, Yahoo, House & Garden and Group Travel World.
-  Regional coverage was secured in the Yorkshire Post, Northern Echo, The Press, YorkMix, Yorkshire Reporter, Living North, Scarborough Evening News and Harrogate Advertiser.
-  Broadcast coverage included ITV Calendar, ITV Tyne Tees, York Mix Radio, Greatest Hits Radio, YO1 Radio, That's TV, BBC Radio Leeds and BBC Radio York.
-  We have facilitated 9 press trips during this time, including Homes and Antiques magazine, Hopazine magazine and Snapshots of Wander.

## Visit York Membership

Membership retention currently stands at **88%**, with **521** memberships having renewed this year.

Since the beginning of April, **97** new members have been recruited. This is a record number consisting of a mix of hotels, restaurants, self-catering and business services.

In the future, the management of Membership will be incorporated into a Key Account Management (KAM) model and acquisition of new business will be split across the teams. The implementation of the KAM model has been communicated to members and we anticipate this being fully implemented in November.

This new system of engaging with and managing Membership will ensure that all members receive direct one on one contact, enabling us to gain a greater understanding of member requirements. It will also help us to showcase future Visit York marketing plans.

Since April, the team have hosted **24** membership events ranging from member showcases to training opportunities.

## Publications

As mentioned above, the Autumn/Christmas Guide is now in circulation and was distributed during October via Info Display, NDP and Take one media. We are focussing on regional markets including Yorkshire, The Humber and the Northeast as well as attending the Living North Fair. We are also engaging with key areas of London including Kings Cross station.

The Autumn/Christmas Guide has a record number of advertisers this year (46) including a mixture of attractions, food, drink, and retail clients.

## Visitor Information Centre (VIC)

Footfall remained steady over the summer period (see table below) with more international visitors returning, the top five nationalities being:

1. USA (by a long way)
2. Netherlands
3. Canada
4. Germany
5. Australia

	VISITOR INFORMATION CENTRE			
	2019	2020	2021	2022
January	18,551	17,306	0	7,925
February	27,890	21,526	0	10,969
March	23,982	7,476	0	15,791
April	33,138	0	774	15,955
May	30,031	0	4,293	17,398
June	28,998	1,756	12,052	17,109
July	34,303	8,291	17,703	18,682
August	38,216	13,609	22,084	21,345
September	29,450	10,966	21,418	17,457
October	31,588	7,143	20,414	

November	21,986	0	14,186	
December	20,619	2,292	7,867	

During the next couple of weeks, the Visitor Information team will be looking at merchandise for Christmas 2023 and assisting with the move to the new premises. All are engaged and excited about the move and are keen to help.

## Volunteers

Volunteers have again proved invaluable during the summer, with many keen to help and step in at short notice, if needed. They will continue to provide information in the Visitor Information Centre and at York Train Station. As the Visitor Pod has been so successful during the summer, we intend to increase usage of it during the run up to Christmas by manning it with both staff and volunteers (subject to availability). Volunteers are now distributing the Christmas Guide to businesses in the city.

## York Pass

York Pass has had a good, strong summer with online sales accounting for 85% of total sales.

The Top 10 most popular York Pass attractions are:

1	JORVIK Viking Centre	4419
2	York Dungeon	3127
3	Clifford's Tower	2714
4	York Minster	2294
5	ASK Italian Restaurant	2211
6	Van Gogh Immersive Experience	2091
7	York Castle Museum	1730
8	City Cruises York	1571
9	York Cocoa Works	1471
10	Golden Tours	1233

We are exploring options for restaurant partner offers as the included meal from ASK restaurant was a strong selling point.

Continued regular attraction closures now impact the value of York Pass leaving no choice but to discount to maintain sales.

York Castle Museum and Yorkshire Museum have experienced a successful return to York Pass and we hope to include the exhibitions at the Art Gallery.

On the 14<sup>th</sup> October, we transferred to Stripe as the YP payment provider following the withdrawal of this service by Worldpay.



