

YORK

THE RESEARCH AND EVIDENCE

York Narrative - Perception Baseline Research

1. York Perception Survey Guide - Results and Insights

Prepared for City of York Council and partners

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1. Introduction

- This report presents the results from the public survey the consultancy team ([Creative Tourist Consults](#), [Hemingway Design](#), and [For the Love of Place](#)) developed, administered, and analysed as part of the ongoing consultation aimed at reviewing and developing the City of York's place narrative. Its main aim was to collect the thoughts, opinions, and views which different segments of people hold about York.

Aim

- The aim of the survey was to find out what is in people's minds when they think about York, how knowledgeable they are about the city and how their perceptions affect how they view and rate the city for a number of different factors.
- It's purpose was to create a perception baseline to inform the York narrative, set direction and establish a baseline against which changes in perception can be measured in the future.

Design

- The same questionnaire was used with all respondents
- However, respondents were individually routed through the questionnaire depending on their answers
- This method was chosen in order to create a single dataset, capable of being analysed in depth and across a range of different segment types and criteria
- [Omnisis](#) Ltd was selected as a secure, UK-based provider to manage and host the online survey.

Distribution

- Respondents were invited to participate in the survey from June 4 to July 10, 2019.
- In York, the online survey was distributed via the 28 partners own digital and social media channels. 15 delivered completed responses and are listed in table 1.1 below.
- The aim was to reach:
 - The local resident community – all wards and demographic profiles
 - The university communities – including academics, students, partners

- The business community – including investors, employers, employees
- The tourism community – including tourism partners, businesses, visitors
- There was also a paper/assisted survey available and the results include the answers of 127 assisted survey respondents.
- Beyond York it was distributed nationally to achieve a dataset of 500 UK adults, managed by Omnisis

Analysis & reporting

- 2638 people completed an online survey, generate a rich-data set capable of being dissected in numerous different ways
- In generating cross tabulation, the aim has been to look for pattern breakers, to see which segments differ from the general norms – by geography, socio-economic profile, age, professional interest, history and familiarity with York and so on.
- This report sets out the key findings
- Raw data sets are also supplied but have been anonymised to comply with data protection guidelines

Data collection notes and caveats

- The survey raw data groups people into geographical categories based on postcodes. Categories were created to include
 - York - anyone living in the Local Authority boundary. This covers 21 individual wards (see list in table 1.2 below). 1,622 respondents were allocated to a ward based on the postcode they supplied. It has not been possible to tag a number of York resident responses (79) to a ward as they do not match the postcode charts supplied, so these respondents have been counted as being 'out of area'.
 - York+5 miles - those living just outside of the LA boundary and York+10miles. These
- Where respondents were categorised into three age groups the <35 age bracket is 15-34, as under 14s were excluded from the survey.

Active Survey Pathways*	
Askham Bryan College York	City of York Council
Hiscox UK	Joseph Rowntree Foundation
Make it York	National survey (Omnisis)
Nestle UK	NHS Vale of York
University of York	West Yorkshire Combined Authority
York Chamber of Commerce	York Cultural Leaders Group
York: Human Rights City Network	York Mediale
Other	

Wards		
Acomb	Bishopthorpe	Clifton
Copmanthorpe	Dringhouse & Woodthorpe	Fishergate
Fulford & Heslington	Guildhall	Haxby & Wigginton
Heworth	Heworth without ward	Holgate
Hull Road	Huntington & East Earswick	Micklegate
Osbalwick & Derwent	Rawcliffe & Clifton without ward	Rural West York
Strensall	Westfield	Wheldrake

*All partners were given an individual PNR code, the 15 listed above had recorded activity

2. Full list of questions

Below is a full list of the questions, as sent out in the Survey. It is worth noting that questions 17 and 18 featured in the initial survey design, but did not make it into the final version that was distributed to respondents. This is why Q17 and Q18 neither appear in the raw data spreadsheet nor this document.

Q1 - To start off we want you to give us the first 3 words that spring to mind when you think about York. The words can be positive or negative but please do give 3.

Q2 - Now you are thinking about York, are your overall thoughts positive, negative or somewhere in between? Please rate between 0-10

Q3 - Are you male / female / I identify differently?

Q4 - Are you 14 or under / 15-24 / 25-34 / 35-44 / 45-54 / 55-64 / 65-74 / 75+?

Q4a - Are your day-to-day activities limited because of a health problem or disability?

Q5 - Are you Employed (full or part time) / Self employed/business owner / Seasonal/ temporary work / Retired / Student (full or part time) / Caring for others / Not working

Q6 - Do you currently have business interests in York?

Q7 - Which business sector do you work in? (Accommodation and food services / Admin and support services (inc tourism) / Arts, entertainment and recreation / Construction / Education / Finance and Insurance / Health and Social Work / Information and Communications / Manufacturing / Professional and scientific / Public Administration / Transport and storage / Wholesale and retail trade)

Q8 - Which of the following roles best describes the highest wage earner in your household? (Chief Executive/Director / Senior Management / Junior Management / Supervisor / Clerical/Admin / Skilled Trade / Unskilled / None of the above / Prefer not to answer)

Q9 - Are you a resident of the UK?

Q9a - What is your postcode?

Q10 - Have you ever lived, studied or worked in York?

Q11 - Do you currently commute or travel to York regularly for work, study, shopping, entertainment etc?

Q11B - Do you currently commute or travel to central York regularly for work, study, shopping, entertainment etc?

Q12 - Have you ever visited York for any of the following..? (School Trip / Short break/ holiday / Day leisure trip / Business purpose / Other / None, I have never visited York)

Q13 - How likely is it that in the next 5 years you will..? (Live in York / Study in York / Visit York for a weekend break or holiday / Visit for a business conference event / Develop business interests in York / Invest in York)

Q14 - How likely is it that in the next 5 years you will..? (Continue to live in York / Study in York / Move away from York / Invest in business in York)

Q14A - How likely is it that in the next 5 years you will advise or recommend someone else to..? (Move to York / Move away from York / Invest in business in York / Study in York / Visit York for a weekend break or holiday / Visit for a business conference event / Visit York for a school trip or educational purpose)

Q15 - Drawing on your knowledge, experience or perceptions of York, tell us how you think York rates for..? (Its heritage and history / Its leisure, sport and outdoor offer / Its workforce / Its people / Being a contemporary city / Its transport / Its quality of life / Being a cultural city / Being a knowledge city / Being business friendly / Being a creative and media city / Being an eco-friendly city)

Q16 - Which of the following are you aware of in relation to York? (It's a UNESCO City of Media Arts / It's the UK's first gigabit city / It's the UK's first human rights city / It has two universities / It is a railway city / It was voted best place to live in the UK, 2018 / It was voted best place to live in the North and North East, 2019 / It's under two hours between York & London by rail / It's the UK's founding science city / None of the above)

Q17 - not used in final survey

Q18 - not used in final survey

Q19 - Which 3 [images] do you think best express the character and spirit of York?

Q19b - Which 3 [images] do you think least express the character and spirit of York?

Q20 - If you would like to tell us why you selected the images for Q19/19b

Q21 - Which of the following sectors do you think York should prioritise? (Science and technology / Creative Industries / Railway Engineering / Finance and Professional Services / Property and Construction / Tourism / Retail / Manufacturing / Food and drink / I don't know / None of the above)

Q22 - Which 3 of the following tourism priorities do you think York should focus on in the future? (International group travel / International independent travel / Families / Millennials and experience seekers / Cultural tourists / Educational groups / Business tourists / Other / None of these)

Q23 - Thinking only about short breaks and holidays, would you be likely to visit York in the next 2 years?

Q24 - Which, if any, are the reasons why you wouldn't visit York? (I prefer large cities / I prefer places other people haven't discovered / It is too expensive as a place to stay / It is hard to get to / It is too busy / I find it physically difficult to get around historic sites / I prefer places with more nightlife / I prefer places that are more contemporary / I prefer nature and landscape / It's too far / I don't know enough about it / It is too near / I have been before / I already have plans to visit other places / Other / None of the above)

Q25 - And finally, if you want to take a moment to share anything you feel is special, brilliant or unique about York, then we would love to hear it...

Q26 - If you are willing to be selected at random to participate in further discussions or focus groups, then please leave your email

3. Survey findings - Demographics & Segments

This section provides information related to survey respondent **demographics and segments**, including gender, age, health, occupation, location and social grade.

The **table** below summarises all demographic information collected. National comparator statistics ('Nat Comp' column in the table below) were added where appropriate, however, it is important to recognise that the purpose of this survey was not to create a nationally representative census. Instead, the aim was to collect a statistically significant number of responses from key stakeholder groups, e.g. residents, visitors, investors, students.

	Total	%	York	%	Within 5 mi.	%	Within 10 mi.	%	Rest of UK	%	International	%	Nat. Comp.
Total	2,638		1543		109		58		899		29		
Gender*													
Male	1,000	38%	562	36%	40	37%	22	39%	369	41%	7	24%	<u>49%</u>
Female	1,623	62%	971	64%	69	63%	35	61%	526	59%	22	76%	<u>51%</u>
Age													
(15-24)	231	9%	154	10%	9	8%	9	16%	56	6%	3	10%	<u>13%</u>
(25-34)	579	22%	295	19%	18	17%	16	28%	243	27%	7	24%	<u>13%</u>
(35-44)	595	23%	339	22%	26	24%	10	17%	215	24%	5	17%	<u>14%</u>
(45-54)	529	20%	331	21%	27	25%	11	19%	156	17%	4	14%	<u>14%</u>
(55-64)	430	16%	250	16%	19	17%	10	17%	146	16%	5	17%	<u>12%</u>
(65-74)	238	9%	149	10%	7	6%	2	3%	75	8%	5	17%	<u>9%</u>

(> 75)	36	1%	25	2%	3	3%	0	0%	8	1%	0	0%	<u>8%</u>
Health													
Limited by health	361	14%	171	11%	3	3%	6	10%	177	20%	2	7%	~ <u>18%</u>
Not limited by health	2,277	86%	1372	89%	106	97%	52	90%	730	80%	17	93%	~ <u>82%</u>
Occupation													
Employed (full or part time)	1,727	65%	983	64%	83	76%	40	69%	602	67%	19	65%	~ <u>76%</u>
Self employed / business owner	282	11%	190	12%	14	13%	8	14%	66	7%	4	14%	
Seasonal/temporary work	27	1%	19	1%	0	0%	0	0%	8	1%	0	0%	
Retired	308	12%	201	13%	8	7%	1	2%	96	11%	2	7%	-
Student (full or part time)	147	6%	92	6%	2	2%	7	12%	43	5%	3	10%	-
Caring for others at home	60	2%	22	1%	1	1%	1	2%	36	4%	0	0%	-
Not working	87	3%	36	2%	1	1%	1	2%	48	5%	1	3%	~ <u>4%</u>
Social grade													
AB	877	33%	502	43%	51	57%	21	42%	295	38%	8	38%	<u>22%</u>
C1/C2	1,136	43%	632	54%	39	43%	26	52%	426	55%	13	62%	<u>52%</u>
D/E	89	3%	29	2%	0	0%	3	6%	57	7%	0	0%	<u>26%</u>

* 15 respondents indicated that they identified differently

Are you male, female, I identify differently? (Q3)

	ALL	Male	Female	Identify differently
Base	2,638 (100%)	1,000 (38%)	1,623 (61%)	15 (1%)

- **Gender split:** 38% male, 61% female overall. This skewed gender distribution is not unusual in online surveys - past research has found gender influences survey participation, with women more likely to respond.

How old are you? (Q4)

	ALL	< 35*	35 - 64	> 65
Base	2,638 (100%)	810 (31%)	1,554 (59%)	274 (10%)

* answers < 14 excluded

Are your day-to-day activities limited because of a health problem or disability? (Q4a)

	ALL	Limited by health	Not limited by health	Prefer not to say
Base	2,638 (100%)	361 (14%)	2,245 (85%)	32 (1%)

Are you employed, self employed, etc..? (Q5)

Base: 2,638 (all respondents)

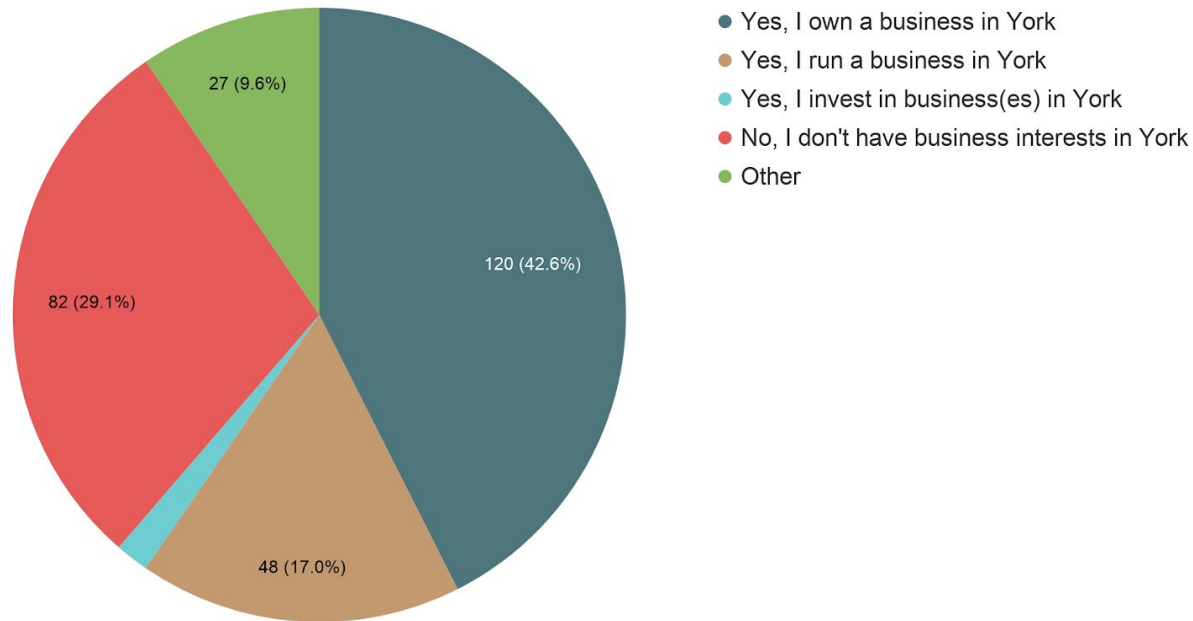
	ALL	Employed*	Self Employed	Seasonal	Retired	Student	Caring for others	Not working
Base	2,638 (100%)	1,727 (65%)	282 (11%)	27 (1%)	308 (12%)	147 (6%)	60 (2%)	87 (3%)

* full- and part-time

- 76% of respondents were either employed (65%) or self-employed (11%). Given that these figures quite closely mirror the average UK employment rate ([ONS, Nov 2018](#)), this survey is quite representative of wider national employment trends in this regard.
- A further 1% of respondents indicated they were doing seasonal work, and 2% caring for others. 3% reported to be unemployed - a marginally lower rate than the UK average ([Nomis 2019](#)). Roughly 12% were retired, 6% students.

Do you currently have business interests in York? (Q6)

Base: 282 (all who responded to Q5 as Self Employed / Business Owner)

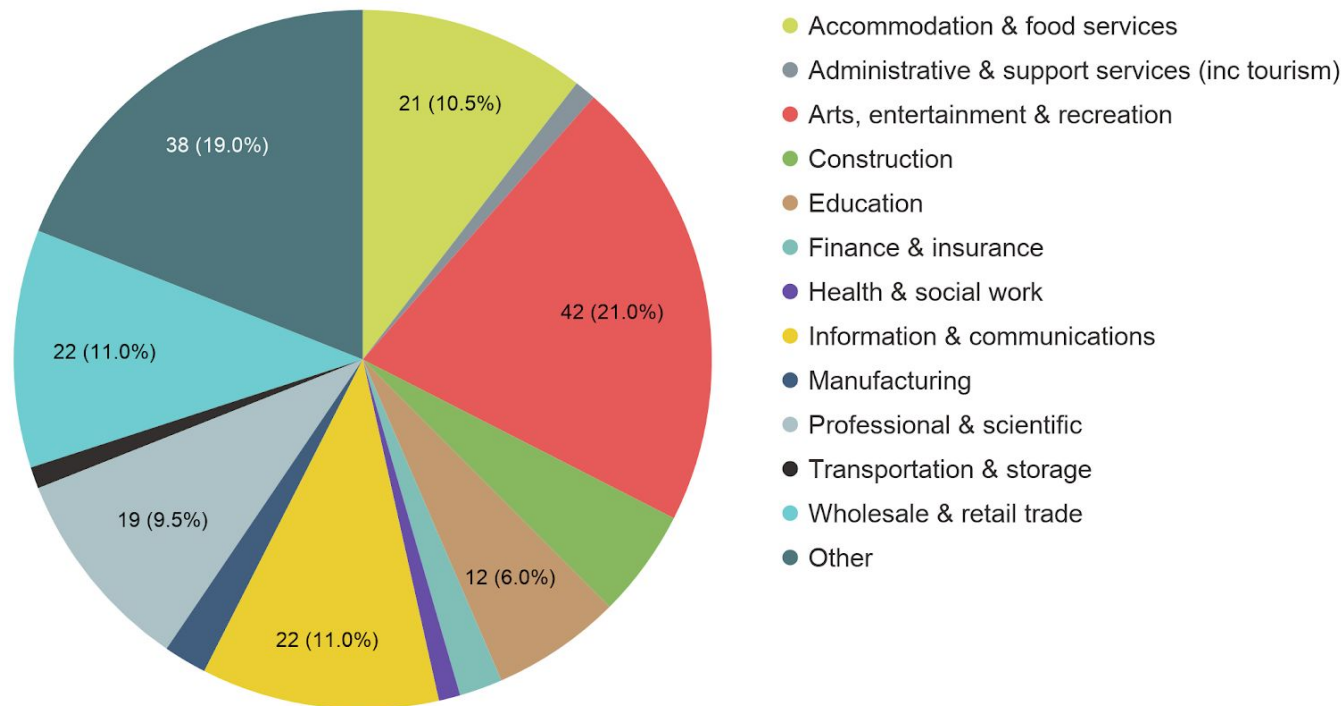


- Of the 282, roughly **60% either owned or ran a business with business interests in York**, while around 29% did not have any current business interests in the city.

Which business sector do you work in? (Q7)

Base: 200 (all who responded to Q6 as self employed / business owners with York based / related business interests)

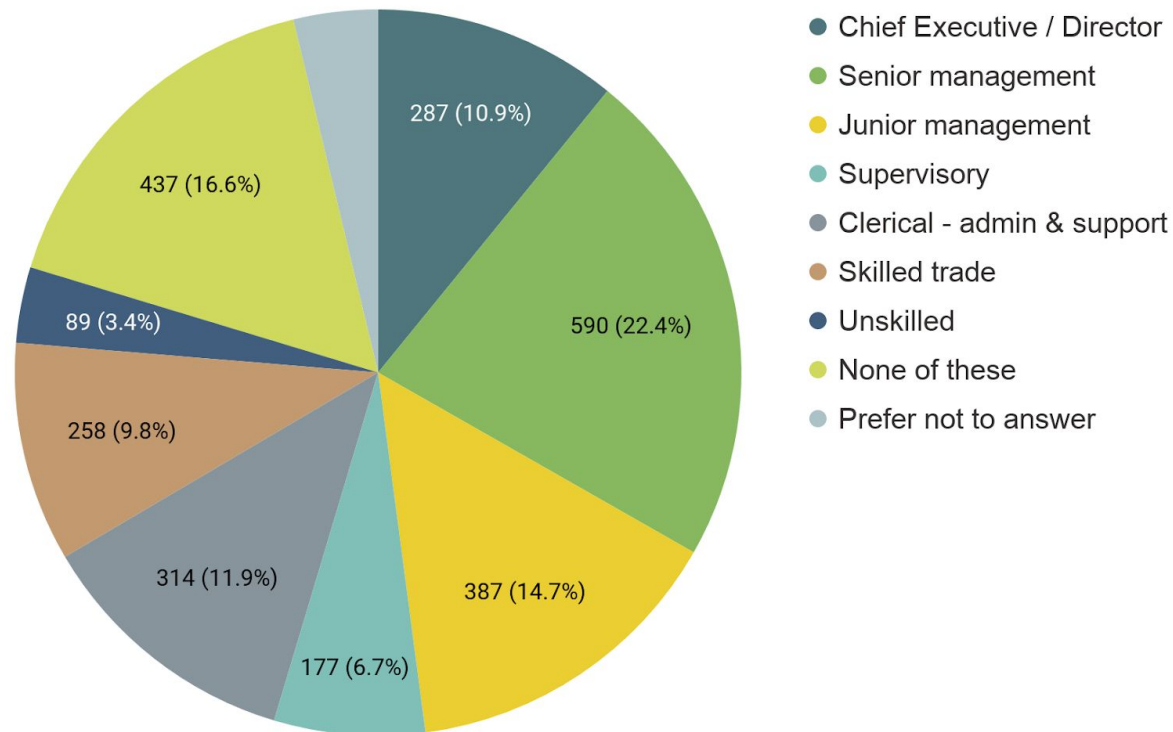
- Voices from most of York's key business sectors were represented in this survey. Of the 200 respondents that indicated they were either self-employed or business owners with York based/related business interests, the majority worked in **arts, entertainment & recreation** (21%).
- More than or close to 10% of participating self-employed/business owners operated in sectors relating to accommodation & food services, wholesale & retail trade, information & communications, as well as professional & scientific industries.



