

My City Centre Draft Vision Survey Results October 2021

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The overall vision



Working together to improve and make a difference

'A vibrant city centre, where a wide range of people want to spend time, live and work. A place where businesses thrive, sustainable communities grow, and varied cultural and social life flourish'

- Overall, more than 4 out of 5 residents agreed with the vision, while just over half, 51%, strongly agreed
- Agreement was lowest amongst residents who have a physical or mental condition or illness (75%) or look after someone with a long-term physical or mental health condition (77%)

■ Strongly agree ■ Agree ■ Neutral ■ Disagree ■ Strongly disagree ■ No opinion



Top 20 statements by overall agreement levels: Summary

	Strongly agree	Agree	Total Agree
1D. Improve toilet provision and facilities	68%	26%	94%
6F. Create a welcoming and accepting city centre for all	63%	29%	92%
7B. Facilitate temporary uses in empty buildings & spaces through business rates and business support where possible; and also by lobbying the Government for a flexible and reformed business rate system	57%	34%	91%
5D. Promote living well with water to manage flooding impacts and ensure river safety	56%	33%	88%
7C. Encourage re-use of the under-used upper floors of buildings through planning support and business rates approach	54%	34%	88%
1C. Encourage venues and spaces that are used by people of all ages	46%	42%	88%
7A. Ensure city centre businesses are able to thrive & adapt through a supportive regulatory environment & creating a city centre people want to visit	45%	43%	88%
5A. Better celebrate the historic, cultural and environmental benefits of our two rivers, and provide riverside spaces and links for local communities	53%	34%	87%
8B. Support the re-use and re-purposing of historic buildings and spaces to avoid them becoming redundant or under-used	45%	42%	87%
6C. Improve accessibility through a wide range of further measures including more dropped kerbs, improved surfaces and seating...	57%	28%	86%
6A. Create a city centre where residents can live in successful confident communities	49%	37%	86%
6B. Improve services, open spaces and facilities for city centre residents	51%	34%	85%
2A. Invest in public space, squares and our secondary shopping areas	37%	49%	85%
5B. Lobby and bid for Government funding which would enable the Creation of new riverside walkways at Coney Street and Castle Gateway, and progress a new Ouse footbridge	56%	29%	84%
5C. Improve the river corridors to create sustainable travel routes to and through the centre	52%	31%	83%
3D. Manage and minimise issues caused by the important night time economy. This will include securing Purple Flag status...	52%	32%	83%
1E. Improve information on city events for residents	43%	39%	82%
1B. Use open space for cultural & family activities	36%	46%	82%
6D. Embed dementia friendly standards into public spaces	43%	38%	81%
4A. Develop a strategy with Make it York which ensures that the essential tourism sector is sustainable, and targets those visitors who respect our city and benefit our economy	40%	41%	81%

Remaining statements by overall agreement levels: Summary

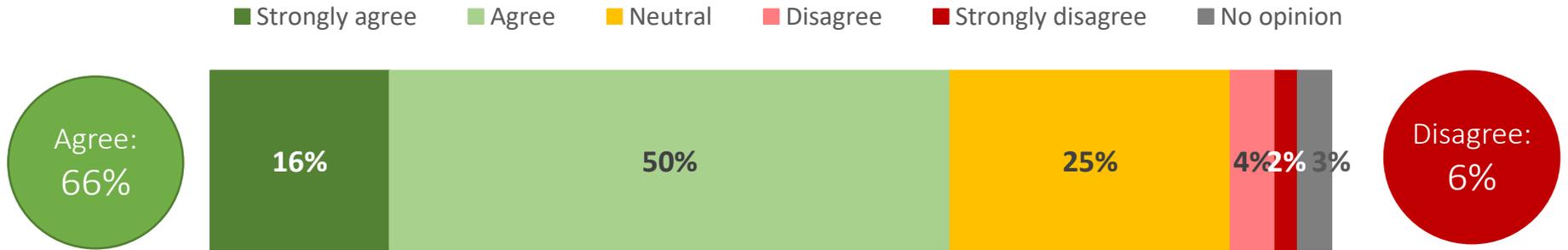
	Strongly agree	Agree	Total Agree
8C. Provide more planning flexibility for the types of uses that most benefit residents and the city	39%	41%	80%
3A. Supporting businesses and family-friendly activity in the early evening	37%	43%	80%
3C. Support outdoor eating and cafe culture in the city centre	45%	34%	79%
2C. Focus the city's events programme across a wide range of offers that have broad and inclusive appeal	31%	48%	79%
8A. Recognise the huge changes facing city centres, and the role of planning in allowing buildings to adapt for modern uses	37%	41%	78%
2E. Make it simpler, cheaper and less disruptive to put on events in the city & support more community led events	35%	44%	78%
1F. Provide more covered and indoor spaces to spend time in all weather	35%	40%	75%
4C. Improve the quality of jobs in the tourism sector	34%	41%	75%
2F. Explore opportunities to support and improve our thriving permanent and temporary markets with Make it York	34%	40%	74%
7D. Support tours and experiences to explore historic empty buildings	39%	33%	72%
6E. Achieve World Health Organisation charter status for age friendly city	39%	30%	69%
2B. Spread the location of events better throughout the city's spaces	27%	41%	69%
3B. Create a family friendly environment in the early evening, particularly midweek	32%	36%	68%
8D. Provide more early support for planning applications	29%	35%	65%
2D. Improve the digital and physical signposting of events	25%	40%	65%
4B. Allow visitors to make voluntary financial contributions which offset their impact and support our communities through a 'York Gift' scheme	25%	33%	58%
1A. Create exciting new play spaces in the city centre	27%	30%	57%
8E. Explore an interactive 'living heritage' app to allow the public to engage live with the historic city around them	26%	29%	55%
1G. Support new experience based attractions in the centre	21%	34%	54%

Top statements by overall disagreement levels: Summary

	% Disagree
1A. Create exciting new play spaces in the city centre	13%
4B. Allow visitors to make voluntary financial contributions which offset their impact and support our communities through a 'York Gift' scheme	12%
1G. Support new experience based attractions in the centre	11%
8E. Explore an interactive 'living heritage' app to allow the public to engage live with the historic city around them	10%
3C. Support outdoor eating and cafe culture in the city centre	8%
2F. Explore opportunities to support and improve our thriving permanent and temporary markets with Make it York	7%
5B. Lobby and bid for Government funding which would enable the Creation of new riverside walkways at Coney Street and Castle Gateway, and progress a new Ouse footbridge	6%
4A. Develop a strategy with Make it York which ensures that the essential tourism sector is sustainable, and targets those visitors who respect our city and benefit our economy	6%
1F. Provide more covered and indoor spaces to spend time in all weather	6%
8C. Provide more planning flexibility for the types of uses that most benefit residents and the city	5%
8A. Recognise the huge changes facing city centres, and the role of planning in allowing buildings to adapt for modern uses	5%
6E. Achieve World Health Organisation charter status for age friendly city	5%
2B. Spread the location of events better throughout the city's spaces	5%
3B. Create a family friendly environment in the early evening, particularly midweek	5%

How far does the vision reflect the city centre you want York to become?

- Two thirds of residents agreed the vision reflects the city centre they want York to become, but only 16% strongly agreed. 1 in 4 were neutral
- There were no notable differences by age, gender or disability



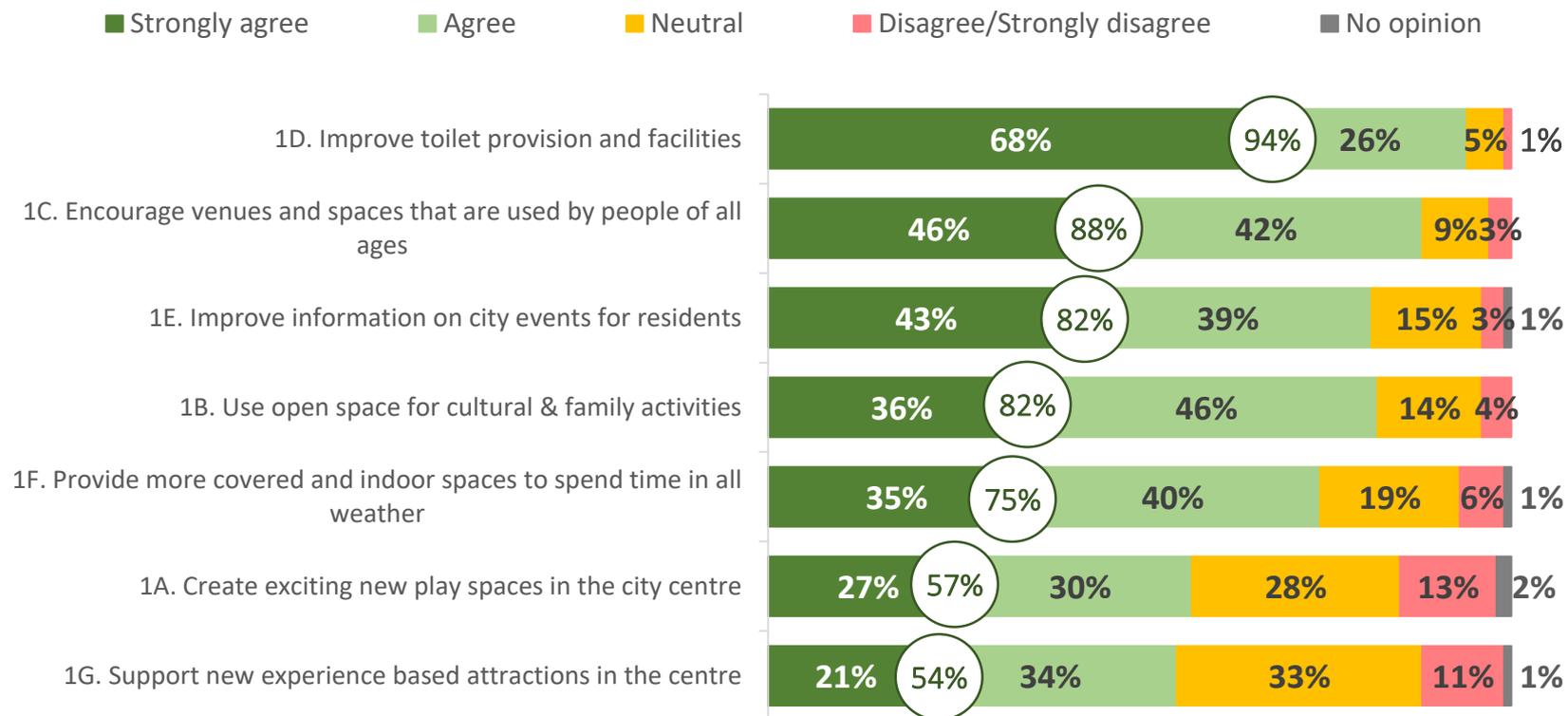
1. A family friendly city centre



Working together to improve and make a difference

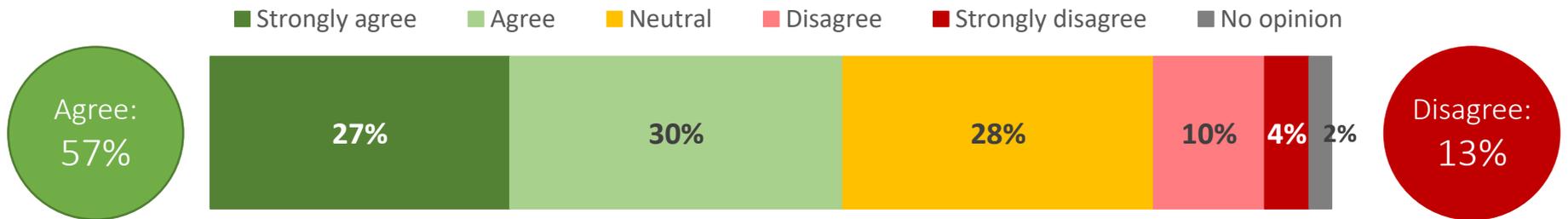
1. A family friendly city centre: Summary

- Residents were most likely to agree with the following statements:
 1. Improve toilet provision and facilities
 2. Encourage venues and spaces that are used by people of all ages
- Agreement was lowest for creating exciting new play spaces and supporting new experience based attractions, particularly amongst those aged 60 and over. Amongst under 40s, agreement was 66% for both statements, though this was still lower than for the other statements under this theme



1A. Create exciting new play spaces in the city centre

- Fewer than 3 in 5 residents surveyed agreed with this statement, while more than 1 in 10 disagreed
- Agreement was highest amongst 16-39 year olds (66% vs. 49% aged 60+) and those who do not have a physical or mental health condition (61% vs. 53% for those with)
- Although there was a lot of support for creating a more family friendly city centre, there were concerns that play areas would take too much space and would be better placed outside the city centre



Suggested ideas for amends to vision:

- Intergenerational, well designed and environmentally friendly spaces to explore and investigate e.g. sensory gardens
- Safe spaces for teenagers
- Sport courts e.g. football / basketball to give York a 'New York' vibe
- Assessment of noise, nuisance and alcohol use to minimise their effects on local inhabitants
- Inclusive of all children's needs, including disabled / Include spaces for people with disabilities
- Somewhere covered with seating for parents/ carers and nearby toilets/refreshments

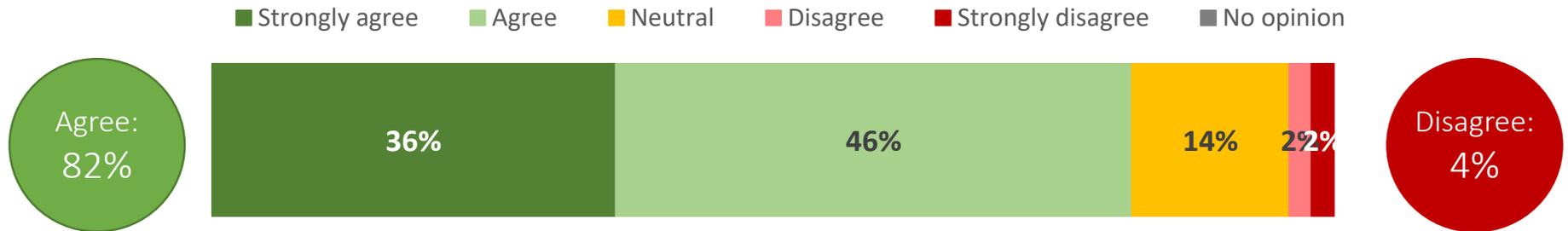
Example responses to statement

- Play that crosses the ages - for children and adults. All ages of young people, from babies to 11-16s would benefit from 'somewhere to go'
- The addition of play equipment could allow spaces already available to be more dynamic for families
- There are concerns over spaces being misused at night
- Conflict due to space constraints outdoors. Could make use of empty shops.
- Play spaces belong in the correct environment, not the city centre. Invest more in existing play spaces
- More green spaces would be appreciated. Places for people to find some peace
- Proposals here and across the family friendly theme were supported in social media by Little Vikings and York Mumbler

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1B. Use open space for cultural & family activities

- More than 4 out of 5 residents agreed with this statement, while over a third strongly agreed
- Residents without a physical or mental health condition were most likely to agreed (86% vs. 77% for those with)



Suggested ideas for amends to vision:

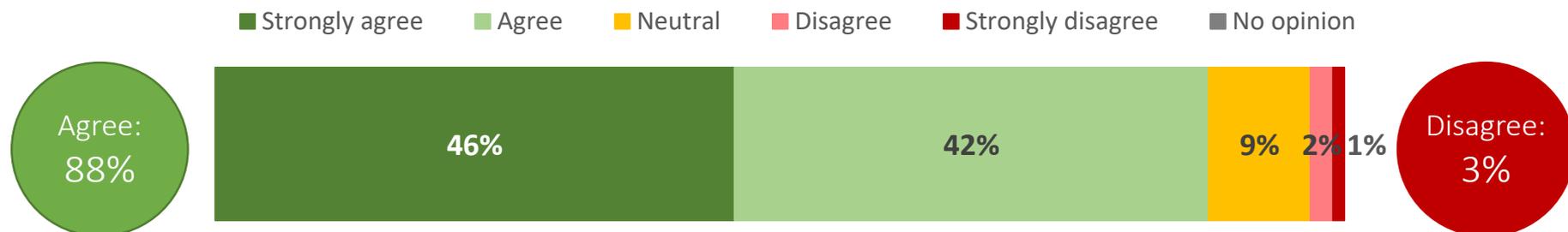
- *“Cultural activities should also extend beyond the heritage offering; if you want decent contemporary art and artists, check out what Leeds City council did under Judith Blake’s custodial period. You need to attract less parochial practitioners from outside the city to come and offer something contemporary and pertinent; not including those who already have a stronghold (certain colleges, small organisations and artists) as they often obstruct progress for the sake of their own reputations. Go on York city council, I know you can do it!”*

Example responses to statement

- Activities which bridge the 4pm-7pm gap in the city centre would encourage families to come into town after school. Benefits not only families but a range of other residents- and visitors – too
- UNESCO Creative City of Media Arts needs to be used and applied far more
- Celebrate Diwali, do a Caribbean carnival?
- Events linked to the heritage of York or to raise money for public areas, like the library
- Open space for wildlife and for relaxation
- Inclusive: Not exclude anyone on grounds of price / Accessible for wheelchair and scooter users
- Those visiting or using the city have no choice whether to have these activities imposed on them. Will make York cluttered and may create conflicts. Big crowds make getting around difficult
- The need for balance between visitors and residents, and support for family friendly measures were expressed in social media

1C. Encourage venues and spaces that are used by people of all ages

- Almost 9 out of 10 residents agreed with this statement, with nearly half strongly agreeing
- There were no notable differences by age, gender or disability



Suggested ideas for amends to vision:

- *"There is a chronic need for a medium-sized (500-1,000) live music venue."*
- *"I would love York, despite its size, to punch above its weight and compete with Leeds and Manchester in Arts and entertainment. Losing the comedy festival rather than expanding it seemed to be a particularly poor decision; a lack of support for the venues such as The Crescent, another"*

