



Annual General Meeting

14th July 2022



Tonight's Running Order

ANDREW LOWSON – BID EXECUTIVE DIRECTOR

- BID Update and city centre performance

MAX REEVES – DIRECTOR AT HELMSLEY GROUP

- An opportunity to reposition York City Centre

QUESTIONS ON THE PRESENTATIONS

FORMAL BUSINESS

- Ratifying Board Directors
- Ratifying Finances

QUESTIONS

DRINKS & NETWORKING



The past 12 months

Coming out of covid lockdowns

- Focus on making the city feel welcoming
- Taking advantage of staycations
- Continuing to engage local audience
- Sense of business community
- Understanding what is 'the new normal?'



Getting the basics right

Businesses tell us that priorities remain:

- Safe
- Clean

Planning for the future:

- Built environment/ public realm
- Housing affordability
- Culture, Vibrancy
- Access / mobility



Family friendly



Local spend



Promotion



Business support



Animating the city



Make the city headline news!



From pageants to picnics: 20 great jubilee days out

Knights, concerts and afternoon teas ... where to royally enjoy yourself over the platinum jubilee bank holiday weekend



The city of York is marking the Queen's Platinum Jubilee by dressing the city for the occasion

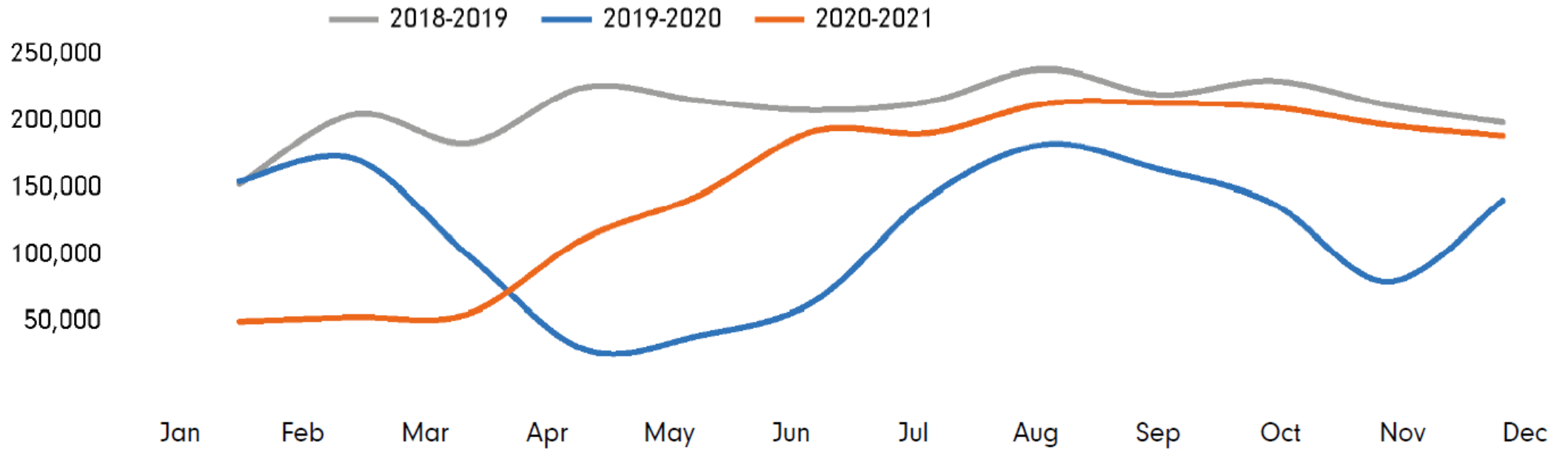
Double deckchairs, York



Photograph: Gareth Buddo/The York BID

York is making a bid to have the most bunting over the bank holiday: the city centre will be dressed with more than two miles of it. In St Sampson's Square, archive footage of the Queen's visits to the north will be shown on a big screen, alongside daily screenings of the animated film *The Queen's Corgi* (2-4 June). Other green spaces around the city will have giant union jack deckchairs, big enough for two, including Dean's Park, St Anthony's Garden and Museum Gardens. The Spring fair and food festival at York Racecourse includes more than 40 traders, DJs, bands, a vintage funfair, the lighting of the beacon and a Big Jubilee Lunch. There is a service of celebration at York Minster on 4 June; a jubilee outdoor market at Carlton Towers, also on 4 June, with Pimm's and strawberries and cream; and lots of gin tastings at the York Gin Shop (2-5 June).