Which of the following roles best describes the highest wage earner in your household? (Q8)

Base: 2,638 (all respondents)

- The highest wage earner in respondents' households was most likely to be in **senior management** (22%), followed by junior management (15%), clerical roles (12%), and chief executive / directorial roles (11%). Skilled trade made up 10%.
- Roughly 17% indicated that none of the provided roles fit their specific situation.



Are you a resident of the UK? (Q9)

Base: 2,638 (all respondents)

	ALL	UK resident	International
Base	2,638 (100%)	2,609 (99%)	29 (1%)

- The **majority** (59% or 1,543) of respondents were from **York**. Most of the remaining respondents were from York’s surrounding areas, and the rest of the UK.
- **Postcodes** were collected from UK-based respondents (Q9a). Due to privacy & data protection considerations, item *1.3 York Perception Survey - Raw Data (anonymised)*, on the *York Narrative - Perception Baseline Research, Directory* - column R, only lists postcodes to district level.
- **International** respondents (n=29) was comparatively small. Respondents classed as ‘international’ arrived via the National Survey (2), York City Council (9), Make It York (2), University of York (2), York Mediale (2), and Other (7).
- **International countries of origin:** Australia, Austria, Canada, Denmark, France, Germany, Japan, Malaysia, Netherlands, Nigeria, Senegal, USA.

Option for respondents to leave an email address to be contacted at random to participate in further discussions or focus groups... (Q26)

Base: 2,638 (all respondents)

Due to privacy & data protection considerations, answers to this question have been anonymised in *1.3 York Perception Survey - Raw Data (anonymised)* table, column EL

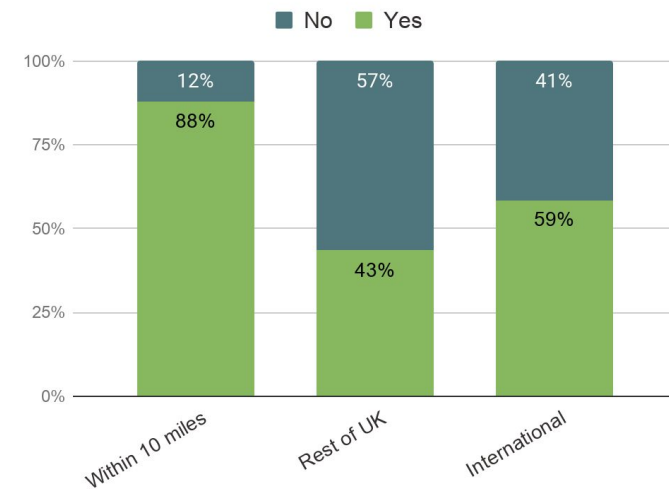
4. Survey findings - Behaviours

In this section we look at the behaviours of respondents and pull out key comparisons.

Have you ever lived, studied or worked in York? (Q10)

Base: 986 (all who are **not** in York or within 5 miles)

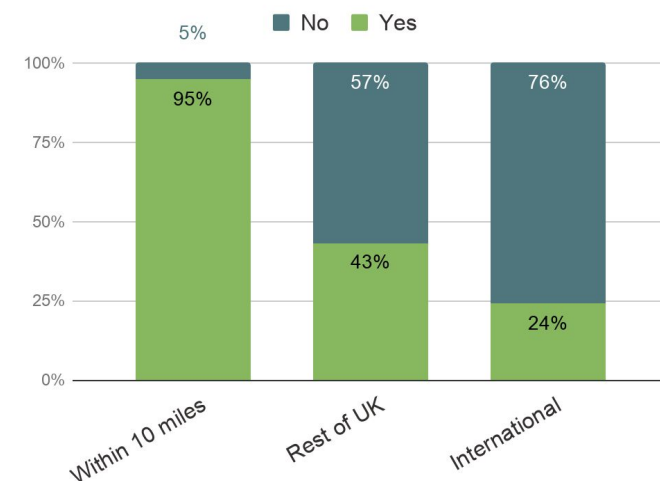
- **88% of respondents** living within 10 miles of York indicated that they had lived, studied or worked in York previously, which is likely to translate to a higher familiarity with the city.
- Of the 29 international participants 59% had lived, studied or worked in York before, while for respondents from the rest of the UK it was only 44%. Given the small sample number for international respondents, as well as the pathways of the survey (see section 1), these figures are unlikely to be representative.



Do you currently commute or travel to York regularly for work, study, shopping, entertainment etc? (Q11)

Base: 986 (all who are **not** in York or within 5 miles)

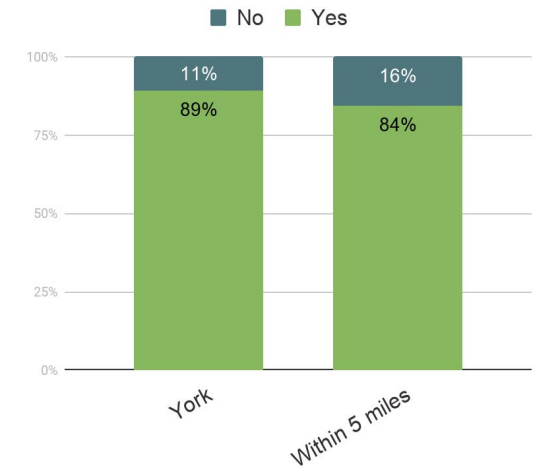
- Similar to the previous questions, the **overwhelming majority (95%) of respondents living within 10 miles of York regularly commutes or travels to York** for work, study, shopping, entertainment, etc.
- York is also attractive to participants from the rest of the UK in particular, with 43% indicating that they regularly travel to the city.



Do you currently commute or travel to central York regularly for work, study, shopping, entertainment etc? (Q11B)

Base: 1,652 (all who are in York or within 5 miles)

- **Almost 90%** of York respondents and **84%** of respondents living within 5 miles of the city regularly commute or travel to central York.
- The numbers fall slightly (but not significantly) for respondents aged 75+, non-working people, and those in the D/E social grade.

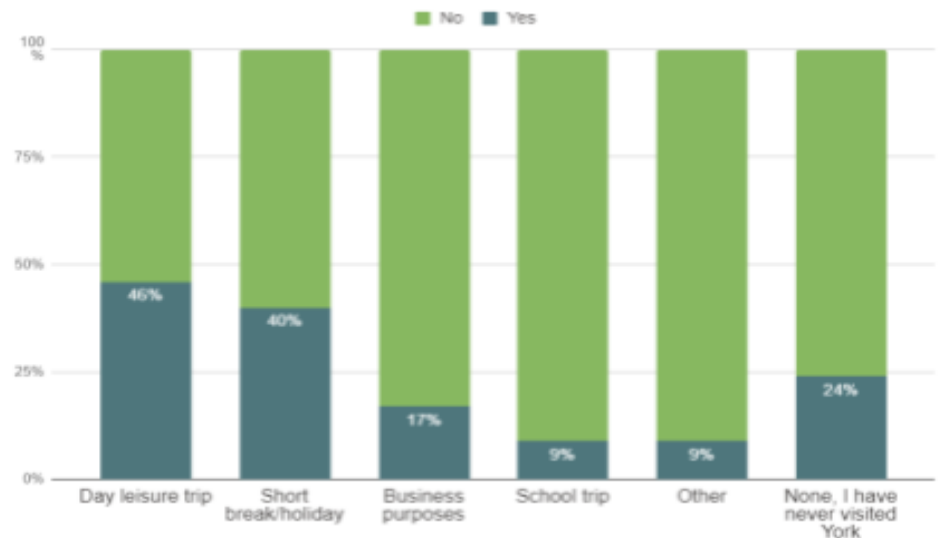


Have you ever visited York for any of the following..? (Q12)

...visited York for any of the following? (Q12) | Q11 respondents

Base: 535 (all who do **not** travel to York and are **not** in York or within 5 miles [Q11 respondents])

- This survey indicates (as did past Visit York visitor research) that York is an especially popular destination for **day leisure trips** (46%) and **short breaks/holidays** (40%), but that there is also a market for the lucrative business purposes (17%).



...visited York for any of the following? (Q12) | by age and social grade

Base: 535 (all who do **not** travel to York and are **not** in York or within 5 miles [Q11 respondents])

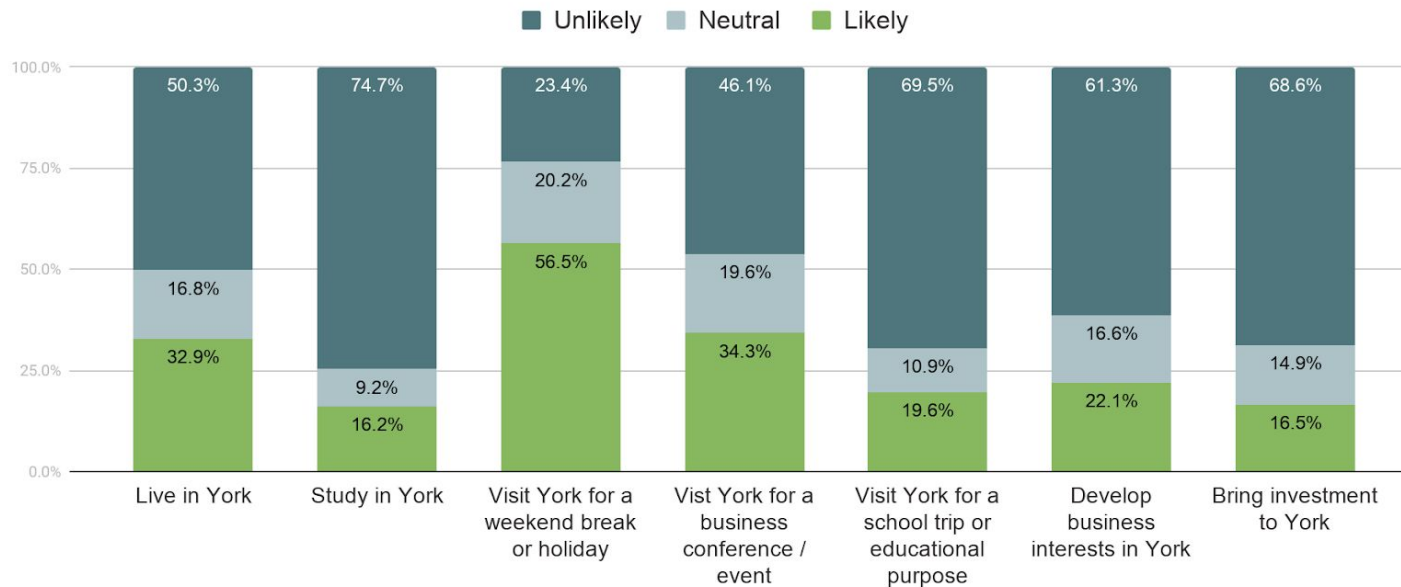
Q12	ALL*	Age			Social grade**		
		< 35	35 -64	> 65	AB	C1/C2	D/E
Day leisure trip	248 (46%)	76 (49%)	142 (45%)	30 (44%)	69 (54%)	137 (46%)	16 (35%)
Short break/holiday	213 (40%)	60 (39%)	125 (40%)	28 (41%)	60 (47%)	106 (35%)	17 (37%)
Business purposes	92 (17%)	24 (16%)	53 (17%)	15 (22%)	38 (30%)	36 (12%)	2 (4%)
School trip	50 (9%)	17 (11%)	21 (10%)	2 (3%)	19 (15%)	27 (9%)	2 (4%)
Other	50 (9%)	15 (10%)	29 (9%)	6 (9%)	13 (10%)	26 (9%)	1 (2%)
None, I have never visited York	127 (24%)	38 (25%)	75 (24%)	14 (21%)	23 (18%)	76 (25%)	18 (39%)
Base	535	154	313	68	127	299	46

* Respondents could select multiple responses ** not all responded to this question KEY: GREEN = highest raters

- A **quarter** of non-York respondents < 35 had **never visited** York. This number was only very slightly lower for the other two age segments (24% and 21% respectively).
- At the same time, almost **half** of respondents < 35 had previously visited York for a **day leisure trip**, while **short breaks/holidays** were most popular among those in the > 65 category.
- > 65 were comparatively more likely to have been on a **business trip** to York (22%) than those belonging to younger age segments.
- Respondents belonging to more affluent social segments (**AB**), were more likely to **have visited York** for any reason / length, while those in the lowest social grade (**D/E**) were most likely to **have never been** to York (39%).

How likely is it that in the next 5 years you will..? (Q13)

Base: 928 (Rest of UK [beyond 10 mile radius] and International only)

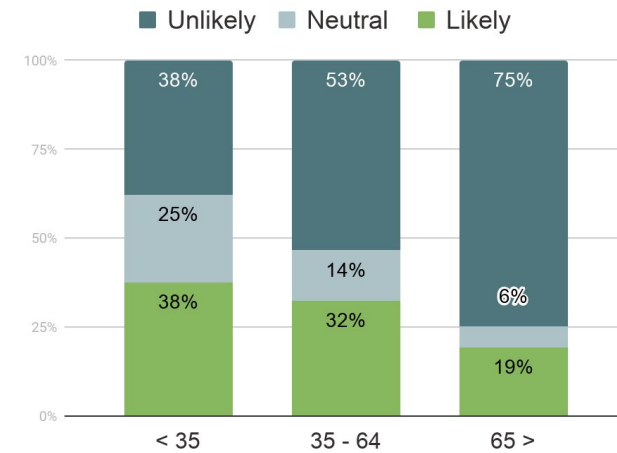


- **Over 56% of non-York** based survey respondents suggested that they are **likely to visit York for a weekend break or holiday** in the next 5 years.
- **Business travel** from the rest of the UK to York also remains a potentially exciting opportunity for the city, with around 34% of non-York, UK-based respondents finding they are likely to visit York for business in the coming 5 years.

...in the next 5 years you will *live in York*? (Q13) | by age

Base: 928 (Rest of UK [beyond 10 mile radius] and International only)

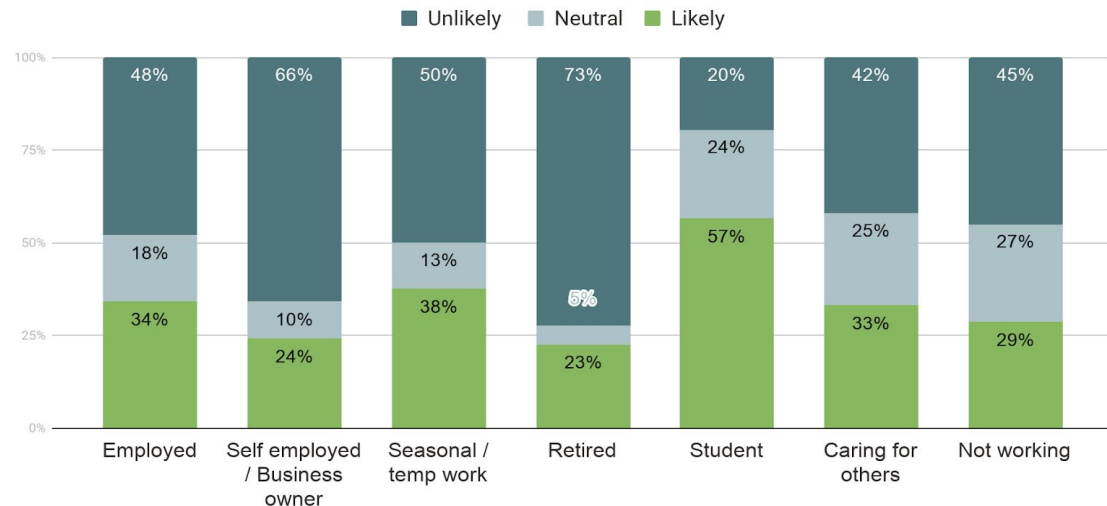
- The < 35 segment was most open to the option of moving to York - 38% indicated that they are most likely to move to the city in the next 5 years.
- Breaking this age segment down further, the majority (54%) of 15-24 year olds think that they could be living in York in the next 5 years.



...in the next 5 years you will *live in York*? (Q13) | by occupation

Base: 928 (Rest of UK [beyond 10 mile radius] and International only)

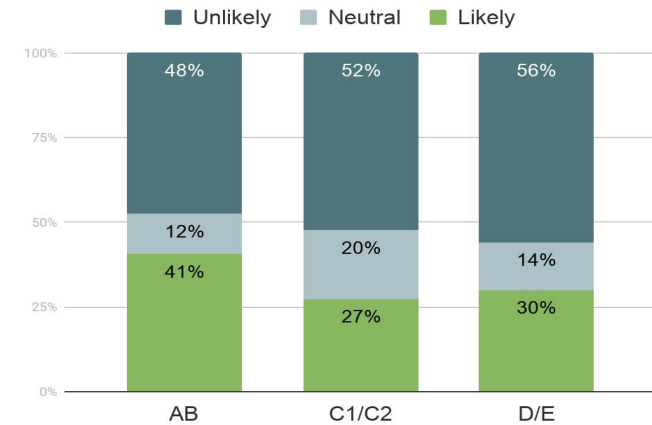
- Of those respondents **not** currently living in York, **students** (57% likely) were the most positive about their likelihood of moving to the city in the next 5 years, followed by seasonal/temp workers (38%), and those employed (34%).



...in the next 5 years you will *live in York*? (Q13) | by social grade

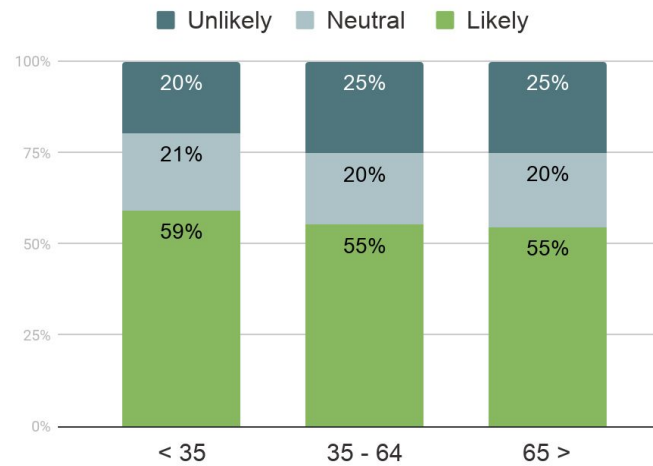
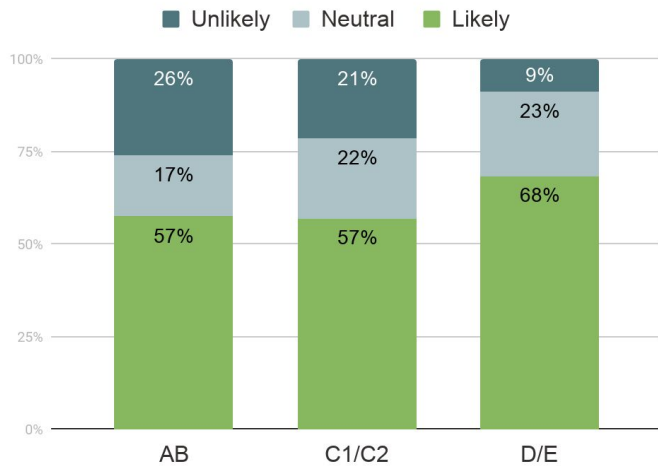
Base: 928 (Rest of UK [beyond 10 mile radius] and International only)

- Of those **not** currently living in York, **AB social grade respondents were most likely** to indicate that they could imagine moving to the city in the next 5 years.
- Just over a quarter (26%) of those respondents likely to live in York in the next 5 years had previously visited on holiday. 26% had previously visited on a day-trip and 27% had been to York on business previously.
- 60% of respondents that said they were likely to live in York in the next 5 years also thought they were likely to develop business interests there.



