

Executive meeting on Tuesday, 12 May 2026

Written representation in relation to agenda item 6, York Christmas Market Operating Hours and Economic Impact

Dear Executive Members,

Made in Yorkshire has for over 20 years taken part in the York Christmas Market, in various locations. We have occupied marquees on St Sampson's Square, in turn, taking chalets once these were introduced on Parliament Street, creating our own Yorkshire Yuletide Village in the shambles market area and now taking that same "Yorkshire Yuletide Village" to the Guildhall, off St Helens Square. We have formed a key part of the York Christmas market offering.

The York Christmas Market is an integral part of our show season and offers over 50 of our local businesses who trade at the Yorkshire Yuletide Village show, under the Made in Yorkshire banner, a critical and sustaining part of their annual trade. The Christmas show is for most of our businesses a show that provides a crucial opportunity to trade over a period that is a profitable one, income that allows them to survive in the post-Christmas slump, before shows recommence in the spring. The Christmas Market provides opportunity to trade over several continuous weeks and is vital for many businesses to survive.

Made in Yorkshire does not support the closing of the market on a Tuesday as we believe this would have very damaging effects on the success of the show. Whilst we appreciate this would not mean that the show in The Guildhall would be forced to close, we do anticipate a huge drop in visitor numbers to the city on those days. Over the course of the show, this will have a massive impact on trade for both exhibitors within Made in Yorkshire as well as across the city. We have seen firsthand the positive effect the Christmas market and its Christmas visitors have on the hospitality, leisure and retail industry within the city including those 100+ traders within the market itself. Whilst the closing of the Christmas Market every Tuesday might be perceived to be a solution for those needing access to the city, the negative effects this will have on our local

businesses are far reaching. Local businesses, hoteliers, restaurant owners, parking providers, and transport providers are only a few who will suffer.

In a time when business is tough anyway, with an onslaught of global and regional issues affecting businesses, we fear that any downturn in trade at that time of year might have an impact on many businesses, many who rely heavily on trade at that time of year, many whose businesses might not recover. Businesses are going through a rough time at the moment with increasing taxes, the slowing down of public spending, and the increase in costs in running a business. For many, they will be just "surviving" this year, and we fear how this extra factor might affect their businesses.

I wonder whether an authorised shuttle service for those who need access to the centre would be more suitable. Could there be a dedicated space just outside the pedestrian zone where those affected could park and be brought in by electric carts (or any form of transport deemed safe and secure enough) to avoid having closed the whole market.

I am aware that there are many factors to consider but we wanted to express our thoughts before a final decision was made.

Thank you once again for the opportunity.

Kind regards,

Tracie Jarvis-Post
Made in Yorkshire Director