Example responses to statement

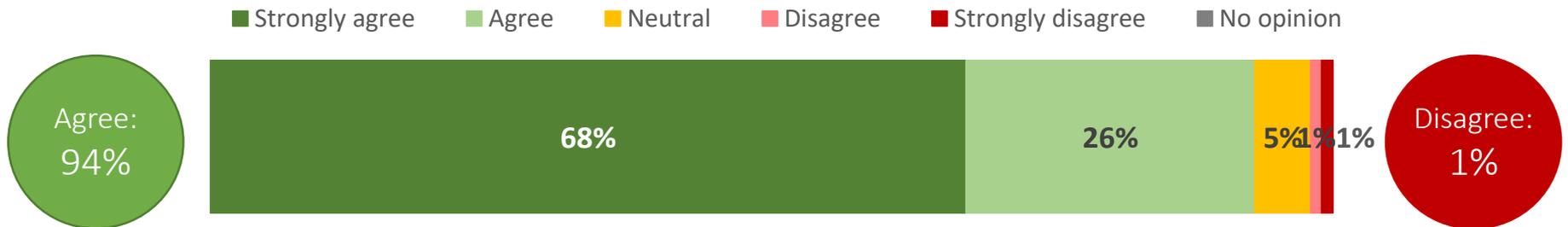
- *"I'd like to see open spaces for restaurants similar to the provision during Covid-19."*
- *"Spark is a good example of this. We have felt safe and comfortable there in groups that include children."*
- *"...Monk Bar, Goodramgate. Beautiful area and great cafes spoiled by narrow paths and traffic. Needs restricted vehicle access, level road and path, let cafes spread out and shut the road during daytime"*
- *"It would be better to have a variety of spaces: some might prefer quiet green spaces rather than multi-purpose."*

Summary of other example responses:

- It is more inclusive to cater for all ages and there are benefits to young people and senior citizens spending time together. Practical provision to encourage elderly into the city centre. More multigenerational spaces that are fully accessible to disabled people of all ages
- City centre has little for people on low incomes
- City centre feels unsafe at the weekend on race days. Spaces should be created for residents as well as tourist / to counterbalance anti-social alcohol tourism

1D. Improve toilet provision and facilities

- The vast majority agreed with this statement, with over two thirds strongly agreeing
- There were no notable differences by age, gender or disability



Suggested ideas for amends to vision:

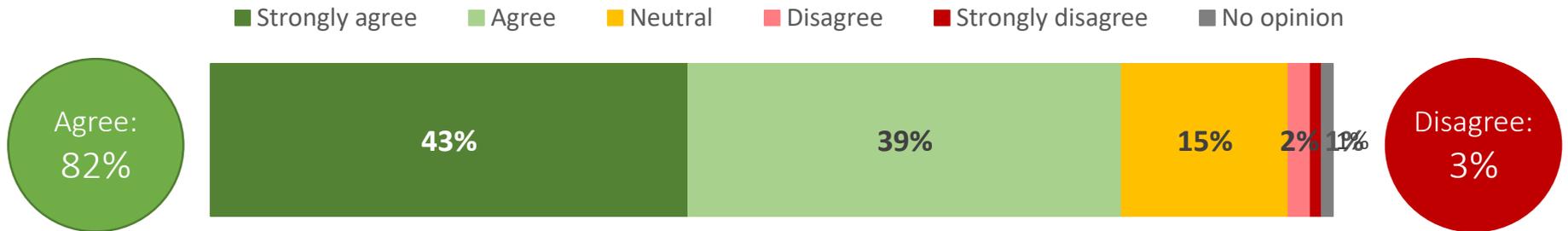
- More changing places - *"There aren't many disabled toilets and only one changing toilets available."*
- *"Ensure pubs etc. offer toilet facilities for non customers"*
- *"...Public toilets should be available 24 hours a day. This would potentially reduce the number of instances of drunken urination on the streets, making the city centre a more family friendly place"*
- *"The existing toilets (if still open) are hidden away and badly sign posted."*

Example responses to statement

- A major consideration for leisure trips / Would encourage greater use of the city
- At least 1 council maintained toilet block in the city centre
- Additional temporary toilets during busy times e.g. Christmas market
- Need to be decent and staffed.
- Accessible toilets within shorter distance from blue badge parking
- Single sex facilities are a must
- Consider breastfeeding mothers and toilets with good changing facilities. / Could be used by working mothers who need a space to pump milk if they are back at work.
- Toilets should be free

1E. Improve information on city events for residents

- Over 4 out of 5 residents agreed with this statement, while more than two fifths strongly agreed
- Residents aged over 60 were most likely to agree (89% vs. 79% amongst 40-59 year olds)



Suggested ideas for amends to vision:

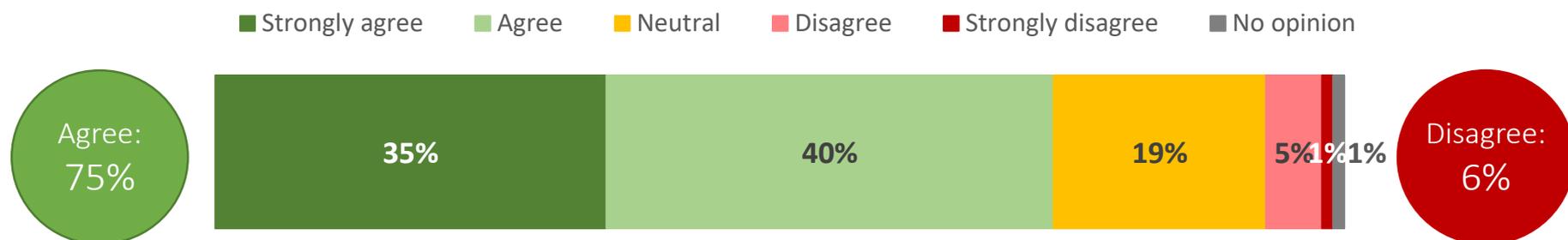
- *“Residents should be given priority or reduced cost for events”*

Example responses to statement

- A lot of information out there, if people look. There needs to be an understanding of the information networks that communities use
- Not just on-line - not everyone reads the press or uses Facebook. Lots of noticeboards around the city which could be used
- Work with local media/Visit York to compile an at-a-glance updated directory
- Need a combination of advanced notice and week-before reminders
- Information in multiple formats, easy read, BSL, language options
- Accessibility information (in the first place make these events fully accessible)
- The targeting and timing of events is the issue
- Apart from residents weekend, what other special activities/facilities are there for council tax payers? But also, they get priced out. There's usually pretty good awareness, people simply can't afford to go.
- It often feels as though local people are less important than the tourists

1F. Provide more covered and indoor spaces to spend time in all weather

- Three quarters of residents agreed with this statement, while just over a third strongly agreed
- There were no notable differences by age, gender or disability



Example responses to statement

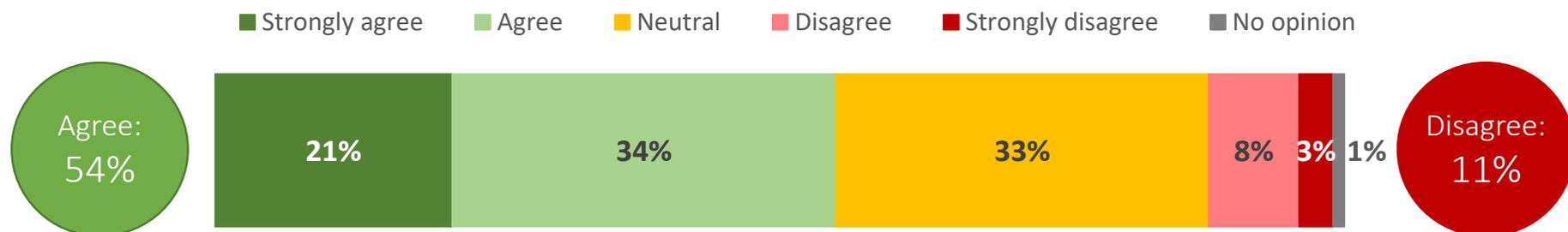
- *“Covered outdoor spaces yes. There is plenty of indoor space in the city centre.”*
- *“More built structures would blight the centre. Open space is best and we will cope with changing weather.”*
- *“Especially seating for eating packed lunches, take outs etc.”*
- *“However spend money on it and make it look good - not some glass shed over the current streets”*
- *“Must be accessible to all”*
- *“The ones in city centre after Covid were good when you could take own food etc. and made it cheaper day out for a family.”*
- *“The play park at the designer outlet is fab”*
- *“This doesn’t have to be too complicated or elaborate - the yurt type marquee can be very effective and interesting”*
- *“With so much great street food, there needs to be a place to actually sit and eat it”*

Summary of other example responses:

- Free indoor space in bad weather, especially for young people or people with little money as there should be more for these groups
- An indoor food court similar to Trinity Kitchen in Leeds.
- More covered outdoor spaces given the importance of ventilation with Covid
- Needs to be in keeping with the character of the city
- Permanent non smoking covered area in Parliament Street

1G. Support new experience based attractions in the centre

- Just over half of residents agreed with this statement, while one third remained neutral
- Under 40s were significantly more likely to agree than over 60s (66% vs. 44% aged 60+), while residents without a physical or mental health condition were also more likely to agree (58% without vs. 49% with)



Suggested ideas for amends to vision:

- *"This should also offer creative art experiences for all. I think there is a need and desire for a cultural hub/centre"*

Example responses to statement

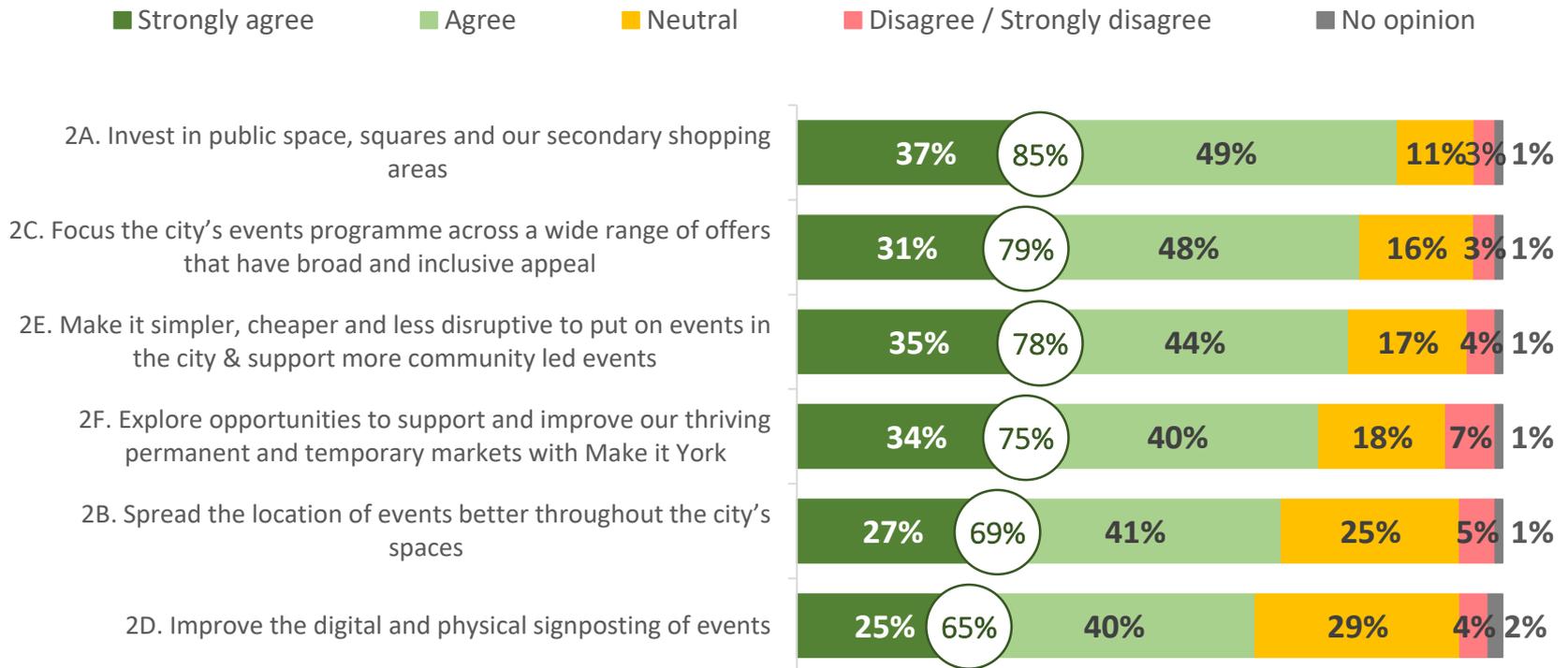
- York has plenty of these already / City centre should be reserved for shops and essential services
- York is too busy with tourists / Should be more offers / attractions for locals
- York should accept and encourage visitors in to the City
- Can't rely on retail for the future / Mixed use is the future of the High Street
- Will attract a more aspirational visitor group and be more family friendly / accessible to residents with varied income
- Prioritise cultural over commercial attractions
- Need some diversity, a better music venue would be a boost
- Harness York's digital sector to show the city in a new light, or use the river to greater effect, or something like the big wheel again
- Respectful of diversity (black history, disability history etc.)
- Linked to the history of York
- Not too expensive

2. Events, experiences & investment in public spaces



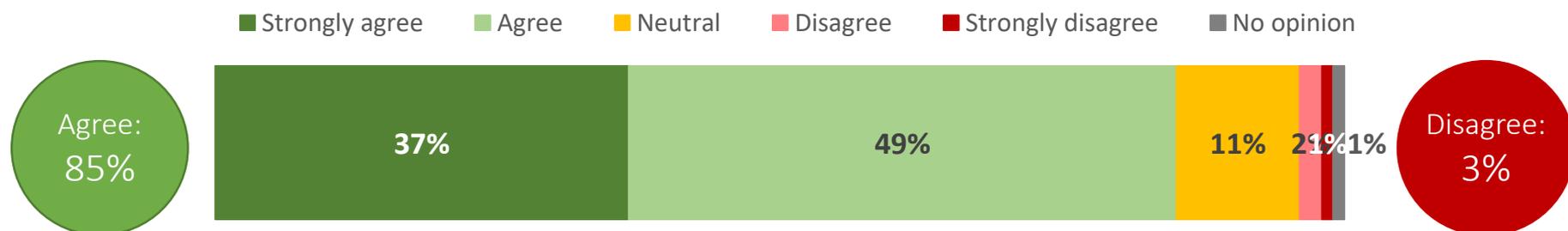
2. Events, experiences & investment in public spaces: Summary

- Residents were most likely to agree with the following statements:
 - Invest in public space, squares and our secondary shopping areas
 - Focus the city's events programme across a wide range of offers that have broad and inclusive appeal
- Agreement was lowest for spreading the location of events better throughout the city's spaces (particularly amongst under 40s with 59% agreement) and improving the signposting of events



2A. Invest in public space, squares and our secondary shopping areas

- A very high proportion agreed with this statement, though there was a tendency to slightly, rather than strongly agree
- There were no significant differences by age, gender or disability



Suggested ideas for amends to vision:

- *"Please make them green and beautiful" / "Green spaces, trees, plants, flowers - small and large scale"*
- Pedestrianise an area and allow outdoor seating and market forces will bring cafes there
- Secondary shopping areas are important to residents and can also broaden the visitor experience by creating different types of area

Example responses to statement

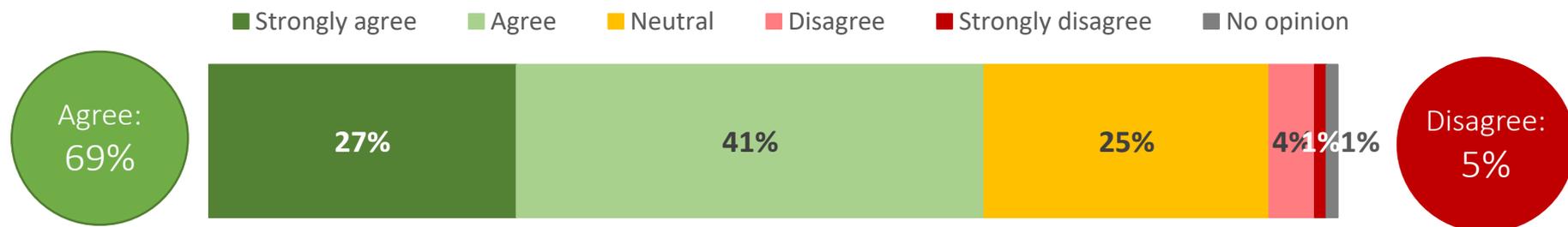
- *"The Castle car park as a public space is crucial. The Eye of York is a very important part of York."*
- *"The squares looked amazing with the AstroTurf last year.."*
- *"...We need a big botanical garden and more trees and we need an environmentally friendly strategy for the whole of the centre"*
- *"Do not create justification for more road closures or removal of more residents rights or infrastructure."*

Summary of other example responses:

- Will resonate with residents who feel investment is focussed on the city centre
- Pedestrian "European" style squares with al fresco space for cafes, bars and restaurants / Something like the back of Kings Cross in London?
- Open Museum Gardens for longer? York needs large areas where people can sit down and relax. Parks and squares need to be well used but also to have peace and quiet times. Also: tidy and attractive, flowers, toilets at all locations, cycle parking and benches.
- Depends on competing demands on budgets. These are already fairly well maintained, money could probably be used for better things.
- Invest in accessibility and restore disabled parking spaces / Invest in the existing central shopping area / current spaces and squares

2B. Spread the location of events better throughout the city's spaces

- More than two thirds agreed with this statement, though 1 in 4 were neutral
- Under 40s were significantly less likely to agree compared to older residents (59% vs. 73% amongst over 40s)



Suggested ideas for amends to vision:

- *"PLEASE CONSIDER USING MUSEUM GARDENS FOR CHRISTMAS MARKETS AND FOOD AND DRINK FESTIVAL"*
- *"Don't need to be spread as Parliament street is good. Everyone knows where it is."*
- *"Spreading events across wider areas potentially makes them less accessible to people who struggle to access the built environment, and can disrupt the experience of people who rely on consistency and familiarity to be independently active and mobile."*