...in the next 5 years you will *visit for a weekend or short break*? (Q13) | by age and social grade

Base: 928 (Rest of UK [beyond 10 mile radius] and International only)

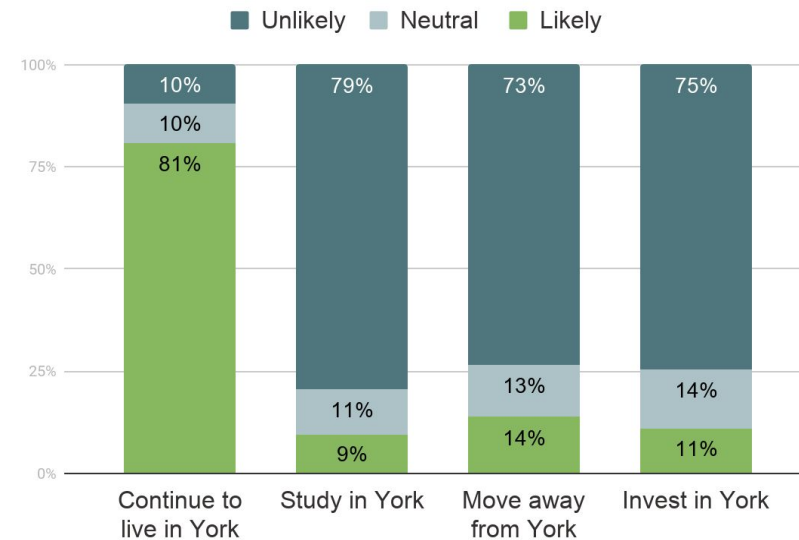


- Respondents belonging to the < 35 age segment were slightly more **likely** to plan a weekend getaway / short break York in the next 5 years than those belonging to either of the older age segments.
- **AB** social grade respondents said they would be **slightly less likely** to plan a weekend getaway / short break in York in the next 5 years. Still, over half of respondents (57%) from this social grade thought it likely they'd plan such a trip to York in the coming years.
- Over two thirds (68%) of participants belonging to the **lowest social grades (D/E)** thought it **likely** that they'd visit York for a weekend / short break in the next 5 years - only 9% (in comparison to > 20% in the other two social grade groups) thought this to be an unlikely scenario.

How likely is it that in the next 5 years you will..? (Q14)

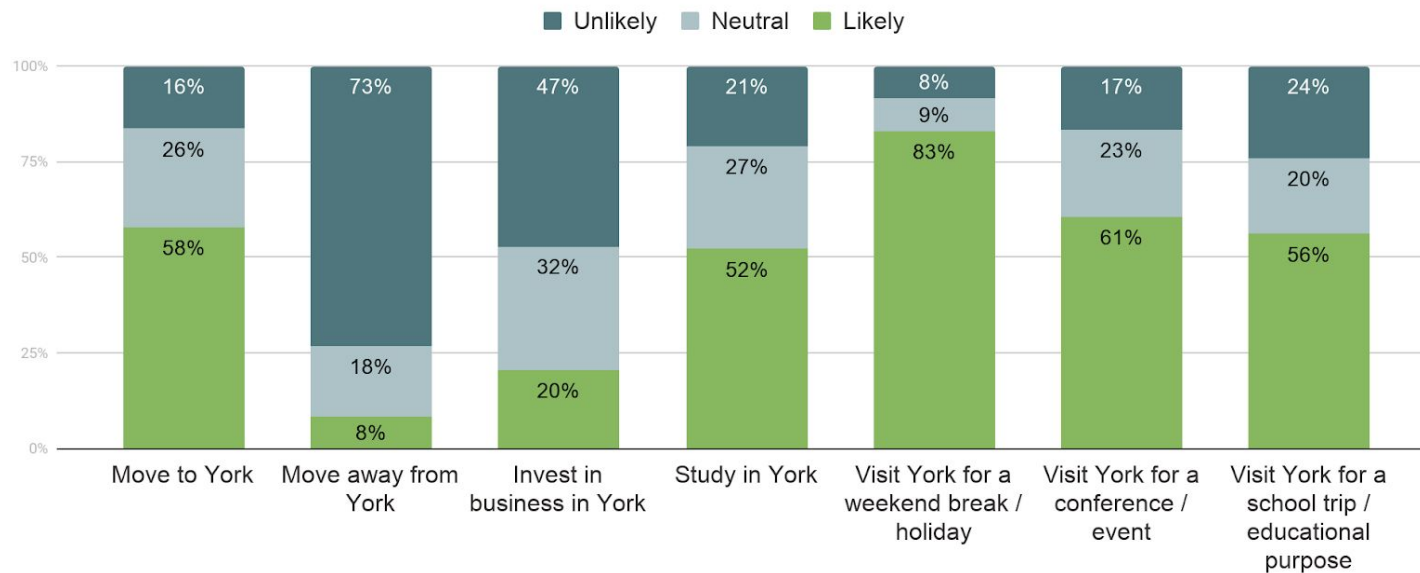
Base: 1,652 (all in York and within 5 miles)

- The overwhelming majority of respondents anticipates that they will **remain** in York (81%), which is a very positive indicator for overall resident satisfaction with the city as a place to live.
- Out of the 156 respondents that would study in York in the next 5 years, 51 (33%) are in the 15-24 age bracket.



How likely is it that in the next 5 years you will advise or recommend someone else to..? (Q14A)

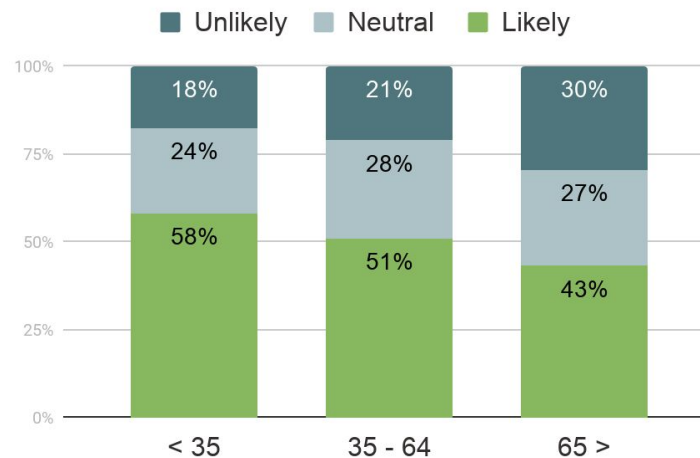
Base: 1,710 (all in York and within 10 miles)



- Respondents living in York and its surroundings were **most likely** to recommend someone **visit** York for a weekend break / holiday (83%) or a conference/event (61%).
- They were very **unlikely** to recommend **moving away** from the city to someone else (73%).
- People were also **unlikely** to recommend York as a city to **invest** in (47%).

...advise or recommend someone else to *study in York*? (Q14A) | by age

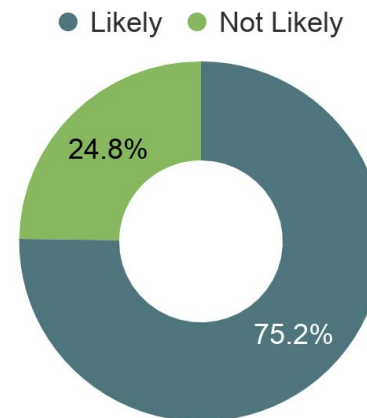
Base: 1,710 (all in York and within 10 miles)



- The **< 35** segment was most likely to recommend **studying** in York.
- Breaking this age segment down further, the majority (67%) of 15-24 year olds would recommend studying in York to someone else.
- **78% of students** currently based in York or within 10 miles would recommend studying in York to other people.

Thinking only about short breaks and holidays, would you be likely to visit York in the next 2 years? (Q23)

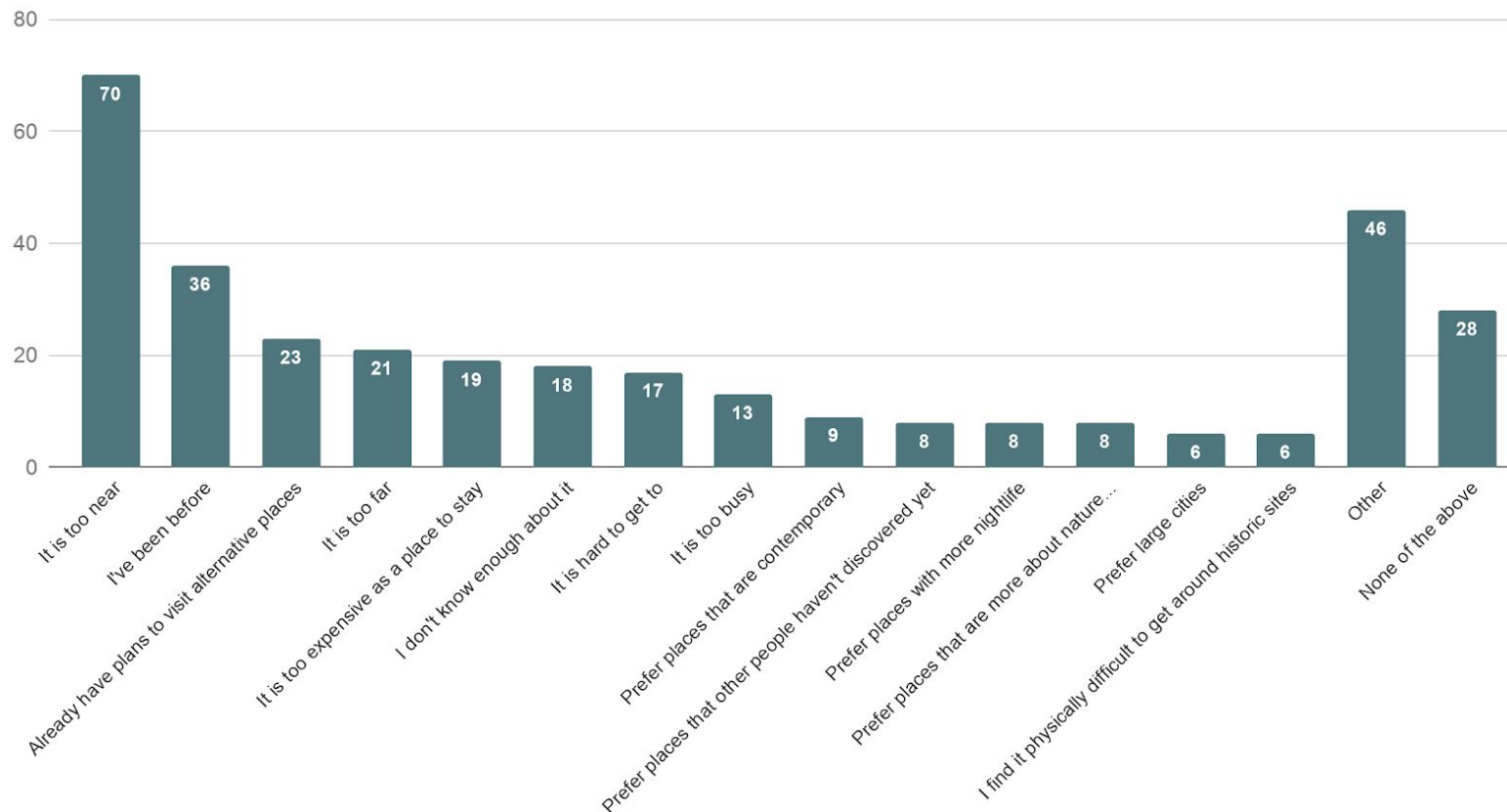
Base: 928 (Rest of UK and International only)



- In terms of age, respondents in the < 35 group were the **most likely to visit within the next 2 years (78%)**.
- Between the different social grades, those in the **D/E social grade were most likely to visit within 2 years (89%)**.
- Out of the 928 respondents that said they would be likely to visit York in the next 2 years, **64%** were also those who rated York **highly positive for the history & heritage** offer and, **56%** for it **being a cultural city**.

Which, if any, are the reasons why you wouldn't visit York? (Q24)

Base: 230 (all respondents who indicated they are **not** likely to visit York in the next two years [Q23])



- Among those **not** likely to visit for a holiday/short break within the next two years, most cited York being 'too near' (30%) as the reason why.
- See appendix for [postcode mapping](#) of 'It is too near' respondents.

5. Survey findings - Perceptions

In this section we look at how people think about York, what they associate with the city and how positively they feel about different aspects.

Give us the first 3 words that spring to mind when you think about York (Q1)

Base: 2,638 (all respondents)

All respondents (cleaned data)		
Rank	Word	Count
1	<i>Historic</i>	1,278
2	<i>Beautiful</i>	502
3	<i>Minster</i>	343
4	<i>Tourism</i>	325
5	<i>Home</i>	251
6	<i>Busy</i>	214
7	<i>Old</i>	165
8	<i>Friendly</i>	155
	<i>Expensive</i>	
9	<i>Walls</i>	129
10	<i>Cultural</i>	125

First 3 words (Q1) | cleaned data, by age, occupation (self employed / business owners) and location

Base: 810 (all respondents from the 15-24 and 24-34 age brackets); 282 (all respondents who indicated they are self employed / business owners); 1,066 (UK respondents from outside York); 29 (all international respondents)

Rank	First 3 words, by age (all respondents)		First 3 words		First 3 words, those outside York					
	15-24 age bracket		24-34 age bracket		Self employed / business owners only		Rest of UK		International	
1	119	<i>Historic</i>	266	<i>Historic</i>	144	<i>Historic</i>	468	<i>Historic</i>	12	<i>Historic</i>
2	50	<i>Beautiful</i>	96	<i>Beautiful</i>	61	<i>Beautiful</i>	210	<i>Minster</i>	8	<i>Beautiful</i>
3	30	<i>Home</i>	74	<i>Tourism</i>	41	<i>Tourism</i>	162	<i>Beautiful</i>	6	<i>Minster</i>
4	27	<i>Pretty</i>	67	<i>Home</i>	26	<i>Friendly</i>	96	<i>Tourism</i>	6	<i>Old</i>
5	27	<i>Busy</i>	52	<i>Busy</i>	25	<i>Minster</i>	91	<i>Old</i>	4	<i>Friendly</i>
6	24	<i>Tourism</i>	44	<i>Minster</i>	20	<i>Home</i>	70	<i>Viking</i>	3	<i>Media Arts / Home</i>
7	22	<i>Small</i>	39	<i>Expensive</i>	19	<i>Walls</i>	67	<i>Walls</i>	2	<i>Welcoming Medieval British Quaint Walls Fun</i>
8	17	<i>Old</i>	36	<i>Old</i>	18	<i>Stags/hens</i>	66	<i>Busy</i>		
9	16	<i>Minster</i>	34	<i>Cultural</i>	17	<i>Old</i>	56	<i>Cultural</i>		
10	16	<i>Boring</i>	33	<i>Pretty</i>	16	<i>Drunks</i>	50	<i>Friendly</i>		

- The following words do feature in all lists, but appear in the top tens of different groups
 - **Boring** ranking 10th in the 15-24 age group.
 - **Stag/hens** ranking 8th with self employed / business owners.
 - **Viking** ranking 6th with rest of UK respondents.

Thinking about York, are your overall thoughts positive, negative or somewhere in between (Q2)

Base: 2,638 (all respondents)

	ALL
Net negative (0-3)	108 (4%)
Net neutral (4-6)	445 (17%)
Net positive (7-10)	2,085 (79%)
Base	2,638
Total %	100%

- Overall, respondents thought highly of York: **79% of respondents were clearly 'positive raters'** (rated 7-10), 17% rated 'neutral' (rated 4-6), and only 4% were more 'negative raters' (rated 0-3).

Overall thoughts on York (Q2) | by gender

Base: 2,638 (all respondents)

	ALL	Male	Female	Other
Net negative (0-3)	108 (4%)	42 (4%)	60 (4%)	6 (40%)
Net neutral (4-6)	445 (17%)	171 (17%)	274 (17%)	0 (0%)
Net positive (7-10)	2,085 (79%)	787 (79%)	1,289 (79%)	9 (60%)
Base	2,638	1,000	1,623	15
Total %	100%	37.9%	61.5%	0.6%

- **Female** respondents were slightly more likely to be more 'positive raters' (79.4%) and less likely to be more 'negative raters' (3.7%) in comparison to their male counterparts (78.7% and 4.2% respectively).

Overall thoughts on York (Q2) | by age group and health

Base: 2,638 (all respondents)

	ALL	By age			By health	
		< 35*	35-64	> 65	Limited by health	Not limited by health
Net negative (0-3)	108 (4%)	22 (3%)	70 (5%)	16 (6%)	18 (5%)	90 (3%)
Net neutral (4-6)	445 (17%)	137 (17%)	265 (17%)	43 (16%)	91 (25%)	354 (16%)
Net positive (7-10)	2,085 (79%)	651 (80%)	1,219 (78%)	215 (78%)	252 (70%)	1,833 (81%)
Base	2,638	810	1,554	274	361	2,277
Total %	100%	31%	59%	10%	14%	86%

* answers < 14 excluded

- The **majority** of respondents (58%) were between 35-64 years old, 31% were < 35, while 10% were > 65.
 - To compare, the [York population averages are](#): ~32% between 15-34, 29% between 35-64, 18% > 65;
- Respondent’s overall perception of York was not greatly affected by age. Younger participants (< 35) were slightly more likely to be ‘net neutral’ or ‘net positive’, while respondents > 65 were most likely to be ‘net negative’.
- Participants not reporting any health or disability-related issues limiting them in their day-to-day activities were significantly more likely to be ‘positive raters’ (81%).

Overall thoughts on York (Q2) | by location

Base: 2,638 (all respondents)

Q2	ALL	York	Within 5 miles	Within 10 miles	Rest of UK	International
Net negative (0-3)	108 (4%)	68 (4%)	6 (6%)	2 (3%)	32 (4%)	0 (0%)
Net neutral (4-6)	445 (17%)	252 (16%)	16 (15%)	13 (22%)	161 (18%)	3 (10%)
Net positive (7-10)	2,085 (79%)	1,223 (79%)	87 (80%)	43 (74%)	706 (79%)	26 (90%)
Base	2,638	1,543	109	58	899	29
Total %	100%	59%	4%	2%	34%	1%

- Sentiments towards York were **overwhelmingly positive** across all geographical segments. 79% of respondents from York and the rest of the UK were ‘positive raters’ - a slightly higher percentage than for those living within a 10 mile radius, where only 74% had an overall positive perception of York and 22% were ‘neutral raters’. International participants were the most likely to be ‘positive raters’ (90%), but the comparatively small sample size (n=29) needs to be noted here.

