



Annual Review

2018 - 2019

www.theyorkbid.com



Message from our Chair & Executive Director



Michael Hjort
Chair & City Restaurateur

I was part of the City Team York business group that believed a business improvement district would be beneficial for our city. I am pleased to say that three years into the journey, the BID is delivering on its business plan and is viewed as a credible body to deliver and consult on important city matters.

Evidence from BIDs in other cities shows it often takes time to reach full delivery capacity. This is because like York, most BIDs start with limited resource, but a full and varied work portfolio. It is not easy to develop solutions to complicated issues involving the public realm; and then convince stakeholders and partners to work with you.

It is for this reason that Year 3 has been seen as a breakthrough for the York BID. After two years of planning, the BID has been successful in leveraging circa £700,000 of public money for new signage and wayfinding, and new car parking technology projects; two keynote objectives of the business plan. The goal now is to implement these projects in the next two years.

It is also pleasing to see that established projects are being recognised for their quality. North Yorkshire Police have recognised the contribution of the BID Street Rangers by granting them a selection of CSAS (Community Safety Accreditation Scheme) powers. Also, in February 2019, the Rangers featured in national press coverage regarding their efforts to reduce low level crime in York.

We will continue to try and strike the correct balance between day to day project delivery and achieving the strategic aims set out in the business plan. We are conscious that with limited resource, this does not always allow large amounts of time for business networking. We want to do this better going forward, but I would urge you to speak to the BID team and engage with its programmes. It really is making a difference for York.



Andrew Lawson
BID Exec Director

2018 started with a lot of business uncertainty in relation to the UK's withdrawal from the EU and the challenges facing major high street retailers. Those uncertainties have not gone away, but York did receive a lot of positive news coverage during 2018, including being listed as Sunday Times best place to live in the UK.

Footfall in the city was +1.9% up on 2017 (compared to a national average of -2.5%). This is testament to the hard work and brilliant offer that York businesses produce. The city witnessed the launch of Bloom!, Mediale and Shakespeare's Rose Theatre, demonstrating that York is a city event organisers believe in.

One area the BID is making an impact is with partner working/connecting people together. We engage regularly with Make it York, York Retail Forum and the local authority along with the various business groups in the City. The BID is a consultee on major projects such as Castle Gateway, York Central and Hudson House and feedback we get from property investors is that they see York as a viable growth market.

During Business Week November 2018, we brought retail guru Bill Grimsey to speak to 100 people about how to tackle high street challenges. This helped galvanise partners to submit a bid for the government's Future High Street fund. We are subsequently beginning to connect private business with the local authority, with a view to having a long term plan for the city centre; Coney Street in particular.

Alongside strategic work, we are conscious that we need to show delivery against business plan objectives. During this financial year we increased cycle parking in the city centre by 10%; introduced Restaurant Week; and partnered with First buses to extend Park & Ride opening hours, to support the early evening economy.

We are a small team, but committed to getting things done. The BID can offer something for each of its levy payers and we encourage you to stay engaged with our programmes.

Year 3 in Facts & Figures

3,028

cases of crime and ASB prevented or detained

Cleaned up
6,663
reports of bio-waste

Leveraged circa
£700,000
of public money for wayfinding and car parking projects

Rangers administered
206
instances of first aid

Over £24,000
of stock recovered or deterred

Removed over
320,000
pieces of gum

Rangers conducted
15,318
business visits or engagements

Removed
861
pieces of Graffiti and fly posters

16km
of Winter Lights dressed the city streets over the festive period

5,750
vouchers downloaded during York Restaurant Week worth £77,000

In 2018 York footfall was up
+1.9%
(UK average -2.5%)

Installed
93
new floral planters and hanging baskets around the city

The Savings Advisory Service identified
over £93,000
worth of savings for local businesses

Increased secure cycle parking storage in the city centre by

10%

York Ice Trail saw an estimated

41%
increase to footfall year on year

Appearance & Environment

York is regarded as one of the UK's most beautiful cities. The BID has ongoing programmes such as enhanced street cleansing to keep the city looking its best. It is also delivering ad-hoc projects that add a 'splash of colour' and visually enhance tired looking parts of the city.