Footfall



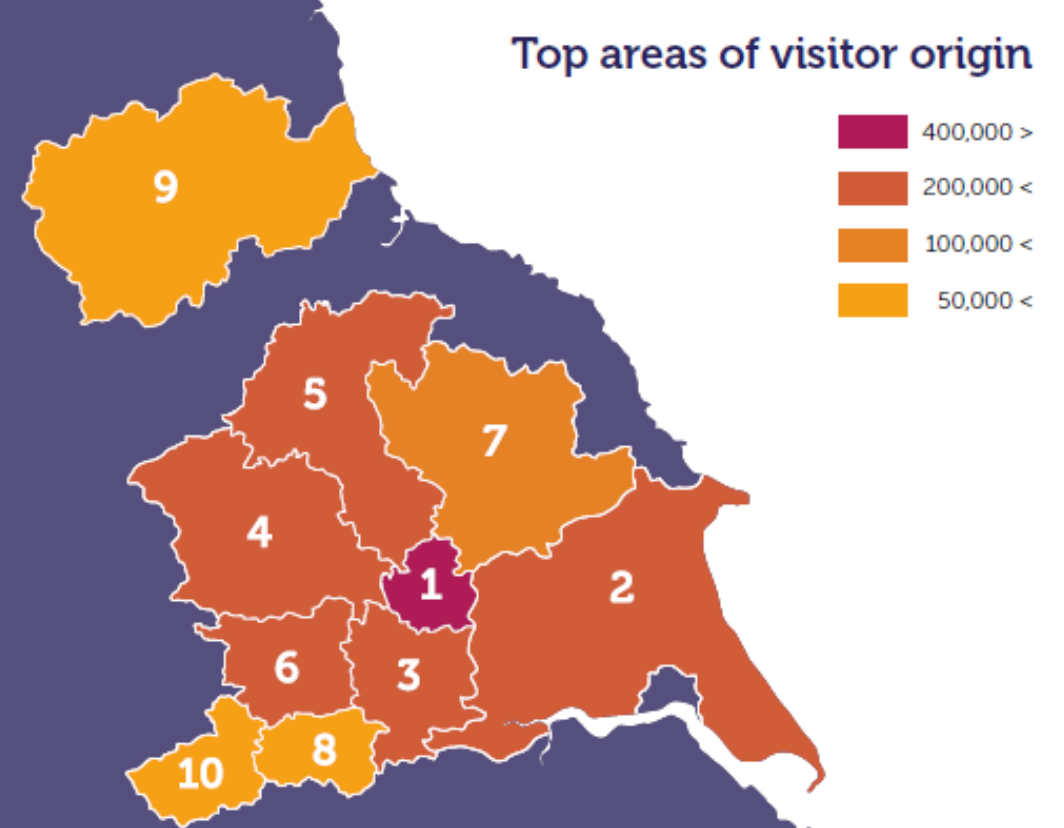
Second half of 2021 saw a strong bounce-back in York

December 2021 footfall only -5% down on pre-covid norm (national average was -22% down)



Visitor Origin

- Local people from York are the city's biggest supporters
- Strong support from neighbouring districts
- Importance of the day-tripper market



Local Authority District	%
1. York	24%
2. East Riding of Yorkshire	5.29%
3. Selby	4.48%
4. Harrogate	4.3%
5. Hambleton	4.08%
6. Leeds	2.47%
7. Ryedale	1.52%
8. Wakefield	1.5%
9. County Durham	1.35%
10. Kirklees	1.25%

Spend by sector Q1 2019 – Q4 2021 (merchant / till)

