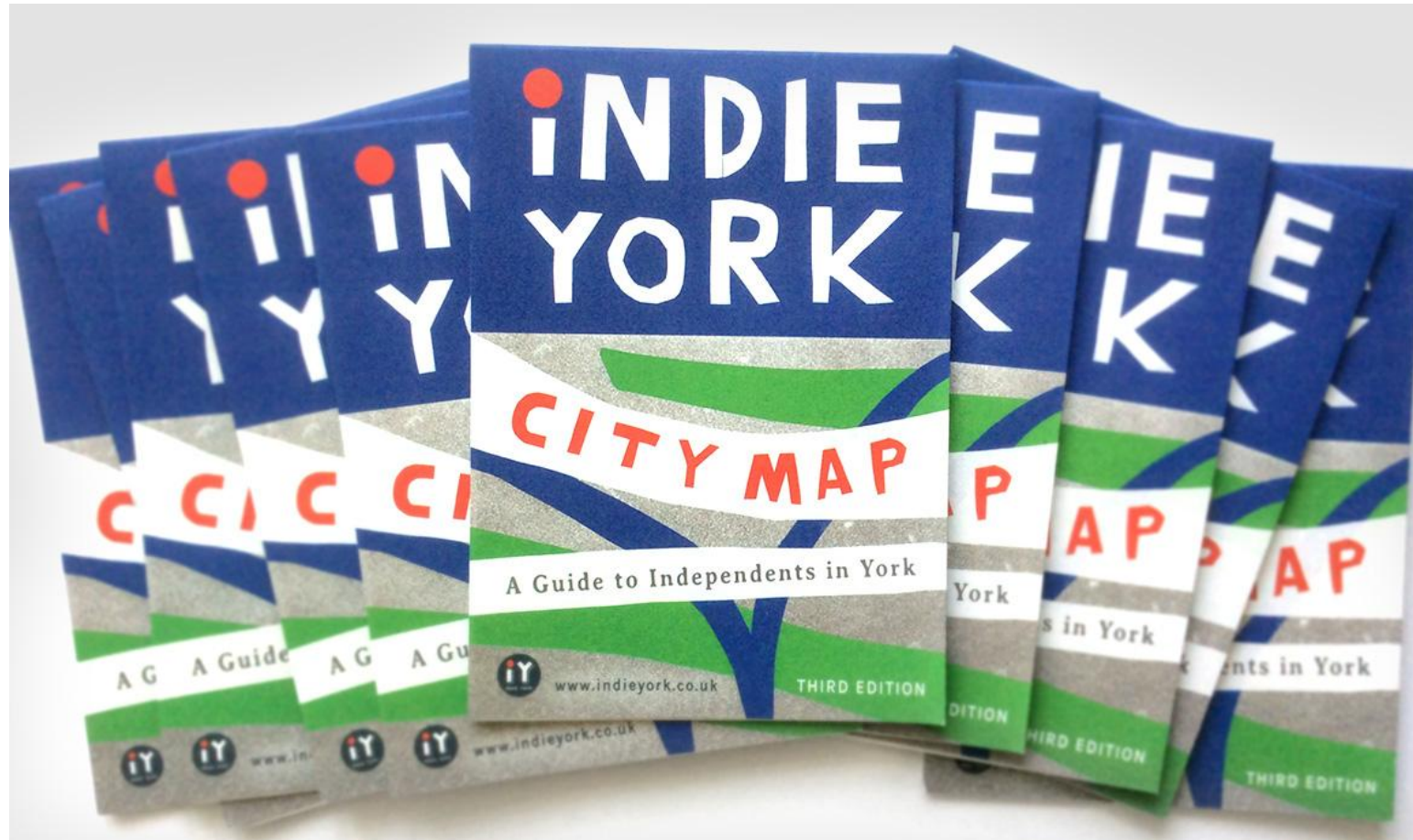


INDIE YORK





Boxing Day floods 2015





York is open for business!



Inspiration for York Independent Business Association (YIBA)

- Indie York is trading name
- To work together across the city
- Market independents for residents and visitors
- Direct people to independent businesses
- Have a collective voice.



Join Indie York

Join Indie York

If you would like to join Indie York you can fill in the form and return York Independent Business Association along with your £30 fee for that years membership. Membership is for the whole or part of the year commencing March 2017.

To qualify to become a member of Indie York you will need to fulfil the following requirements.

- You must have a business address within York Ring Road
- You must have a recognised trading point/base where the public can visit (not a virtual address)
- Your business must conform to City of York trading standards
- You must have no more than 4 branches
- You are not part of a large chain of shops
- Your business must be bona fide
- Your business must meet the standards required of the YIBA membership panel.

INDIE YORK CITY MAP

Contact Name *

Email Address *

Contact Number

Name of Business

SUBMIT

- You must have a business address within York Ring Road
- You must have a recognised trading point/base where the public can visit (not a virtual address)
- Your business must conform to City of York Trading standards
- You must have no more than 4 branches
- You must not be part of a large chain of shops
- Your business must be bona fide
- Your business must display its work in a gallery/ public venue at least once per year
- Your business must meet the standards required of the YIBA membership panel.