Signage & Wayfinding

As part of the BID's remit to improve wayfinding in the city centre, a trial sign was erected in St Helen's Square. Feedback from public consultations was overwhelmingly positive, with many visitors saying the signage assisted them in finding points of interest within the city. This successful trial has resulted in a £350k match funding pledge from the local authority, which will allow for the roll out of a further 50 signs within the next 2 years.



Floral Displays & Bloom!

Last Summer, the BID worked with Make it York to bring an explosion of colour to the city centre through Bloom! festival, marking the 250th anniversary of the Ancient Society of York Florists. The BID funded the post of Lotte Inch, the festival curator. A number of installations transformed familiar spaces, encouraging people to visit but also dwell. This complimented the 93 floral planters and hanging baskets the BID installed around the city centre for summer 2018, a programme that will be repeated for 2019.



Traffic Brick Signage

A number of concrete blocks were placed in the city centre by the local authority, as part of mitigation against moving vehicle attacks. These blocks are unsightly, so the BID gained permission to dress them in a more aesthetically pleasing casing, that also encourages people to explore the city.



Street Cleansing

The BID undertakes enhanced cleaning, in addition to what the local authority carries out. In 2018/19, the BID deep cleansed 41,520 m² of the city centre, removing circa 320,000 pieces of chewing gum. The rapid response team are in the city centre from 6am to clean the 'hot spot' areas, before businesses open and visitors arrive. During this time, they also responded to 173 call outs from businesses.



Public Realm Changes

The BID has worked with the local authority to fund the removal of the redundant Parliament Street fountain and the dilapidated toilet block on St Sampson's Square. Both projects would not have happened without BID intervention and both have removed visual eyesores and created better spaces for visitors to enjoy.

Safe & Secure

This continues to be a priority area for the BID. York's reputation as a safe city is vital to attract investment, retain workers and draw visitors. This can only be done through strong partnerships. Over the past 3 years, the BID has become a key delivery partner in helping York remain one of the safest cities in the UK.

Secure Cycle Parking

In line with the business plan, the BID increased the amount of cycle racking in the city centre. BID investment added 88 spaces which increased overall city centre capacity by 10%, benefiting business commuters and residents.



Safe Places Scheme

York BID partnered with York CVS to join the national Safe Places Scheme. Safe Places are located in open and accessible public buildings, like information centres, cafes, shops and museums. They provide a welcoming, safe and supportive space for vulnerable people who are in need of help and/or assistance whilst out and about in York.



Taxi Marshals

This has proved to be a great collaborative project led by the BID, but with financial contributions from CYC Licensing, residents and businesses at Duncombe Place. The taxi marshals work Friday and Saturday nights at the busy Duncombe Place taxi rank, helping marshal an orderly queue and reduce noise and anti-social behaviour. 84% of rank users surveyed felt safer and welcomed the service.



Street Rangers

The York BID Street Rangers continue to work with city partners to deter anti-social behaviour. The Rangers are often the first to respond to businesses reporting low level crime. In 2018 they engaged with businesses 15,318 times, prevented 1,544 criminal incidents, deterred 1,484 cases of anti-social behaviour, recovered over £24,000 of stolen stock, providing first aid on 206 occasions.

Safety Training

Working with Eboracum security we have been delivering reduced price Safety training for Levy Paying businesses. So far, we have successfully delivered 1-day emergency first aid courses. Going forward we will be looking at moving into health and safety, food hygiene and possibly even conflict management.



Business Support

The BID was created by businesses, for businesses. Every year we deliver programmes designed to offer support, whether it be for promotion, increasing footfall or reducing overheads.