## Business Tourism

Business tourism activity this quarter is slow post-pandemic. Venues across the city are still reporting shorter lead times which we are seeing with about half of the direct enquiries. Long-lead enquiries for large-scale, in-person events are coming in for 2024/5, with little or no interest in hybrid options.

### Confirmed enquiries include:

- ✚ International Bee Health conference for 100, organised by FERA (October 2022) – multi-venue proposal including 4-day conference at York Biotech Campus, gala dinner at Merchant Adventurers’ Hall, afternoon excursion including lunch and bespoke activities planned with Castle Howard.
- ✚ Crime Writers’ Association annual conference for 70-100 (April 2023) - 2-day conference at Park Inn, gala dinner and social activities tbc.

### Enquiries in the pipeline:

- ✚ Charity away day for 70-100, November 2022
- ✚ Tech company 2-day project meeting for 40-50, January 2023
- ✚ Medical association, 2-day annual event for 350-400, June 2023
- ✚ Tech company 4-day corporate camp for 220, May-June 2023

### Liberal Democrat Spring Conference, March 2023

This is likely to be extended for a day at York Barbican in to compensate for the cancellation of the autumn conference which fell during the period of national mourning.

### Trade events and related activity

- We returned to The Meetings Show, London (ExCel), 29-30 June alongside 4 other smaller destinations on the MeetEngland stand. Positive conversations with new prospective clients, and some landing/growing in York interest that we were able to pass on the CYC Economic Development team.



## Conference web content development

- ✚ Ongoing work developing the venue search function within the conference section of [visityork.org](http://visityork.org) to replace the existing third-party search, which will give greater control over appearance and functionality.
- ✚ Our new delegate welcome went live, providing a selection of offers from Visit York members to extend a warm, city-wide welcome to business visitors and delegates.
- ✚ The event planners' toolkit was also launched with resources to support event professionals with their conference comms, such as social assets, useful links, sample copy, travel info, 'must-see York', digital versions of city guides etc, to help delegates make the most of their time in York or extend their stay.

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## Tourism Intelligence and Research

Quarterly tourism intelligence dashboards have been developed (see appendices below) showing YTD results and results for the most recent three months.

Key headline figures from the dashboards show

- ✚ that hotel occupancy rates are up from last summer, with average occupancy at 83% for June to August 2022.
- ✚ AirBnb occupancy rates are lower this summer compared to last, at 71%, but average daily rates are higher.
- ✚ Footfall is higher overall for the year to date than for the previous year, it was slightly down over the summer months in the city centre, at 2.41mn compared to the previous quarter, at 2.44mn, which saw a peak footfall over the Easter holidays. This could be due to the heatwave and rail strikes affecting people's decisions to travel to the centre.
- ✚ NB, For this quarter, the results shown will be from June to August, rather than July to September, as data is not available for around 2-3 weeks after month end.

### ***Make It York Intelligence***

In addition to the tourism intelligence dashboards, work is continuing on the production of a company health check dashboard, which will provide a summary of key measures of success tracked against the Make It York Business Plan. Once completed this will also be circulated to the board.

### ***Economic Impact Model – Cambridge***

Due to delays in the release of the 2021 GB Tourism Survey and GB Day Visitor Survey data as a result of COVID-19 related travel restrictions, the 2021 Cambridge Model Report for York will not now be received until January 2023.

The Cambridge Model produces estimates of the level of tourism activity within a given local area using national and local information. The volume of visits is translated into economic terms by estimating the amount of spending by visitors based on their average spend per trip. In turn, the impact of that spending can be translated to estimate the effects in terms of business turnover and jobs. The standard measures generated are:

- The total amount spent by visitors

- The amount of income for local residents and businesses created by this spending, and
- The number of jobs supported by visitor spending.

All of the required inputs for the 2021 report have already been sent to Tourism South East in the hope that the report can be delivered earlier than early 2023.