The map

INDIE YORK
CITY MAP & INTERACTIVE WEBSITE

York has a huge variety of independent businesses, and it's these places that give the city its character. The colorful assets and historical sites have been a characteristic backdrop for all these establishments and together make York a unique place to live, work and visit.

This map will help you find York's many choices of independent businesses and organisations located throughout the city. Icons are marked with a red dot and dot. It'll also guide you to areas such as Wharfedale, Walmgate, the Market Square, Micklegate, The Minster and Skeldine Market, the Friar Quarter, and Stone Road, to name but a few.

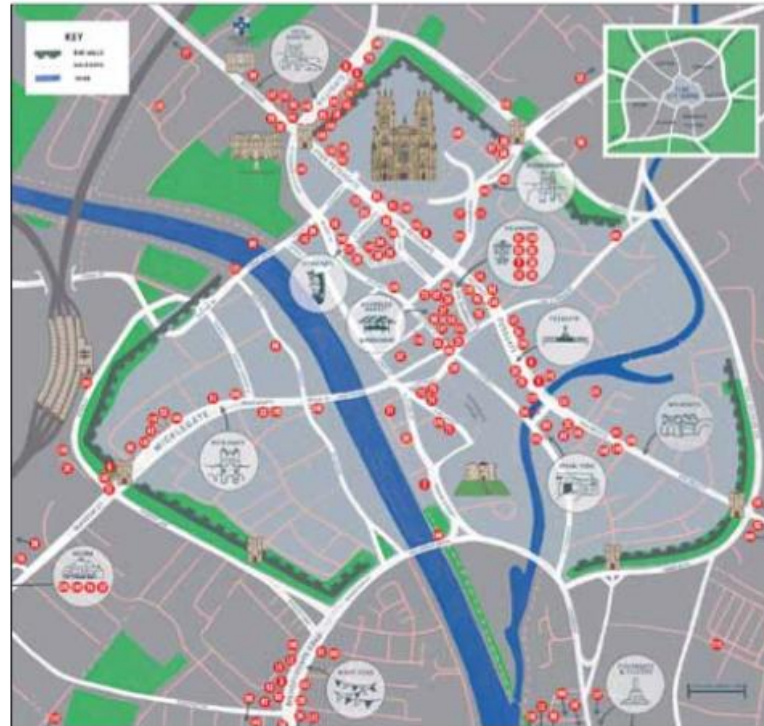
For the interactive digital map and further information visit the Indie York website - www.indieyork.co.uk. Here you can also select specific categories such as food, drink, retail, culture, health, beauty, well-being, sites and services.

We hope Indie York will provide you with a great starting point to help you discover, and share, the huge range of extraordinary businesses, local specialist shops and brilliant cafes, to bring you the best of what's on offer in York.

A PROJECT BY:  **YIBA**  **YIBA**

SUPPORTED BY:                 


www.indieyork.co.uk



iNDIE YORK

CITY MAP

A Guide to Independents in York

 www.indieyork.co.uk **THIRD EDITION**



Member's pages

Cross Fishmongers
Fish is our passion for trading on since the Cross of York for a wide range of fresh fish, shellfish and game of your choice.

- 1 Shambles Market, 5 Silver Street
- 2 6-10 / 7-10th Floor - 4-41/1 Tavolara Hill
- 3 www.shamblesmarket.com/crossfishmongers/

Since in their fourth generation of fishmongers, the Cross family began as fisherman in Flamborough. They have been trading on York Shambles market since 1937 and supply many restaurants and food businesses around the city, and have even have their fish sold as "Master Chef".

Cross of York use themselves as knowledgeable fishmongers. They sell a large range including traditional cod and haddock from the East Coast mouthfish, turbot, lemon sole, salmon, king scallops, John Dory and much more. Keep an eye out for specialities such as Craster boppers and sunfish alongside their seasonal offer of game meats in autumn.

"Cross of York takes great pride in helping you in your search for excellent quality fish at an affordable price."

Owner: Andrew Cross

Robinsons Cafe
Independent family run cafe serving delicious, homemade food.

- 1 21 Robinson Road, York, YO1 1NA
Tel: 01904 600919
- 2 Monday 09:00 - 17:00
Tuesday 09:00 - 15:00
Wednesday closed
Thursday 09:00 - 17:00
Friday 09:00 - 17:00
Saturday 09:00 - 15:00
Sunday 09:00 - 15:00
- 3 www.robsonscafe.co.uk

Robinsons Cafe is a family run business owned by Will who has previously managed restaurants and Bicks is trained chef both of which have worked in restaurants with Michelin stars.

Robinsons Cafe has a very laid back feel and at the same time they offer delicious food of a high standard. Bicks cooks all food fresh to order and they also use locally sourced ingredients, including meat and vegetables sourced from Bishopthorpe Road itself.

The decor of Robinsons Cafe has a very distinct, warm and welcoming feel with their chunky reclaimed wooden chairs and tables found and reclaimed from local salvage yards.

"Robinsons is a relaxed and friendly place for people to meet and chat with great food and coffee."

