



Make It York

THE CITY CENTRE
FROM A MAKE IT YORK PERSPECTIVE

Reasons to be cheerful...

- > 2018 YTD footfall figures up 2.7% on 2018 (v UK average decline of 2.5%)
- > Retail occupancy is 91.8% compared to a national average of 89.9% and a northern average of 85.2% (LDC 2017)
- > The city has developed Christmas really well : "Britain's most festive city"
- > Tourism numbers are positive across a range of measures
- > Unprecedented calendar of events and festivals during 2018 (Bloom!, Shakespeare's Rose theatre, Mediale, Hot Air Balloon fiesta etc.)

Reasons to be cheerful... part 2

- > BID making significant contribution to street cleanliness, safety, wayfinding, Christmas lights etc.
- > A significant 'indy' sector with an infrastructure for promotion and marketing
- > Pipeline of retailers interested in York
- > And some of them do land... Flying Tiger, Flight Centre, The Entertainer, Wild and Westbrooke
- > It has the England's best Visitor Information Centre (Visit England 2017/18)

But cheerful shouldn't
mean complacent

Stairway to Heaven

- > Respond to the Grimsey challenge (vision, leadership, a commission)
- > Be less tolerant to poor behaviour (gag mag sellers, public drug taking, illegal van parking, ASB etc.)
- > Fulfil the commitment on wayfinding
- > Continue with proactive approach to new retailers
- > Create a new plan for the development of the Shambles Market – future-proof it
- > Resolve to address the car parking issues

Stairway to Heaven

- > Complete and commit to a city events strategy... with clear guidance and free of politics
- > Embed an ambitious city tourism strategy within the city's economic development plan... and see it as an asset not a burden
- > Ensure there is an holistic view of where future events/festival space is going to be in the city, given all the new developments
- > Ensure that the core city centre doesn't get subsumed by the new developments i.e. it needs attention and investment too