### Visitor Survey

Each quarter the raw data is sent by QA research and uploaded to Qresearchsoftware for analysis. The latest data for Q3 (July - September) will be available from mid-October.

A dashboard showing YTD results has been attached separately (see Appendix B). It shows key information sources used before and during a trip to York and should help to show the effectiveness of Visit York marketing.

The following KPIs from the Visitor Survey are sent to the Business Intelligence Hub at City of York Council on a quarterly basis. The Business Intelligence Team occasionally include figures from the visitor satisfaction KPIs on performance reports when they are writing about tourism and/or the city centre economy.

2022	Party size	Spend	Activities taken part in during stay			Visitor Satisfaction		
			Shopping in regular shops	Eating / drinking after 5pm	Shopping in a market	Experience (out of 5)	Likely to return to York in the next 2 yrs.	Likely to recommend York to someone else
	Average party size	Average spends per person per day, excl. accom.						
<b>Jan -Mar</b>	2.38	£74.41	85%	53%	60%	4.69	78%	95%
<b>Apr - June</b>	2.32	£80.55	85%	67%	71%	4.71	69%	98%
<b>June YTD</b>	<b>2.34</b>	<b>£78.19</b>	<b>85%</b>	<b>62%</b>	<b>68%</b>	<b>4.70</b>	<b>72%</b>	<b>96%</b>
<b>Base: Q1=201, Q2=321. Source: Monthly face to face survey of leisure visitors to York</b>								

### T-Stats and Movement Insight Data

The T-Stats platform continues to be updated monthly. Visit York members are being encouraged to ask for a log-in so they can access tourism data as and when they need it. The Business Intelligence Hub at City of York Council have a T-Stats login in order to access information for use in the Culture, Leisure and Communities Performance Scorecards:

<https://data.yorkopendata.org/dataset/executive-member-portfolio-scorecards-2022-2023>

York BID have now provided access to their Movement Insight data from Visa and O2. This is not currently being reported on as York BID already provide monthly reports on their website: <https://www.theyorkbid.com/category/insights/>. The latest report for August can be found here: <https://www.theyorkbid.com/city-centre-insights-august-2022/>

Having access to spend and visitor data via Movement Insights has proved useful in response to ad hoc data requests, for example:

- Change in visitor catchment distance
- Leading overseas markets in York – by visits and spend

## Culture & Wellbeing

### York Culture Strategy, York's Creative Future

#### Culture Strategy governance and new Culture Forum

York Culture Forum now has 160 members signed up to date.

In September, the Culture Forum elected their new Culture Executive.

They are:

- Barbara Swinn, Head of Strategy and Engagement at York Explore Libraries and Archives, – Cultural Engagement, Participation and Relevance
- Andrew Morrison, Chief Executive Officer of York Civic Trust and Fairfax House, as – Placemaking
- Lydia Cottrell, Founder of SLAP and freelance multi-disciplinary artist, – Talent Development and Retention
- Sarah Maltby, Director of Attractions at Jorvik Group, – York's National and International Profile
- Rachel Cowgill, Professor of Music and University Research Theme Champion for Creativity, University of York - General Member
- Tom Bird, Chief Executive of York Theatre Royal - General Member
- Rebecca Newman, Soprano and Managing Director of York Proms - General Member.

They join the non-elected members:

- Chris Edwards, Chair of REACH, the Local Cultural Education Partnership, as Head of Priority Area – Children and Young People
- Owen Turner, Master of the Guild of Media Arts, representing the UNESCO Creative City of Media Arts designation
- Helen Apsey, Head of Culture and Wellbeing at Make It York, as co-Chair of the York Culture Forum and Head of Priority Area – Culture and Wellbeing
- Councillor Darryl Smalley, representing City of York Council, as Executive Member for Culture, Leisure and Communities.

The Executive will be led by two co-chairs – Head of Culture and Wellbeing at Make It York and a co-chair appointed from and by the incoming Executive. The group will meet bi-monthly to steer the strategy's future direction. The first meeting of the new Culture Executive will take place in October.

