5. Commercial Events									
Outputs	Measurement	Target	2025-26 Baseline	Q1 2025-26	Q2 2025-26 Jul-Sep	Q3 2025-26 Oct-Dec	Q4 2025-26 Jan-Mar	2025-2026	Notes
E 1 Outcome - Run safe and sustainable commercial	events, including specialist market to support economic grow	th and prom	ote York, to						
	For Make it York directly delivered events:								
	· 70% of audience survey rating performance 'very satisfied' or 'fairly satisfied'	70%	94%	0%					
		35%	30%	0%					
	65% of audience from outside York	65%	70%	0%					
	· Foot fall during event period	1.7m	1.7 million	2,000					Night market footfall only not wizard festival footfall
		2.8m	2.8m	Website					Annual Events Plan approved my MIY Boad which introduces new events such as night
	· Social media engagement and website conversion rate			Total Page Views: 2.4K (It's the 11th most viewed event this year, behind only larger events such as JORVIK Viking Festival, Ice Trail, Residents' Festival etc) Total Users: 1.8K Social Media Total Impressions: 60.5K Engagements: 3.0K					markets, world food market, Seaside in the City, York Grotesque Trail,
	<ul> <li>45% of people travelling to York for events by active and sustainable means (bus, walk, cycle, train) increase by 5% annually.</li> </ul>	50%	68%	0%					
	60% of local businesses trading at events (York and Yorkshire)	60%	60%	63.64%					
	Value of events per annum to York Economy £90 million		1	n/a			<del>                                     </del>		
	No of reported incidents <3	<3	<3	n/a 0			1		
	· NO OF TEPOTIEG ITIOIDETIES <3		\"	<del></del>			<del> </del>		From evaluations of third party events
						1	1		