Overall thoughts on York (Q2) | by occupation

Base: 2,638 (all respondents)

Q2	ALL	Employed*	Self Employed	Seasonal	Retired	Student	Caring for others	Not working
Net negative (0-3)	108 (4%)	60 (3%)	21 (7%)	1 (4%)	19 (6%)	3 (2%)	1 (2%)	3 (3%)
Net neutral (4-6)	445 (17%)	288 (17%)	50 (18%)	6 (22%)	47 (15%)	19 (13%)	12 (20%)	23 (26%)
Net positive (7-10)	2,085 (79%)	1,379 (80%)	211 (75%)	20 (74%)	242 (79%)	125 (85%)	47 (78%)	61 (70%)
Base	2,638	1,727	282	27	308	147	60	87
Total %	100%	65%	11%	1%	12%	6%	2%	3%

* full- and part-time

- At 85%, the 6% of respondents who were **students**, were the most likely to be **‘positive raters’**, followed closely by those **‘employed’** (80%) and **‘retired’** (79%).
- **Self-employed** respondents were the most likely to be **‘negative responders’** (7%), followed by **retirees** (6%). Overall, these numbers remain comparatively low however.
- Respondents who **weren’t currently employed** were most likely to be **‘neutral responders’** (26%).

Drawing on your knowledge, experience or perceptions of York, tell us how you think York rates for..? (Q15)

Base: 2,638 (all respondents)

Q15	Heritage & history	Leisure, sport & outdoor	The workforce	The people	Contemporary city	The transport	Quality of life	Being a cultural city	Knowledge city	Business friendly	Creative & media city	Eco-friendly city
Net weak (0-3)	34 (1%)	356 (13%)	234 (9%)	120 (5%)	380 (14%)	560 (21%)	136 (5%)	114 (4%)	124 (5%)	400 (15%)	336 (13%)	502 (19%)
Net medium (4-6)	257 (10%)	1,533 (58%)	1,555 (59%)	1,100 (42%)	1,474 (56%)	1,388 (53%)	896 (34%)	719 (27%)	1001 (38%)	1,647 (62%)	1,526 (58%)	1,657 (63%)
Net strong (7-10)	2,347 (89%)	749 (28%)	849 (32%)	1,418 (54%)	784 (30%)	690 (26%)	1,606 (61%)	1,805 (68%)	1,513 (57%)	591 (22%)	776 (29%)	479 (18%)
Mean	9.06	6.11	6.39	7.36	6.09	5.66	7.54	7.95	7.44	5.8	6.19	5.49
Base	2,638											
Total %	100%											

KEY: **GREEN** = most common response

- All respondents were **overwhelmingly** likely to rate York’s **heritage & history** as positive aspects of the city - 89% of respondents were ‘strong raters’ for this category.
- The majority of respondents were also rating York **strongly** for:
 - Being a cultural city (68%),
 - Quality of life (61%)
 - Knowledge city (57%)
 - The people (54%)
- The highest proportions of ‘**weak raters**’ was recorded for York’s **transport** (21%) and for being an **eco-friendly city** (19%)

Tell us how you think York rates for..? (Q15) | mean scores by location

Base: 2,638 (all respondents)

Q15	ALL	York	Within 5 miles	Within 10 miles	Rest of UK	International
Heritage & history	9.06	9.25	9.23	9.29	8.71	9.17
Leisure, sport & outdoor	6.11	5.97	5.85	6.1	6.38	6.52
The workforce	6.39	6.36	6.27	6.72	6.44	6.31
The people	7.36	7.4	7.27	7.47	7.3	7.38
Contemporary city	6.09	5.88	5.63	5.93	6.5	6.69
The transport	5.66	5.28	5.03	6.17	6.33	6.62
Quality of life	7.54	7.6	7.62	7.64	7.41	7.79
Being a cultural city	7.95	7.94	8.06	8.09	7.95	8.31
Knowledge city	7.44	7.44	7.44	7.66	7.44	7.62
Business friendly	5.8	5.52	5.83	5.74	6.26	6.34
Creative & media city	6.19	5.98	6.04	6.33	6.54	6.76
Eco-friendly city	5.49	5.14	4.97	5.88	6.11	5.97

For a full breakdown of answers by ward, please see *1.5 York Perception Survey Q15 Answer by Ward, on the York Narrative - Perception Baseline Research, Directory*.

Tell us how you think York rates for..? (Q15) | Transport

Base: 2,638 (all respondents)

Q15	How do you rate transport in York					
	ALL	York	Within 5 miles	Within 10 miles	Rest of UK	International
Net weak (0-3)	560 (21%)	410 (27%)	34 (31%)	8 (14%)	104 (12%)	4 (14%)
Net medium (4-6)	1,388 (53%)	800 (52%)	53 (49%)	30 (52%)	491 (55%)	14 (48%)
Net strong (7-10)	690 (26%)	333 (21%)	22 (20%)	20 (34%)	304 (34%)	11 (38%)
Base	2,638	1543	109	58	899	29
Total %	100%	58.5%	4.1%	2.2%	34.1%	1.1%

- The **majority** of respondents adopted a **medium** position with regards to how well York rates for transport.
- However, respondents from **York** and **within 5 miles** were slightly more likely to rate York’s transport **weak**, while those from further afield were comparatively more likely to be ‘strong raters’.

Which of the following are you aware of in relation to York? (Q16)

Base: 2,638 (all respondents)

Q16	ALL
UNESCO city of Media Arts	652 (25%)
UK's first gigabit city	637 (24%)
UK's first human rights city	442 (17%)
Has two universities	2,191 (83%)
Is a railway city	2,143 (81%)
Voted best place to live in UK, 2018	1,577 (60%)
Voted best place to live in North and North East, 2019	1,255 (48%)
Is under two hours between York and London by rail	2,088 (79%)
The UK's founding science city	459 (17%)
None of the above	92 (3%)

KEY: **GREEN** = highest awareness, **RED** = lowest awareness



- Overall, **over 80%** of all respondents were aware of York's two **universities** as well as being a '**railway** city'. 79% of participants also knew about York's fast train connection to London. On the flip side, **less than 20%** of participants knew that York was the UK's first **human rights** and a **founding science** city.

Which of the following..? (Q16) | by location

Base: 2,638 (all respondents)

Q16	ALL	York	Within 5 miles	Within 10 miles	Rest of UK	International
UNESCO city of Media Arts	652 (25%)	416 (27%)	28 (26%)	16 (28%)	183 (20%)	9 (31%)
UK's first gigabit city	637 (24%)	455 (29%)	26 (24%)	17 (29%)	136 (15%)	3 (10%)
UK's first human rights city	442 (17%)	316 (20%)	13 (12%)	8 (14%)	103 (11%)	2 (7%)
Has two universities	2,191 (83%)	1,487 (96%)	100 (92%)	51 (88%)	530 (59%)	23 (79%)
Is a railway city	2,143 (81%)	1,402 (91%)	99 (91%)	53 (91%)	566 (63%)	23 (79%)
Voted best place to live in UK, 2018	1,577 (60%)	1,169 (76%)	65 (60%)	30 (52%)	300 (33%)	13 (45%)
Voted best place to live in North and North East, 2019	1,255 (48%)	883 (57%)	68 (62%)	25 (43%)	270 (30%)	9 (31%)
Is under two hours between York and London by rail	2,088 (79%)	1,421 (92%)	94 (86%)	51 (91%)	498 (55%)	22 (76%)
The UK's founding science city	459 (17%)	279 (18%)	30 (28%)	13 (22%)	132 (15%)	5 (17%)
None of the above	92 (3%)	2 (0%)	0 (0%)	1 (2%)	88 (10%)	1 (3%)
	Base	1,543	109	58	899	29

Which of the following..? (Q16) | by age and social grade

Base: 2,638 (all respondents)

Q16	ALL	Age			Social grade*		
		< 35	35 -64	> 65	AB	C1/C2	D/ E
UNESCO City of Media Arts	652 (25%)	162 (20%)	416 (27%)	74 (27%)	291 (33%)	227 (20%)	11 (12%)
UK's first gigabit city	637 (24%)	159 (20%)	422 (27%)	56 (20%)	290 (33%)	227 (20%)	14 (16%)
UK's first human rights city	442 (17%)	112 (14%)	274 (18%)	56 (20%)	180 (21%)	156 (14%)	6 (7%)
Has two universities	2,191 (83%)	668 (82%)	1,303 (84%)	220 (80%)	753 (86%)	918 (81%)	52 (58%)
Is a railway city	2,143 (81%)	605 (75%)	1,301 (84%)	237 (86%)	723 (83%)	900 (79%)	59 (66%)
Voted best place to live in UK, 2018	1,577 (60%)	481 (59%)	954 (61%)	142 (52%)	571 (65%)	653 (57%)	33 (37%)
Voted best place to live in North and North East, 2019	1,255 (48%)	356 (44%)	760 (49%)	139 (51%)	482 (55%)	500 (44%)	24 (27%)
Is under two hours between York and London by rail	2,088 (79%)	605 (75%)	1,256 (81%)	227 (83%)	735 (84%)	860 (76%)	50 (56%)
The UK's founding science city	459 (17%)	67 (8%)	317 (20%)	75 (27%)	213 (24%)	151 (13%)	6 (7%)
None of the above	92 (3%)	30 (4%)	55 (4%)	7 (3%)	13 (1%)	54 (5%)	8 (9%)
Base		810	1,554	274	877	1,136	89

* not all responded to this

- Overall, knowledge of the listed York attributes remained very similar across the board, whether comparing location, age, social grade.
- Participants from York (96%) and the surrounding areas were significantly more likely to know that the city has two universities, in comparison to only 59% from the rest of the UK.
- On average, older, **AB** social grade respondents were most likely to indicate they knew about the listed York attributes.
- Respondents' knowledge of specific York attributes varied slightly by the **business sector** they were working in, for example, those working within the **arts, entertainment, and recreation** or **information and communications** fields were more likely to know about York's UNESCO CMA and gigabit city status.

Which 3 [images] do you think **best** express the character and spirit of York? (Q19)



Which 3 [images] **best** express..? (Q19) | by location

Base: 2,638 (all respondents)

Q19	ALL	York	Within 5 miles	Within 10 miles	Rest of UK	International
1	813 (31%)	523 (34%)	35 (32%)	19 (33%)	228 (25%)	8 (28%)
2	821 (31%)	539 (35%)	46 (42%)	18 (31%)	214 (24%)	4 (14%)
3	1,214 (46%)	749 (49%)	48 (44%)	23 (40%)	374 (42%)	15 (52%)
4	70 (3%)	32 (2%)	2 (2%)	4 (7%)	29 (3%)	3 (10%)
5	139 (5%)	56 (4%)	8 (7%)	2 (3%)	71 (8%)	2 (7%)
6	820 (31%)	492 (32%)	32 (29%)	17 (29%)	269 (30%)	10 (34%)
7	305 (12%)	195 (13%)	17 (16%)	6 (10%)	85 (9%)	2 (7%)
8	599 (23%)	328 (21%)	26 (24%)	14 (24%)	228 (25%)	3 (10%)
9	1,399 (53%)	849 (55%)	61 (56%)	34 (59%)	436 (48%)	19 (66%)
10	798 (30%)	481 (31%)	35 (32%)	18 (31%)	257 (29%)	7 (24%)
11	121 (5%)	58 (4%)	2 (2%)	5 (9%)	55 (6%)	1 (3%)
12	75 (3%)	24 (2%)	2 (2%)	0 (0%)	49 (5%)	0 (0%)
None of these	30 (1%)	13 (1%)	0 (0%)	1 (2%)	15 (2%)	1 (3%)
I don't know	39 (1%)	9 (1%)	0 (0%)	0 (0%)	30 (3%)	0 (0%)
Base	2,638	1,534	109	58	899	29

KEY: GREEN = top three images per location

- On average, the two images relating to York’s walls / tower at night (**image 9**) and the vikings (**image 3**) were among respondents **top three responses regardless of which location they belonged to.**

- Respondents from York, or within 5 miles, were more likely to name the image relating to the races (**image 2**) among their top 3, while those within 10 miles preferred the image relating to York's markets (**image 1**).
- Overall, respondents were most likely to associate the images relating to the races (2), Vikings (3), and York's walls / tower at night (9) with the city. The walls / tower at night image (9) was the most popular choice by far - over 50% of respondents listed the picture among their top 3.

Which 3 [images] **best** express..? (Q19) | by age and social grade

Base: 2,638 (all respondents)

Q19	ALL	Age			Social grade*		
		< 35	35 - 64	> 65	AB	C1/C2	D/ E
1	813 (31%)	283 (35%)	475 (31%)	55 (20%)	275 (31%)	342 (30%)	27 (30%)
2	821 (31%)	228 (28%)	492 (32%)	101 (37%)	272 (31%)	358 (32%)	19 (21%)
3	1,214 (46%)	396 (49%)	717 (46%)	101 (37%)	400 (46%)	532 (47%)	42 (47%)
4	70 (3%)	15 (2%)	48 (3%)	7 (3%)	30 (3%)	26 (2%)	4 (4%)
5	139 (5%)	46 (6%)	70 (5%)	23 (8%)	55 (6%)	60 (5%)	6 (7%)
6	820 (31%)	263 (32%)	481 (31%)	76 (28%)	274 (31%)	337 (30%)	31 (35%)
7	305 (12%)	63 (8%)	186 (12%)	56 (20%)	116 (13%)	123 (11%)	7 (8%)
8	599 (23%)	196 (24%)	334 (21%)	69 (25%)	182 (21%)	276 (24%)	19 (21%)
9	1,399 (53%)	424 (52%)	844 (54%)	131 (48%)	477 (54%)	588 (52%)	53 (60%)
10	798 (30%)	248 (31%)	435 (28%)	115 (42%)	247 (28%)	360 (32%)	25 (28%)
11	121 (5%)	38 (5%)	77 (5%)	6 (2%)	42 (5%)	54 (5%)	3 (3%)
12	75 (3%)	21 (3%)	42 (3%)	12 (4%)	30 (3%)	28 (2%)	6 (7%)
None of these	30 (1%)	10 (1%)	20 (1%)	0 (0%)	11 (1%)	14 (1%)	1 (1%)
I don't know	39 (1%)	8 (1%)	24 (2%)	7 (3%)	9 (1%)	19 (2%)	1 (1%)
Base	2,638	810	1,554	274	877	1,136	89

* not all responded to this KEY: GREEN = top three images per age / social grade segment

- Again, on average, respondents across all age and social grade segments were most likely to list the images relating to the walls / tower at night (**image 9**) and the vikings (**image 3**) to York.
- Participants < **35** and those belonging to **AB social grade** were comparatively more likely to associate the markets (**image 1**) with the city. Respondents > **35** were more likely to find the image relating to the races (**image 2**) fit York, participants > **65** and **C1/C2** respondents the railway picture (**image 10**), those belonging to the D/E social grade the river / cycle image (**image 6**).
- For full [visualisation graphs](#) by location, age and social grade, please see appendix.

Which 3 [images] do you think **least** express the character and spirit of York? (Q19B)

Which 3 [images] **least** express..? (Q19B) | by location

Base: 2,638 (all respondents)

Q19b	ALL	York	Within 5 miles	Within 10 miles	Rest of UK	International
1	45 (2%)	18 (1%)	2 (2%)	2 (3%)	22 (2%)	1 (3%)
2	140 (5%)	81 (5%)	4 (4%)	3 (5%)	50 (6%)	2 (7%)
3	37 (1%)	13 (1%)	2 (2%)	1 (2%)	21 (2%)	0 (0%)
4	886 (34%)	552 (36%)	39 (36%)	18 (31%)	270 (30%)	7 (24%)
5	453 (17%)	291 (19%)	27 (25%)	10 (17%)	116 (13%)	9 (31%)
6	62 (2%)	36 (2%)	0 (0%)	0 (0%)	25 (3%)	1 (3%)
7	101 (4%)	45 (3%)	3 (3%)	0 (0%)	53 (6%)	0 (0%)
8	39 (1%)	21 (1%)	0 (0%)	0 (0%)	18 (2%)	0 (0%)
9	16 (1%)	5 (0%)	0 (0%)	1 (2%)	10 (1%)	0 (0%)
10	54 (2%)	19 (1%)	0 (0%)	0 (0%)	34 (4%)	1 (3%)
11	218 (8%)	106 (7%)	19 (17%)	9 (16%)	82 (9%)	2 (7%)
12	418 (16%)	278 (18%)	11 (10%)	12 (21%)	114 (13%)	3 (10%)
None of these	93 (4%)	43 (3%)	0 (0%)	1 (2%)	47 (5%)	2 (7%)
I don't know	77 (3%)	35 (2%)	2 (2%)	1 (2%)	38 (4%)	1 (3%)
Base	2,638	1,543	109	58	899	29

KEY: GREEN = top three images per location

- Participants' **location** did **not significantly affect** which image they selected as **least** expressing the character of York. The only slight outlier were those living **within 5 miles** of the city, who, on average, felt the playground image (**11**) was also among the top 3 least fitting images.
- Across all survey participants, **image 12**, **image 5**, and **image 4** were most likely to be picked as **least expressing** the character of York by quite a large margin.

Which 3 [images] **least** express..? (Q19B) | by age and social grade

Base: 2,638 (all respondents)

Q19b	ALL	Age			Social grade*		
		< 35	35 - 64	> 65	AB	C1/C2	D/ E
1	45 (2%)	14 (2%)	24 (2%)	7 (3%)	17 (2%)	19 (2%)	1 (1%)
2	140 (5%)	47 (6%)	82 (5%)	11 (4%)	49 (6%)	53 (5%)	8 (9%)
3	37 (1%)	14 (2%)	17 (1%)	6 (2%)	16 (2%)	12 (1%)	4 (4%)
4	886 (34%)	265 (33%)	536 (34%)	85 (31%)	285 (32%)	393 (35%)	22 (25%)
5	453 (17%)	156 (19%)	260 (17%)	37 (14%)	149 (17%)	194 (17%)	13 (15%)
6	62 (2%)	18 (2%)	39 (3%)	5 (2%)	22 (3%)	27 (2%)	1 (1%)
7	101 (4%)	40 (5%)	58 (4%)	3 (1%)	33 (4%)	49 (4%)	6 (7%)
8	39 (1%)	13 (2%)	23 (1%)	3 (1%)	10 (1%)	15 (1%)	5 (6%)
9	16 (1%)	7 (1%)	9 (1%)	0 (0%)	5 (1%)	9 (1%)	0 (0%)
10	54 (2%)	18 (2%)	29 (2%)	7 (3%)	24 (3%)	23 (2%)	1 (1%)
11	218 (8%)	44 (5%)	142 (9%)	32 (12%)	80 (9%)	90 (8%)	11 (12%)
12	418 (16%)	137 (17%)	243 (16%)	38 (14%)	142 (16%)	183 (16%)	9 (10%)
None of these	93 (4%)	17 (2%)	56 (4%)	20 (7%)	30 (3%)	39 (3%)	5 (6%)
I don't know	77 (3%)	20 (2%)	37 (2%)	20 (2%)	16 (2%)	30 (3%)	3 (3%)
Base	2,638	810	1,554	274	877	1,136	89

* not all responded to this KEY: **GREEN** = top three images per age / social grade segment

- Participants' **age** or **social grade** segment did **not significantly affect** which picture they selected as **least fitting** to express the character of York.
- For full [visualisation graphs](#) by location, age and social grade, please see appendix.

If you would like to tell us why you selected the images for Q19/19b... (Q20)

Base: 2,638 (all respondents)

See 1.3 York Perception Survey - Raw Data, on the York Narrative - Perception Baseline Research, Directory - column CU 'QQ20' for full list of comments, examples below

When people think of York, things such as Vikings, Christmas markets, other festivals and events in the city centre spring to mind...



I chose the nightlife/music picture for "least" because York does not have many big music venues or clubs. However, it does have a nice small venue and pub music set up...

York is beautiful and full of history. It makes York unique...



...I don't see York as a child friendly city. I have 3 children, there are no independent toy shops in the town centre, no real places to play, parking with a pushchair is expensive...