Example responses to statement

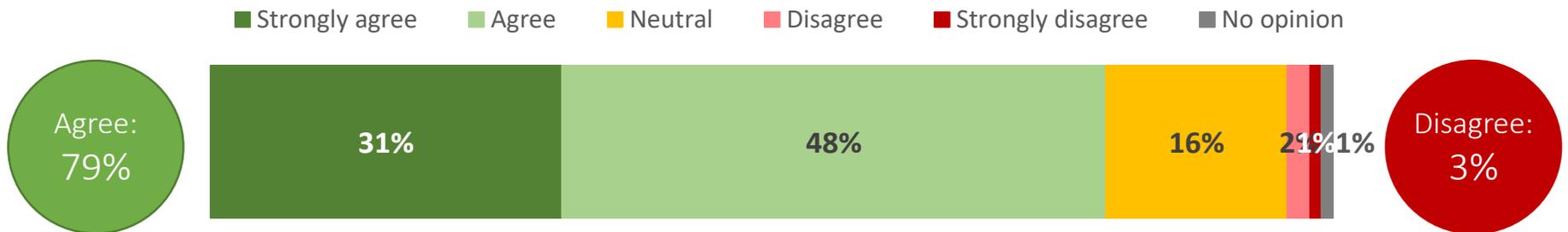
- *"There is a good case for making better use of Duncombe Place and the area round the Minster"*
- *"Stop bringing temporary events in, and instead help existing shops to improve and expand."*

Summary of other example responses:

- Christmas market / food festival far too busy. Could spread events out more, e.g. riverside, Castle Car Park, space by the museums. If things are spaced out local independent traders have space to breather and people don't have to travel as far. Many residents don't want to travel to the city centre or feel excluded from it. Events should cater to the residents of the city and be dispersed, including in the suburbs
- Having a focal point is not a bad thing as long as people arrive in many different ways from different directions. Having things too spaced out is less effective. More spread leads to more traffic from more visitors.
- Some spaces should be kept (e.g. the area behind the Minster) for people who want peace and quiet to sit and talk
- Electrical power supply and security provision are key considerations that need to be fully researched
- Social media commentary **flagged issues with city congestion during events**

2C. Focus the city's events programme across a wide range of offers that have broad and inclusive appeal

- Almost 4 out of 5 agreed with this statement, while just under one third strongly agreed
- There were no significant differences by age, gender or disability



Suggested ideas for amends to vision:

- Activities that cater for groups visiting the centre at different times of day
- More community focused events
- Provided by a diverse range of people and organisations facilitated by the city, not based on goodwill and volunteering
- option to use the theatre or opera house for open mic or other events when not being used for main performances
- Inclusive of everyone, not just the able bodied

Example responses to statement

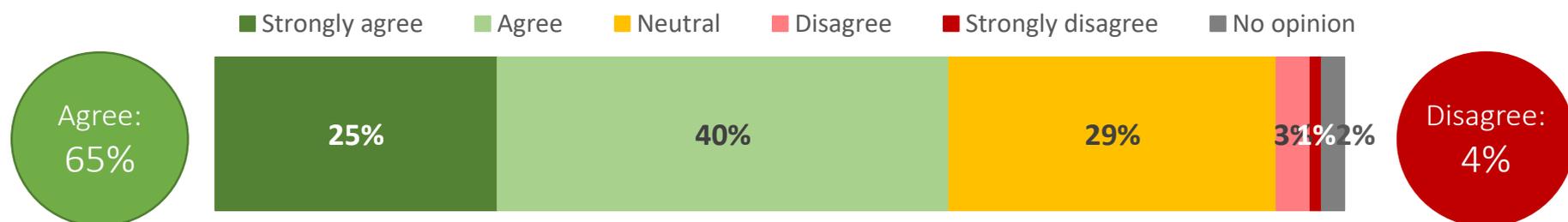
- *"A nice mix of general and 'specialist' events - can we have a classic car meet, or is that not environmentally friendly enough/too polluting?"*
- *"How do you evaluate the success of an event? Footfall? Increased spend? Positive feedback? Breadth of audience?"*
- *"Love the light shows and ice trail - perfect for families"*
- *"Not just outdoor food events. The Comedy Fringe Festival was great. More music and Art of all types would be a big plus."*

Summary of other example responses:

- Inclusivity is important but more esoteric events that don't have a broad appeal are more likely to be the best events
- Ensure residents are not priced out and have more events aimed at residents rather than students or tourists
- There are already too many events in York
- Social media comments included support for a more ambitious approach to events culture and festivals in the city, with more dynamism

2D. Improve the digital and physical signposting of events

- Almost two thirds of residents agreed with this statement, though a higher proportion were neutral than agree strongly
- There were no significant differences by age, gender or disability



Suggested ideas for amends to vision:

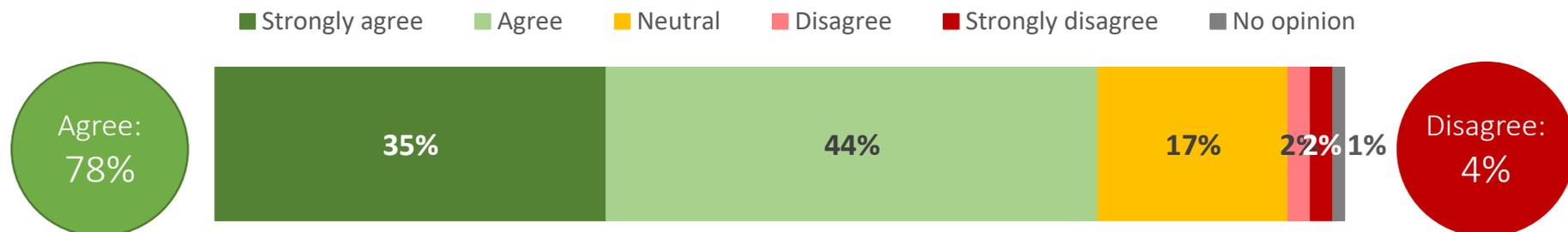
- *"If an event is clearly signposted then you will get more people attending"*

Example responses to statement

- *"Not enough publicity"*
- *"Digital better."*
- *"Physical, Few people use Digital as you have to know where you are to start with"*
- *"Physical signposting is really important. York residents forget how confusing a city it is for visitors - we have two High Streets and two rivers for a start!"*
- *"Opportunity for more immersive and engaging signposting as a city of media arts and a heritage city. Exciting opportunities to mix simple physical stuff and new tech"*
- *"Don't forget about people with sight loss. The new signage, which we were assured would be good for people with sight loss, is not."*
- *"I believe the current information and ways of accessing it are already very good, I'd prefer time spent on other areas."*
- *"Filling our city with more and more signage and temporary signage for the many event would be unsightly given the amount of events that happen."*

2E. Make it simpler, cheaper and less disruptive to put on events in the city & support more community led events

- Almost four out of 5 residents agreed with this statement, while more than one third strongly agreed
- There were no significant differences by age, gender or disability



Suggested ideas for amends to vision:

- *“Need to ensure that the quality of life of residents is not adversely affected by some of these events if they are badly run e.g. balloon festival”*
- *“How about fixed services at food trading spots? E.g. for the ice cream stalls and vans to plug into instead of running engines/generators (Exhibition Square, Dame Judi Dench Walk/Marygate etc.”*

Example responses to statement

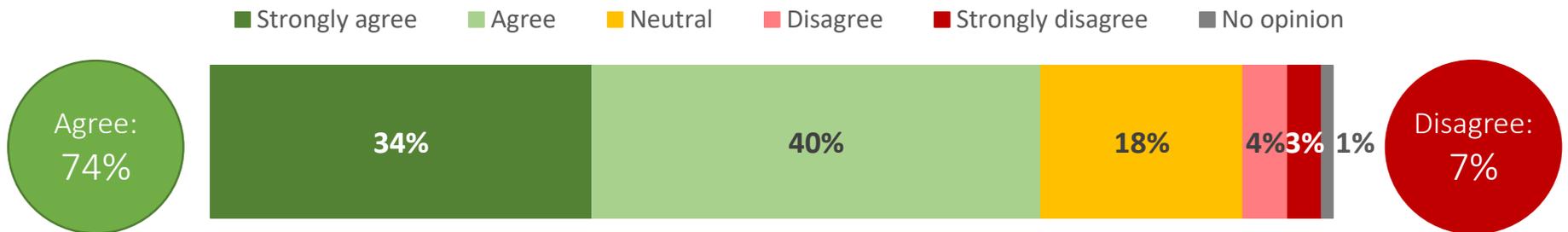
- *“I don’t think city centre events are disruptive.”*
- *“Moving the bike lock areas is very frustrating as it always means there's less and are harder to get to”*

Summary of other example responses:

- Many events are to attract visitors, not locals. The centre is too geared to visitors and it is important to support community events more fully
- Co-ordinate and promote street parties in York. Have more community led, arts, creative, historical and cultural events, sustainable and cycle events. Events that involve local people in putting them on with access to everyone
- Difficult for non-professionals to put on city centre events due to red tape. Make it York could facilitate community events by doing the red tape
- Difficult to find affordable performance spaces. Cost of stalls means attending events outside York to sell artwork rather than at local events
- A balance is required between making it simpler and having proper checks and balances in place to avoid a slip in standards, making disruptive events more likely. People need to accept some disruption for events to be held but they should not cause chaos or effect local businesses
- Better fixed infrastructure for events

2F. Explore opportunities to support and improve our thriving permanent and temporary markets with Make it York

- Almost three quarters agreed with this statement and more than a third strongly agreed
- Residents without a physical or mental health condition were significantly more likely to agree (78% vs. 70% of those with)



Suggested ideas for amends to vision:

- *“Night markets are a great addition but the Christmas market is a nightmare for locals - congested, expensive and impossible to get into local shops. Please spread it out across the city”*

Summary of responses to statement

- The market is what York is all about - important to keep this hub of independent retailers alive as it benefits both tourists and residents alike
- There could be a permanent indoor market, e.g. in one or more of the currently empty larger shops
- Temporary markets and the Christmas Market are aimed at tourists not residents. Temporary markets must be second to the permanent one, which should be moved to Parliament Street as its growth is stifled in the Shambles
- Markets make it difficult for pedestrians to get from A to B. Need to look at flow of pedestrians, potential bottle necks and accessible bike parking
- York’s markets are poor compared to other towns in North Yorkshire mainly due to local residents no longer shopping in the City Centre. Markets should be the backbone of communities for shopping and socialising. They could be made available throughout the night
- The market needs to attract more diverse stalls. Only large traders can thrive as stalls for small independent businesses are overpriced and not budget friendly. More local suppliers, artists etc. should get access to market provision. York needs more avenues for small businesses to start and expand. Should support local independent businesses and make it easier to do so.
- Traders need decent access to load and unload and making them wait until 8pm is not fair. Even when festivals (e.g. St Nicholas Fair) are on, vehicle access should be provided for regular stall holders.

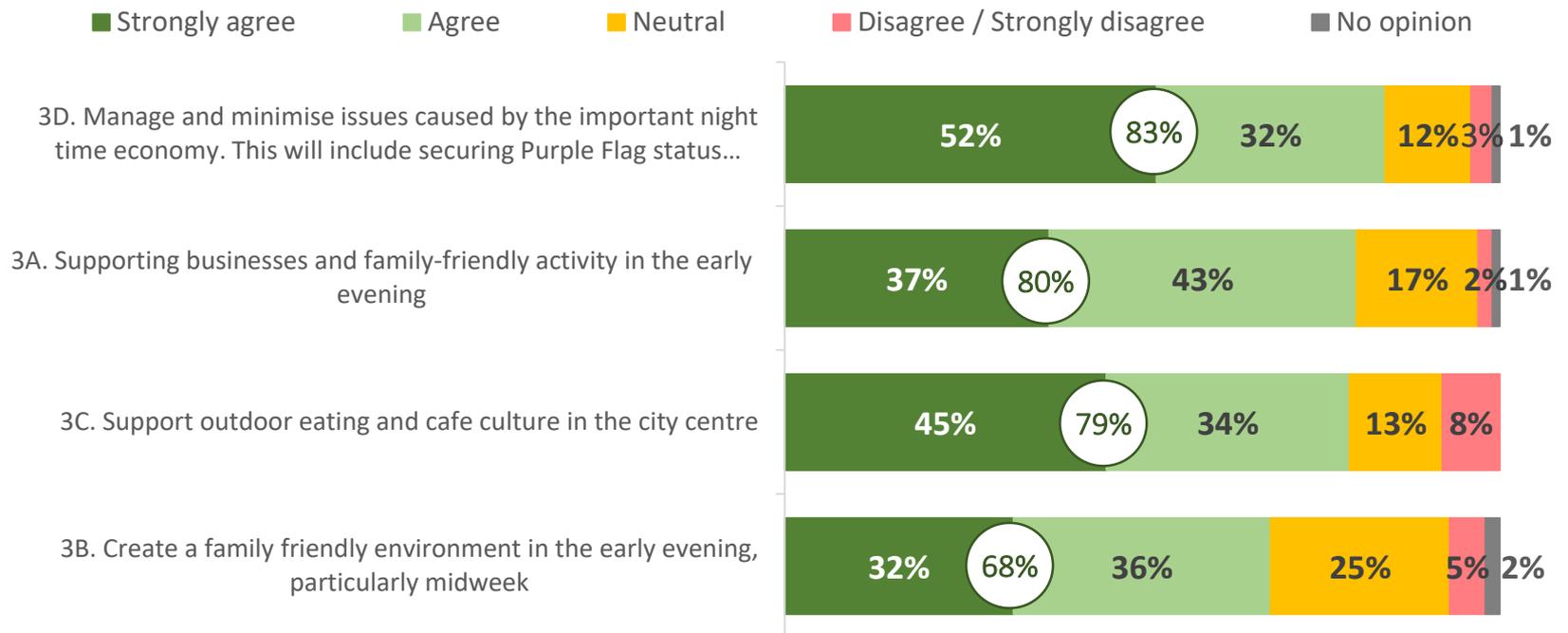
3. An attractive city offer at all times



Working together to improve and make a difference

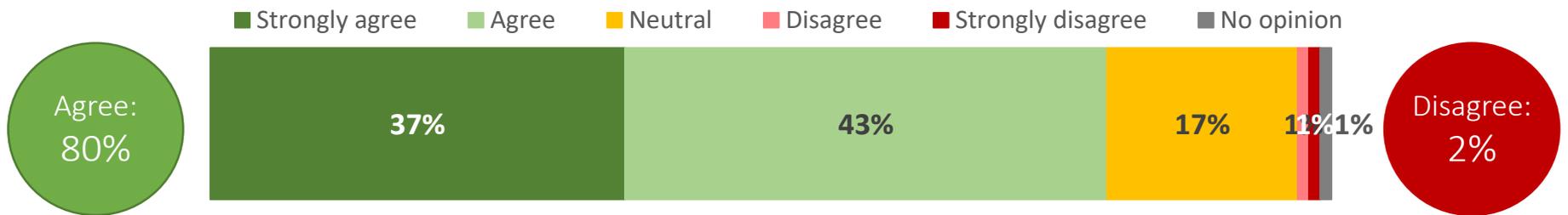
3. An attractive city offer at all times: Summary

- Residents were most likely to agree with the following statements:
 - Manage and minimise issues caused by the important night time economy
 - Supporting businesses and family-friendly activity in the early evening
- Although 45% strongly agreed with supporting outdoor eating and café culture, this figure was lower amongst over 60s and anyone looking after someone with a physical or mental health condition, with both groups being more likely to disagree
- Agreement was lowest for creating a family friendly environment in the early evening, particularly midweek



3A. Supporting businesses and family-friendly activity in the early evening

- 4 in 5 residents agreed with this statement, while over one third strongly agreed
- Agreement was similar across demographics
- The highest number of comments were around the difficulty of York being family-friendly in the evenings due to the amount of drunken behaviour

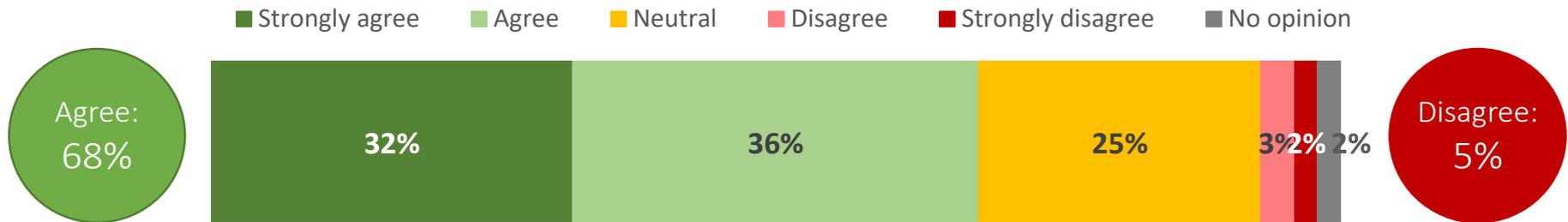


Example responses to statement

- *“Agree - Huge focus on getting people in to the city early evening and generating a buzz and atmosphere”*
- *“...I think supporting family friendly activity would benefit not just families but others (e.g. disabled, elderly, non-drinkers) who would like to use the city and it's businesses outside of work hours.”*
- *“A move to encourage families may balance the strong drinking culture in the city.”*
- *“Not just family friendly - lots of older people would go early evening rather than later”*
- *“teenagers need somewhere to meet each other instead of having to chat online”*
- *“...dog friendly is super helpful in early evening, so that residents don't have to 'dash back' to their homes to let Fido out for a comfort break...”*
- *“Definitely. No shops, no coffee shops after 6pm. Something that doesn't revolve around alcohol and restaurants is really missing”.*
- *“We've said for years that there is a big gap here. Even getting a cup of coffee can be an issue. Family friendly is great, but please remember the grey pound!”*
- *“Yes! Come evening it's just food and drink, mainly drink available for most people. The city empties out. But you need to get people living here first and they won't do that if the practicalities of domestic living aren't in place. Access to supermarkets, ability to park a family car, decent sized flats with open garden spaces. Events need people to be available to attend and access them easily to be successful*
- *“Early evening is good but parking and traffic need to allow for this”*
- *“Within the current parameters not as a justification for road closures etc.”*

3B. Create a family friendly environment in the early evening, particularly midweek

- Just over two thirds of residents agreed with this statement, with almost a third saying they strongly agreed
- Agreement was similar across demographics, with no significant differences
- The majority of comments were around creating a family friendly environment at weekends too, as this is more likely to be family time, outside of work and school commitments