#### Funding news

Make It York and York Civic Trust together submitted a bid to the National Lottery Heritage Fund for *York Trailblazers – how we make history* (formerly known as 'Makers and Shapers'). The bid has been successful, and £249,999 in funding has been granted to the project to make Trailblazers a reality.

Trailblazers will be an exciting and inclusive city-wide programme of events and activities across 2023 – 25, celebrating York's heritage, shaped around significant anniversaries, which inspire residents and visitors on York's collective history and empower new generations to shape our future together.

The activities funded by the NLHF will enable MIY and YCT to shine a light on lesser-known heritage stories, working with heritage and culture organisations and community groups across the city. Project deliverables include: community and schools heritage education through workshops; a community grants scheme for diverse community and heritage groups to produce events/initiatives as part of the programme; a large-scale public realm heritage trail created in collaboration between local sculptors and heritage craftspeople, heritage organisations, local communities and digital artists; and long-term trail legacy to transform areas of York.

MIY and YCT will develop and deliver the project together, with each leading on their areas of expertise: MIY will deliver the community grants scheme, the heritage sculpture trail, and provide a high-visibility marketing platform for the project.

### **Policy and Strategy**

MIY provided written responses to City of York Council's draft strategies on Health and Wellbeing and Economy. These highlighted the role of culture in wellbeing, and in regards to the Economic Strategy, the role and value of culture, as well as the economic value of tourism to the city.

### **Action Plan**

The MIY Culture, Wellbeing and Events team produced an action plan for the Culture Strategy in early 2021, which takes the form of a RAG report with key actions to achieve the outcomes/recommendations within the strategy and a quarterly reporting framework.

Recent progress across each Key Priority for the strategy has included:

### **Engagement**

- ✚ Much engagement work has focused around attracting new participants to the Culture Forum, and implementing the election process to the Culture Exec.
- ✚ The most recent Culture Forum was held in mid-September at the StreetLife project on Coney Street, where the results of the Culture Exec elections were announced, and we held a roundtable on the impact of the cost-of-living crisis on the sector. This was a productive discussion resulting in agreement to intel sharing between organisations, signposting to support for staff/ the community, and collective lobbying.
- ✚ See above update on York Trailblazers: community engagement is at the heart of the design process and a legacy project to ensure future engagement.
- ✚ MIY provides a fortnightly Culture e-news update, with latest culture news, funding updates, and MIY news, which we encourage the sector to contribute to, to act as a further information channel. The e-news currently has a readership of 160 people, and growing.
- ✚ The Culture Hub on the MIY website hosts the Culture Strategy and acts as a hub for the city's creative and cultural activity. We continue to develop this area of the website with the latest culture news and activities, including quarterly strategy progress reports.

### **Placemaking:**

- ✚ Make It York submitted case study evidence on local authority funding for culture, in response to a call for evidence from the Commission on Culture and Local Government, to investigate the role that publicly funded culture can play in national post-pandemic recovery. The case study focuses on the success of the York Life Festival, a free weekend music and culture festival for residents in April '22, which was funded through the Council's ARG grant scheme.

- ✚ University of York's Place and Community Knowledge Exchange fund opens for another round of funding in late September: MIY are liaising with the Humanities Research Centre to investigate a joint event to bring the sector and academics together.
- ✚ Phase two of the College Green pocket-park work began in this quarter, as part of MIY's Bloom! festival legacy project, in partnership with York BID and York Minster.
- ✚ Next steps on City of York Council's Investment Plan for the Shared Prosperity Fund will take place this quarter, which could see over £5m shared amongst projects in the city over the next three years. MIY has contributed proposals for the fund, across culture, tourism, events and markets.
- ✚ Conversations are ongoing with regional and national culture representatives. Links are also being developed across the north as part of MIY's role on the Northern Culture Consortium, which advocates together for the importance of northern culture.