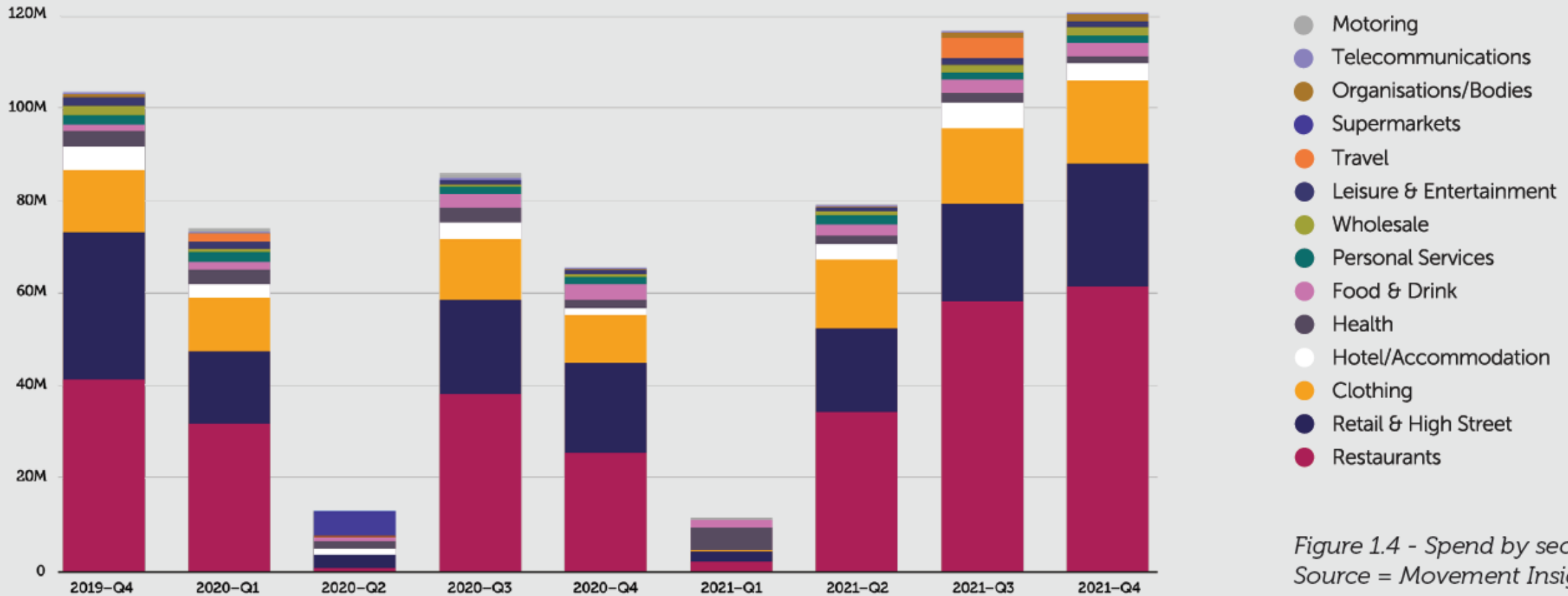


Figure 1.4 - Spend by sector;
Source = Movement Insights (VISA data)