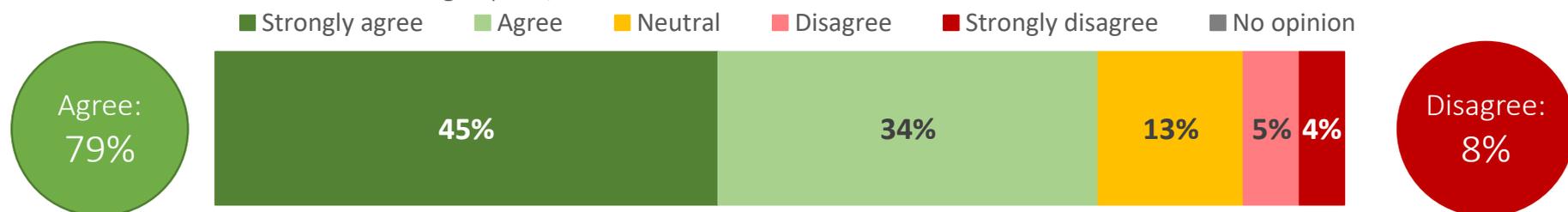


Example responses to statement

- *"I think this is a sure and sound investment for the City and would put us ahead of other City destinations."*
- *"York needs to catch up with the European cities that do this so much better. An important step is to make areas pedestrian through into the evenings. There's no need to let people drive around the city centre in the evenings. Deliveries can all take place in the early morning."*
- *"Anything that means people can join in at quieter times in the city."*
- *"Themed food stalls maybe - more multiculturalism required in York"*
- *"Utilising the current spaces with more focus on the families of residents not just visitors"*
- *"Yes, and please make it safe for people with mobility and sensory issues."*
- *"But why only midweek, families should be able to go out in the evenings at weekends too"*
- *"Midweek's not good for families! School night and club nights"*
- *"I don't visit York during the week and I don't honestly know why. There doesn't seem to be much appeal when I know shops shut early, and so can't pick up last minute clothes items the children need for school."*
- *"But why not weekends? Oh because of the anti social drinking culture. Please this must be a priority for addressing because all the planning and ideas will come to nothing as these two cultures (family friendly and stag and hen or other drunken anti social behaviours) are incompatible and have been incompatible for a long time."*
- *"Remember something for TEENAGERS who live in the centre"*

3C. Support outdoor eating and cafe culture in the city centre

- Around 4 in 5 residents agreed with this statement, while 45% strongly agreed
- Over 60s (34% vs. 53% aged 16-39) and those who look after someone with a long-term physical or mental health condition (34% vs. 48% for those who do not) were much less likely to agree strongly
- While outdoor seating has been a popular response to the Covid pandemic, outdoor café culture should only occur where there is enough space, i.e. not cause access issues



Suggested ideas for amends to vision:

- *“The areas around the city centre could be more encouraged to stay open into early evening with families local to residential areas e.g. bishy rd, Fulford which mostly tend to shut down about 5pm. If they were encouraged it could help keep the distance from the stag and hen parties?”*

Example responses to statement

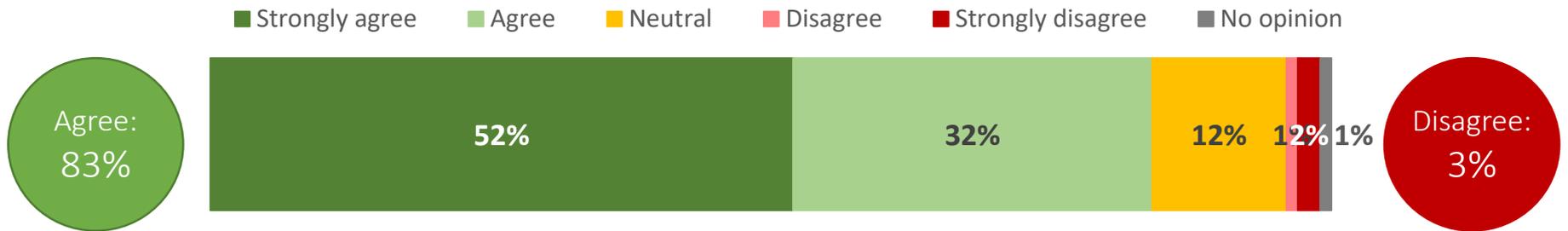
- *“The addition of benches around the city the past summer has been superb - I’ve found myself eating out from cafe’s and takeaways far more often as a result. I really hope they become a permanent addition!”*

Summary of other example responses:

- Reallocation of road space from cars to people is a must. City Centre West would benefit from less traffic to allow better use of space and roads
- Continue pedestrianisation of the city centre to allow cafes/ restaurants to take advantage of al fresco dining. Promotes a friendly atmosphere
- Tables on college green and outside the art gallery support local business and should return every year, and should stay longer e.g. April-Oct
- Undercover – umbrellas/overhangs at outdoor cafes to shade during sunny days. A multi cultural indoor food court, something like Trinity Kitchen
- Not at the expense of accessibility. Cafes using pavement seating should be made to provide ramps or space for wheelchair users. Needs to be done in consultation with disabled residents.
- Not at the expense of the environment - patio heaters are disastrous – and not to the exclusion of other retail provision that encourages residents
- Avoid overly cluttering the street scene. Set standards to avoid streets full of cheap plastic seats and tables covered in rubbish
- Needs to be managed carefully so that there isn’t an increase in anti social behaviour. Ban loud music which impacts the street space
- There are already far too many food outlets and bars. Pavements are not designed for 'cafe culture'.

3D. Manage and minimise issues caused by the important night time economy. This will include securing Purple Flag status

- More than 4 out of 5 residents agreed with this statement and just over half strongly agreed
- Agreement was similar across demographics, with no significant differences



Suggested ideas for amends to vision:

- *“This should include more street lighting so that lone females can feel like they can walk through the city at night safely. Currently I avoid the city centre if possible.”*

Example responses to statement

- *“As a woman in her twenties, I don't go into the city on Friday or Saturday nights alone. I would strongly welcome efforts to ensure that both other residents/individuals in York AND those involved in the night time economy are/feel safe.”*
- *“This just sounds like you want to penalise young people and a night time economy that has just spent the past 2 years being shutdown.”*
- *“We need to move away from the city centre being a drunken space for hen and stag nights. More attraction of couples (a UK city of romance like Paris?) or families. It is an unpleasant place to be in at night and on Saturdays.”*
- *“Yes it's frustrating when town is full of lager louts but take that culture away and the city will go down the pan.”*
- *“A very difficult balancing act between wanting more people living in the city, affordable policing and a late night scene that is attractive to all age groups.”*
- *How much control can cyc have over this?*

Summary of other example responses:

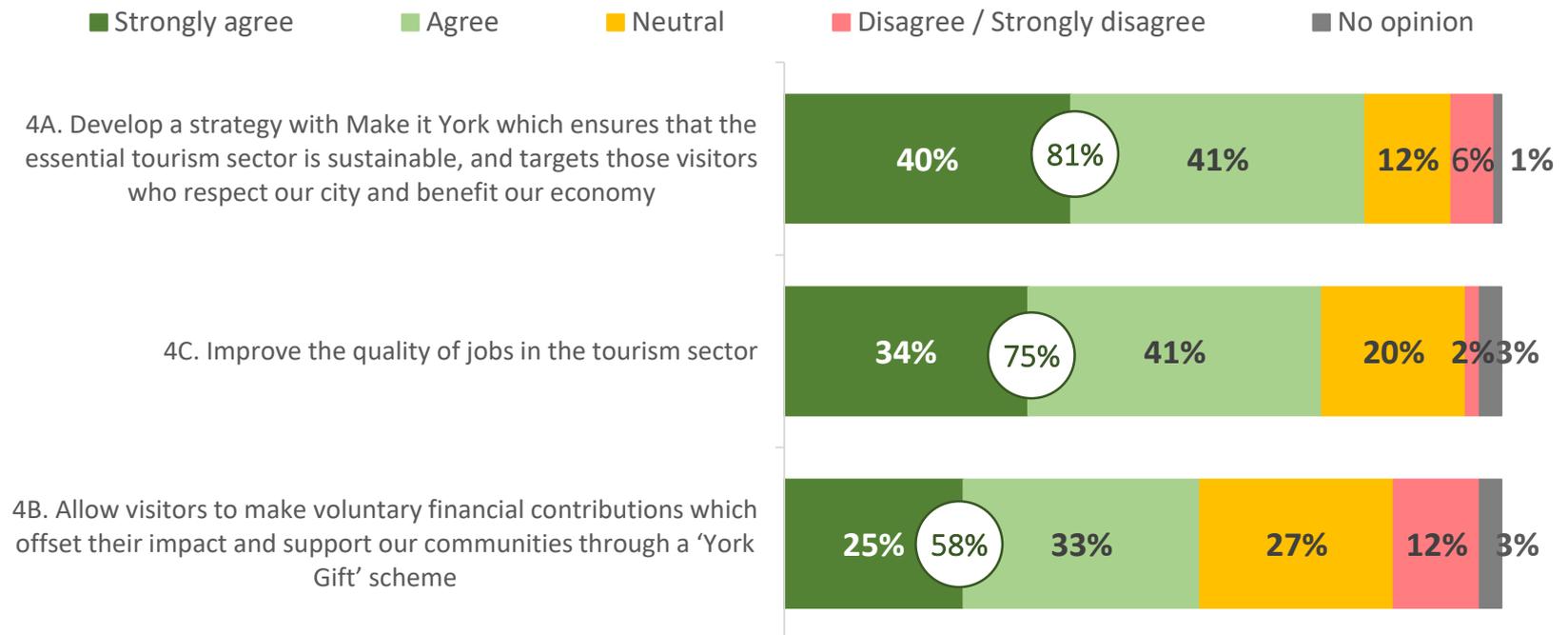
- Spread out places of interest within the city walls to keep revellers and families in specific places
- Invest in security, active policing, information, targeted campaigns to stop hate crime and promote accessibility

4. Making tourism work for York



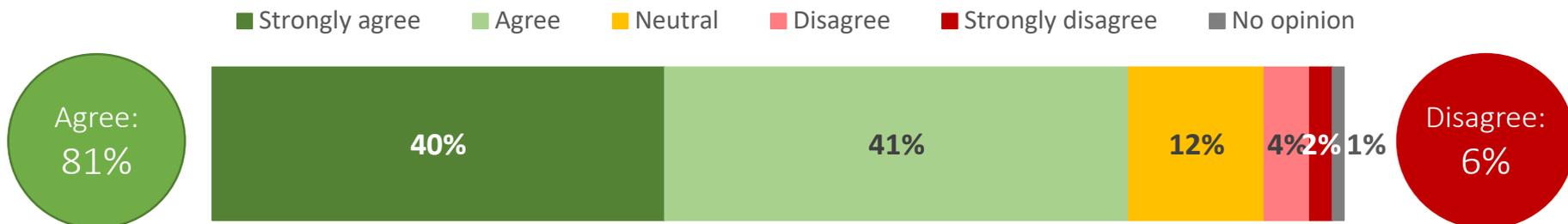
4. Making tourism work for York: Summary

- Residents were most likely to agree with the following statements:
 - Develop a strategy with Make it York which ensures that the essential tourism sector is sustainable, and targets those visitors who respect our city and benefit our economy
 - Improve the quality of jobs in the tourism sector
- Agreement was lowest for allowing visitors to make voluntary financial contributions



4A. Develop a strategy with Make it York which ensures that the essential tourism sector is sustainable, and targets those visitors who respect our city and benefit our economy

- Around 4 out of 5 residents agreed with this statement, while two fifths strongly agreed
- Agreement was highest amongst females (85% vs. 77% of males) and those who do not have a physical or mental health condition (84% vs. 79% of those with)

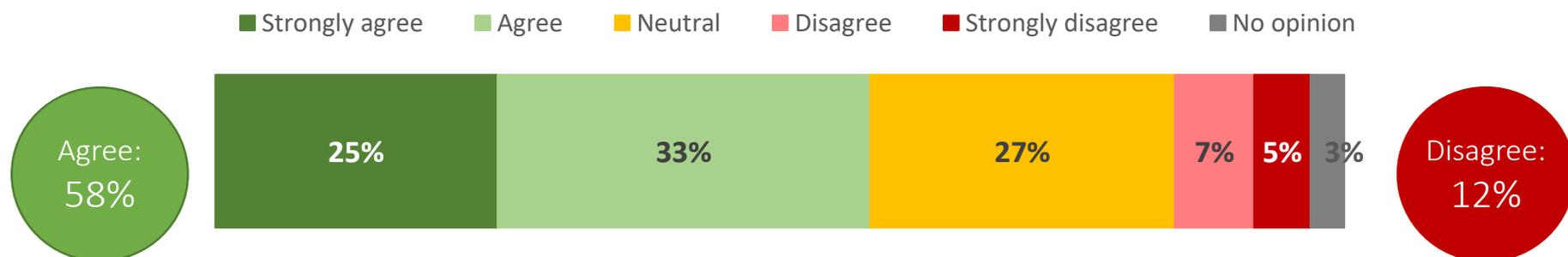


Example responses to statement

- *“And which is underpinned by inclusivity and accessibility throughout - including respect for diverse communities and meeting different needs.”*
- *“For around/ over 5 years I have been pushing for Make It York to develop York as an active travel destination for ALL AGES who cycle, walk, wheelchair... will distribute visitors and wealth more equally, i.e. not all in the city centre, and improve routes, signage, surfaces for residents.”*
- *“More cultural tourism and more attempts to encourage families to visit. Make the city safer and friendlier at night”*
- *“Pre Covid, the large amount of groups such as hen and stag parties was becoming unmanageable and put me off being in the city centre on a Saturday evening. We need to avoid this getting out of hand”*
- *“Respecting our city is impossible to measure or quantify. This statement sounds like 'we only want a certain kind of tourist' and I assume that means rich and I don't think that only offering high end tourism is a good idea. York is already too expensive for residents, they struggle to eat out or go to cultural activities, making it a Disneyland for the wealthy would exacerbate that.”*
- *“Too many tourists. Appreciate they bring money to York but its been about tourists for far too long. You need to appreciate the citizens and look after us a little bit more!” **“we need proper jobs”***
- *“Whilst tourism is highly important, it should not be to the detriment of the local population who use the City Centre for day to day living.”*
- *“Whole-of-property bookings via Airbnb needs to be controlled, e.g. via a mandatory register + inspections and levies, to avoid undermining regular B&B and hotels”*
- *Social media comments flagged the need to achieve a balance between tourism and students, who are vital to the city economy and employment, and the needs of residents*

4B. Allow visitors to make voluntary financial contributions which offset their impact and support our communities through a 'York Gift' scheme

- Almost 3 in 5 residents agreed with this statement, while 1 in 4 strongly agreed
- No significant differences in agreement were seen by age, gender or disability



Suggested ideas for amends to vision:

- *"Whilst I agree that tourism should be made more environmentally friendly, this isn't the way to do it. Voluntary contributions work in free museums because they are providing an event and attraction. Voluntary contributions to the council is incredibly unappealing, if I went to a city and was presented with a donation for the local council I would feel very negative towards it."*

Example responses to statement

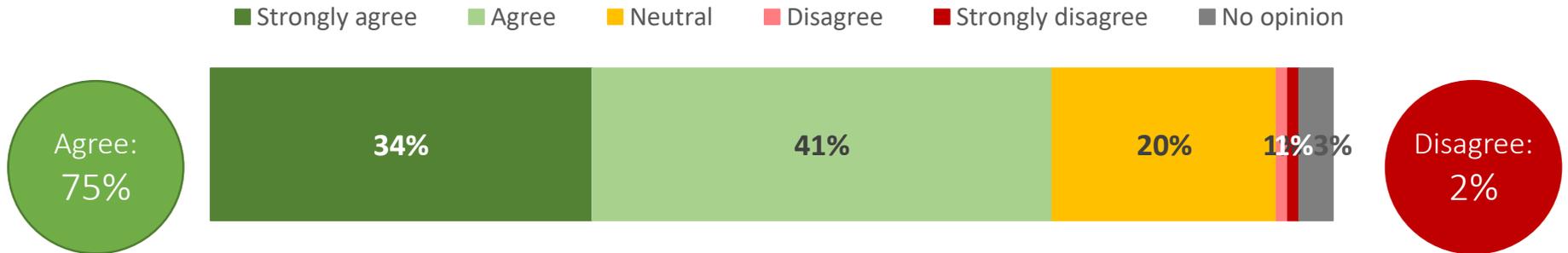
- *Respectful tourism needn't be charged as their impact would be positive.*
- *This doesn't sit well with me. It reads like that we're punishing visitors. The word 'offset' sounds like we're scolding visitors for doing harm, when really visitors are essential to York and we wouldn't have much of an economy without them. I would much prefer that they spend that money at attractions and hospitality services who can then pay their staff more.*

Summary of other example responses:

- A hotel or tourist tax should be mandatory to help maintain city infrastructure. A voluntary scheme will not work.
- The scheme should be: carefully monitored, openly publicised, clear it is voluntary to avoid discouraging visitors on the basis of financial difficulties, contribute to sustainable aims
- Would help the amount of council tax money spent on non-resident projects
- How is 'visitor' defined if York is the local shopping destination? Although could be applied to residents too
- Likely to put people off coming to York, and could possibly lead to negative PR

4C. Improve the quality of jobs in the tourism sector

- Three quarters of residents agreed with this statement, while just over one third strongly agreed
- No significant differences in agreement were seen by age, gender or disability



Example responses to statement

- *“Making a job in the restaurant trade an attractive proposition and one to be proud of would be a great way to demonstrate that York’s dining isn’t just about the food and drink, it’s also about investing in and developing people.”*
- *“But we need to stop being overly reliant on these jobs. They are never going to be as good an option career wise as some other sectors as tourism relies on seasonal, part-time, insecure, lack of progression, at minimum wage jobs to function. That’s a national shift, not necessarily something we can do locally.”*
- *“Higher quality jobs in this sector can allow young people to live and work in the city centre more sustainably, and it is York’s key economy.”*
- *“It’s not the quality of the jobs it’s the pay, cost of living and everything associated with choosing to work in a city. Consider subsidised travel to attract workers from surrounding towns and cities such as Leeds”*