Big Screen for Wimbledon

The BID worked with Coppergate Shopping Centre to place a big screen in the forecourt during the Wimbledon fortnight 2018. This was well received by traders and public alike, as the seating area encouraged people to take time out to enjoy the tennis, alongside the great retail.



Love Yor-k High Street

The York BID supported a campaign fronted by local businesswoman Stef Green, to raise awareness of the need to support the high street. The campaign involved a roadshow and petition that received 2,000 signatures, allowing the York central MP to raise the issue in Parliament.



Indie York

York BID is the main sponsor behind Indie York, as it believes a thriving independent scene is crucial for the local economy. Since 2016, Indie York has grown from 50 to 200 members, over 45,000 maps highlighting the location of Indie's have been handed out to the public and its website has received over 117k page views. In 2019, the BID is funding a part time post to help grow the membership; increase member engagement; and coordinate further promotional activity.

Extended Park & Ride Services

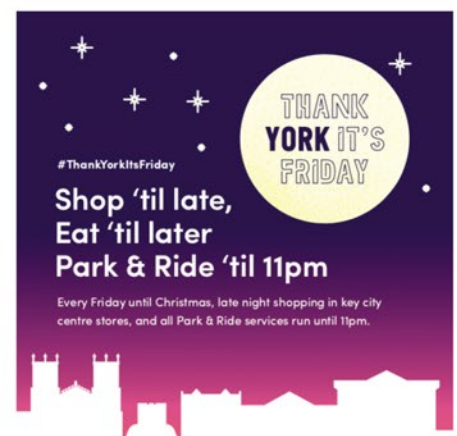
As part of the 'Thank York its Friday' campaign, York BID subsidised late-night Park & Ride services from August to December 2018. As a result of this trial, First buses have changed their 2019 timetable to run late night Park & Ride services from all its sites (except Poppleton Bar where demand was low), every night of the week bar Sunday. This should boost the evening economy in general allowing professional workers in particular to remain in the city longer during the week, should they require.

Business Cost Savings

2018/19 saw the BID partner with business savings consultants Meercat Associates. The Savings Advisory Team can review business utility contracts and look to save money through their preferential service rates. In the first year, Meercats have helped local businesses identify over £93k of savings.

Car Park Strategy

In 2018, the BID submitted a car parking strategy to the local authority that pressed the case for upgraded technology in city centre car parks, to encourage people to stay longer. As a result, the local authority commissioned a report into the appropriate technology for York. More crucially, it set aside £330k to put new technology into one/two of its car parks, to undertake a proof of concept exercise. Piccadilly multi-storey will be the recipient of this investment, as it requires updating and is the closest car park to the city centre.



Events & Festivals

Events and Festivals add to a city's vibrancy and attractiveness. The BID is committed to running a mix of its own bespoke events, along with supporting high quality events that entice local residents to interact with the city centre.

York Ice Trail

York BID was the main sponsor of the 2018 Ice Trail, an event organised by Make it York. The BID specifically funded sculptures to be placed in 'periphery' streets. An estimated 17,000 visitors took part in the trail, which was deliberately moved to February, boosting footfall at a time of year when it is traditionally low.



Micklegate Run Soapbox

This truly unique event inspired by Micklegate traders returned for its third year in August 2018 with York BID as headline sponsor. Thousands of spectators turned out to watch the race, particularly families and residents who frequented the businesses along the street and across the city centre.

Some other events the York BID supported during 2017/18 are; 'York Mediale' festival of media arts, 'York Minster Stone Carving Festival', 'Shakespeare's Rose Theatre' and 'York Pride'.



York Fashion Week

With York BID funding, this celebration of York fashion businesses and talent has grown from a 4 day event, to a full 7 day festival, made up of 50 different shows and spectacles. This year's event mixed local talent with star guests including designers Scott Henshall and Lady Victoria Hervey.