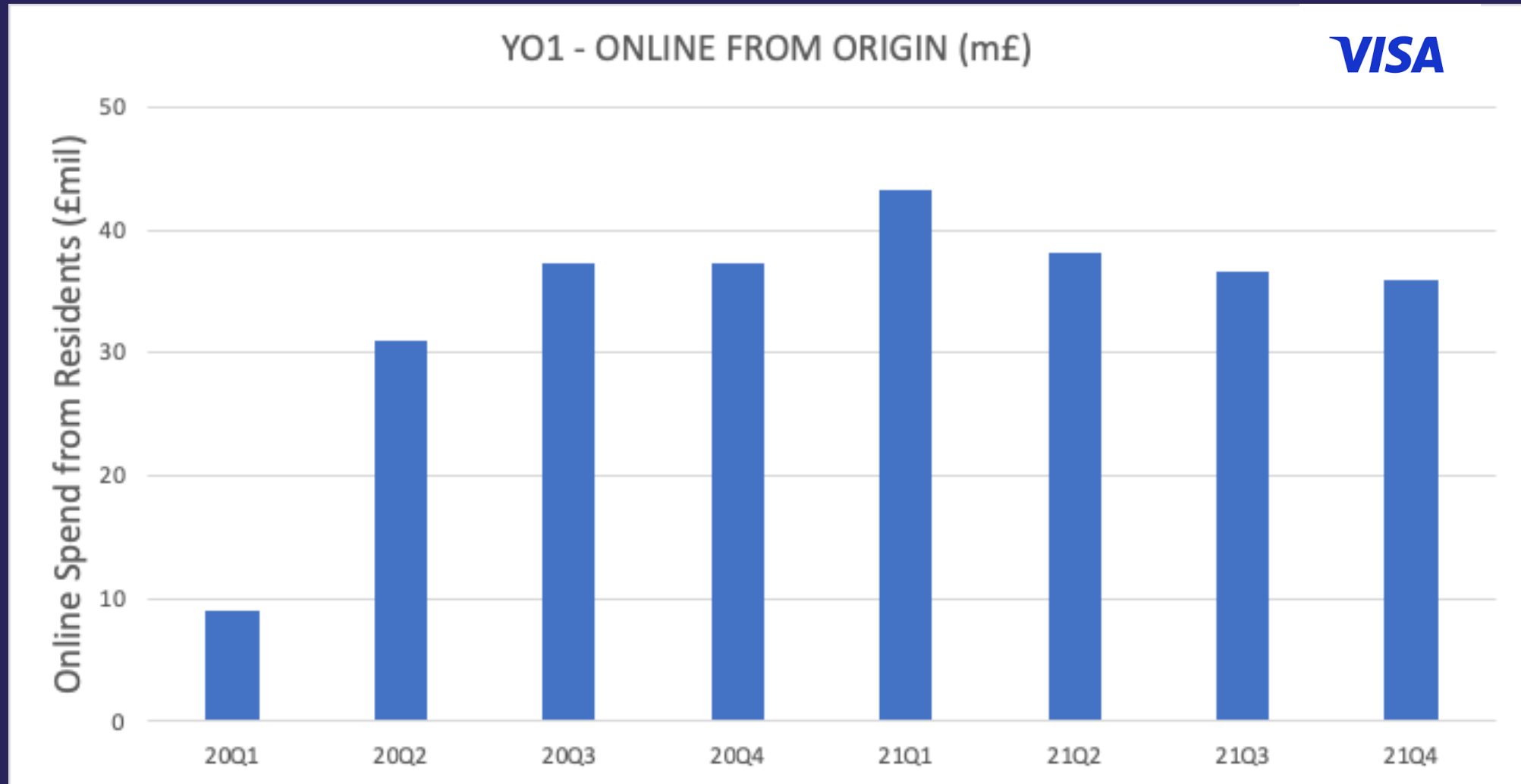
Restaurants and clothing were big drivers behind York's bounce-back

Need to target 'high calorie' spenders!

Location	Population (ppl)	Visa Spend (£)	%	Visitation (ppl)	%	% Spend / % Visitation ▾
LONDON	4,815,465	5,543,095	4%	20,847.5	2.2%	1.7
WETHERBY	24,998	794,726	1%	3,317.0	0.4%	1.6
PICKERING	10,760	614,195	+0%	3,009.0	0.3%	1.3
COTTINGHAM	17,481	335,364	+0%	1,656.0	0.2%	1.3
YORK	286,245	53,001,114	37%	264,968.4	28.1%	1.3
THIRSK	19,997	607,033	+0%	3,049.0	0.3%	1.3
BRISTOL	802,002	402,885	+0%	2,095.3	0.2%	1.3
EDINBURGH	445,275	716,063	+0%	3,880.2	0.4%	1.2
NEWARK	88,343	355,846	+0%	1,947.0	0.2%	1.2
RIPON	25,852	393,866	+0%	2,169.0	0.2%	1.2



A demonstration of how Covid changed game for online spend in York!