### Children and Young People:

- ✚ MIY are supporting REACH, the Cultural Education Partnership, and have created a web page hub for them to showcase cultural and creative activity for children and young people in York, on the Culture hub of the MIY website. MIY has drawn down funding from REACH to begin the further development of the hub, with the directory prioritised. Work has been ongoing on this over the summer.
- ✚ REACH's pilot scheme targets the twelve most deprived schools in the city to deliver arts-based development for schools and improve outcomes for the most deprived pupils. As part of REACH's scheme, the web hub will bring together a suite of place-based resources, many online and free, into one easy-to access offering.
- ✚ A key funding outcome of the York Trailblazers bid is to deliver free creative, heritage themed workshops to every primary and secondary school in York.

### Talent Development:

- ✚ REACH's development will provide more cultural opportunities for children and young people, both in cultural activities and also in supporting twelve schools integrate more of an arts-based curriculum.
- ✚ SLAP's Talent Development Scheme continued during this quarter, with two of the artists achieving Arts Council Funding to expand their projects.
- ✚ Art is My Career discussion with MIY included education of both students and families to support young people exploring creative careers. AIMC are piloting this approach in two York schools and hope to expand and roll out further.
- ✚ Now funding for Trailblazers has been confirmed, conversations around development of student participation/ internships/ volunteering within the programme are ongoing.

### Culture and Wellbeing:

- ✚ Nine York-based charities, social enterprises, community groups and individuals have been awarded grant funding this quarter by Make It York and City of York Council, via the Better Care Fund. The Cultural Wellbeing grant funding will support cultural and creative engagement activities that support resident mental health and wellbeing, and reduce loneliness and isolation. A total £30K was funding made available. Full details of the projects funded can be found here: [Nine Organisations Awarded Cultural Wellbeing Grants 2022 \(makeityork.com\)](https://www.makeityork.com/nine-organisations-awarded-cultural-wellbeing-grants-2022)

- ✚ Evaluation continued on the projects who received Cultural Wellbeing grant funding in 2021, and these now feature as Culture and Wellbeing case studies on the MIY website, as we continue to build the qualitative evidence bank for culture and wellbeing.
- ✚ A case study on the Cultural Wellbeing grants and York's Cultural Commissioning Partnership was submitted to the Local Government Association this quarter, for their new social prescribing handbook, which will highlight the vital contribution culture, leisure, green spaces, and sport make to social prescribing. Its audience will be councils (councillors and officers with responsibility for sport, parks, culture and health), health and wellbeing boards, and integrated care systems. Publication date tbc.
- ✚ The Culture Commissioning Partnership (CCP), with Chair and Secretariat by MIY, leads on the Culture and Wellbeing Priority within the Culture Strategy. An action plan across communications and engagement, funding, people and strategy, has now been agreed with the CCP, and is currently being implemented.

#### **York's National and International Profile:**

- ✚ During this quarter the York Culture Forum elected its first Culture Executive, to oversee activity and the development and implementation of the Culture Strategy. The September Forum meeting included a roundtable on the cost-of-living crisis and demonstrated a clear appetite for the sector to use its collective voice to advocate for itself on a local and national basis. The new Culture Exec will take forward the recommendations of this discussion for advocacy on multiple subjects.
- ✚ The application of York's bid for UNESCO World Heritage Status has now been submitted to DCMS. A list of the recommended sites for the Tentative List will now be submitted to ministers for approval before being registered at UNESCO later this year. Should York join the Tentative List, the city's UNESCO World Heritage Steering Group will then make a full application to UNESCO for WH status. The Head of Culture and Wellbeing represents on the WHSG. More information here: [Agenda item - York as a World Heritage Site](#)
- ✚ During this quarter, £250K funding for York Trailblazers (formerly known as Makers and Shapers) was secured, led by York Civic Trust and Make It York, with support from other partners. This will be a city-wide project from 2023-25, celebrating the anniversaries of past innovators and inspiring those of today and the future, as well as York's role as a cutting-edge creative city.