Christmas & Lights Switch On

The York BID continues to work in partnership with Make it York to enhance the Christmas experience. 2018 saw thousands of people attend the winter lights switch on which coincided with St Nicholas's market. The BID once again funded 'Mince Pie Non Stop', a pop up radio station promoting the city centre Christmas offer. It had 32,530 listeners via streaming and thousands more on DAB.

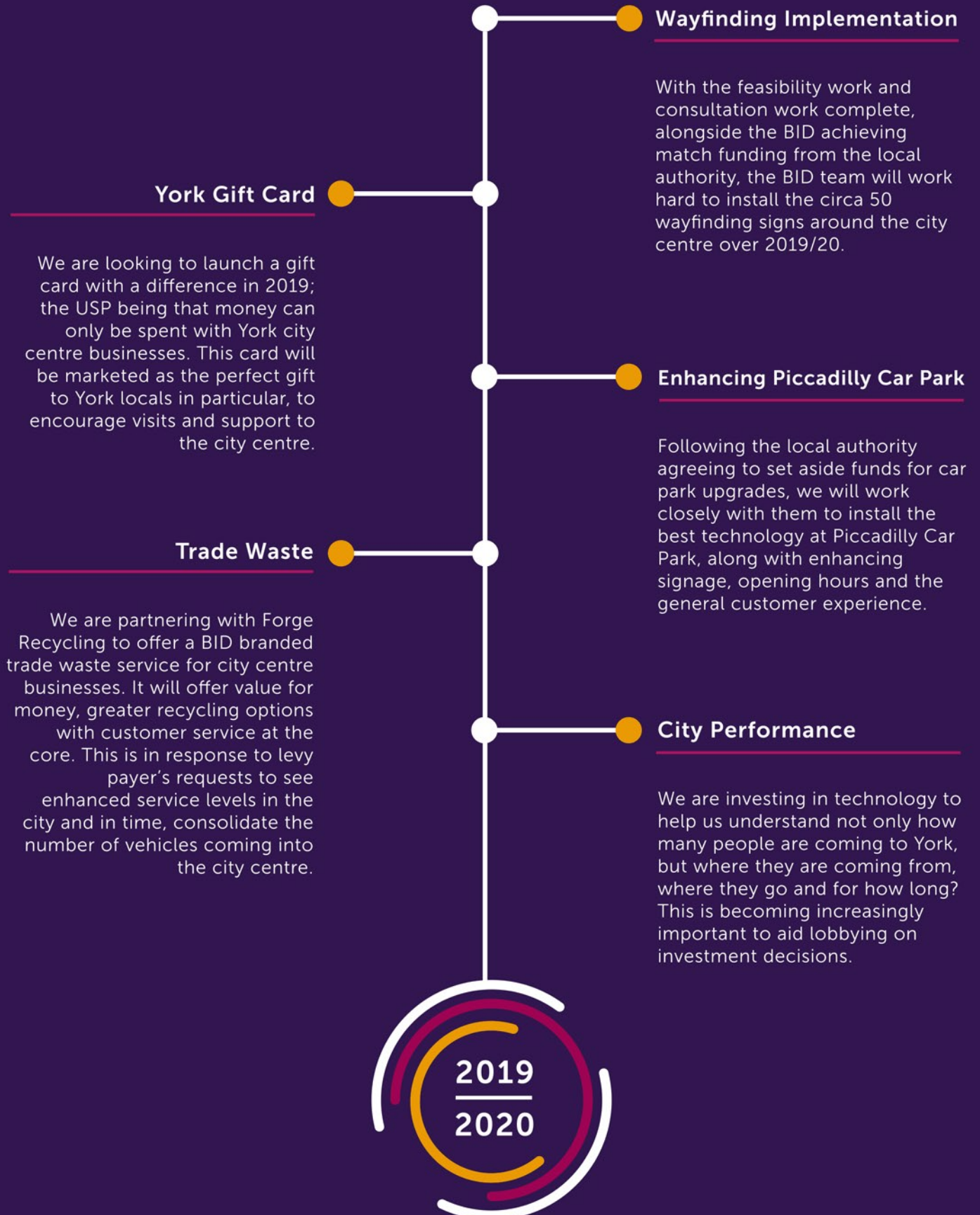


York Restaurant Week

York Restaurant Week was aimed specifically at encouraging residents to engage with city centre eateries. The event, which ran 1-7 April, boosted trade at a quieter time of year, with participating venues offering set menus at £10, £15 or £20. The dedicated website had over 200,000 unique visitors, with 5,750 vouchers downloaded, equating to £77k of business for York restaurateurs.