Summary of other example responses:

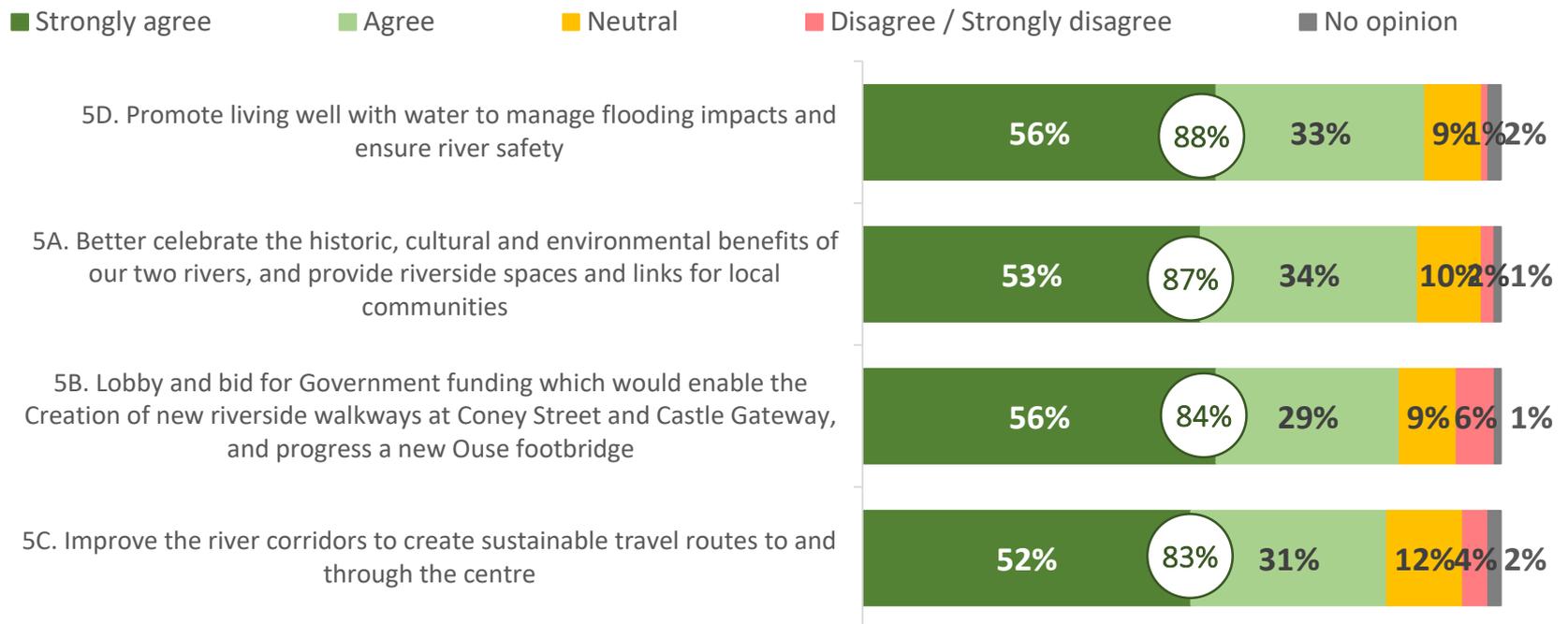
- Improve the status of hospitality, retail and tourism jobs (and the skills they teach & career paths that they open)
- Businesses should be encouraged to improve pay, conditions and training, allowing workers to have a better work/life balance i.e.. ensure staff get regular shift patterns, rotas are provided in advance. Workers deserve better conditions and more respect.

5. Embracing our riversides



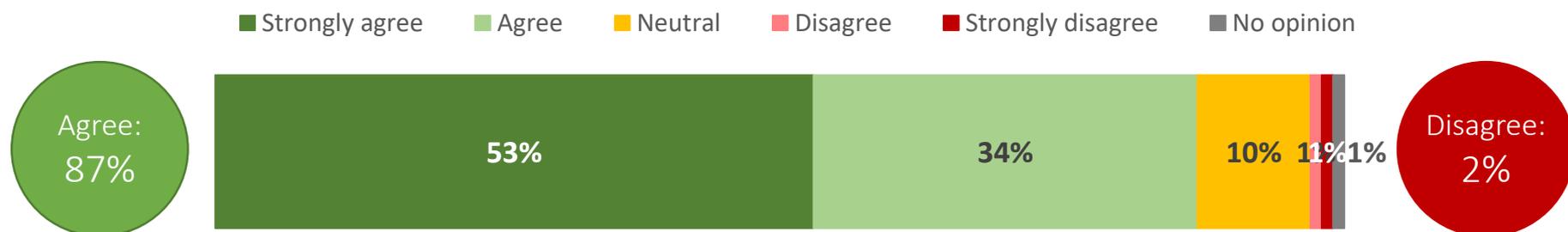
5. Embracing our riversides: Summary

- More than 4 out of 5 residents agreed with all four statements, with over half strongly agreeing
- Males were most likely to strongly agree with the following statement (64%): 5B. Lobby and bid for Government funding which would enable the Creation of new riverside walkways at Coney Street and Castle Gateway, and progress a new Ouse footbridge
- Females were most likely to strongly agree with the following statement (59%): Promote living well with water to manage flooding impacts and ensure river safety



5A. Better celebrate the historic, cultural and environmental benefits of our two rivers, and provide riverside spaces and links for local communities

- Very high agreement was seen for this statement at 87%, while more than half strongly agreed
- There were no significant differences in agreement by age, gender or disability



Example responses to statement

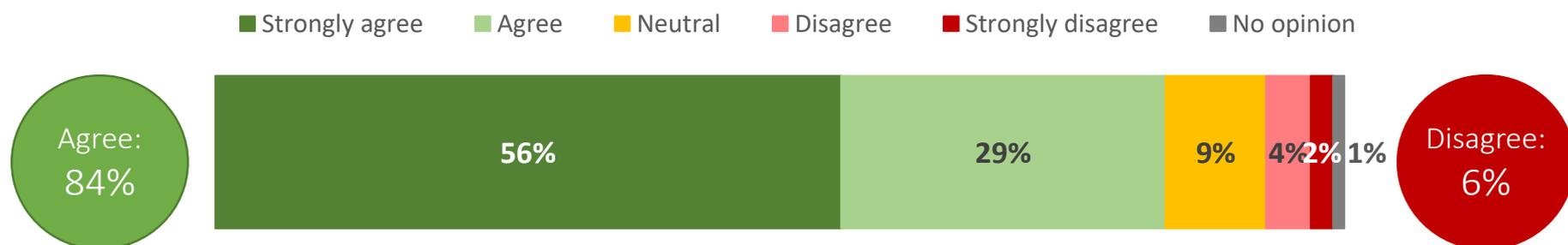
- *"The rivers are hugely under-utilised and fabulous resources"*
- *"Great to have more cafes and restaurants that overlook the river."*
- *"I like the idea of the pedestrian bridge area near Coney street(?). Partially to offset the complete inaccessibility of Ousegate bridge throughout the day."*
- *"Improve cycling facilities and paths along the river"*
- *"...an assessment of noise, nuisance and alcohol use should be carried out to minimise these effects on local inhabitants."*
- *"Yes, but the riverside ideas are so expensive and I think a lot of other thing (high quality play space, water play in town) would make a much bigger difference at a lower price point. I think there is a risk you could spend a lot and end up just creating more outdoor drinking space. I would say the investment would be better spent on making sure every child in York can walk and cycle safely to the city centre."*

Summary of other example responses:

- Create wildflower meadows along the river
- Publicly accessible with ample free seating
- Reconnect buildings to the River Foss and encourage more time spent there
- Riverside spaces need to be safe at night. Drinking and rivers do not mix. Should not be developed in unsympathetic ways
- River buses should be run into the centre

5B. Lobby and bid for Government funding which would enable the Creation of new riverside walkways at Coney Street and Castle Gateway, and progress a new Ouse footbridge

- There was very high agreement for this statement at 84%, while the majority, 56%, strongly agreed
- Males were significantly more likely to strongly agree with this statement (64% vs. 52% of females)

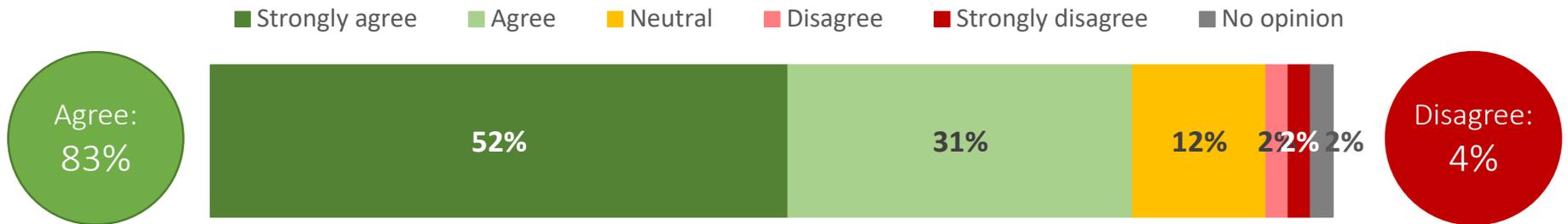


Example responses to statement

- *“One thousand percent. Like I just said, this has huge potential in York. Not just for tourists but for residents.”*
- *“Opening Coney Street up to the river would make it a thousand times more appealing!”*
- *“The economic benefit for the City would be significant”*
- *“Ensure that the walkways are safe and well lit at night.”*
- *“Any designs should be co produced with disabled people and people with young families having central voices.”*
- *“Make sure you learn from past mistakes - Millennium Bridge gets quite congested. Cyclists and pedestrians and mobility vehicle users struggle to share.”*
- *“Current riverside areas are an eyesore whether accessible or not”*
- *“We don't need another bridge.”*
- *Social media commentary highlighted the potential for a new bridge to impact on footfall and trade on Micklegate and Bridge Street. Some felt that greater emphasis should be placed on river safety, or funds directed to improving existing infrastructure in the first instance.*

5C. Improve the river corridors to create sustainable travel routes to and through the centre

- More than 4 out of 5 residents agreed with this statement, while over half, 52%, strongly agreed
- No significant differences were seen between demographic groups

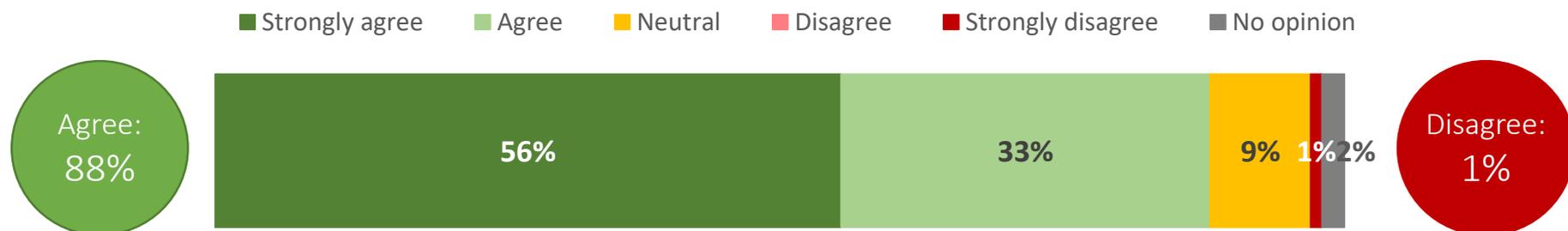


Example responses to statement

- *"York exists because of its river highway which is now ignored. A river taxi service would be another means of reducing traffic."*
- *"Yes but have to be 100% safe for people to use, especially females walking alone."*
- *"And which are accessible to a range of disabled people"*
- *"with cycle routes"*
- *"It's a death trap for cyclists everywhere. This is necessary."*
- *"Interested to know how flooding would be managed better along these routes"*
- *"Flood dependent, but interested to explore this option."*

5D. Promote living well with water to manage flooding impacts and ensure river safety

- The majority strongly agreed with this statement, 56%, while overall, almost 9 out of 10 residents were in agreement
- No significant differences were seen by age, gender or disability



Suggested ideas for amends to vision:

- *“ALSO keep the rivers, especially the Foss clean and tidy as so often it looks a mess and covered in mould. The boat Wrecklaw should be reinstated as it did a very good job in the past before the council stopped its use.”*

Example responses to statement

- *“Good idea but not sure how you manage river safety. Please don't fence it off.”*
- *“River safety sadly an issue. Anything to help this would be great.”*
- *“This is absolutely critical. We have to seriously learn to live with the river, not fight against it. The FAS is an example of a lost opportunity. More barriers alone will not keep residents or the city safe. Or promote active involvement. As a resident I would love to see a really visible, proactive campaign to raise awareness and encourage community involvement.”*
- *“Continue with flood prevention in areas of risk already identified as swiftly as possible.”*
- *“Boating/rowing seems the pastime of the rich clubs. Why not introduce it for others.”*

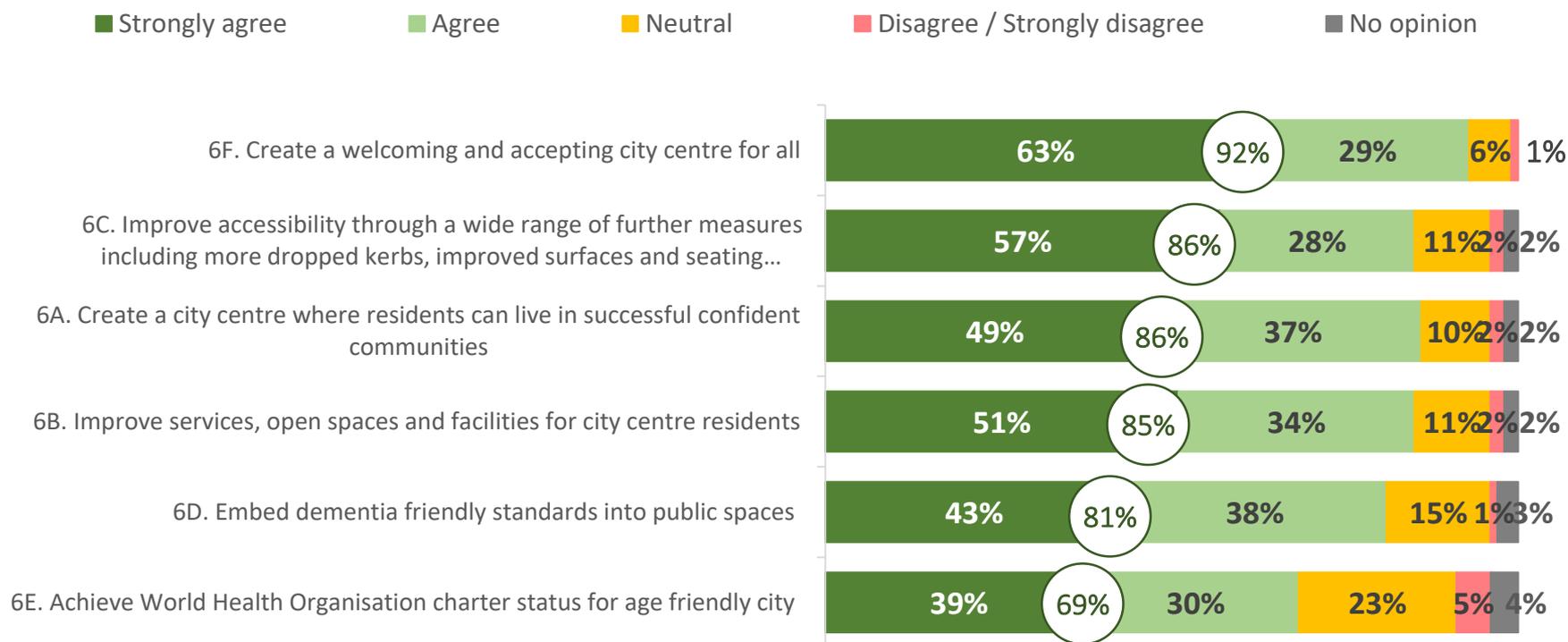
6. A city centre community, which is welcoming to all



Working together to improve and make a difference

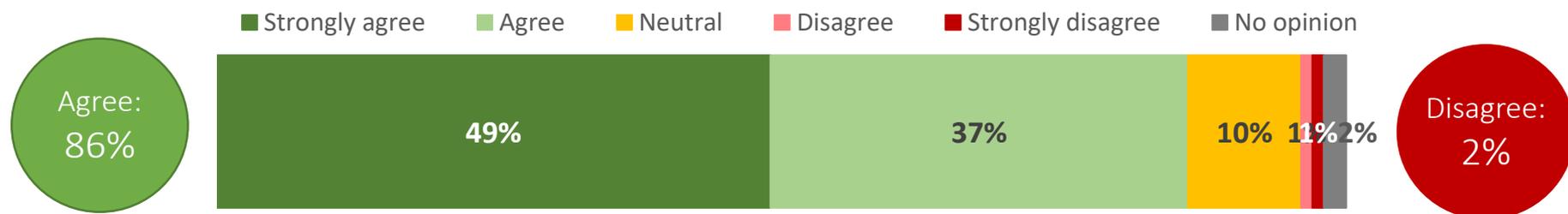
6. A city centre community, which is welcoming to all: Summary

- Residents were most likely to agree with the following statements:
 - Create a welcoming and accepting city centre for all
 - Improve accessibility through a wide range of further measures including more dropped kerbs, improved surfaces and seating and better facilities for disabled people
- Agreement was lowest for achieving World Health Organisation charter status for age friendly city, particularly amongst under 60s (67% agreement) and males (63% agreement)



6A. Create a city centre where residents can live in successful confident communities

- Residents strongly supported this statement, with almost half saying they strongly agreed
- No significant differences in agreement were seen by age, gender or disability



Suggested ideas for amends to vision:

- Encourage permanent residents to the City Centre
- The city centre must be made safer at night for everyone