#### **UNESCO designation**

Work is underway on York's 2022 UNESCO Creative City of Media Arts Monitoring Report, with MIY working closely with the Guild of Media Arts to develop content and design for this. The guidelines and deadline for the report are still tbc from UNESCO.

The UNESCO Creative City of Media Arts working group are now looking to develop an overarching engagement plan for the designation to further raise the profile of the designation together.

During this period, Mediale led a three -day visit to Viborg in Denmark as part of the Immersive Assembly Volume II artist residency programme.

The Guild of Media Arts are currently planning a market development visit to Viborg, this November. They anticipate that this will provide York companies with the opportunity to meet companies working in the creative sector in Viborg and the wider region, and to gather business and market intelligence

about Denmark. Viborg are developing plans to visit to York with a delegation of administrative representatives from the Central Denmark region and the 19 municipalities within it, in April 2023.



## City Centre, Events and Markets

### City Funding Support for Culture and Events

We are developing a Sculpture Trail for 2023. The Art Trail is currently in development, with a commission that went live on the MIY website until the 14 October, for visual artists, designers, and illustrators to create a unique character or creature, bespoke to the city, that will be transformed into 3D, larger than life sculpture models as part of a family-friendly city-wide trail in 2023.

The 2023 sculpture trail will see 25/30 large scale sculptures strategically placed around the city to form a vibrant and bold family friendly trail of characters or creatures. Each sculpture model will be customised by being decorated with unique designs (through painting, applique, etc.) from Yorkshire-based artists, in response to a set overarching theme.

### Events Team

With the new Events team in place, holding weekly meetings to update on planning and city centre commercial bookings, planning for the Events Strategy and Event Framework will commence over the coming months. The Events Strategy will focus on alignment with both the Culture and Tourism Strategies.

The team continues to build and maintain partnerships for specific initiatives, through both our events and cultural work, to ensure engagement with events delivery partners and to advocate for forthcoming cultural events

### York Ice Trail 2023

Sculptures for the 2023 York Ice Trail themed around 'A Journey through Time' have now been secured and planning is underway for the event.

Sales closed on the 30<sup>th</sup> September with a total of 28 sculptures being sold. At the time of writing, a headline sponsor is still being sought for the event.

### Rugby League World Cup 2021

The RLWC 2021 is now underway. We have produced various promotional materials that were circulated to boost ticket sales across the city. We produced a city-wide video called 'Pass the ball' which sees a custom purple ball being passed to key people, businesses, attractions, and landmarks before making its way to the LNER Stadium. This video was released for the 50 days to go marker (October) and is being screened on match days.

York held the trophies for two days on 10<sup>th</sup> and 11<sup>th</sup> October to mark the 50 days to go marker also.

MIY organised two civic welcomes, one for the New Zealand Men's team on the 11<sup>th</sup> of October and one for the Women's Teams on the 31<sup>st</sup> October. York hosted the official RLWC Women's welcome event (organised directly by RLWC) at the Hospitium on 28<sup>th</sup> October.

### Visit York Tourism Awards (VYTA)

Applications closed for the VYTA on the 26<sup>th</sup> of August and judging took place on the 26<sup>th</sup> September. This year, there were 16 awards categories for businesses to enter, with 13 of these categories eligible for the winner to be put forward to the national VisitEngland Awards for Excellence 2023.

The shortlist can be found here: [Visit York Tourism Awards 2023 | Visit York](#)

All mystery shopping is to be completed by the end of November and winners selected in December.

The awards themselves will be held at York Racecourse on Thursday 23<sup>rd</sup> March 2023 and ticket sales are now open.

## **City Centre and Open Spaces**

### **Knivesmire**

The Balloon Festival was successfully delivered on 23-25<sup>th</sup> September.

### **St Sampson's Square**

The big wheel was on St Sampson Square for the whole of October and will return again in February 2023. Feedback from the public and businesses was very good.

### **Parliament Street**

#### ***Thors***

The summer event provided by Thor's Orangery proved to be popular with residents and visitors in the summer and feedback has been positive both from the organiser and users.