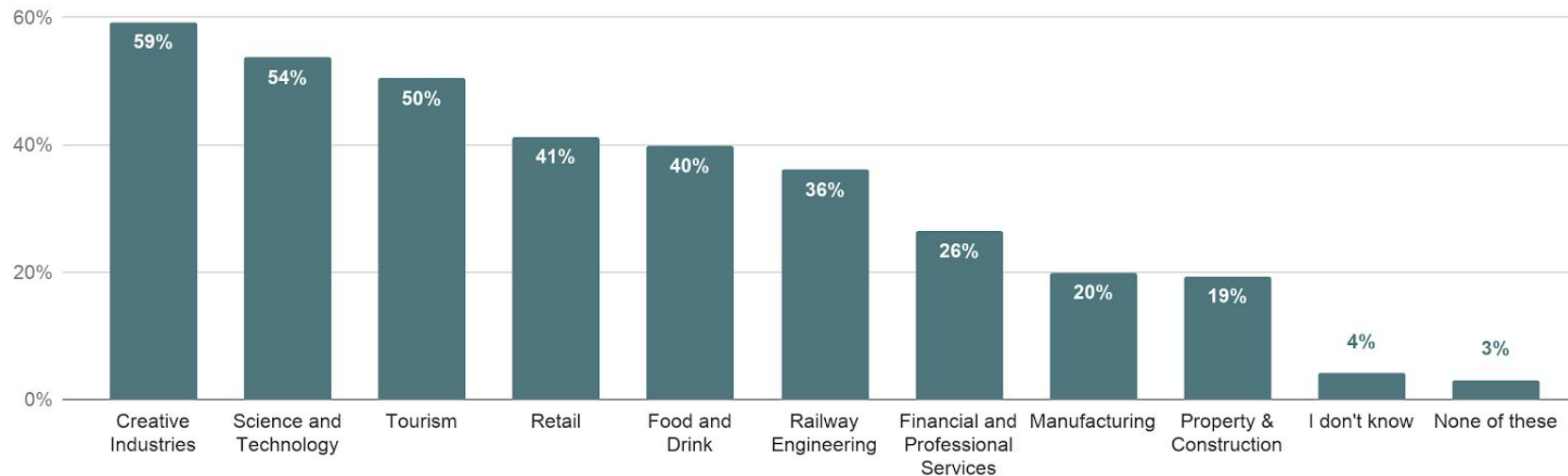
The races are famous and great for tourists visiting. We have attracted amazing jockeys and horses over the years...



York is not a modern city. This needs to be address and changed as its seen as being backwards thinking.

Which of the following sectors do you think York should prioritise? (Q21)

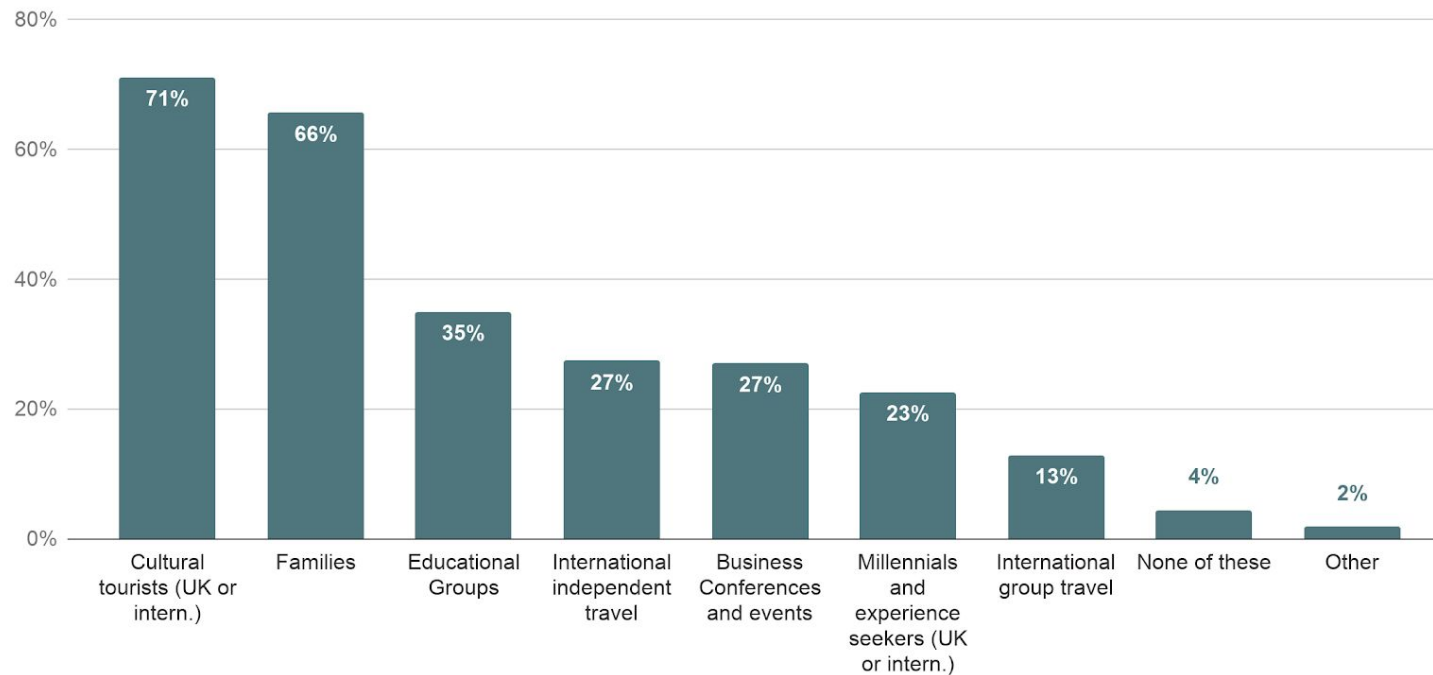
Base: 2,149 (all York and within 5 miles OR that travel/commute to York regularly OR are Self Employed/Business owner)



- Overall, 50% or more of respondents agreed that the **creative industries, science and technology, and tourism** should be prioritised.
- Taking a closer look at respondents from **York**, 61% thought the creative industries should be prioritised, followed by science and technology (55%).
- In terms of differences by occupation, an even greater proportion (65%) of people who identified as **self-employed or owning their own business** thought the creative industries should be a priority, followed by the tourism industry (57%) .

Which 3 of the following tourism priorities do you think York should focus on in the future? (Q22)

Base: 1,654 (all York and within 5 miles OR work in Administrative & Support Service*)



*includes Tourism Industry workers

- The top 3 responses from **York** respondents:
 - Cultural Tourists (71%)
 - Families (66%)
 - Educational groups (35%)

Take a moment to share anything you feel is special, brilliant or unique about York then we would love to hear it... (Q25)

Base: 2,638 (all respondents)

See document *1.6 York Perception Survey - Verbatim Answers, on the York Narrative - Perception Baseline Research, Directory*.

B. Postcode mapping



C. Full Survey with Routing and Baselines

Internal numbers	Question	Routing	Base
Q1	<p>To start off we want you to give us the first 3 words that spring to mind when you think about York. The words can be positive or negative but please do give 3.</p> <ul style="list-style-type: none"> - 2638 x 3 verbatim responses 	All	2638
Q2	<p>Now you are thinking about York, are your overall thoughts positive, negative or somewhere in between? Please rate between 0-10</p> <ul style="list-style-type: none"> - 0 - 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10 	All	<p>2638</p> <p>0</p> <p>7</p> <p>36</p> <p>55</p> <p>62</p> <p>174</p> <p>209</p> <p>454</p> <p>783</p> <p>416</p> <p>432</p>
Q3	<p>Are you...?</p> <ul style="list-style-type: none"> - Male - Female - I identify differently 	All	<p>2638</p> <p>1000</p> <p>1623</p> <p>15</p>

<p>Q4</p>	<p>How old are you?</p> <ul style="list-style-type: none"> - 14 or under - 15-24 - 25-34 - 35-44 - 45-54 - 55-64 - 65-74 - 75+ 	<p>All</p> <p>Anyone under 15 leaves the survey here and previous answers discounted</p>	<p>2638</p> <p>0</p> <p>231</p> <p>579</p> <p>595</p> <p>529</p> <p>430</p> <p>238</p> <p>36</p>
<p>Q4a</p>	<p>Are your day-to-day activities limited because of a health problem or disability?</p> <ul style="list-style-type: none"> - Yes, limited a lot - Yes, limited a little - No - Prefer not to say 	<p>All</p>	<p>2638</p> <p>78</p> <p>283</p> <p>2245</p> <p>32</p>
<p>Q5</p>	<p>Are you...?</p> <ul style="list-style-type: none"> - Employed (full or part time) - Self employed/business owner - Seasonal/ temporary work - Retired - Student (full or part time) - Caring for others - Not working 	<p>All</p>	<p>2638</p> <p>1727</p> <p>282</p> <p>27</p> <p>308</p> <p>147</p> <p>60</p> <p>87</p>
<p>Q6</p>	<p>Do you currently have business interests in York?</p> <ul style="list-style-type: none"> - Yes, I own a business in York - Yes, I invest in businesses in York - Yes, I run businesses in York - No, I don't have business interests in York - Other 	<p>Anyone answering Q6 as self employed/ business owner</p>	<p>282</p> <p>120</p> <p>5</p> <p>48</p> <p>82</p> <p>27</p>

<p>Q7</p>	<p>Which business sector do you work in?</p> <ul style="list-style-type: none"> - Accommodation and food services - Admin and support services (inc tourism) - Arts, entertainment and recreation - Construction - Education - Finance and Insurance - Health and Social Work - Information and Communications - Manufacturing - Professional and scientific - Public Administration - Transport and storage - Wholesale and retail trade - Other 	<p>All who answer Q6 as yes or other</p>	<p>200</p> <p>21</p> <p>2</p> <p>42</p> <p>10</p> <p>12</p> <p>4</p> <p>2</p> <p>22</p> <p>4</p> <p>19</p> <p>0</p> <p>2</p> <p>22</p> <p>38</p>
<p>Q8</p>	<p>Which of the following roles best describes the highest wage earner in your household?</p> <ul style="list-style-type: none"> - Chief Executive/Director - Senior Management - Junior Management - Supervisor - Clerical/Admin - Skilled Trade - Unskilled - None of the above - Prefer not to answer 	<p>All</p>	<p>2638</p> <p>287</p> <p>590</p> <p>387</p> <p>177</p> <p>314</p> <p>258</p> <p>89</p> <p>437</p> <p>99</p>
<p>Q9</p>	<p>Are you a resident of the UK?</p> <ul style="list-style-type: none"> - Yes - No (state country of origin) 	<p>All</p>	<p>2638</p> <p>2609</p> <p>29</p>

<p>Q9a</p>	<p>What is your postcode? Then grouped into</p> <ul style="list-style-type: none"> - York residents - Within 5 miles - Within 10 miles - Rest UK 	<p>All UK</p>	<p>2609</p> <p>1543</p> <p>109</p> <p>58</p> <p>928</p>
<p>Q10</p>	<p>Have you ever lived, studied or worked in York?</p> <ul style="list-style-type: none"> - Yes - No 	<p>All postcodes beyond 5 miles of York Local Authority boundary</p>	<p>986</p> <p>459</p> <p>527</p>
<p>Q11</p>	<p>Do you currently commute or travel to York regularly for work, study, shopping, entertainment etc?</p> <ul style="list-style-type: none"> - Yes - No 	<p>All postcodes beyond 5 miles of York Local Authority boundary</p>	<p>986</p> <p>451</p> <p>535</p>
<p>Q11B</p>	<p>Do you currently commute or travel to central York regularly for work, study, shopping, entertainment etc?</p> <ul style="list-style-type: none"> - Yes - No 	<p>All postcodes within 5 miles of York Local Authority boundary</p>	<p>1652</p> <p>1470</p> <p>182</p>
<p>Q12</p>	<p>Have you ever visited York for any of the following..? Answers rated 0-5</p> <ul style="list-style-type: none"> - School Trip - Short break/ holiday - Day leisure trip - Business purpose - Other - None, I have never visited York 	<p>All who answered NO to Q10</p>	<p>535</p> <p>50</p> <p>213</p> <p>248</p> <p>92</p> <p>50</p> <p>127</p>

Q13	<p>How likely is it that in the next 5 years you will..?</p> <p>Answers rated 0-5</p> <ul style="list-style-type: none"> - Live in York - Study in York - Visit York for a weekend break or holiday - Visit for a business conference event - Develop business interests in York - Invest in York 	Anyone living beyond 10 miles of the York Local Authority boundary	928
Q14	<p>How likely is it that in the next 5 years you will..?</p> <p>Answers rated 0-5</p> <ul style="list-style-type: none"> - Continue to live in York - Study in York - Move away from York - Invest in business in York 	Anyone living within 5 miles of the York Local Authority boundary	1652
Q14A	<p>How likely is it that in the next 5 years you will advise or recommend someone else to..?</p> <p>Answers rated 0-5</p> <ul style="list-style-type: none"> - Move to York - Move away from York - Invest in business in York - Study in York - Visit York for a weekend break or holiday - Visit for a business conference event - Visit York for a school trip or educational purpose 	Anyone living within 10 miles of the York Local Authority boundary	1710

<p>Q15</p>	<p>Drawing on your knowledge, experience or perceptions of York, tell us how you think York rates for..? Each rated 0-10</p> <ul style="list-style-type: none"> - Its heritage and history - Its leisure, sport and outdoor offer - Its workforce - Its people - Being a contemporary city - Its transport - Its quality of life - Being a cultural city - Being a knowledge city - Being business friendly - Being a creative and media city - Being an eco-friendly city 	<p>All</p>	<p>2638</p>
<p>Q16</p>	<p>Which of the following are you aware of in relation to York?</p> <ul style="list-style-type: none"> - It's a UNESCO City of Media Arts - It's the UK's first gigabit city - It's the UK's first human rights city - It has two universities - It is a railway city - It was voted best place to live in the UK, 2018 - It was voted best place to live in the North and North East, 2019 - It's under two hours between York & London by rail - It's the UK's founding science city - None of the above 	<p>All</p>	<p>2638</p> <p>653</p> <p>637</p> <p>442</p> <p>2191</p> <p>2143</p> <p>1577</p> <p>1255</p> <p>2088</p> <p>459</p> <p>92</p>
<p>Q17</p>	<p><i>not used in final survey</i></p>	<p>x</p>	<p>x</p>
<p>Q18</p>	<p><i>not used in final survey</i></p>	<p>x</p>	<p>x</p>

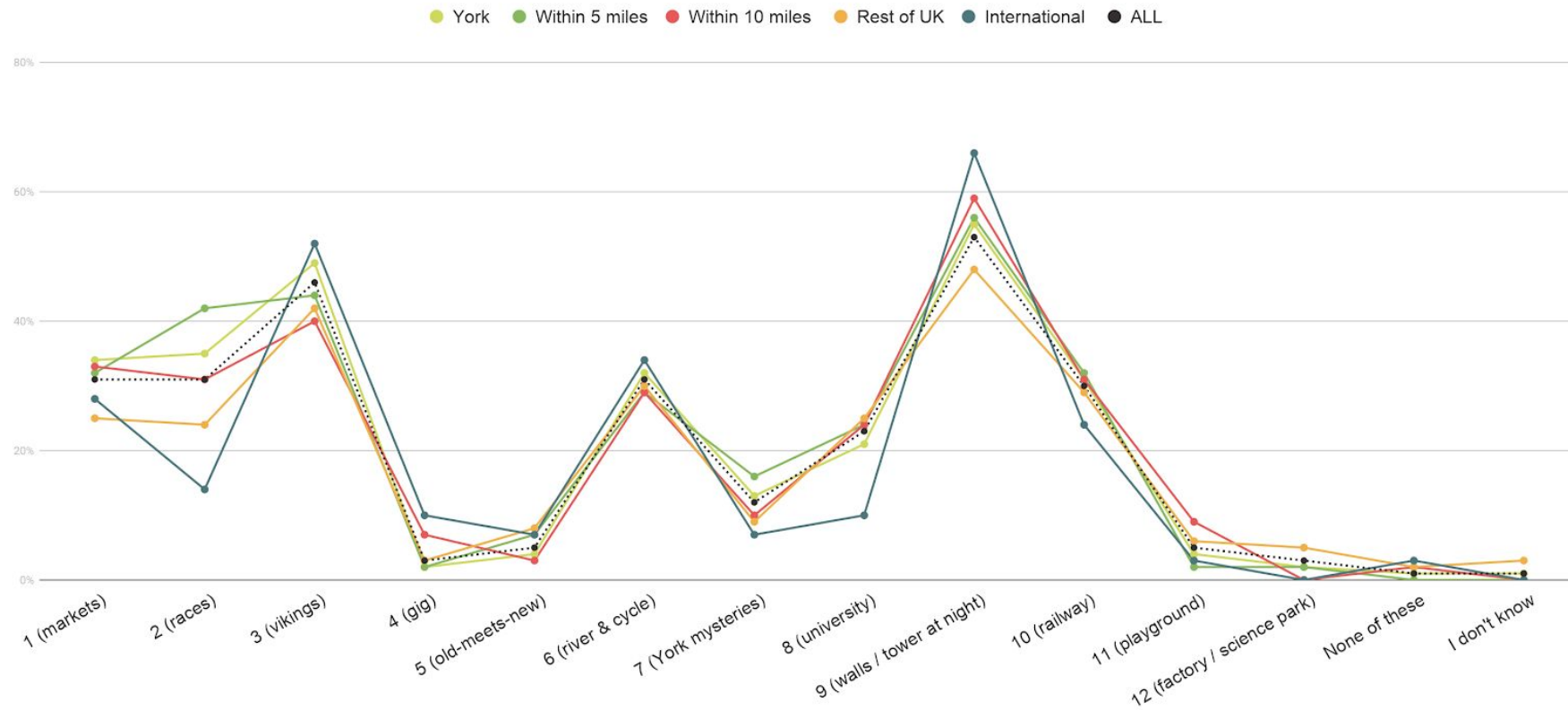
<p>Q19</p>	<p>Which 3 [images] do you think best express the character and spirit of York?</p> <ul style="list-style-type: none"> - Image 1 (markets) - Image 2 (races) - Image 3 (historical (viking) reenactment) - Image 4 (a gig - CJ-VJ event - Mediale) - Image 5 (modern building, Hiscox, with old York reflected) - Image 6 (river, cycling) - Image 7 (Mystery play) - Image 8 (graduation, the universities) - Image 9 (the walls) - Image 10 (railway station) - Image 11 (local playground) - Image 12 (factory/science laboratory) - None of these - I don't know 	<p>All</p>	<p>2638</p> <p>813</p> <p>821</p> <p>1214</p> <p>70</p> <p>139</p> <p>820</p> <p>305</p> <p>599</p> <p>1399</p> <p>798</p> <p>121</p> <p>75</p> <p>30</p> <p>39</p>
<p>Q19b</p>	<p>Which 3 [images] do you think least express the character and spirit of York?</p> <ul style="list-style-type: none"> - Image 1 (markets) - Image 2 (races) - Image 3 (historical (viking) reenactment) - Image 4 (a gig - CJ-VJ event - Mediale) - Image 5 (modern building, Hiscox, with old York reflected) - Image 6 (river, cycling) - Image 7 (Mystery play) - Image 8 (graduation, the universities) - Image 9 (the walls) - Image 10 (railway station) - Image 11 (local playground) - Image 12 (factory/science laboratory) - None of these - I don't know 	<p>All</p>	<p>2638</p> <p>45</p> <p>140</p> <p>37</p> <p>88</p> <p>453</p> <p>62</p> <p>101</p> <p>39</p> <p>16</p> <p>54</p> <p>218</p> <p>418</p> <p>93</p> <p>77</p>

<p>Q20</p>	<p>If you would like to, tell us why you selected these images</p> <ul style="list-style-type: none"> - 1221 verbatim responses 	<p>Optional</p>	<p>1221</p>
<p>Q21</p>	<p>Which of the following sectors do you think York should prioritise?</p> <ul style="list-style-type: none"> - Science and technology - Creative Industries - Railway Engineering - Finance and Professional Services - Property and Construction - Tourism - Retail - Manufacturing - Food and drink - I don't know - None of the above 		<p>2149</p> <ul style="list-style-type: none"> 1154 1273 775 569 416 1083 886 429 856 95 67
<p>Q22</p>	<p>Which 3 of the following tourism priorities do you think York should focus on in the future?</p> <ul style="list-style-type: none"> - International group travel - International independent travel - Families - Millennials and experience seekers - Cultural tourists - Educational groups - Business tourists - Other - None of these 	<p>All living within 5 miles plus tourism industry workers</p>	<p>1654</p> <ul style="list-style-type: none"> 213 453 1085 374 117 578 448 30 72