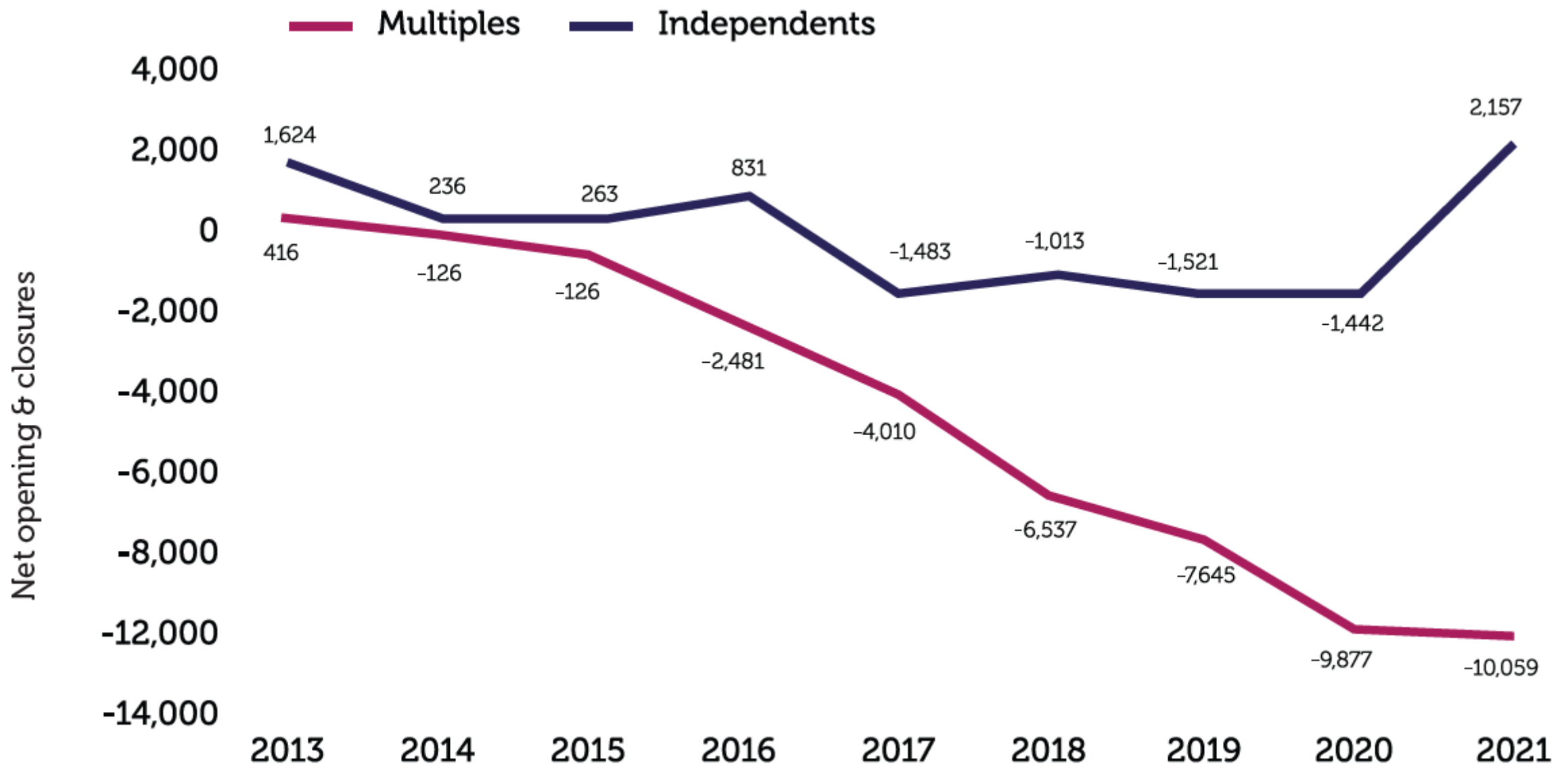


VISA

**February & March 2022
showed most foreign spend
coming from North America**

Cardholder Origin	Feb 2022	Mar 2022
UNITED STATES OF AMERICA	91.7K	176.7K
CHINA MAINLAND	64.2K	73.1K
REPUBLIC OF IRELAND	19.7K	30.4K
NORWAY	24.8K	30K
CANADA	12.4K	25K
SPAIN	15.6K	16.6K
FRANCE	14.2K	15.2K
GERMANY	8.4K	15.1K
AUSTRALIA	13K	14.8K
KUWAIT	19.6K	12.4K
UNITED ARAB EMIRATES	5.4K	9.7K
THAILAND	6.4K	9.1K
SAUDI ARABIA	4.7K	8.9K
SINGAPORE	4.5K	7.2K
HONG KONG, CHINA	10.1K	7K
GREECE	2.9K	7K

2021 saw biggest growth in independents across the UK for years



UK – what's happened to buildings occupied by flagship multiples?