An initial proposal has been submitted for summer next year over a longer period (12 weeks) with a focus on community activities and participation such live music, theatre, crafts and café vibe speciality coffee and cake as opposed to beer and cocktails.

## **Christmas 2022**

According to new research recently collated York Christmas Market has been ranked 5<sup>th</sup> best Christmas Market in the world to visit globally and is ranked 2<sup>nd</sup> in the UK.

Celebrating its 30<sup>th</sup> year the Christmas Market will provide over 200 log units that will provide a variety of goods for visitors and residents. New for this year is a bespoke two storey Hutte with upper terrace overlooking the city offering a fine dining experience from Michelin starred Andrew Pern along with bar area and food takeaway area and this is complimented by a wide of food units.

As part of a commitment to be more environmentally conscious we have introduced sustainable initiatives this year. For the first time there is a complete ban on single use plastic across the market along with the requirement to use green generators has been implemented. Some locally made or sourced products are being used or being sold on the market. These initial steps will deliver a small reduction in food miles by using locally made/sourced, in waste by effective recycling and a in reliance on fossil fuels by utilising green generators. The benefits will be captured for this year's events and used for future enhancement of the event.

Make it York is working in collaboration with Covent Garden Entertainment and the city buskers to programme choirs, brass bands, performers, and entertainment throughout the day onto the evening to add to the Christmas Atmosphere.

Counter terrorism bollards will again be installed this year as the CYC procurement of permanent measures was delayed. Dialogue has been ongoing with CYC to ensure that these are installed as seamlessly as possible. Improved joint communications plan between Make it York and CYC has been implemented with advance notice given to businesses for awareness and planning. Funding has been agreed to wrap some barriers so that they are more aesthetically improved.

Working in partnership with York BID, we have awarded a four-year contract for the Winter Lights to be supplied by LITE. We will be ensuring that the city-wide scheme provides points of interest across the city during the festive season.

### **MyCityCentre and other groups**

The team are members of the My City Centre stakeholders' group, providing input into the current Vision document and consultation on events across the city and their positive impact on creating a vibrant city centre.

The team also sits on the following partnership groups: City Centre Anti-Social Behaviour, Counter Terrorism task group and Publicly Accessible locations working group.

## Shambles Market

### Market update

Work has been undertaken to explore how to reduce Shambles impact on the environment in line with CYC aspirations for their assets.

The market provides an opportunity for Make It York to collaborate with traders and engage with residents and visitors to raise awareness of the contributions we can all make, from small steps to bigger changes, to support York's ambition to be a net-zero carbon city by 2030.

Funding is being explored which if successful, will deliver:

- ✚ On site changes within the market, to support traders to adopt more sustainable practices such as:
  - divert waste from going to landfill
  - Reducing CO2 emissions around the city centre
- ✚ Installation of LED lights across the market to deliver less light pollution and better energy efficiency
- ✚ Recycle and reuse initiatives
- ✚ Creation of a community garden area within Shambles Market this will increase dwell-time by providing public and help with social isolation strengthening Shambles as a community hub in the heart of the city centre.
- ✚ **Designing out Crime**

Funding has been agreed to install CCTV within Shambles market directly linked to the City of York city centre system. This will address anti-social behaviour that occurs at the market and damage to stall and food units.

### Sustainable Market

As operator of the market, we need to ensure its long-term sustainability and deliver a balanced market with a good mix of different commodities for visitors to the market which also enables independent business to grow and develop. Rules and Regulations which have been mutually agreed with traders are in place that govern how the market is operated. A commodity check has recently commenced to ensure that the Rules and Regulations are applied fairly, consistently and transparently across all the trading community and traders are selling only goods that they are approved for. This ensures that a comprehensive and balanced market is provided and is necessary to improve the overall market and encourage new traders to occupy vacant stalls.

Initial discussions have taken place to explore facilitating an artisan evening market monthly during 2023 and further work on further speciality markets will be explored.