Owners: Will Pearce and Rebecca Teague

Retail	96
Food	69
Services	50
Bars	28
Galleries	12
Hotel/BandB	9
Health/Beauty	6
Total	270

?

?

Unique Sessions

The chart below shows the trend of unique sessions per month – this is a consistent increase month-on-month with 1,342 last month. We saw 7,621 page views last month, which is increasing month-on-month in line with the unique sessions. This indicates broader reach as we progress.



User Acquisition

Looking at the last 3 months as an indicative “recent” window, 68.8% of traffic comes from organic searches Google – this is a good level of traffic to receive from users actively looking for the content, rather than referred from social media channels etc.

User Locations

The image below shows hotspots within the UK. York and it’s surrounding region represent the main source of traffic, followed by London.



Other Stats

Pages per visit remains consistent at around 3.44, with the bounce remaining overall consistent at 56.82%.

Top Referrers (over the last 2 years)

[YorkMix](#) 208

e.g. <http://www.yorkmix.com/business/yorks-brilliant-indie-businesses-put-map/>

[Visit York](#) 190

e.g. <https://www.visityork.org/shopping/independent>

[York Press](#) 101

e.g. https://www.yorkpress.co.uk/news/15071726.Calling_all_independent_traders_in_York___/

[The Guardian](#) 68

e.g. <https://www.theguardian.com/travel/2017/jul/12/york-walk-around-ancient-walls-minster-railway-station>

[Minster FM](#) 24

e.g. <https://www.minsterfm.com/news/local/2594618/indie-york-expands/>

Top Member Views (just for fun)

Top 10 Member Views

Page Title	Page Views
Winner Winner Indie York	840
Monk Bar Chocolatiers Indie York	748
Gulp and Graze Indie York	727
The Pig and Pastry Indie York	669
Kiosk Projects Indie York	552
According to McGee Indie York	541
Duttons for Buttons Indie York	537
The Habit Indie York	487
Expressions (Vintage clothing) Indie York	485
The Inkwell Indie York	444

Results from 29 October 2018-25 November 2018

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

■ Organic ■ Paid

Actions on Page

28 October – 24 November

1

Total actions on Page ▼50%



Page Views

28 October – 24 November

356

Total Page views ▲300%



Page previews

28 October – 24 November

39

Page previews ▲179%



Page Likes

28 October – 24 November

104

Page likes ▲478%



Reach

28 October – 24 November

9,128

People reached ▲447%



Recommendations

28 October – 24 November



We have insufficient data to show for the selected time period.

Post engagements

28 October – 24 November

5,029

Post engagement ▲146%



Videos

28 October – 24 November

1,959

Total video views ▲386%



Page followers

28 October – 24 November

103

Page followers ▲506%





GREAT BRITISH HIGH STREET

2018

COVERING GREAT BRITAIN AND NORTHERN IRELAND



COMMUNITY DEMONSTRATE STRENGTH OF COMMUNITY	CUSTOMER EXPERIENCE IMPROVING THE HIGH STREET EXPERIENCE	ENVIRONMENT PROTECTING THE LOCAL ENVIRONMENT	DIGITAL TRANSFORMATION USING INNOVATION TO TRANSFORM HIGH STREETS
Business / residents working together	Opportunities to connect / interact	Sustainability	Digital connectivity
Community programmes	Unique experiences	Repairing the high street	Adoption of new technologies
High street initiatives	Exceptional customer service	Cleaning	E-commerce
Integrated community / Promoting participation of all	Rewarding loyalty	Reducing pollution	Interactivity
Local sponsorships or events	Providing choice / convenience	Recycling	Retail apps / offers
	Accessibility for all	Protecting wild life	
		Improving the aesthetic	

LEADERSHIP
Entrepreneurial Spirit



DEMONSTRATING COMMUNITY LEADERSHIP ACROSS ALL CRITERIA

IMPACT
Quantitative & Qualitative



SUCCESS STATISTICS - FOOTFALL, REVENUE NUMBER OF NEW BUSINESS, VACANCY RATES, RESEARCH DATA

INNOVATION
Fresh Thinking



DEMONSTRATING INNOVATIVE THINKING TO ENHANCE HIGH STREETS & SOLVE COMMUNITY CHALLENGES



KEY CRITERIA	10	10	10	10
Leadership	15			
Impact	10			
Innovation	5			
MAXIMUM POINTS	70			

HM Treasury

Budget 2018

Our Plan for the High Street

Future High Streets Fund. (In addition to £900 million Commercial Rate relief.)

6. **The £675 million fund** will invest in improvements to town centre infrastructure. The Ministry of Housing, Communities and Local Government (MHCLG) will publish further details on how the fund will work.

High Streets Taskforce

9. The Future High Streets Fund will support the establishment of a new High Streets taskforce. This will provide hands-on support to **local areas to develop innovative strategies to help high streets evolve**, connect local areas to relevant experts and share best practice.

Strengthening community assets

10. The fund will also support the regeneration of heritage high streets, helping Historic England restore the historic buildings that make our high streets special and destinations that people want to visit.

**Bids of £25m by Local Authorities
for key centres.**