

THE
YORK
NARRATIVE

History isn't what describes York, history is what makes York the place it is today.

The people of York built and continue to shape their place; a beautiful compact city where every person can have a voice, make an impact and lay the foundations for a prosperous future. York is a place where people and their stories matter; where an individual's everyday experiences are just as important as the city's world-class achievements.

THE PEOPLE, BUSINESS, ORGANISATIONS, ATTRACTIONS & EVENTS OF YORK ARE:

CORE VALUE 1

**Making history
every day**

CORE VALUE 2

**Prioritising human
experience**

CORE VALUE 3

**Pioneering
with purpose**

YORK

THE FILTER

THE STORY

York is abundant with cultural history and beautiful built heritage and has learnt from its past how to build better futures. When we make plans for our city, we reflect and build on these stories and are always driven to consider how *today's actions will impact future generations*.

THE STORY

York is a city on a human scale; large enough to have ambitious goals and provide opportunities for everyone and intimate enough that *every person can make their mark*. We are working together to create fair, compassionate and welcoming communities where collaboration and social vision spark grassroots action.

THE STORY

In York we lead the way, innovate and experiment with *a common purpose – to make lives better* at home and around the world. We have bold ideas and form local, national and international partnerships to help bring these human-centred ambitions to life.

CORE VALUES

The values are not slogans but are a way of managing York's key associations. Taking these core values into account in all actions means that we all contribute to shape York's image in a common direction.

Actions speak louder than words - but both matter. These value-based stories of York shouldn't be told explicitly, but be woven into everything we do, everything we organise and everything we say about our city.

Making history, every day

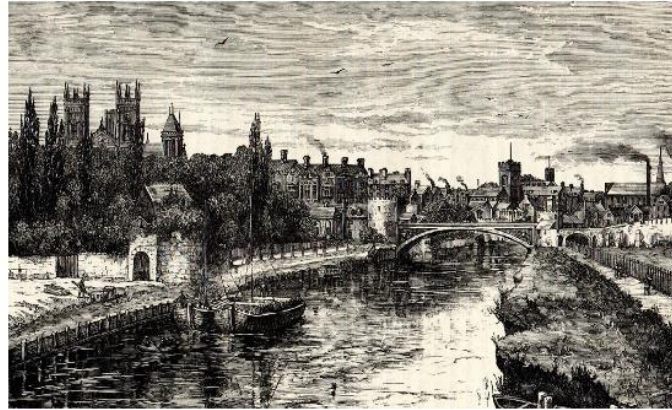
Key themes & evidence (i.e. why it's "on brand" for York)



1. The Shambles

Compact medieval centre, unexplored snickets and architecture suddenly transporting residents / visitors to a completely different century

Even a long-term resident can find new hidden corners and undiscovered spaces in their city, and independent retail is creating



2. Influence base for The North

First the Romans came, then the Vikings and York established itself as a power base for The North, being the seat of the Council of the North in the 16th and 17th centuries. During the medieval period York was England's second city.

York later became a centre for UK railway expansion during the industrial revolution and is now one of the best connected cities in the North.



3. 2019 - York declares a climate emergency and commits to become a carbon neutral city by 2030

As a result of public campaigning led by younger generations, the city committed to bold climate action for a better future for its citizens.

Prioritising human experience

Key themes & evidence (i.e. why it's "on brand" for York)



1. Caring - kindness of people

Grass-roots dynamism and active voluntary sector - many people reaching out to help others in need, spanning differences in race, culture, income, faith. History of volunteering, social action and engaged citizens, which place it in a unique position, to respond to some of the challenges in society today. Brilliant network of community groups, social enterprises and charities



2. The Quaker approach

York Quakerism helped develop a liberal reforming strand within the national tradition. The Quakers in York played an active role in the improvement of working and living conditions, not least in the establishment of Adult Schools, electoral reform, health improvements and slum clearance, with Seebohm Rowntree's poverty study in York playing a key role in the establishment of the UK Poverty Act.



3. Quality of life and personal wellbeing

Voted Sunday Times Best to live 2018 and Best in The North 2019.

There is wildlife, green space and rivers in the city centre and the peaceful Yorkshire countryside can be enjoyed only 20 minutes away.



4. YORspace Community Housing Project

A community-lead initiative to build a solution to York's housing shortage.

Financially and environmentally sustainable homes designed to meet the real needs of residents and foster a sense of community.

An innovative mutual home ownership model to guarantee homes stay permanently affordable.



5. York Central

York Central will include vibrant and distinctive residential neighbourhoods, cultural spaces, and a high-quality commercial quarter powering York's economy into the future and helping to provide the homes the city needs, as well as thoughtful, useable public spaces.



6. A compact city

At just 34km², the built up urban area of York is much smaller than regional centres like Leeds (487km²) or Greater Manchester (630km²) or even comparable heritage cities such as Norwich (62km²) or Cambridge (42km²).

Pioneering with purpose

Key themes & evidence (i.e. why it's "on brand" for York)



1. Joseph Rowntree Housing Trust

Established over 100 years ago by Joseph Rowntree to provide housing in communities and to understand the root causes of social problems. Then: New Earswick - Community and housing for workers planned and built by Joseph Rowntree in 1904 as a self-governing garden village. Now: Derwenthorpe - "What all housing developments should aspire to" ~ The RIBA Journal



2. The Retreat

The Retreat at York led the world in the humane treatment of the mentally ill based instead on the Quaker principles of self-control, compassion and respect. This radical approach began a series of reforms and greater understanding in mental health in the nineteenth century and psychiatry textbooks today still refer to the Retreat.



3. NICE (National Institute for Health & Care Excellence)

Improving health and social care through evidence-based guidance

York University credited as influential / founding partner: [A Terrible Beauty, A Short History of NICE](#)



4. UNESCO City of Media Arts (2014)

York won the designation as the UK's first City of Media Arts in 2014, in recognition of the globally important and pioneering work of the creative and media sectors in the city. The York UNESCO City of Media Arts plan includes working to double the size of York's creative economy and increase inclusively engagement in the arts for the benefit of everyone in our society, as evidenced by [Arts Council England research](#).



5. Centre for Novel Agricultural Production (CNAP)

CNAP work on 'biology to benefit society'. This York University-based research centre use world-leading bioscience to develop more sustainable supply chains and creative uses for agricultural waste to support York's growing bioeconomy. Their work aims to solve societal problems in health, clean technologies and bioenergy.



6. Food and Environment Research Agency

FERA work to protect food consumers through pioneering thinking in agri-food science. They lead the way in working to detect emerging threats in plant, environmental and animal health & help small food & drink businesses in Yorkshire to innovate and develop. Fera Science Ltd (Fera), pioneers in original thinking applied, driving innovative products and techniques to identify & detect emerging threats earlier across agri-food science.