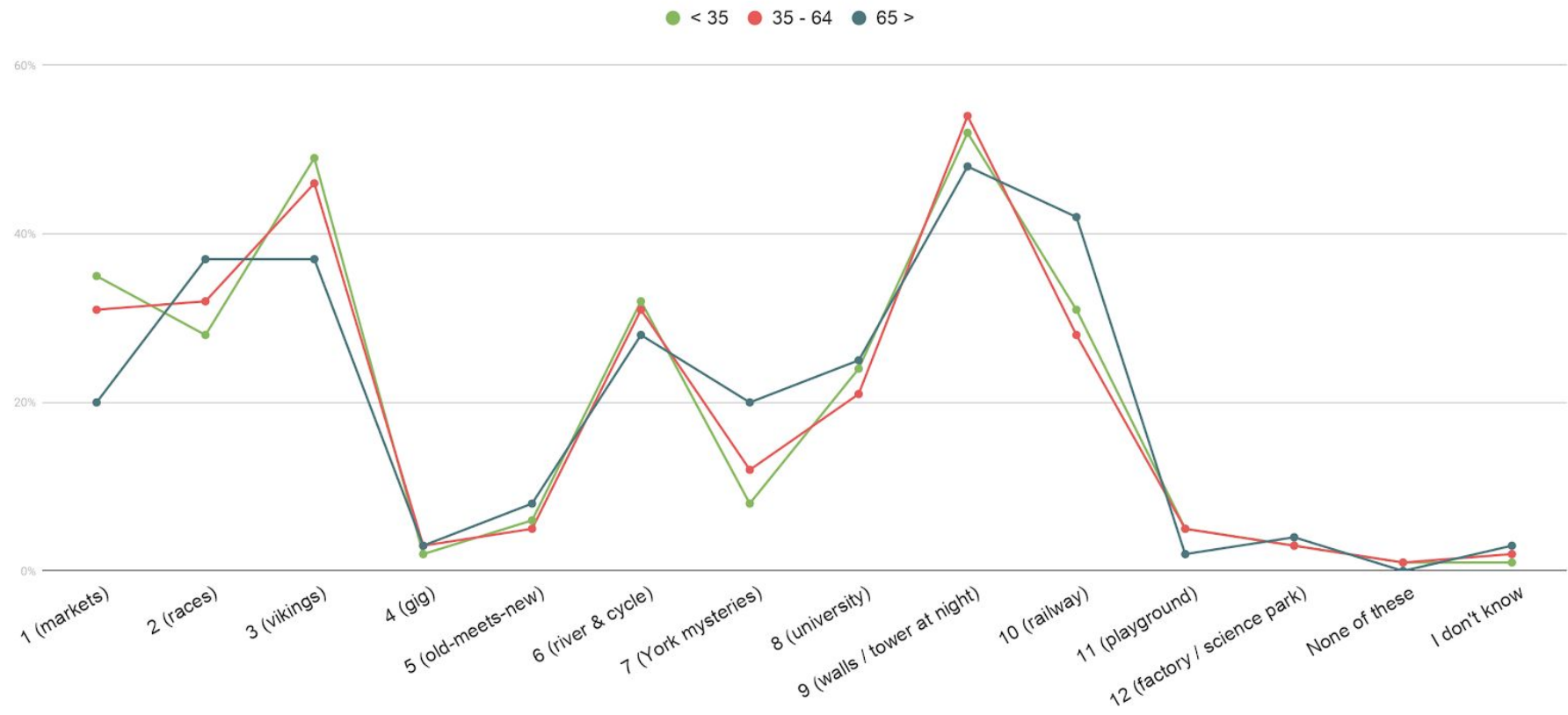
<p>Q23</p>	<p>Thinking only about short breaks and holidays, would you be likely to visit York in the next 2 years?</p> <ul style="list-style-type: none"> - Yes - No 	<p>Anyone living beyond 10 miles of York boundary</p>	<p>928</p> <p>698</p> <p>230</p>
<p>Q24</p>	<p>Which, if any, are the reasons why you wouldn't visit York?</p> <ul style="list-style-type: none"> - I prefer large cities - I prefer places other people haven't discovered - It is too expensive as a place to stay - It is hard to get to - It is too busy - I find it physically difficult to get around historic sites - I prefer places with more nightlife - I prefer places that are more contemporary - I prefer nature and landscape - It's too far - I don't know enough about it - It is too near - I have been before - I already have plans to visit other places - Other - None of the above 	<p>All who answered no to Q23</p>	<p>230</p> <p>6</p> <p>8</p> <p>19</p> <p>17</p> <p>13</p> <p>6</p> <p>8</p> <p>9</p> <p>8</p> <p>21</p> <p>18</p> <p>70</p> <p>36</p> <p>23</p> <p>46</p> <p>29</p>
<p>Q25</p>	<p>And finally, if you want to take a moment to share anything you feel is special, brilliant or unique about York, then we would love to hear it...</p> <ul style="list-style-type: none"> - 1304 verbatim responses 	<p>optional</p>	<p>1304</p>
<p>Q26</p>	<p>If you are willing to be selected at random to participate in further discussions or focus groups, then please leave your email below:</p> <ul style="list-style-type: none"> - 695 emails left 	<p>optional</p>	<p>695</p>

D. Which 3 [images] **best** express..? | by location, age and social grade (visualisations)

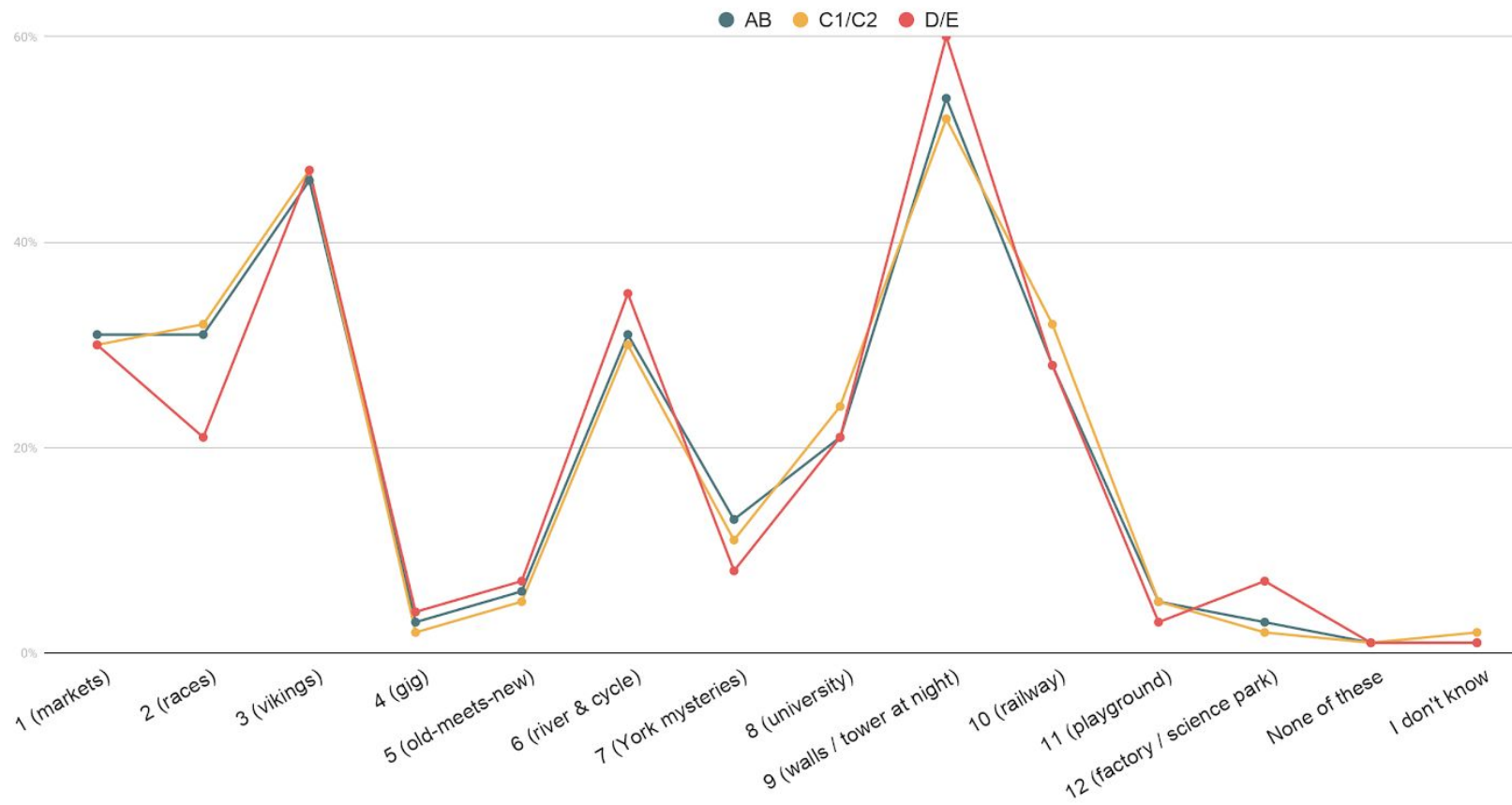
Which picture best expresses York (by location)



Which picture best expresses York (by age)

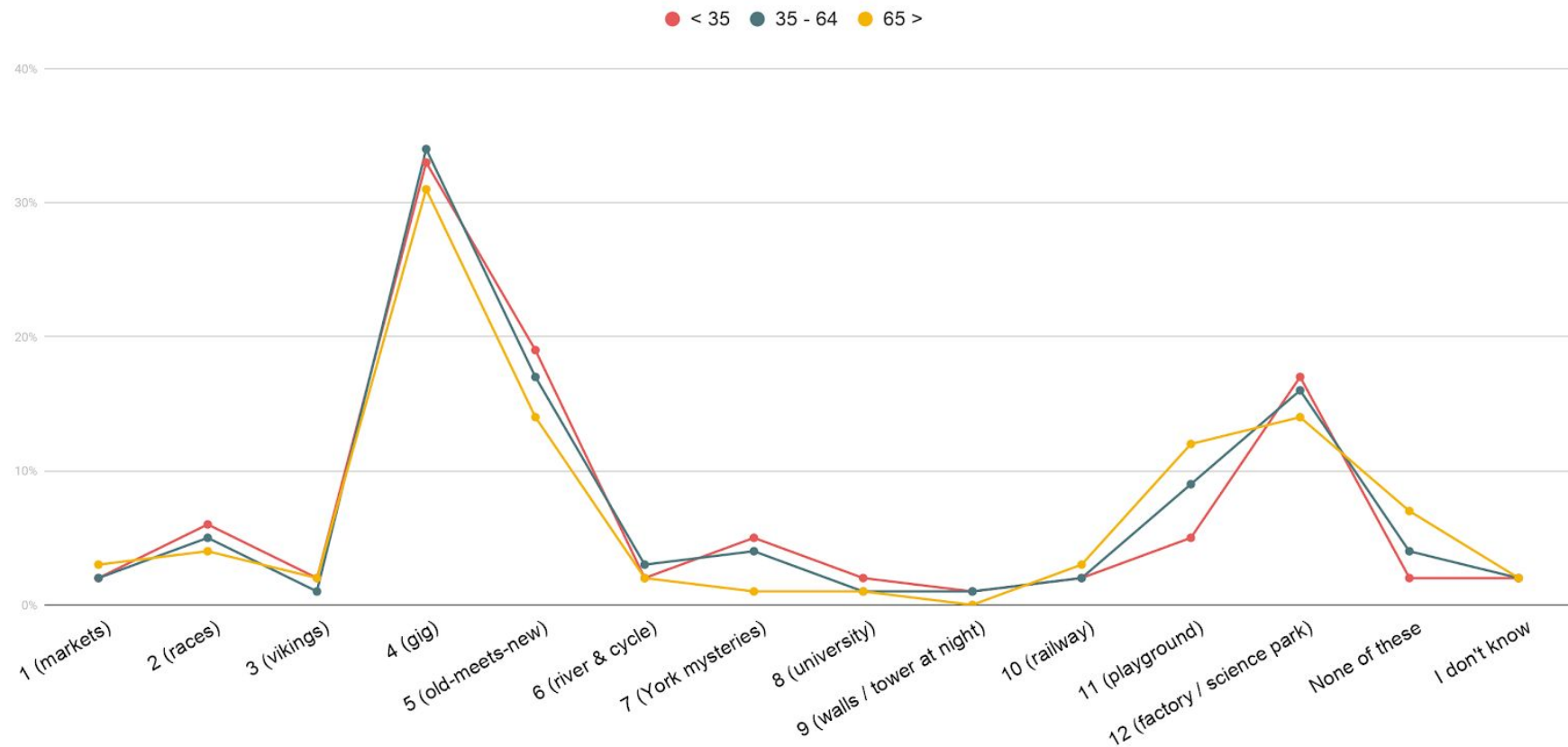


Which picture best expresses York (by social grade)

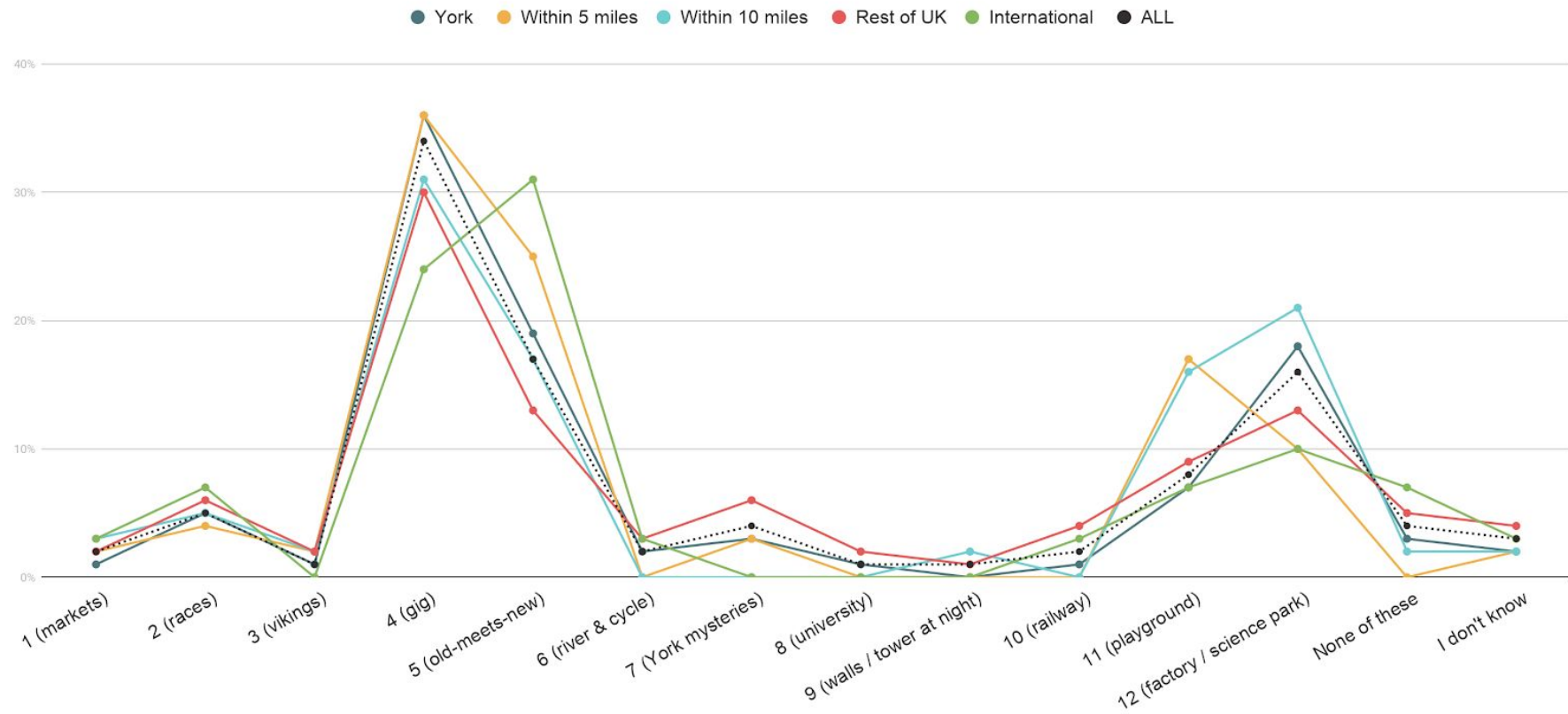


E. Which 3 [images] **least** express..? | by location, age and social grade (visualisations)

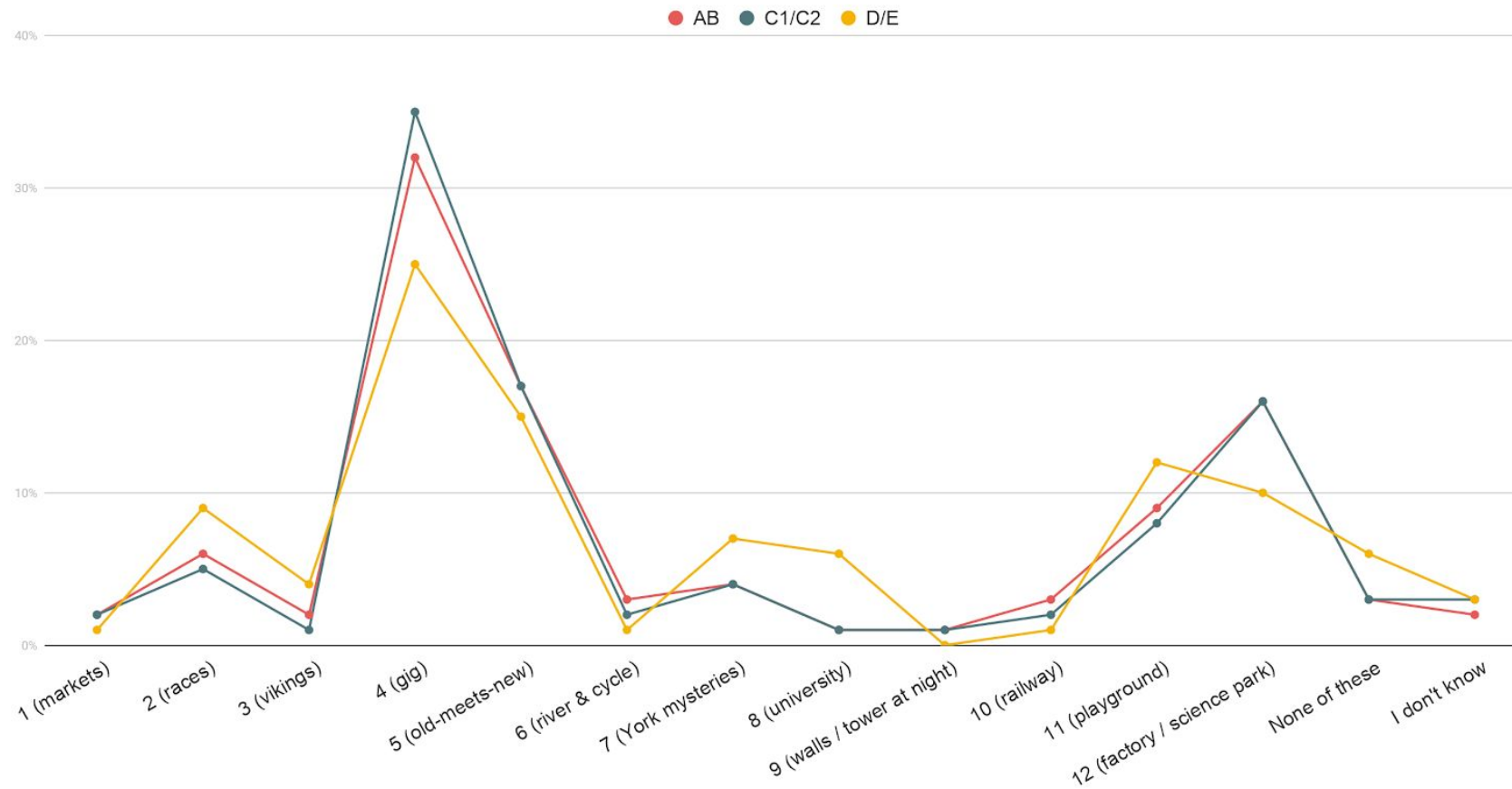
Which picture least expresses York (by age)



Which picture least expresses York (by location)



Which picture least expresses York (by social grade)



York Narrative - Perception Baseline Research

2. Resident Engagement Report

Prepared for City of York Council and partners

Askham Bryan College York, Biovale, Ebor Academy, City of York Council, Hiscox UK, Innovation Space, Joseph Rowntree Foundation, Make it York, Manor Church of England Academy, Guild of Media Arts, Nestlé UK, NHS Vale of York, North Yorkshire, York & East Riding LEP, York CVS, York Racecourse, University of York, West Yorkshire Combined Authority, York BID, York Chamber of Commerce, York Civic Trust, York Conservation Trust, York Cultural Leaders Group, York: Human Rights City Network, York Mediale, York NHS Hospitals, York St John University

October 2019

HEMINGWAYDESIGN

creativetourist

**FOR THE
LOVE OF
PLACE**

Let's Talk about York Resident Engagement

OBJECTIVES AND METHODOLOGIES

Consultations with 5 targeted groups of residents were designed to ensure that the process captured the views of those who might otherwise not contribute to the online survey and who are not part of the 'usual' stakeholder consultation list.

