

**Subject:** A Letter in Support of the 'My City Centre' project – establishing a strategic vision for York city centre

To whom it may concern,

The 'My City Centre' project offers us the opportunity to provide a long-term strategic vision for the future of the city centre that responds to the ongoing social, economic and environmental challenges we face.

Although York is performing well; with a thriving independent retail sector, a robust and popular heritage tourism market and an emerging foodie scene - the city is not immune to the constant change in the wider market and as such we must work together to look at opportunities to ensure that residents and visitors alike are able to access the city centre space and enjoy what's on offer, as well as fostering an attractive proposition for both employers and employees.

Importantly, this project will seek to adopt the successful 'My Castle Gateway' approach to engagement, placing the public and stakeholders at the heart of defining the challenges and establishing the vision. This collaborative strategy will provide a framework to guide future investment decisions and provide a platform for securing external funding and private investment, fostering a sustainable future for the city centre.

I fully support this proposal, along with the wider team at Make it York and we look forward to working with partners to see 'My City Centre' come to fruition.

Please do let me know if you require any further information from either myself or my team.

Yours sincerely



Sean Bullick  
Managing Director