Example responses to statement

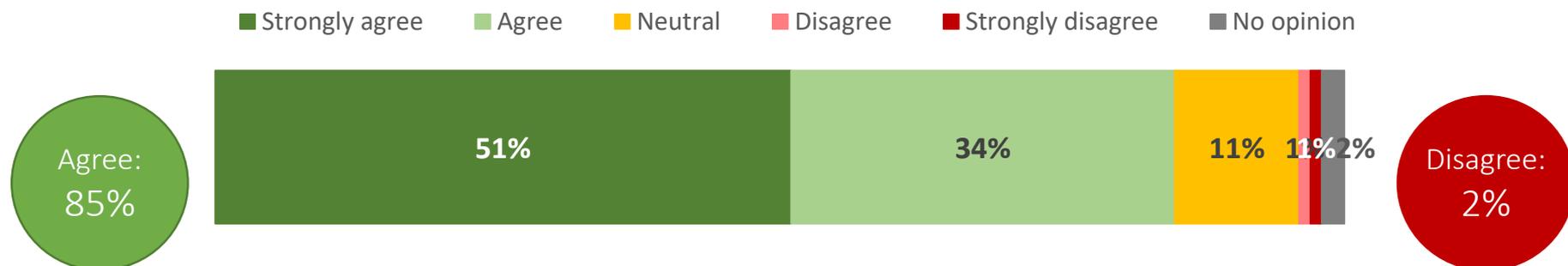
- "Not sure. It's getting to be a very noisy city, especially at night. And what if all these residents have cars?"*
- "Residential is not always going to be compatible with a bustling City Centre... Which should take priority as the economic engine of York."*
- "We should encourage multi cultural communities"*

Summary of other example responses:

- Build more affordable, carbon-neutral apartments with good transport links across the city
- The empty spaces above shops could be used for flats / affordable homes. There are too many executive type apartments that are unaffordable and end up as holiday lets. There also needs to be provision of services in the centre, e.g. doctors, dentists, nurseries, etc.
- More support for residents in listed buildings and conservation areas. Easier / free listed building consent
- York is geared towards tourists, not residents who are here all year and feel they need to avoid the city centre at weekends
- Create spaces for elderly needing care. Difficult to push wheelchairs the distances required. Disabled people need access to York for them to be able to be part of the community
- The needs of disabled residents and blue badge holders, and their importance in local communities were highlighted in social media comments. The need for affordable housing was also highlighted

6B. Improve services, open spaces and facilities for city centre residents

- Most residents agreed with this statement, with around half saying they strongly agreed
- Agreement levels were consistent across all demographic groups



Suggested ideas for amends to vision:

- *"Any improvements, open spaces, facilities etc. should be for ALL residents, not just those in the city centre."*

Example responses to statement

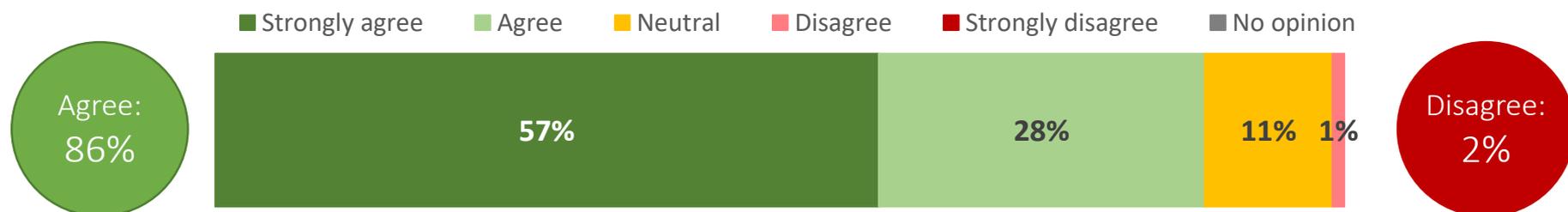
- *"As we move to a more integrated business and residential City centre this is also a must do rather than a nice to do."*
- *"Enhance out-of-centre shops and services in pursuit of a "10 minute city""*
- *"If people choose to live in the city centre, then they must be aware that facilities and open spaces are commensurate with city living"*
- *"If we do other things, these will come."*
- *"Sadly the small amount of green space we have do not feel safe and accessible."*

Summary of other example responses:

- City centres are no longer purely retail based, therefore improving the public realm, its accessibility, and the experience of it will be key
- Do not allow building without commitment to services (health, welfare, affordable transport) to support the increase in residents. City centre spaces could offer much more on the way of social, health services for everyone.
- CYC has allowed sports and leisure facilities to move to the ring-roads. There is insufficient open space, made worse by YMT restrictions on Museums Gardens. York Central is set to make this worse
- Would be good to see maintenance carried out in some parks and open spaces where possible

6C. Improve accessibility through a wide range of further measures including more dropped kerbs, improved surfaces & seating & better facilities for disabled people

- Almost 9 out of 10 residents agreed with this statement, while the majority, 57%, strongly agreed
- Residents most likely to say they strongly agreed were those who look after someone with a condition or problems related to old age (77%), residents with a physical or mental health condition (70%), and females (77%)



Suggested ideas for amends to vision:

- *"Would prefer raised crossings to dropped kerbs. Calms traffic."*
- *"Would rather see more streets given the fully-paved no-curb treatment than added dropped curbs - High Petergate, Lendal, Castlegate etc."*

Example responses to statement

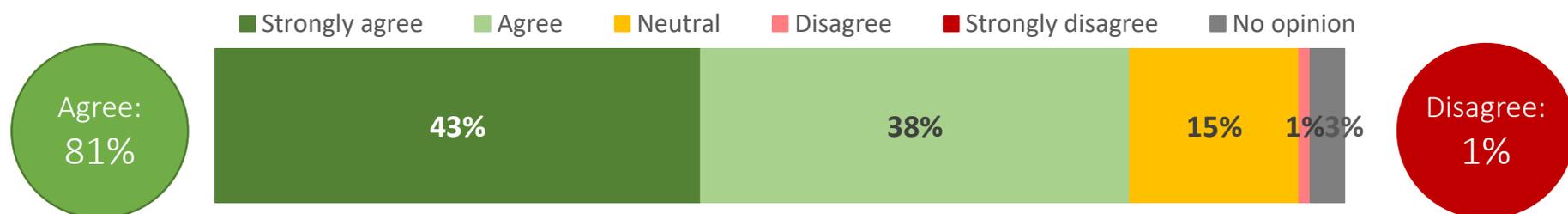
- *"Large parts of the city centre are simply not compatible with wheelchair or mobility scooter use"*
- *"Improved surfaces will help everyone. Some of the transitions and worn paving is dangerous for all pedestrians."*
- *"Yes accessibility is important, but it should not lead to an overly cluttered public realm. Landscaping where possible should be dual purpose."*
- *"Keep pavements clearer, use the road space more by stopping traffic."*
- *"More seating is definitely needed throughout the city centre."*
- *"But some areas are historic and shouldn't be touched"*

Summary of other example responses:

- Enlist disabled people for guidance and support on what works for them
- Dropped kerbs makes getting around easier. More seating, toilets, disabled parking, covered outdoor venues also needed
- Disabled people need more parking access so they have the same access ability as able bodied people to access the city centre facilities
- Many individuals block pavements with cars parked on kerbs

6D. Embed dementia friendly standards into public spaces

- Around 4 out of 5 residents agreed with this statement, and 43% strongly agreed
- Residents who look after someone with a long-term physical or mental health condition were most likely to say they strongly agreed (59% vs. 41% of those who do not)
- Females were significantly more likely than males to say they agreed (86% agreed vs. 74% of males)



Suggested ideas for amends to vision:

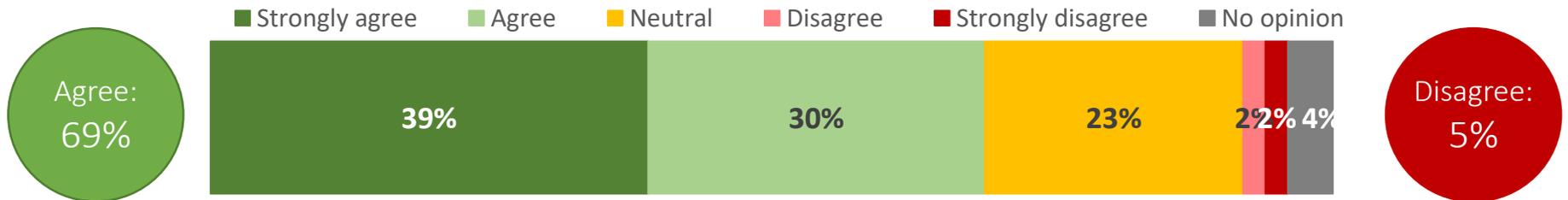
- *“And also autism friendly spaces - this would be good for all of us.”*
- *“It’s extremely important to cover these issues and similar issues surrounding autism. ‘Safe’ areas need to be made that are more peaceful and tranquil.”*

Example responses to statement

- *“Clearly important with our increasingly aging population”*
- *“Could this benefit some sensory impaired pedestrians too, or those who are neuro-diverse? I know 'street clutter' can hinder some people, so it needs to be done really well for 'all' to benefit :)”*
- *“As well as dementia friendly standards, adhering to the equality act and best practice around accessibility will improve the experience for everyone”*
- *“Not sure what this would entail but think it sounds like a good thing??”*
- *“What would practically change? CYC have had numerous dementia friendly programmes over the years. They should be evaluated before starting another one.”*
- *“Got a father with dementia but I wouldn’t expect this project to wave a magic wand as really there isn’t much you can do concentrate on the stuff that’s going to bring value I’m afraid to say”*

6E. Achieve World Health Organisation charter status for age friendly city

- Over two thirds of residents agreed with this statement, while two fifths strongly agreed
- Residents who look after someone with a long-term physical or mental health condition were significantly more likely to say they strongly agreed (55% vs. 37% of those who do not)
- Overall agreement was higher amongst over 60s (79% aged 60+ agreed vs. 67% under 60) and females (75% vs. 63% of males)

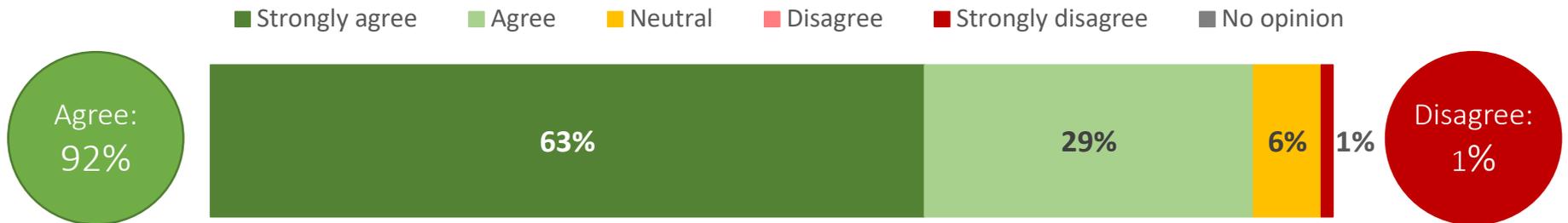


Example responses to statement

- *"What is the WHO charter status?"*
- *"This is like the purple flag thing, why spend money to work toward ticking boxes for a status people won't understand anyway. Just put the effort into doing the age friendly things and spend the money on actions for people, not extra logos to stick on documents."*
- *"The city is certainly not age friendly at the moment - so a lot of work to be done"*
- *"York is far from an age friendly place. Again, how have you involved older people in local decision making? Even your basic consultation processes (like this one) fail to acknowledge how many older people want to engage and communicate."*
- *"Without appropriate disabled access this can't happen"*
- *"I suspect it would cost too much to achieve charter status and minimal incremental benefits would accrue."*
- *"Only if this leads to tangible changes."*
- *"Better ways to spend money for the benefit of local residents."*

6F. Create a welcoming and accepting city centre for all

- There was a lot of support for this statement, with almost 2 in 3 saying they strongly agreed and 92% in agreement overall
- Agreement was consistent across all demographic groups



Example responses to statement

- *“Both residents and visitors”*
- *“Not for those who do not respect our city or its residents.”*
- *“The implication is that currently York is not welcoming and accepting. This is untrue. It is already welcoming and beautiful. As evidenced by the large number of visitors be they day trippers or staying in the city’s hotels. Best leave well alone. “*
- *“As a resident I do not feel the city centre is meant for us at all. I only go in because I volunteer there. I do a bit of shopping while I’m there but really everything is only for tourists these days. It would be nice to have some shops that weren’t restaurants or cafes. There is only Barnitts worth going in for these days.”*
- *“Certain attractive parts of York City Centre are becoming too expensive for normal working families.”*
- *“York is not welcoming for many disabled people. It is stressful and distressing and exhausting and it doesn't need to be”*
- *“Clean and safe city centre for all”*
- *“Currently the city is not fit for purpose. Litter, loud buskers of dubious quality, lack of shops and rowdy groups at the weekend make it a place to avoid.”*

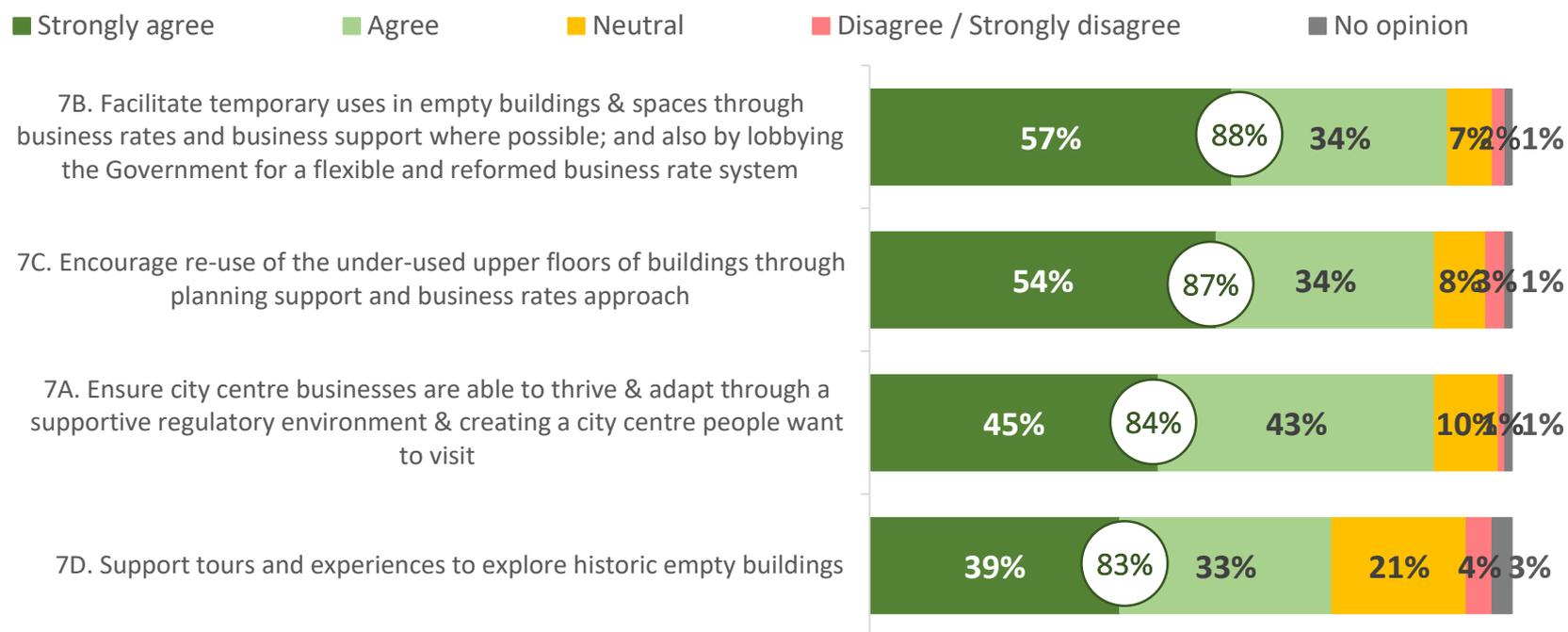
7. Thriving businesses and no empty buildings



Working together to improve and make a difference

7. Thriving business and no empty buildings: Summary

- More than 4 out of 5 residents agreed with all four statements, with over half strongly agreeing with the following:
 - Facilitate temporary uses in empty buildings & spaces through business rates and business support where possible; and also by lobbying the Government for a flexible and reformed business rate system
 - Encourage re-use of the under-used upper floors of buildings through planning support and business rates approach
- Under 40s are most likely to agree with supporting tours and experiences to explore historic empty buildings (49% strongly agree)



7A. Ensure city centre businesses are able to thrive & adapt through a supportive regulatory environment & creating a city centre people want to visit

- Almost 9 out of 10 residents agreed with this statement, and almost half strongly agreed
- Agreement was consistent across all demographic groups

■ Strongly agree
 ■ Agree
 ■ Neutral
 ■ Disagree
 ■ Strongly disagree
 ■ No opinion



Suggested ideas for amends to vision:

- *“Support small independent businesses.”*

Example responses to statement

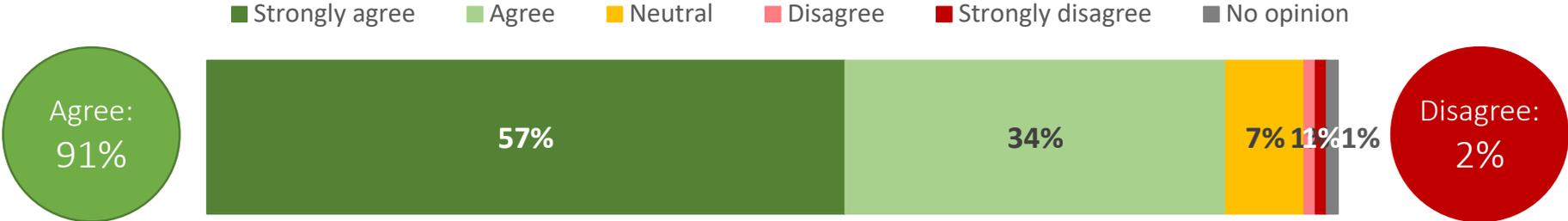
- *“Good jobs mean more money being spent, and less need to pander to tourism”*
- *“York Council should create a grant system for the maintenance/restoration of the city’s historic/medieval buildings and not just the major sites. We own a tiny Grade 2* medieval building that retains most of its original features - regulations and conservation rules make its upkeep extremely expensive... their survival is closely tied to the survival of York as a tourist destination. Their upkeep should therefore be a shared cost.”*

Summary of other example responses:

- If city centre businesses thrive, York thrives. Without them it loses its heart
- Independent shops are especially important. Pavement cafes are also very popular and less risky for those still worried about Covid and flu.
- There needs to be a diverse range of businesses. Too many independent city centre businesses that attracted people to the city have closed and been replaced by bars and café/restaurants. Business rates need to facilitate independent local business.
- There should be a cap on rents for shops and more control on which type of businesses can go where to ensure more coherent shopping streets
- It is really important to have a supportive Regulatory environment. It must not be at the expense of accessibility of buildings or the built environment. Disabled people need the Council to be an advocate for their needs, supporting the creation of a truly inclusive environment
- Social media comments flagged the need to diversify the economy, and highlighted rents and rates as inhibiting business.