Not all groups captured precise numbers but we can assume that a minimum of 86 people were spoken to in these groups. All ages were represented from 15-87 years.

The groups were selected to be representative of identified segments in York (older people, younger people, less affluent, less actively engaged in civic life). They are not intended to be comprehensive. The groups were identified by City of York Council and the sessions were facilitated by City of York Council. The findings add some qualitative depth to the online survey (which captured robust samples from all wards and off all age-groups).

The sessions mainly took place in June and July 2019.

Groups:

- Fulford Residents Association
- York College – AS level geography (x2 sessions)
- Drop in Coffee Morning – St. James The Deacon Church
- Take 5 – Holy Redeemer Church
- Dringhouses and Woodthorpe Ward Committee Meeting

In addition, a number of display boards and postcards were distributed in public places in the city (civic offices, hospitals, libraries, community centres) inviting people to tell us:

- 3 words they associate with York;
- 3 images they associate with York.

There were 60 postcards gathered and analysed and c.2500 responses on the image boards

There were three purposes to this element:

- To engage with people who might not be aware of the online survey;
- To encourage people to do the online survey;
- To capture some data to allow for comparison with the overall online survey as a check for any significant variance and pattern breakers.

WHAT 3 WORDS WOULD YOU USE TO DESCRIBE YORK NOW?

This exercise was part ice-breaker and prompt for the discussion, but also allowed for some light-touch comparison with other elements of the *Let's Talk About York* Survey.

Information was gathered in workshop-style focus groups and via postcards. All of the data captured was entered into a simple google-form for analysis.

KEY TAKEAWAYS FROM THE DISCUSSIONS

These have been fed in by City of York Council who facilitated the sessions.

- Primary shared concern around traffic / congestion / emission pollution – need for better public transport systems / bus-station.
- Affordability is an issue – and understood as not just being personal impact – not sustainable for the city – will change its character – many people having to move further out – less socially diverse community.
- Sense of community / caring / neighbourhoods / quality of life – a good place to live
- Some flags around a focus on tourism being to the detriment of residents – although still proud to be welcoming and friendly/ sharing their beautiful city.
- Young people don't see themselves staying – 'boring' – not a single student in the class wanted to stay in York.
- Most recognise the need to diversify and develop new industries for jobs/growth/sustainability
- Green issues / spaces are of real interest.
- Worries about the city centre retail – who is it for? Is it dying?
- A number of the groups had a sense of urgency – things need tackling / following through.

Looking forward

There was pretty balanced discussion across the groups.

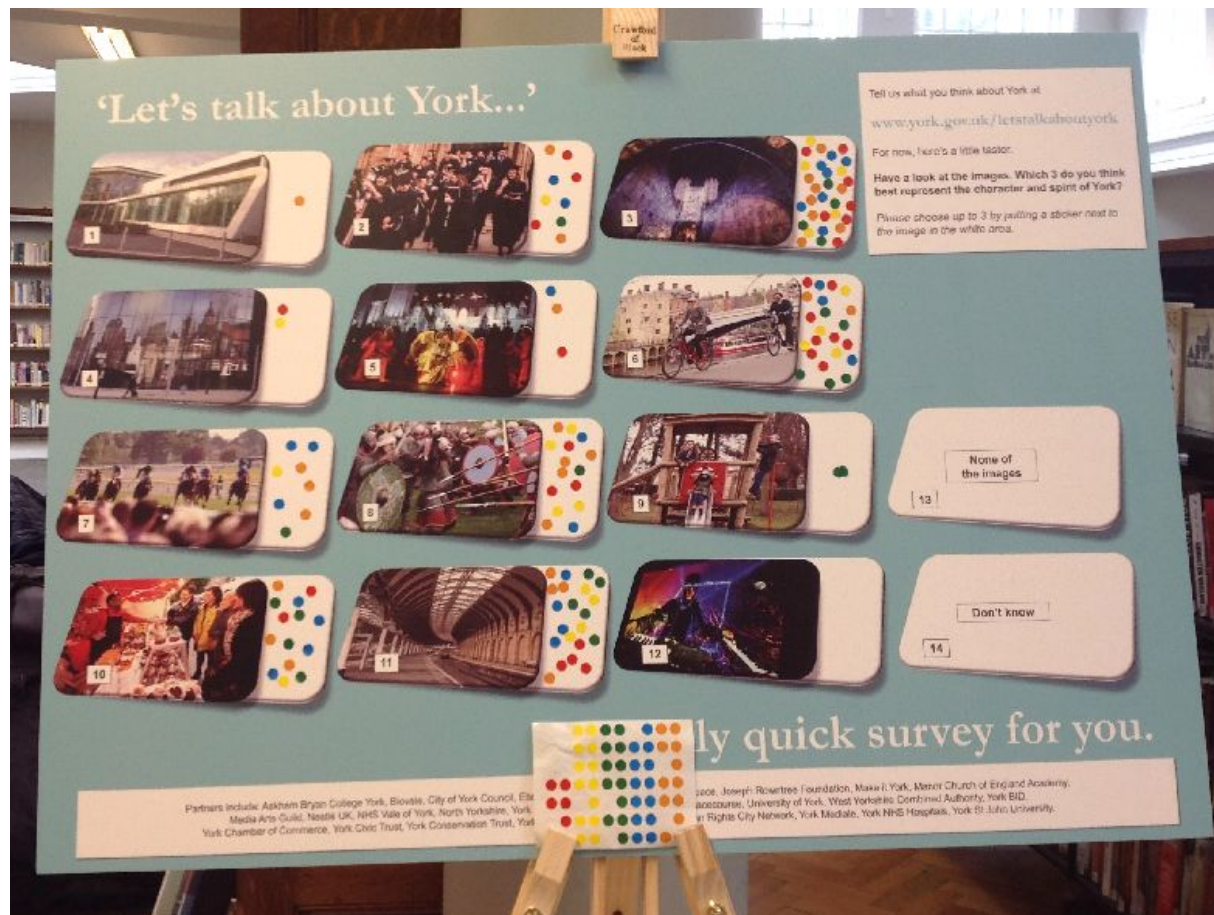
- No one is saying lose heritage/tourism – but there is shared recognition of need to be forward looking / future thinking / more innovative to secure future of the city.
- Role of Universities/ science and tech industries / commerce / professional services sector generally understood to be important.
- Some more 'micro' concerns (older people's housing for example).
- Young people's descriptions of the future was more dynamic – 'happening' / switched on / modern.
- Residents don't always know what is going on in the universities / businesses etc. – when they find out how ground-breaking/socially valuable a lot of the work is – they love York even more than they do already.
- Local people want the narrative of innovation – social purpose – York's impact on people's lives (including their own) playing back to them.

Verbatim quotes / captured details		
Coney street shops always empty, be more like Bishopthorpe road etc.	Would like a better plastic recycling	Develop on the redundant airfields
Open up Coney Street to be more green, and independent	We need to speak louder about the good things	Train and roads that go to Hull
Need more community spaces, focus on the residents	Balanced (e.g. views and urban balance)	Develop a local airport
Bus station to decrease congestion	Emissions near schools	Green space in the centre
Focus on housing not retail	Lack of bus and rail interchange – need similar to Harrogate	Contact with other cities such as Hull, Leeds
Using derelict space as housing	Inequality around housing costs – less opportunities for lower income households	Environmentally positive
The focus is much more on residents experience / convenience / comfort – and much less concern around	York needs modernising	We need a new bus station / interchange

vibrancy / industry / jobs		
Avoid town at the weekend as it is too busy	Two good Universities	Failing to keep tech businesses or staff – all leave for Leeds
I go into York once or twice a month but I now shop more online	Good schools and hospital	Lovely football pitches
York has changed a lot- I would like more greenery	Medium-sized, not too small or large, historic city	Over development of accommodation in city centre
York is chaotic now, it was not always	Good Cycling network	Failing to keep tech businesses or staff – all leave for Leeds
York is very expensive to live in	Racecourse – great attraction and open green space	Lovely football pitches
People are helpful and welcoming	A desirable place to live and study	Dirty streets – area around station unclean
York used to have a good railway focus	Overpopulated (Hospitals overflow, traffic and more homes being built)	The cost of York museums is too much for York residents and should be free like to former days with a council letter for proof.
York is going to become more congested	Footpaths terrible in places	More green space near the river
York needs more places to park bikes	Town too crowded with tourists	Affordable housing
Traffic lights take a long time to get through	Traffic lights – Too many, at every junction	Bus station
why are we not fixing more potholes in York?	York has lost its character	Affordable housing
York cannot fill its retail outlets at the moment	Minster, Walls and Museums will shine forever	Affordable accommodation
We do not want any more cafes	Prioritises students over older people	Community facilities
I don't go to town anymore because there is nothing there!	Older persons housing should be better placed – in better connected areas	Friendly – people are very welcoming
More local people should be the financial bread and butter of York	Need more Nursing Homes	Expensive Housing
Local highstreets are used more than the city centre	Want more manufacturing in City instead of office space	Would like a better plastic recycling
We should be more like Cornwall in our approach to recycling plastic	Empty (shops) Off putting for both residents and tourists	Innovative
We should get rid of big metal recycling containers	Known around the world	

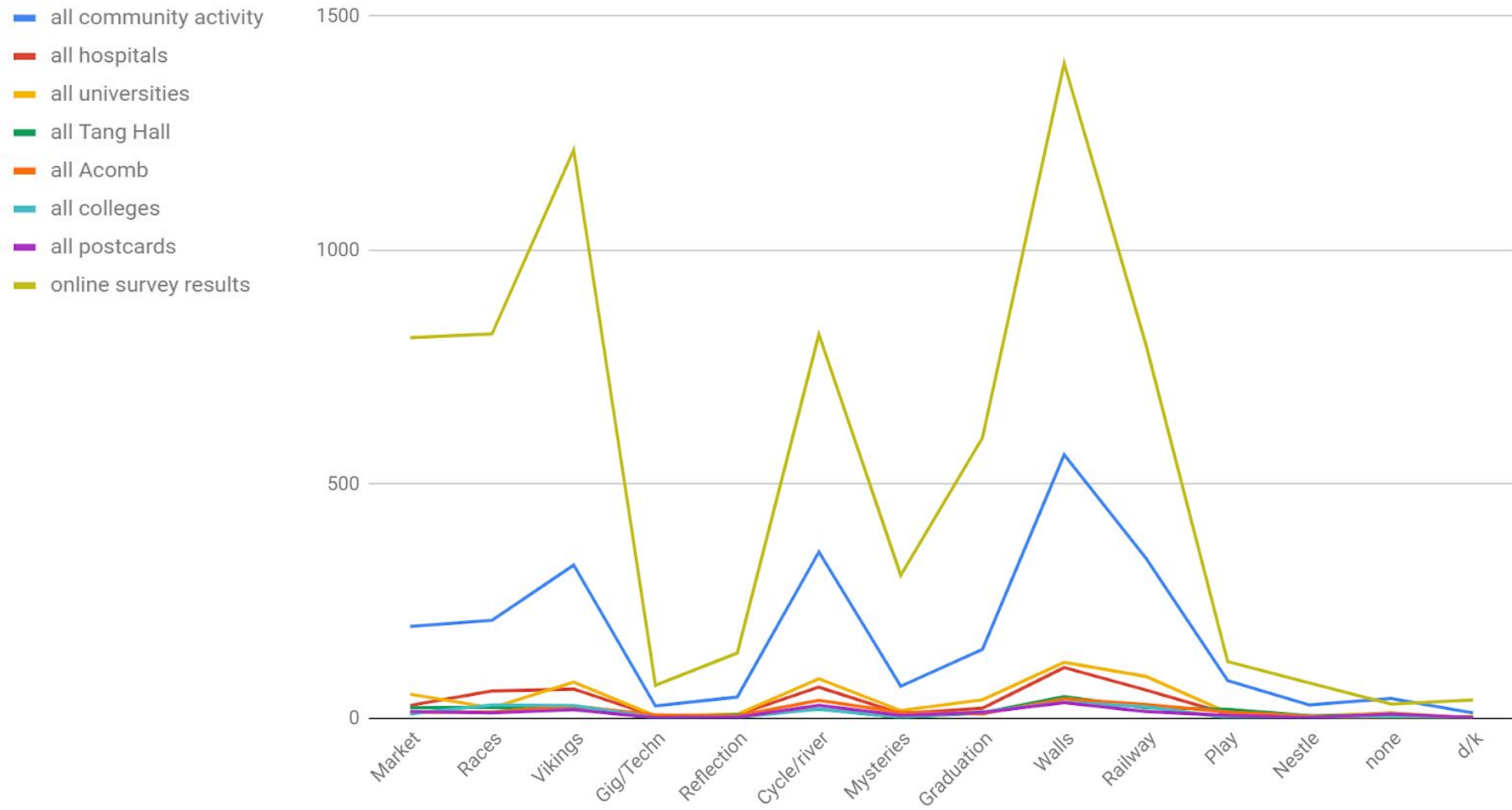
People were asked to choose 3 images which they felt most represented York

Display boards and postcards were distributed in public places in the city (civic offices, hospitals, libraries, community centres). The responses were captured, counted and analysed via a simple spreadsheet.



York – Resident response to image association
(various locations, boards & postcards, June 2019)

Key



York Narrative - Perception Baseline Research

3. Stakeholder Consultation Report

Prepared for City of York Council and partners

Askham Bryan College York, Biovale, Ebor Academy, City of York Council, Hiscox UK, Innovation Space, Joseph Rowntree Foundation, Make it York, Manor Church of England Academy, Guild of Media Arts, Nestlé UK, NHS Vale of York, North Yorkshire, York & East Riding LEP, York CVS, York Racecourse, University of York, West Yorkshire Combined Authority, York BID, York Chamber of Commerce, York Civic Trust, York Conservation Trust, York Cultural Leaders Group, York: Human Rights City Network, York Mediale, York NHS Hospitals, York St John University

October 2019

HEMINGWAYDESIGN

creativetourist

**FOR THE
LOVE OF
PLACE**

Let's Talk About York Stakeholder Consultations

1-1 consultations

Who we consulted: In addition to the 28 partners on the narrative steering group, other individuals were selected to be 'representative' of priority sectors/groups. Names were supplied by the project sponsor and partner-base. Note: Local community groups were also consulted and the findings from those sessions are tabled in Part 2 [here](#).

Purpose: To inform the perception baseline and future direction of the place narrative – and to give key partners and priority sectors in the city a voice in the process.

Dates: March – May 2019

1-1 consultations by phone or face-to-face			
Mary Weastel City of York Council	Amanda Selveratum University of York	Bernard Donohue ALVA	Judith McNicol Railway Museum
Jane Lady Gibson Chair, Make it York	Cherie Federica Aesthetica	Mark Robson Invest UK	David Laycock Independent City Life
Sean Bullick	Chris Bailey	Ian Gray	Andrew Lowson

Make it York	Chair, Unesco City of Media Arts	Homes England	York BID
Alison Edbury Cultural Partnership	Ann Gurnell Ideas Group	Sally Joynson Screen Yorkshire	Sir Ron Cooke Civic Trust / NLHF Trustee
Claire Bennett & Olivia Chatten York Science Park	Bridget Meynell York Chamber of Commerce	Stuart Paige University of York St John	Stefan Haase Whitecap Consulting
Wendy Earl Leeds City-Region	David Shields & Emma Hudson Welcome to Yorkshire	Debbie Smith University of York	Claire Ainsley Joseph Rowntree Foundation
Liz Cashon NAFIC	James Farrar & Aissa Gaille York, North York and East Riding LEP	Henri Murison Northern Powerhouse	Damian Murphy University of York
Philippa Hobby Fera Science	David Kerfoot York, North York and East Riding	David Fraser Civic Trust	Phil Bixby & Helen Graham My Future York
Tom Bird York Theatre Royal	Lyndsey Swift Visit Britain	Tom Higham Mediale	Brendan Paddison University of York St John
Kate Ravilious York Cycle Network	Michelle Mook York Professionals Forum	Charlotte Dawson Artist	Make it York SMT (6)
		Rachael Maskell MP <i>(later in project)</i>	Julian Sturdy MP <i>(later in project)</i>

Others were offered consults but declined or didn't respond.

Cluster Groups			
Make It York Business Ambassadors (20)	Cultural Leaders Group (c.15)	Nestlé employee group (9)	Hiscox employee group (8)
City of York Council Executive Members (7)	Make it York Annual Conference (c.300)	City Leaders Breakfast Group (c.40)	

Other groups and networks were offered consults but declined or didn't respond.

Discussion guide

1. *Icebreakers* – Current knowledge of the city, establishing working/personal relationship with the city, key associations and front-of-mind opinions about the city.
2. *Depth conversation* – about how well York performs as a brand and what is needed going forwards – does the place narrative work matter to their sector? What is York known for in their sector – +ive and -ive. Key messages and stories. Primary markets for messages. Good comparators / competitors
3. *Resources* – Request for data; stories, programmes and projects; good practice comparators

Summaries

Please note that in summarising the conversations we have been careful to ensure individual confidentiality. We do not use verbatim quotes. We have picked out the most frequently discussed issues and themes, without repeating every individual comment. We have also picked out some less frequently raised issues which offer some additional insight or perspective.

The key takeaway from the consultations is the overall coherence and commonality. It is rare to find such singularly widely-held views of a place. There is little dissent from a core narrative around what York currently is, what York could be and the obstacles and opportunities between the two.