### Marketing campaign and activations - educate, engage, encourage

- ✚ To support the introduction of these initiatives, MIY will create a marketing campaign centred on education, encouragement and shared responsibility to:
  - Engage with traders, residents and visitors to raise awareness of the benefits of the small changes we can make in our everyday habits;
  - Empower people to make greener consumer choices, “small changes, big impact”;

- Demonstrate how we can be part of meaningful change through working collaboratively, sharing examples of how organisers, traders, residents and visitors can all make positive contributions to a place;
- Contribute to an ongoing narrative about green initiatives in the city and measurable environmental results that will bring real benefits to businesses, residents and visitors;
- Share eco-conscious messaging and calls to action to encourage changes in habits, i.e., complimentary provision of a limited number of branded cups, water bottles and shopping bags

By sharing progress with consumers and traders, we can capture positive impacts achieved and show how the small daily changes contribute to larger goals:

- ✚ Contractors will supply KPI reports where possible detailing amount of waste collected, fertiliser produced, CO<sup>2</sup> diverted, vehicle miles saved, etc, which will share in campaigns to encourage further consumer engagement.
- ✚ By choosing reusable mugs for hot drinks “we've saved XXX single use coffee cups from going into landfill”
- ✚ By refilling a water bottle “we've refilled the equivalent of XXX plastic water bottles” and potentially supported clean water provision overseas
- ✚ Through maximising opportunities to tie in with existing green campaigns and activity by building on existing campaigns with partners such as First Bus York, e.g. ‘Live Local, Spend Local, Travel Local’ messaging could be expanded to include ‘Live Green, Spend Green, Travel Green’, and to work with The BID on their existing ‘Go greener in York’ activity.

### **Market Occupancy**

Attendance data provided showed that the Market was achieving strong occupancy, on Saturdays and Sundays however there are vacant stalls throughout the week. Daily and weekly occupancy of the market continues to be monitored and changes to capturing occupancy is required to show a truer picture of the trading environment.

To retain a seven-day market shambles needs to, increase trader numbers on certain days, attract new customers and ensure the market is sustainable in the long terms.

The creation of a Market Retail Mix matrix to identify specific commodities that would enhance the overall offer is being planned and developed with the trading community. This will help deliver a well-balanced market that offers the unusual, the surprising and day to day commodities.

### **Market Rent levels**

Retail traders continue to make representation on rent levels following standardisation particularly in the current economic climate. A separate options appraisal report has been prepared for the boards consideration.

Developing speciality evening markets will further enhance income. A grant of £10k has been secured from York Bid to facilitate shared use of gazebos. A plan will be put in place to make use of the gazebos to provide added value events.

## **Health and Safety**

Health and Safety has improved at Shambles Market over the last few months supported by an external contractor. Daily H&S checks are now being undertaken. Full staff training was undertaken recently to further embed the importance of Health and Safety for the organisation and daily operations of the market.

The action plan as a result of the Health and Safety Audit concluded in February is in the process of being completed and is worked on constantly. A follow up audit will take place in due course.

## **Improving relationships with traders**

Regular meetings are scheduled with YMTF and the newly formed Shambles Food Trader Forum to drive improvement and inform business direction. Members of the Executive Team have spent weekends working at the market talking to traders and listening to their feedback along with observing operational requirements.

## **Marketing**

A marketing subgroup has been established and is progressing some key initiatives in partnership with traders.

The MIY website has been improved to include trader spotlights, how to become a trader, application forms, FAQ's and history of the Shambles Market.

Work is ongoing to integrate Shambles with the forthcoming Christmas Market to ensure that it's a seamless offer for the duration of the event. Shambles traders and offers will feature in all marketing plans along with the provision of Christmas Lights and tree located near Jubbergate.

## **Procurement**

In line with our Scheme of Delegation and to secure value for money and promote fair and transparent processes, Make It York has a tender process to award major contracts to suppliers. Details of current tenders, including instructions on how to submit a tender, are published on the MIY website.

Procurement will commence in January 2023 for next year's event and goods and services where appropriate.