7B. Facilitate temporary uses in empty buildings & spaces through business rates & business support where possible; & also by lobbying the Government for a flexible and reformed business rate system

- Very high agreement levels were seen for this statement, with the majority strongly agreeing
- Results were consistent across all demographic groups



Example responses to statement

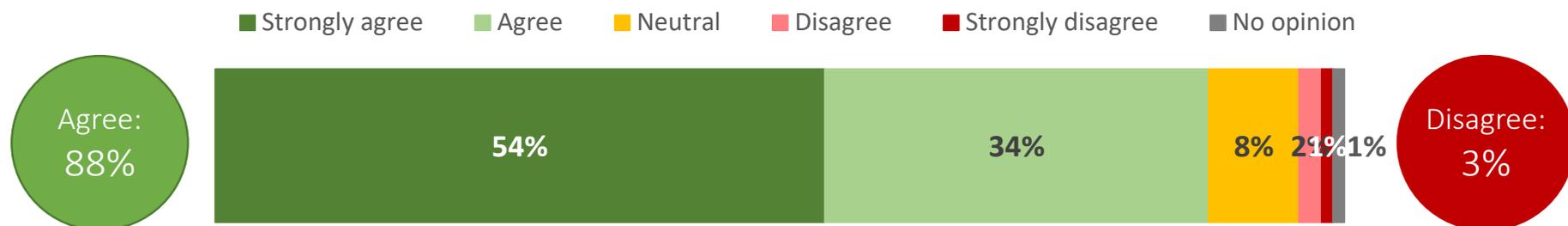
- *“Coney Street as a starting point. Flats above shops and planters and trees (pedestrianise it!) - people living in the area will create a community. And flats not as blooming air B and Bs!!”*
- *“There are some amazing empty spaces that are overlooked - for example grass area behind bus stops on Stonebow”*
- *“Some sort of pop up space for local entrepreneurs would be better than empty space.”*
- *“Indoor food halls. Nice images in empty building shop windows.”*

Summary of other example responses:

- Depends on the quality of the temporary uses. Goal should be for longer term stability for businesses
- Dress windows all year round rather than just papered up windows
- Focus on temporary community spaces, creative spaces, free activity based ideas instead of businesses
- Try to encourage culture and not always look to profit
- Rents and rates are prohibitively high – some flexibility around business rates would enable independent businesses to thrive, which is important as they benefit everyone in different ways
- Social media comments highlighted the need to encourage private investment

7C. Encourage re-use of the under-used upper floors of buildings through planning support and business rates approach

- Over half of residents strongly agreed with this statement and, overall, almost 9 out of 10 were in agreement
- Results were consistent regardless of age, gender or disability

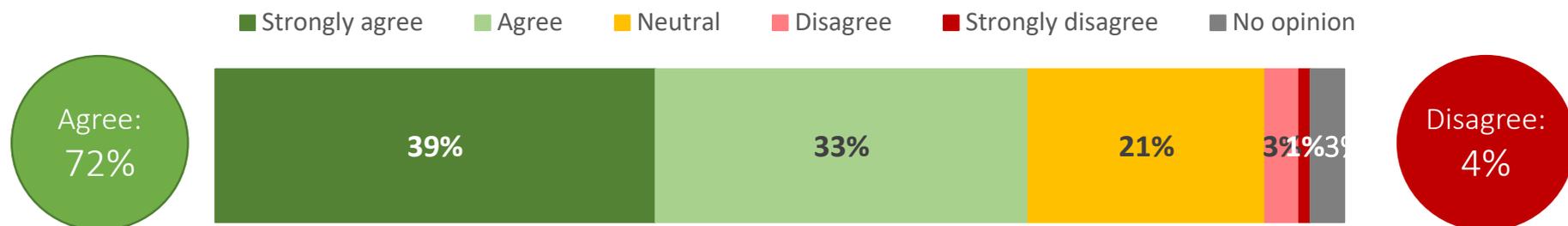


Example responses to statement

- *“Excellent idea, so many old buildings that must be lying empty!”*
- *“Flats and apartments”*
- *“For activities for young people, that don't cost an absolute fortune”*
- *“Increased residential and office use in the city centre can only be a bonus, a lot of professionals work in nearby centres like Leeds, I personally work remotely across the country, I believe there is significant opportunities for enhanced co-working provision and more affordable residential opportunities for young professionals and families.”*
- *“Also explore capital funding to unlock spaces. Lambeth's Future Workspace Fund is an example of this.”*
- *“Mediaeval buildings with small spaces and narrow staircases are a challenge for modern access regulations- facilities that are allowable because they are existing can become obsolete when changes are made to the building. Planning and building control must be sensitive to these limitations.”*
- *“Unless planners allow for accessibility to be built in, this will increase exclusion in our city”*

7D. Support tours and experiences to explore historic empty buildings

- Just over 7 out of 10 agreed with this statement, while almost two fifths strongly agreed
- Under 40s were most likely to strongly agree (49% vs. 37% over 40)



Example responses to statement

- *“This is something York Past and Present would support. Many of us are really interested in seeing those parts of York not normally accessible to the public.”*
- *“This should not be confined to empty buildings. Occupied buildings also have huge interest. London has a hugely popular Open House scheme where public and private places of architectural interest are open to the public once a year. This is widely promoted and coordinated centrally with maps and guides in print and online. It gives access to many small buildings and homes that are normally not accessible by the public and is a major event/draw...”*
- *“As long as accessibility is considered throughout (this does not mean that these buildings are fully accessible but that steps are taken when it is possible, and alternatives explored, e.g. 3D vision)”*
- *“As long as any money raised goes directly into the upkeep of these buildings”*
- *“Huge groups on guided tours in the city are a nuisance , blocking routes and causing significant inconvenience.”*

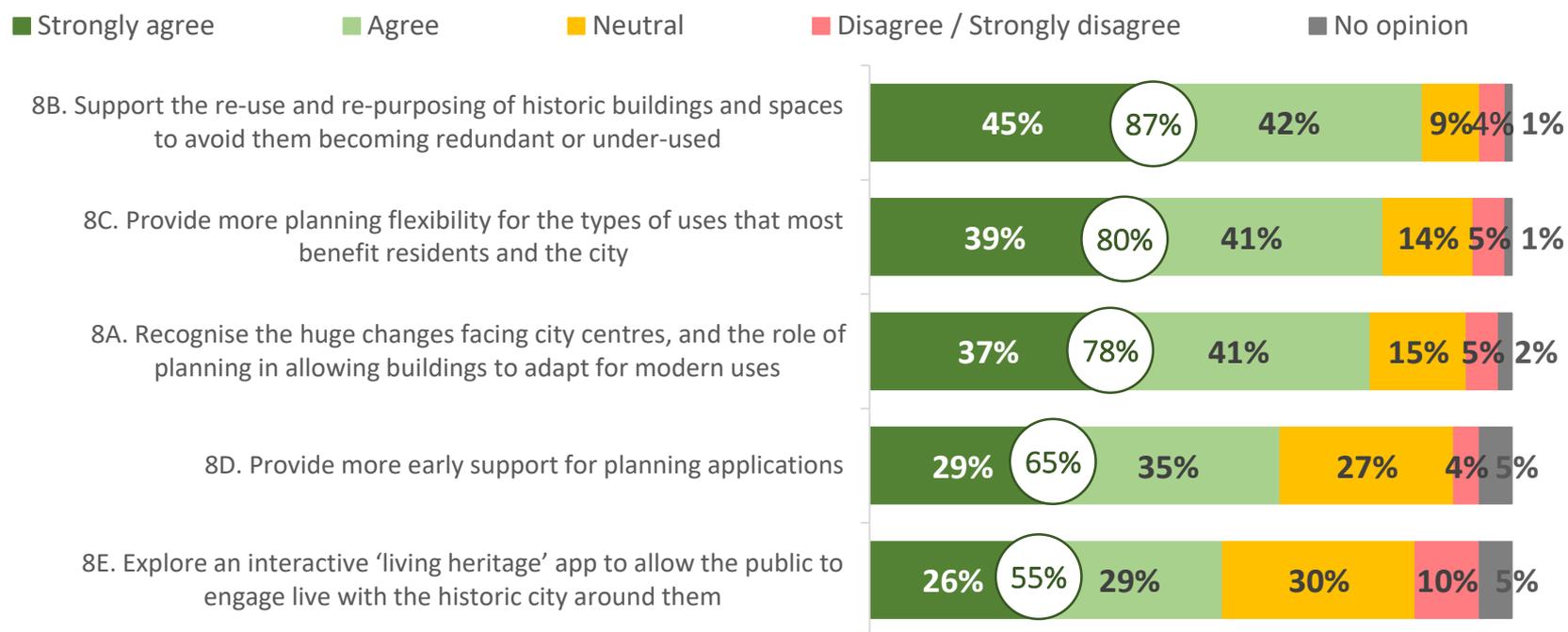
8. Celebrating heritage and making modern history



Working together to improve and make a difference

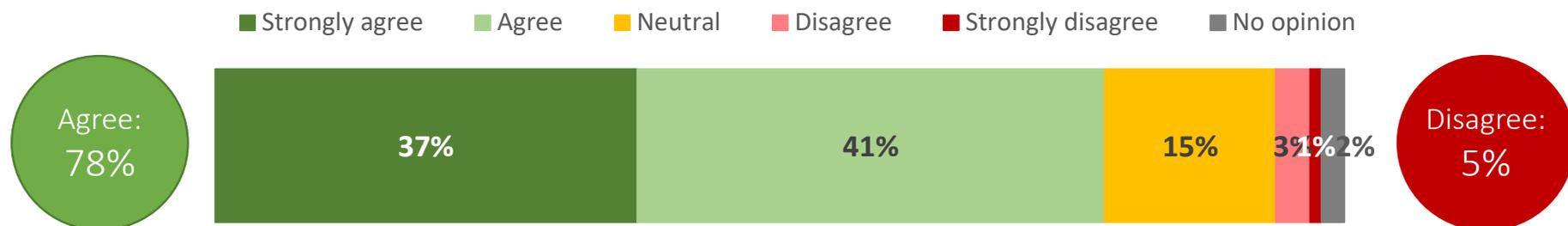
8. Celebrating heritage and making modern history: Summary

- Residents were most likely to support the following statements:
 - Support the re-use and re-purposing of historic buildings and spaces to avoid them becoming redundant or under-used
 - Provide more planning flexibility for the types of uses that most benefit residents and the city
- Those aged 60 and over were most likely to strongly agree with recognising the huge changes facing city centres, and the role of planning in allowing buildings to adapt for modern uses (88% agreed)



8A. Recognise the huge changes facing city centres, and the role of planning in allowing buildings to adapt for modern uses

- Agreement was high for this statement at over three quarters, though with slightly more saying they slightly, rather than strongly, agreed
- Agreement was highest amongst the over 60s (88% agreed vs. 73% under 40)

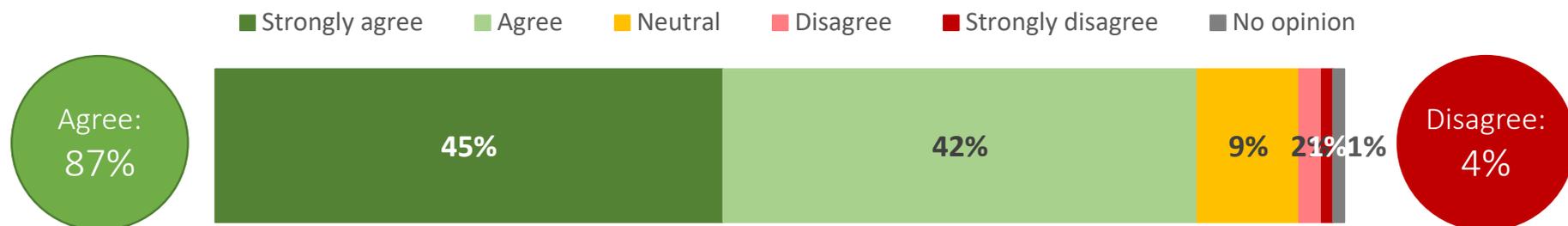


Example responses to statement

- *“Without allowing developers to ride roughshod over the planning department” / “...there needs to be a truly collaborative approach between the local authority and developers to find a sustainable use for buildings and development sites.”*
- *“Planning rules must not be watered down, but should be strengthened instead.”*
- *“Good planning would promote adaptation rather than merely allowing it”*
- *“...better for a building to be repurposed than left to deteriorate because planning permissions and regulations are cost prohibitive”*
- *“Need to balance modern needs against losing history”*
- *“We need to be able to do this while also protecting certain uses of building that are/were important to the city’s history (i.e.: assembly room should become an exhibition space, concert hall, and assembly room again; guildhall and mansion house should be preserved as the living centres of the city’s civic life and not just be turned into museums and office spaces. Let’s keep history alive where we can.”*
- *“Changing the streetscape (with outdoor seating etc.) to encourage certain occupiers in certain areas and the market will dictate and follow.”*
- *“Isn't it time that any / all new builds are built to accommodate people with reduced mobility”*
- *“Not sure how working from home culture is going to affect this”*

8B. Support the re-use and re-purposing of historic buildings and spaces to avoid them becoming redundant or under-used

- Almost 9 out of 10 residents agreed with this statement, with 45% saying they strongly agree

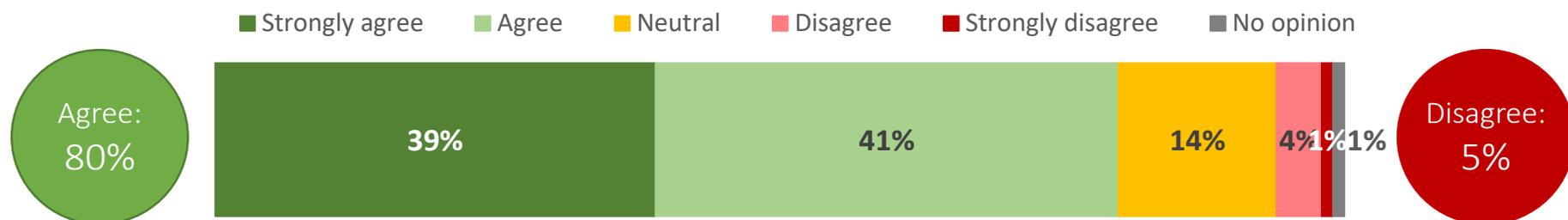


Example responses to statement

- *“As long as this is sensitive to the existing building.” / “Very sensitive approach required”*
- *“As long as, even if limited, access is allowed for residents and visitors” / “For community ends, not business ends”*
- *“Yes, if it is used for public benefit”*
- *“When they’re under used or redundant they become neglected, make the buildings affordable to use too.”*
- *“There are so many local artists looking for permanent affordable spaces. We need somewhere like the Malthouse again which was purely aimed at residents of all ages!”*
- *“Just look at things like the Van Gogh exhibition. What else could be done with arts & culture in some empty spaces. Don’t charge people a fortune to use the spaces either. This is our city, let us use it.”*
- *“Planning consent is too rigid at present”*

8C. Provide more planning flexibility for the types of uses that most benefit residents and the city

- 4 out of 5 residents agreed with this statement, while 2 out of 5 strongly agreed
- No significant differences were noted amongst sub-groups

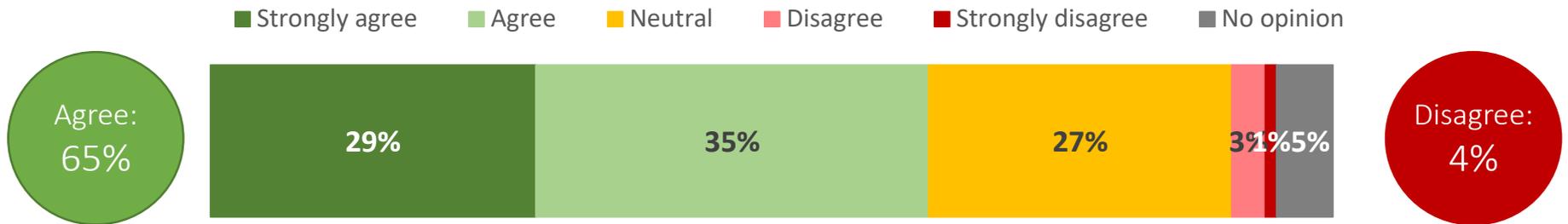


Example responses to statement

- *“Not if “flexibility” is carte blanche for businesses to ride roughshod over local concerns”*
- *“This has to be a really careful balance so that it doesn’t mean that it has a detrimental effect on the heritage of the city or residents who live locally to new businesses/developments.”*
- *“But make sure this actually does benefit residents, not just more bars to support the night time economy”*
- *“...perhaps have some 'appropriate' uses in mind to align to?”*
- *“But there is a value judgment in 'benefit.’”*
- *“All residents, including disabled ones”*
- *“Planning and Conservation flexibility would be most welcome, and a greater support of the ordinary person trying to submit applications, particular those that need listed building consent application. It is too difficult, too onerous and too costly...”*

8D. Provide more early support for planning applications

- Just under two thirds of residents agreed with this statement, with around 3 in 10 saying they strongly agreed
- Agreement levels were consistent across demographic groups

