

MakeItYork

Update for City of York Council Shareholder Committee – Monday 15th November 2021

Introduction

As we approach the end of 2021, we look forward to welcoming our new MD, Sarah Loftus. Work continues around the production an events framework, city centre strategy and sales strategy, which will be reviewed by the incoming MD. An update about three key events that are taking place during the next couple of months follows.

Christmas 2021 Update

The St Nicholas Fair will run from 18th November – 23rd December. There will be 68 chalets located on Parliament Street and St Sampsons Square. The majority of traders taking part are based in Yorkshire. Thor's Tipi will also be returning.

This year, there will be a new layout, with chalets placed back to back rather than face to face. This will allow for more space for visitors and should benefit the shops on Parliament Street.

Safety Advisory Group (SAG) have approved all plans and the build will take place during w/c 8th November.

Mulled wine stations will be placed in a variety of places including York Gin Horsebox on Blake Street, Rob Collins (local trader) on Davygate and a vendor on Coney Street (TBC).

We have had various enquiries for activations to take place on St Helen's Square and Exhibition Square, including interest from large companies and local hotel launches.

Resident Festival 2022 Update

Resident Festival will take place on the 29th and 30th January. Proposals for a launch event are currently being reviewed by CYC. This will include staging in the centre along with live music, which will like with Independent Music Week.

City Centre attractions will be showcased and Visit York member offers will be available to residents.

Community groups will have an opportunity to showcase their work.

Ice Trail 2022 Update

Ice Trail will take place on the 5th and 6th February. We currently have 40 ice sculptures, which will be placed at various locations throughout the city. We have received a £10k grant from CYC, which will be used to support a centre piece sculpture and marketing push as well as an evaluation of the event.

First Bus will act as headline sponsors and we have had involvement from a variety of businesses in the city from the retail, food and drink, attractions and service sectors.