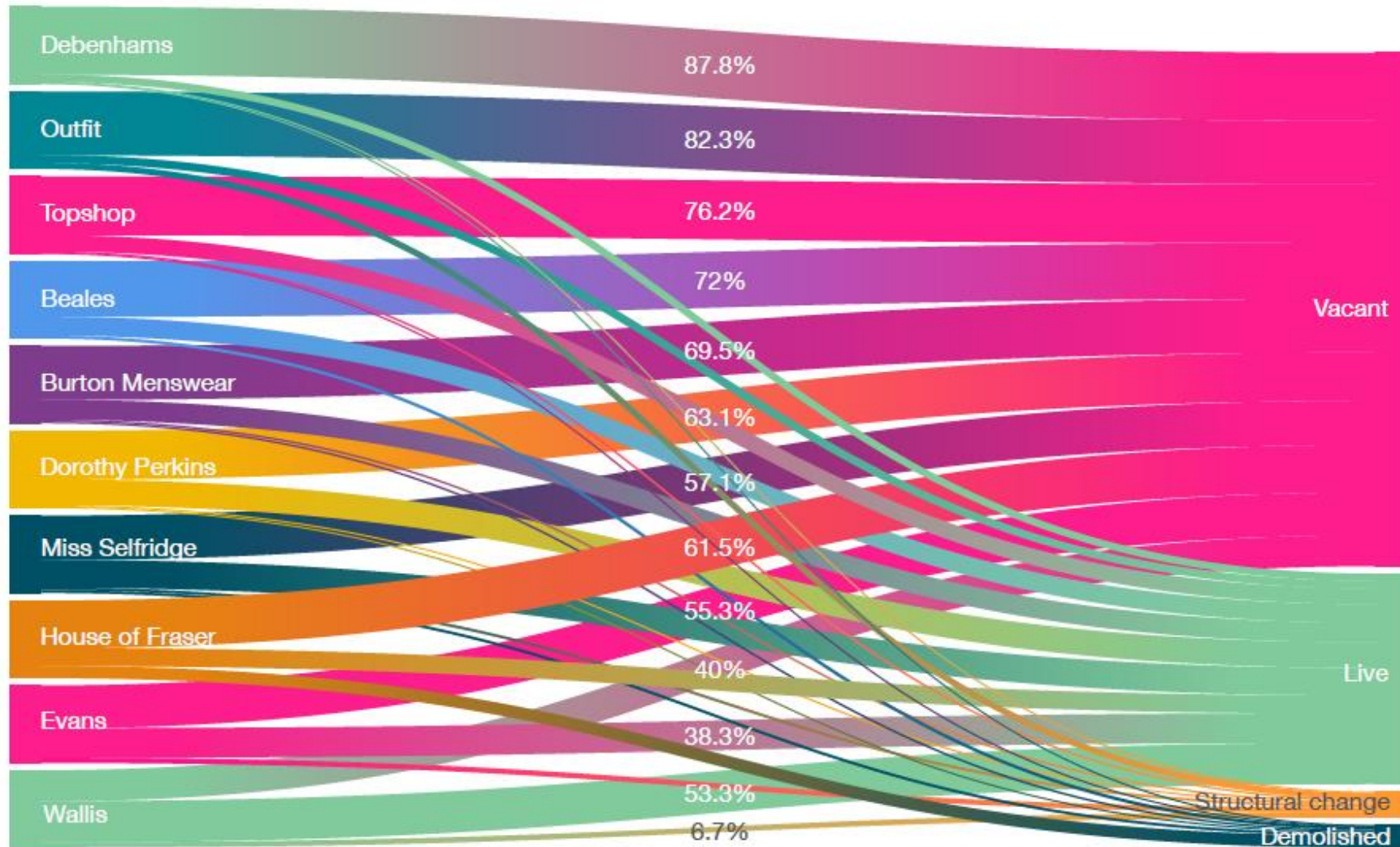
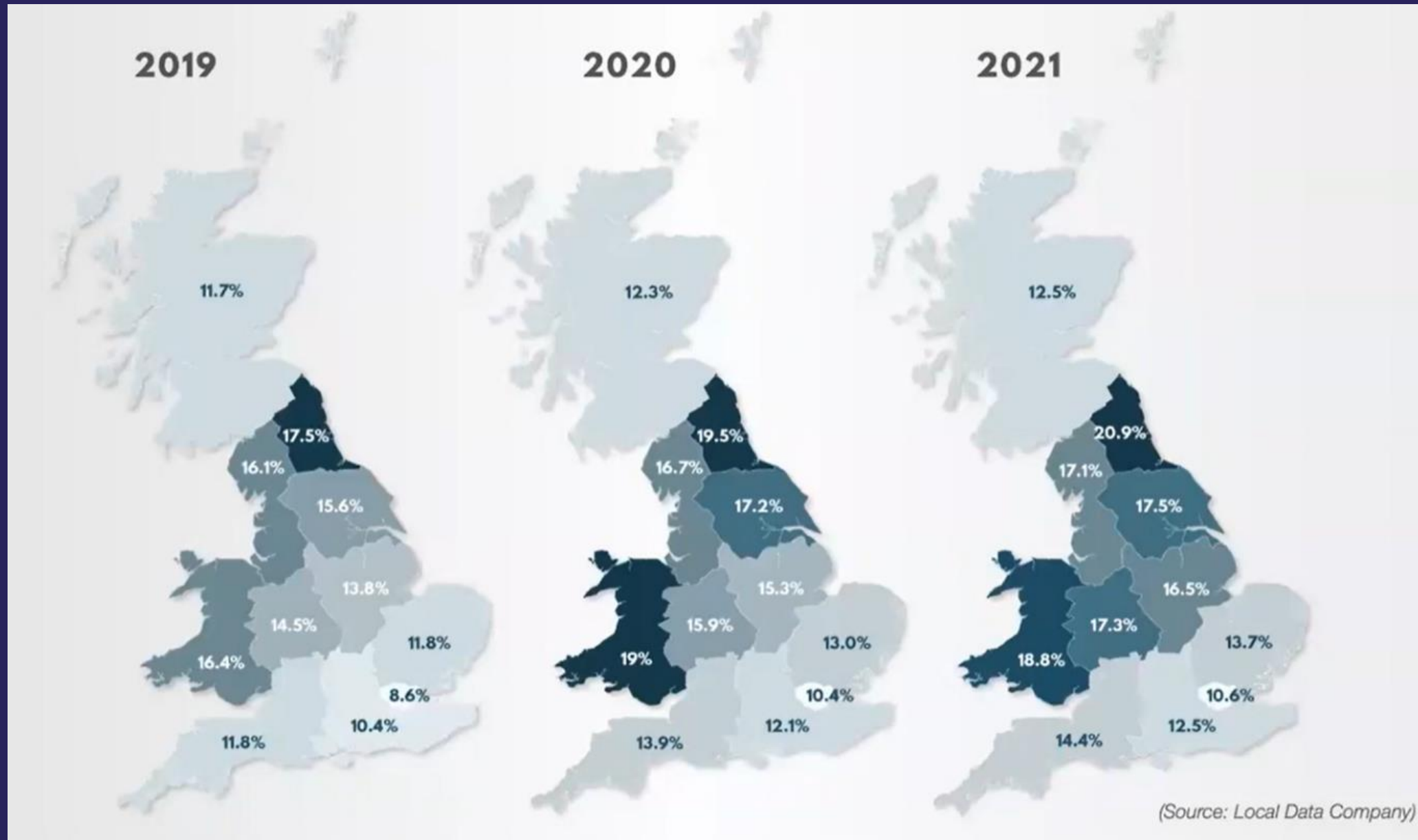


Figure 21: Reoccupation analysis of selected former fashion shops and department stores, 2021 (Source: Local Data Company)

UK shop vacancy rates by region



Top 10 growing categories in UK 2021

UK - growth driven by industries that cannot be replicated digitally



Top 10 declining categories in UK 2021

Some industries still feeling post covid after-effects



The year ahead



**Showcasing
York's Commercial
Developments**



**Providing A Voice
For Business**



**New Winter
Lights Scheme**



**Continue
With & Improve
'The Basics'**



**Enhancements
For The Public
Realm**



**Promoting Green
Issues**



**Training &
Development**



NUMBER OF REDEVELOPMENTS ACROSS GB



Redevelopment activity across GB, 2015 - 2021
(Source: Local Data Company)