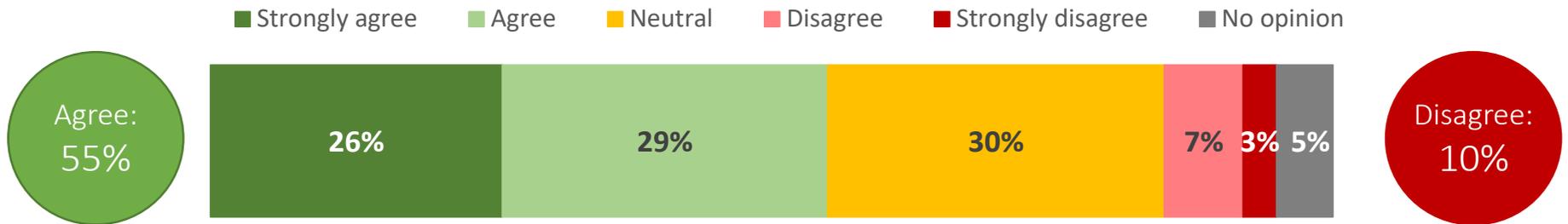


Example responses to statement

- *“Developers should liaise with council departments at the earliest opportunity to avoid future problems and delays”*
- *“Good advice and guidance here could be a real asset, depending how independent and impartial the source is - I would rather see the council do this than a private company”*
- *“So much money and effort wasted on plans through late stage decisions. Work with the developers at all stages to reduce the wastage and rejections. It would only help the city.”*
- *“Speed the process by snagging early”*
- *“System works fine, no change required.”*
- *“Yes the planning department and investment teams need resource to allow meaningful pre-application discussions. A separate task force should be created to try to unlock difficult sites and premises and address poorly performing parts of the city centre.”*

8E. Explore an interactive 'living heritage' app to allow the public to engage live with the historic city around them

- Just over half of residents agreed with this statement, but the highest proportion, 30%, were neutral
- Findings were consistent regardless of age, gender or disability



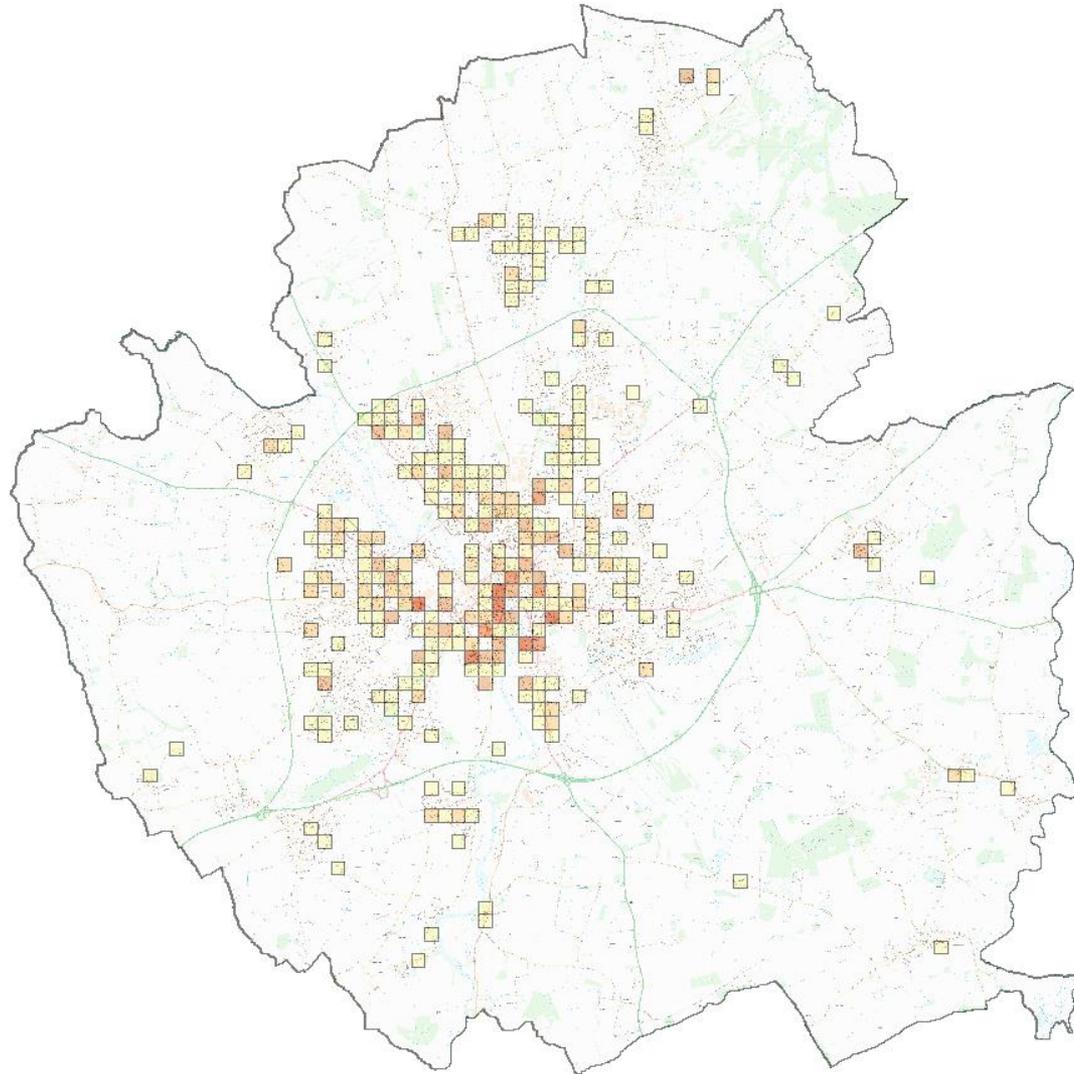
Example responses to statement

- *"Sounds expensive. Other things like accessibility should be given financial priority"*
- *"Ensure these are accessible, also offer diverse areas, e.g. people interested in LGBT history or Black history."*
- *"Yes, if it's digitally accessible and the places are physically accessible - don't want to make anyone feel excluded - and how would this avoid financial exclusion?"*
- *"But tie this in with the digital media economy"*
- *"That's be awesome - and combine it with your idea of digital info about events etc."*
- *"This is a brilliant idea to let tourists connect with what they are seeing, touring the city walls with an interactive app would put in perspective what your actually looking."*
- *"Not everyone has the technology for this"*

Appendix A: Demographics



Locations of Respondents to Surveys



No. of Respondents per Area	
5 to 8	(6)
4 to 5	(6)
3 to 4	(28)
2 to 3	(56)
1 to 2	(190)

Produced by
Business Intelligence Hub
Created

15/10/2021

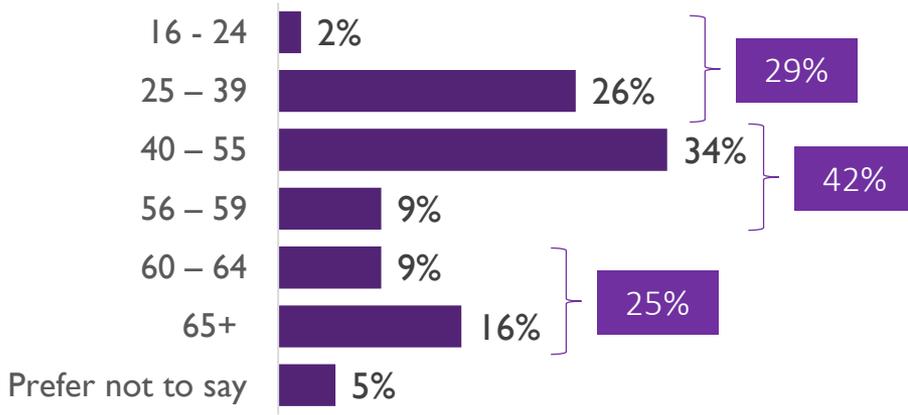
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Demographics

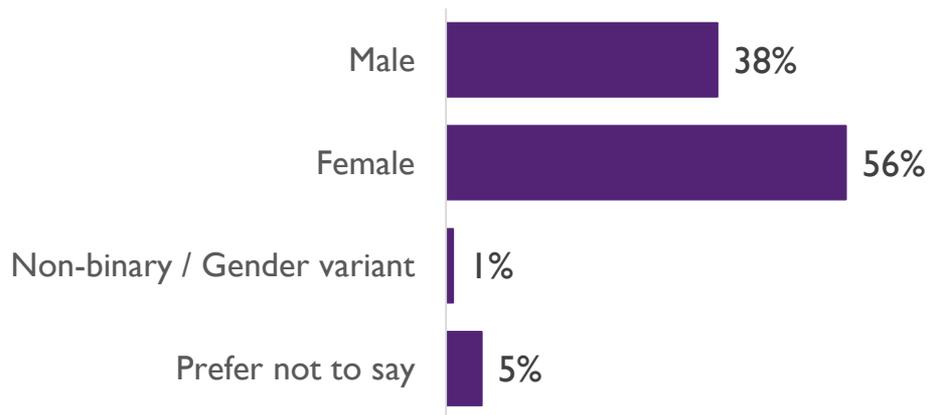


Total survey participants: 981

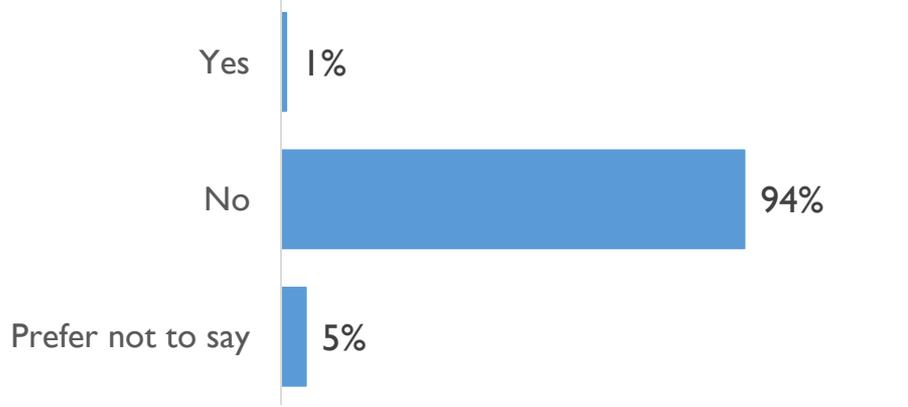
Age (Answered: 925)



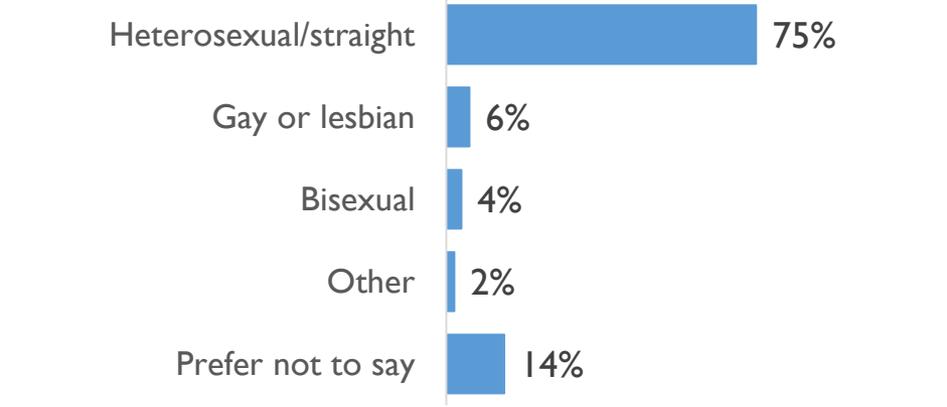
Gender (Answered: 919)



Identify as transgender/trans (Answered: 910)



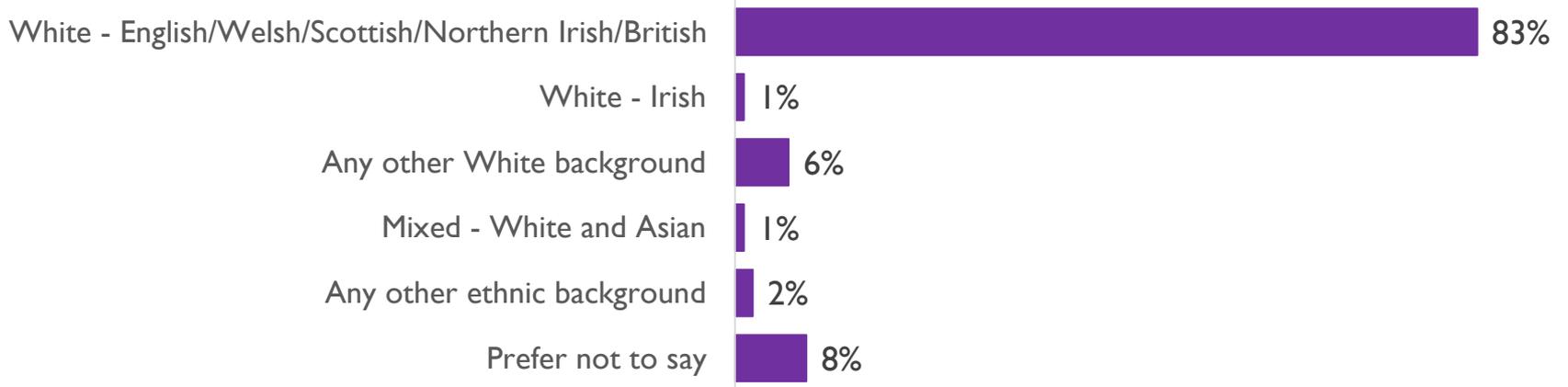
Sexual orientation (Answered: 902)



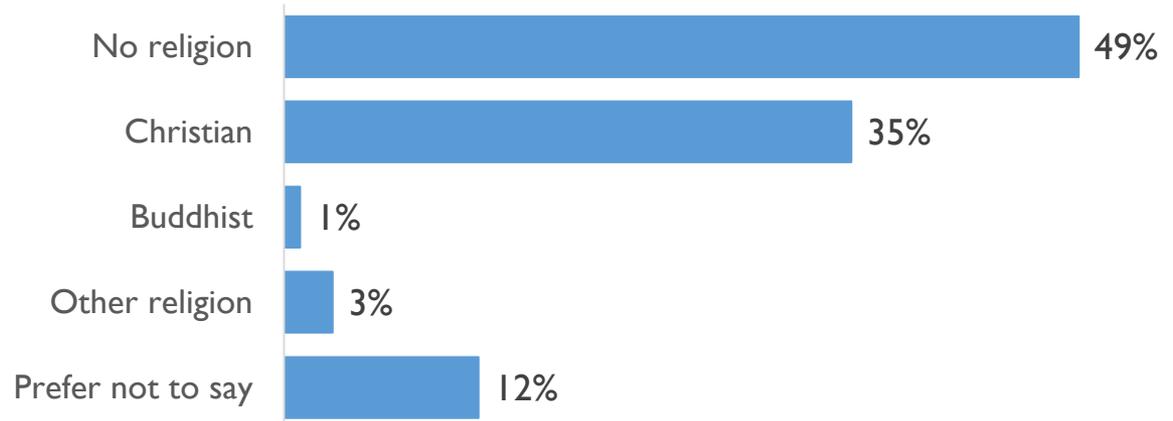
N.B. Totals may not add up to 100% due to rounding

Demographics

Ethnic group (Answered: 925)



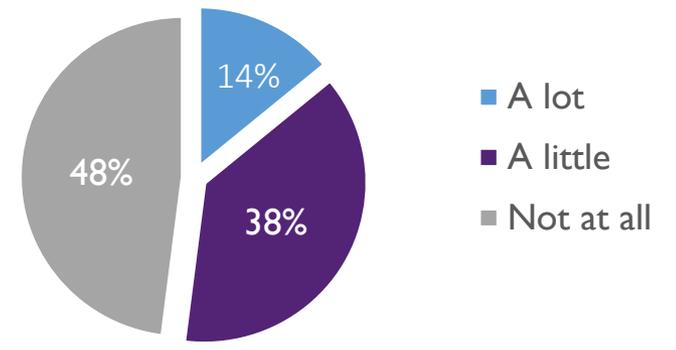
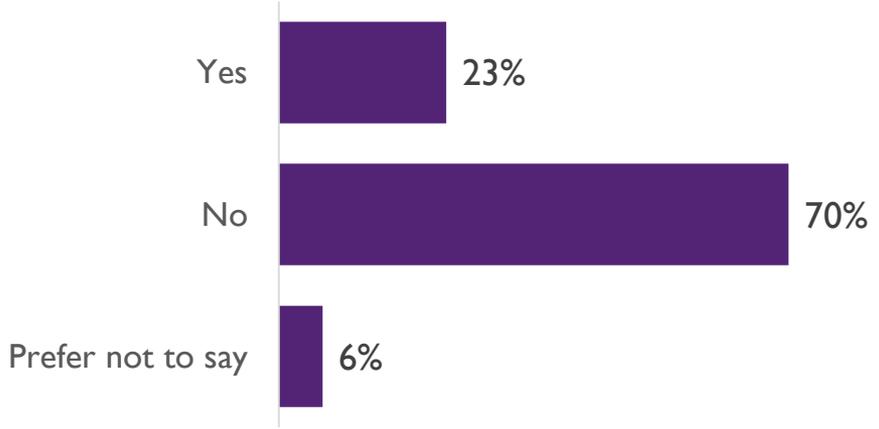
Religion or belief (Answered: 900)



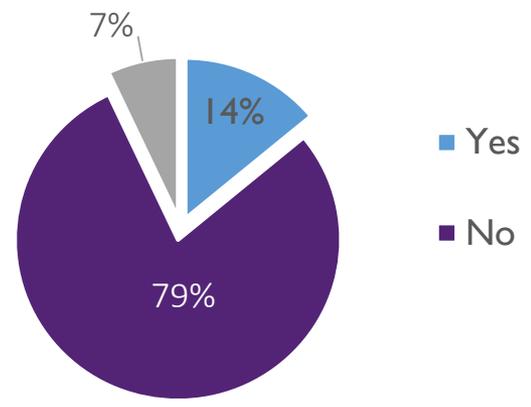
Demographics

Do you have any physical or mental health conditions or illnesses lasting or expected to last 12 months or more? (Answered: 909)

If yes, do any of your conditions or illnesses reduce your ability to carry out day-to-day activities? (Answered: 345)



Do you look after, or give any help or support to, anyone because they have long-term physical or mental health conditions or illnesses, or problems related to old age? (Excluding anything which is part of paid employment) (Answered:901)



N.B. Totals may not add up to 100% due to rounding