The Year Ahead



Finances

The York BID Company Limited is funded by a levy based on business rates which, under legislation, is collected by the Local Authority. Financial performance is monitored closely by the BID Exec Team throughout the year and reported on a monthly basis to Board and Sub-Committees.

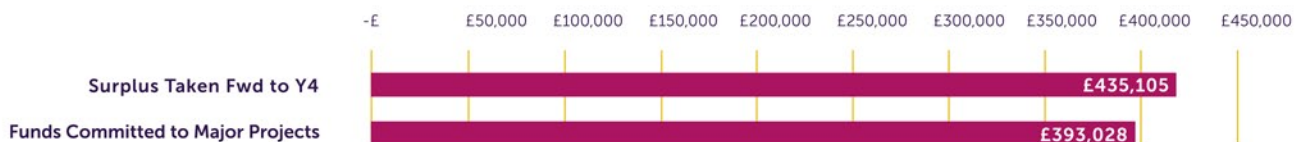
Annual Income



Expenditure



Surplus / Committed Funds



Notes

These figures are presented as accurate at the time of writing. Full company accounts are prepared by HPH Chartered Accountants and are available at www.theyorkbid.com

The levy collection rate for Year 3 was 98% (1% above budget).

*Includes £45k contribution from Make It York for Winter Lights during 2018.

**Major Projects refers to expenditure for large scale projects spanning the 5 years of the BID first term, namely Wayfinding, Car Parking and Public Realm Works.

Governance

York BID is a not for profit company that is solely accountable to its members. The company is governed by a voluntary Board of Directors and Advisors who are representative of the different sectors, organisations and businesses in the BID area.

The York BID Board meet bimonthly as do its sub-groups focused on steering each of the programme areas. BID members, partners and stakeholder are often invited to attend meetings and participate in specific projects. BID members receive regular updates from the Exec team on the company's projects and are invited to an annual general meeting each year to have their say in the company's activity.

Year 3 Board Directors & Advisors

Michael Hjort – Chairman
Walmgate Ale House & Bistro

Neil Setterfield
Fenwick York

Sean Bullick
Make It York

Colin Crawford
Aviva

Phil Pinder
York Retail Forum

Chris Price
Make It York

Robert Onyett
Harrowells Solicitors

Dawn Argyle
Luxury Ice Cream Company

Stuart Page
York St John University

Frank Wood
R A Braithwaite Jewellers

Cllr Ian Gillies
Leader of City of York Council

Andy Shrimpton
Cycle Heaven

Neil Sanderson
York Minster Trust

Cllr Keith Aspden
Deputy Leader of City of York Council

Alistair Graham
Residents Representative

Philip Bolson
Grand Hotel & Spa

BID Exec Team

Andrew Lawson
Executive Director

Carl Alsop
Operations Manager

Chris Bush
Business Manager



Thank you

Working with partners is key to the BIDs success. We'd like to take this opportunity to thank our 1000+ levy paying businesses and the organisations stated below for their ongoing engagement and support. All working together for a stronger York.

MakeItYork

VisitYork



York Civic Trust



YORK 



FCY
FASHION CITY YORK



THE PRESS

fsb 



M York
Mediale
2018

First 

yorkcvs



Est. 1841 | YORK ST JOHN UNIVERSITY





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Credits

Images provided by Visit York,
York Mix, Olivia Brabbs and Andy Little.

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