Icebreakers – Current knowledge of the city, establishing working/personal relationship with the city, key associations and front-of-mind opinions about the city.	
Positive	Negative
<ul style="list-style-type: none"> - A lovely place to live. Beautiful. - Strong community. If there is a gap or need, people will fill it. - Big enough/small enough – offers a ‘city’ experience in terms of range and quality of what is on offer/networks of people etc. – in a way which is intimate, friendly, not anonymous metropolitan city experience. You can make a difference. - Rich heritage – deep roots and foundations – physically / key historical moments / and social history – gives the city a sense of perspective and rootedness. - A ‘real’ city. A working city with grit and texture. York wasn’t a ‘tourism city’ until interventions in the 1950s and ‘60s. - Universities with strong credentials. University of York appears ‘older’ and more established than it actually is. - A knowledge city – the universities – and a highly educated population and 	<ul style="list-style-type: none"> - Perceived lack of visionary leadership in key places and roles. And a feeling that there is a tendency to be small minded and complacent. Fear of change or willingness to drive change. - Inwardly focused. Decision makers tend to think about City of York – rather than look beyond the boundaries to York’s role in the wider region – Yorkshire and the North of England. - There is often consultation but limited evidence of action/delivery – which leads to high levels of frustration and cynicism. A credibility gap. - It is wearying trying to get well-known problems solved (like lack of space to grow businesses) so eventually people give up and move out. - Need to shift image from being lovely to something more exciting. - Problems with city centre retail – too ‘tourist’ focused and not for local residents/

<p>workforce.</p> <ul style="list-style-type: none"> - A creative place – culturally and creative industries - A populace that cares about the city and its residents and is engaged in community wellbeing. - Very exciting growth opportunities in sectors such as creative industries, science, food (but not valued by the powers that be). - Size of the city makes it easy to collaborate, make things happen and incubate things that might get overshadowed in other cities. - York can be a real selling point when trying to attract audiences to events (consumer and business) – people want to come and attend – it has a special quality. 	<p>not useful.</p> <ul style="list-style-type: none"> - Stags and hens a symptom of being perceived as a 'beautiful' place / with easy transport links – and poor place management / decision-making. - Small size can be a bad thing - everyone knows each other and people who try and make 'new' things happen can find themselves targeted – so people tend to keep their heads down – or leave. - A divided city - socially/economically- change-makers/the change-averse – tourists / residents? - Expensive to live – especially affordable homes. - Brain drain – talented young people leave (return later in life to settle down) which makes it hard to recruit to developing businesses. -
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Depth conversation about how well York performs as a brand and what is needed going forwards? Areas to cover include: does the place narrative work matter to their sector? What is York known for in their sector – +ive and -ive. Key messages and stories. Primary markets for messages.

The York brand matters and the time is now.

There is a widely held hypothesis that York’s heritage tourism image is overshadowing other strengths. The vitality messages are not felt to be coming through – which is not positive for the future sustainability of the city. There is texture and depth in York – more so than people might expect. However, it isn’t always given the freedom, support or space to flourish, and so often new sector, independent businesses leave.

Heritage was the catalyst for change 50 years ago (Esher Report) calling to protect and use the heritage assets and with its long history needs to plan in much longer timeframes. Until very recently there hasn’t been a citywide plan since then. The big moments and opportunities of now include York Central, UNESCO City of Media Arts, North Yorkshire LEP and bioscience/food/agricultures – Leeds City Region and Creative Industries/Channel 4, XR Stories – and they need to be seen as driving the next 50+ years of the city. Change and conservation aren’t mutually exclusive but stakeholders were frank about their concerns about political and civic leadership and the willingness to drive change. York is politically so fractured that it makes (poor) short-term decisions and doesn’t comprehensively address issues like skills shortage, transport system,

workforce and recruitment, talent retention.

MIY is independent and could be the inclusive fulcrum to drive all this forward. Swapping and changing policy with every election leads to sabotage by inertia.

There is a very credible and compelling story of world-class scientific leadership and achievement (Universities, Science Park, Fera, Nafic, Biovale and so on) – but no-one knows about it. The same is true of the creative industries sector. Organisations are starting to change this for themselves individually and in sector specific networks (UNESCO City of Media Arts is an example) but they also recognise that these initiatives aren't enough on their own. They need joining up, with the role and reach of each clarified. There is an acknowledged and urgent requirement for a collective narrative framework to work within.

Fears that having one city in 2 LEP strategies can actually make for less not more. How does York straddle being the heart of the rural economy – and also the Leeds city region Creative Industries partner? It has an important role to play in both – the economic heart of North Yorkshire and a dynamic creative partner to Leeds, but not a suburb of. York leads in national crises (foot and mouth / flooding) – where does it lead in building a better society post Brexit decisions – ensure that rural communities don't get left behind for example and share in city-based growth.

Key strength areas where real credentials can be evidenced include:

- Bio, Agritech and food;
- Creative Industries;
- Environmental sciences;
- Transport – Rail tech and robotics/automotive vehicles;
- Heritage management;
- and how they all play to York's ethos of 'doing the right thing at the time' – the social justice agenda.

York Central is a massive opportunity and cannot be underestimated. There is nowhere to grow and develop new outcomes in York. These outcomes aren't just for York – they have UK wide and even global impact. The Northern Powerhouse cities are disruptive – can York join them? York Central could be the international case study of affordable housing / carbon neutral/ talent development / sector leading industries / university thinking / culture / creativity. It has the space to really supply answers to the key issues and opportunities facing York right now – but almost all stakeholders questioned whether the ambition/self-belief is in place to ensure a truly long-term benefit rather than short term commercial win. The overriding opinion is that if things happen according to normal patterns – then the opportunity to make a new statement for York will be lost. The brand narrative needs to hold partners to account here and setting some measurable KPIs.

York needs to work within the dominance of heritage and tourism. It can't throw that out.

The new narrative has to work for tourism too. For visitors the current narrative is so ingrained – it is almost unthinkable to think it might change and as long as the streets are filled with visitors this clouds the view – 'York doesn't need investment or change-management like other cities do'.

Traditional visitors do bring loads of business to the city and heritage also matters to international students / University business partnerships for example yet markets are changing and York needs to change the narrative to target the curious and engaged visitors that it really wants.

Many of York's industries/sectors straddle heritage AND the future (rail, science, philanthropy, social justices, culture).

Imagine a York that was more outward looking and you get a beautiful place in which to mix with some of the most intelligent / progressive / creative / interesting and diverse companies in the UK.

Key themes for York are:

York has a distinct identity and long history of people coming here and doing exciting, innovative things (Roman, Viking, rail, chocolate) 'creativity connected' on a beautiful canvas.

'Little is the new big' – and York can play perfectly into that (intimacy, authenticity, connection). New businesses, events etc. can have a visibility in York that wouldn't happen in bigger cities and they can establish themselves more quickly from York. People feel connected – there are active networks of people, communities, businesses working together. But size also means that the negative aspects can be more visible and get more attention (anti-social behaviour for example). And lack of space to grow is putting a stranglehold on growth and capacity.

Connectivity messages need to reflect the modernity. York and international cities / York and London / York and Manchester / York and Edinburgh (not York and Chester, Salisbury, Bath, Durham)

People – York is a harmonious blend of different types of people – warm and open. People here are actively trying to build a sustainable community (sustainable in many ways – environmental / equality & fairness / business vitality/ tourism management.) But come up against barriers. It is hard to attract and retain the right people. People have to buy into the idea of York to move but their idea of York doesn't fit (and/or they can't afford to) – and consequently businesses have to leave to grow. York is also a very

divided society with lots of hidden poverty and/or health and wellbeing related issues. This is something with is recognised and the commitment to make York a good place for everyone runs wide and deep.

Authentic independence, Joseph Rowntree, Quakerism – we think for ourselves and act for others. Harking back to more recent Quaker heritage, we do things in a different, independent way, independent of thought and generous of spirit. Not just Romans and mediaeval – has produced a non-orthodoxy.

Progressive/purposeful – the people have vision and are tackling pressing issues of our time – for people in York and also around the world through genuinely world-leading research and business delivery. But a civic (and heritage sector) conservatism/conservationism clips the vision. Change is slow and frustrating.

Thinking about governance:

- Working together strategically, beyond party politics is the only way.
- The council cannot be the keyholder to the brand narrative.
- The place brand needs to be about the relationships and the behaviours of the city as a whole and not just the council. A major outcome of the place brand will be if it does strengthen working relationships which are currently weak and lacking in trust. A tangible and measurable shift here would be an outcome to really celebrate. Great organisations need to come together – Make It York, Civic Society, Chamber of Commerce, universities/college etc. but as a forum for them to galvanise and go forward as a city progressively, beyond being consulted. And too many of the steering group is public sector. Need to get the creative and more diverse / innovative private players – Spark, tourism etc. who need to be in the room, on panels, making things happen. Could this be a part of the development and delivery model for the place narrative?

Suggested good practice and comparators (from discussion)

World leading business community at **Science Park, Fera, Biovale, NAFIC.**

- Abingdon Health – looking at health of astronauts // radar tech to prevent bird strife
- Mood International
- Meridian Line Film
- Gamesparks (Microsoft links)

Bristol. The relationship between the city of Bristol and its universities. Deeply connected. It knows what to do with its creative industries.

Bradford. Response to Channel 4.

Edinburgh. Cultural-heritage tourism similarities but much stronger impacts re civic-

<p>- York Data Services</p> <p>Aesthetica – very rounded case study of an internationally resonant culture brand that happens to be in York</p> <p>Hiscox Business Club</p> <p>University of York. A mid-sized HEI but with a really strong international research and student reputation and only 50 years old. It’s reputation for research and new ideas is very strong, and it is a conduit into the city, and UK for partners. A key part of the narrative.</p> <p>Also with York St John in the mix too.</p> <ul style="list-style-type: none"> - Creative Industries – in a leading UK position – evidenced by the massive funding that Damian Murphy has brought to the city - Physical Science – automotive transport -with a world-leading focus on SAFETY. More details are currently embargoed but it is another icon - Quantum Communications – AI and AR – Robotics – solving world problems – linked to above – safety in relation to automotive vehicles – e.g. Tankers in Hong Kong Harbour - Bio Economy – right on the cusp of global crisis, solving world problems – international reputation for bio sciences, biofuels, new bio technologies - Centre for Health Economics has moved into a global space – so as well as looking at NHS is also looking at ways to finance medicine in East Africa - Festival of Ideas – a brilliant exemplar of how Universities should work in communities (50% of the audience is non-university) – 	<p>academic and business.</p> <p>Copenhagen for localism ethos and environmentalism.</p> <p>Not in the European major capitals, but interesting second-tier towns, e.g. Lyon, Marseilles, Brest, Sevilla, Valencia, Bibao, Florence, Pisa, Venice, Capetown, Timbuktu, Silk Road cities like Tashkent.</p> <p>Freemantle in Western Australia: a hub to the port, but the oldest town in WA. Lots of heritage, great tourism but couldn’t grow. Not building up, but digging into the knowledge sector, so creating A-grade office space and working with Council to develop brand and engage developers to then give them what they want. Many buildings now there, and investment is following. Not now suffering as much in Perth’s shadow.</p>
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<ul style="list-style-type: none">- Stockholm Institute <p>Joseph Rowntree Foundation & Joseph Rowntree Housing Trust</p> <p>Nestlé</p>	
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Masterclass and round-table workshop #1

Purpose: During the consultation further names and organisations were passed on to, or made direct contact with, the consultants. It was impossible to consult 1-1 with everyone and so we hosted a place narrative masterclass (also open to the public), followed by a workshop for recommended partners to share thinking-to-date and seek additional inputs. This included people already spoken to above as an opportunity to re-engage. The list below are names captured. Over 100 people attended the De Grey Rooms event on the 4th July.

Dates: 3-4 July 2019

Captured attendees			
Robyn Jankel United Agents LLP	Andrew Lowson York BID	Penny Joseph CoYC	Phil Bixby My Future York
George Wood York Older People's Assembly	Mark Alty CoYC	Will Boardman CoYC	Simon Brereton CoYC
Claire Foale CoYC	Andy Kerr CoYC	Kelly Langford Accessible Arts & Media	Richard Corrigan Drawsome/DogEatCog
Maria Farrugia Lunchbox Productions	Mark Fordyce York Data Services	Sally Joynson Screen Yorkshire	Mat Lazenby Lazenby Brown
Simon Middleton Make it York	Kit Monkman Viridian FX	Damian Murphy UoY and Creative Labs	Ben Pilgrim Student

Sharon Reid Symbolism Studios	Bethan Vincent Netsells	Tim Williams Piksel	Sharon Atkinson York Minster
Chris Bailey Guild of Media Arts	Tom Bird York Theatre Royal	Rachael Drew Mediale	Alison Edbury Make it York (freelance)
Tom Higham Mediale	Martin Witts Yorkshire Fringe	April Skipp Mediale	Ben Porter Hewitt & Walker
Owen Turner United by Design	Charlotte Dawson Artist	Rebecca Carr Kaizen Arts Agency	Joan Concannon University of York
Adam Hewitt York St John University	George Pickford York College	Gill Williams Dringhouses Primary School	Sharron Hegarty NHS Vale of York
Liz Lockey York Human Rights City	Lindsey Robson North Yorkshire Police	Gary Young Vale of York CCG	David Jennings York Archaeological Trust
Neil Redfern Historic England	Johnny Hayes Indie York	Lottie Inch Lottie Inch Gallery/ Bloom	Andy Shrimpton Cycle Heaven/York Cycle Network
David Skaith Winstons/Indie York	Roger Baker WYCA	Sean Bullick Make it York	James Farrar Y, NY, ER LEP
Aissa Gaille Y, NY, ER LEP	Stefan Haase Whitecap Consulting	Tracy Burleigh Women Mean Business	David Dickson Family Matters
Carolyn Frank Federation of Small Business	Louise Gee Luxury York Hotels	Bridget Meynell Chamber of Commerce	Jeremy Oliver Garbutt & Elliot

Tracey Carter CoYC	Helen Foreman WYCA	Ian Gray York Central	John Reeves Helmsley Group
Steve Secker York Property Forum	Claire Bennet York Science Park	Olivia Chatten York Science Park	Sarah Hickingbottom Biovale
Andrew Swift FERA Science	Emma Hudson Welcome to Yorkshire	Rob Chesman First Bus	Brandon Jones First Bus
Michael Jones	Zoe Kendall	Gemma Leggett	Caroline Lewis
Anne Ma'aye Network York	Jenny Shaw	Clare Thomas	Elsbeth Wrigley

Others were invited but declined or didn't respond.

Session structure and materials

The masterclass was a lecture and can be seen here: [youtube.com/watch?v=8BPlz3B4xDo#action=share](https://www.youtube.com/watch?v=8BPlz3B4xDo#action=share)

The discussion the following day presented some early (and incomplete) findings from the *Let's Talk About York* survey and invited delegates to consider York and its distinctiveness and special contribution to people's lives (locally, regionally, nationally, internationally).

CONSIDERATIONS

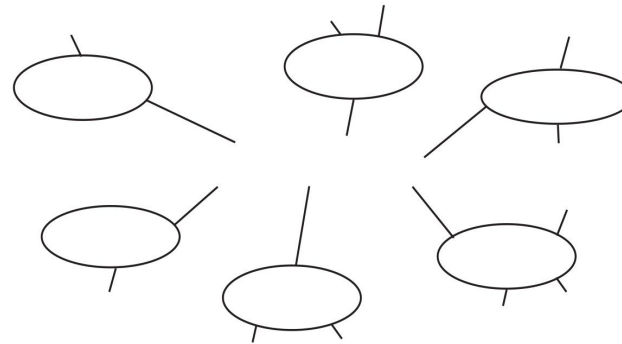
This session aims to:

Facilitate open, honest and imaginative discussion in order to begin to identify and explore the possible values and aspirations of York that will underpin the future place brand narrative.

This session is about extracting the essence of York, and will not aim to respond to key issues or address practical questions about the future of the city.

EXERCISE 1

DISTINCTIVENESS



**EXERCISE 2
POSITIVES & POTENTIAL**

WHAT CONTRIBUTION DOES YORK MAKE TO PEOPLE'S LIVES?

If York no longer existed, what would people miss out on?

Think - kids, millennials, families, older generations, students, businesses, industry, UK visitors, international visitors?

What do they - see, feel, experience, learn, gain?

What is York's impact - socially, historically, visually, economically, environmentally?

EXERCISE 5

YORK'S PERSONALITY

Q: If York were a consumer brand what would it be and why?

A: _____

Q: If York were a celebrity who would it be and why?

A: _____

Summary discussion

- Independent (in spirit) (entrepreneurs)
- Human (rights) (scale) (physical experience – e.g. pedestrians/bicycles)

**EXERCISE 2
POSITIVES & POTENTIAL**

WHAT CONTRIBUTION DOES YORK MAKE TO PEOPLE'S LIVES?

	Now	Future
Locally		
Regionally		
Nationally		
Internationally		

The Headline
10 years from now - what headline would you want to see about York?
Think about what publication it would be in, what the topic would be and how it would fit with public perception of York at the time.



Publication title: _____

Headline: _____

Topic: _____

Visual / photography:

- Community (friendly) (grassroots action) (volunteers)
- Cuddly (warm) (compact) (an embracing hug) (safe) (stable) (haven)
- Trust (philanthropy) (justice) (fairness) (equality)
- Innovation with ethical values (BioVale) (Joseph Rowntree)
- Continuum (ever evolving) (be a part of history not a consumer) (a centre for learning) (always striving to be a better society)

It is the brilliance of thinking/learning combined with the social justice that the world would really miss.

Derived from Mentimeter survey, 110 respondents

York Employee workshops

The consultation process also included two workshops with local employees.

The purpose of the exercise was less ‘compare and contrast’ and more to add collective, qualitative insight to the *Let’s Talk About York* survey from the perspective of local employees (both resident and non-resident).

Two different groups were recruited:

1. Group 1 was selected from a long-established business (Nestlé, June 2019);
2. Group 2 was selected from a newer business (Hiscox, July 2019).

	Nestlé	Hiscox
Unprompted associations of York	<ul style="list-style-type: none"> - Heritage (Historic, heritage, Minster, walls, Shambles, Viking) - Food (chocolate, Rowntree) - Cultured (inc. horse racing) - Tourist (tourists, tourism) - Well connected (rail) - Safe (open, welcoming) - Diverse (busy, variety) - Universities (learning, knowledge, research) - Underinvested in (esp. young people) 	<ul style="list-style-type: none"> - Heritage (history, Vikings, heritage, railways) - Food and drink (chocolate, pubs and restaurants) - Connectivity (Railways, trains) - River - Education/Learning - Yorkshire - Best place to live, social - Anti-social behaviour

<p>Discussion headlines</p>	<p>“Heritage” terms – obvious but modern/contemporary things happen in the heritage – like the shopping</p> <p>“Diverse” – welcoming to others tourists /students – lots of outsiders ‘non-Yorkies’ move in – all welcome – socially diverse - but not ethnically. A fair and liberal community</p> <p>“Tourism” – proud that people want to visit – tourism is necessary – jobs. York’s role – but it has reached a tipping point. Anti-social behaviour. Local people want something done about it but every empty shop gets turned into another bar. Micklegate has turned itself around and got better. It can be done.</p> <p>“Underinvested (for young people)” – this is the York contradiction – it is seen as being the best place to live – but is it really? Few go in at the weekends. Maybe go in to the city once a year. The high street is embarrassing. Happy in the local neighbourhoods. The buses are dirty – there is a real need for swimming pools / ice rinks / things for the community / kids to come into the city for. The high street needs to change quickly. Traffic is terrible. It is very expensive to live compared to the average wage – need to live in the nearby areas and commute.</p> <p>Nestlé didn’t have to stay here – but it wanted to – it recognised the heritage and loyalty and the skills and expertise as being here. And it costs less here. A HQ with 850 people would be a fortune in the South of England. The sum of all those factors kept them here – despite the</p>	<p>What is Yorkshire? Coast, countryside, Leeds, Harrogate, Sheffield, Harrogate, Bradford. It isn’t a single thing. Within that mix York is seen as being for leisure. But commerce is where the opportunity is. What gets talked about is – quality of life, history, blended with tech and creative element but it isn’t just that.</p> <p>York and Business</p> <p>York says it wants business but doesn't create the right conditions or prioritise it.</p> <p>No point in taking Leeds, Manchester, Edinburgh on – is York going to get a relocating / expanding Deloitte / EY anytime soon? Would York want them – corporate fit? Most business-service businesses tend to want to be near their clients. York needs to find its own groove.</p> <p>York Central is where is can be different – innovative tech – no other city is doing what York is doing on such a small footprint. mid-sized enterprise. Light science and biotech is where York plays well.</p> <p>There is lots of talk about creative industries. Very important BUT the more boring things are important too – professional and financial services / commerce is a good and safer move. More diverse employee base too.</p> <p>Hiscox Business Club is filled with 30 interesting and diverse startups. Too early for progression track – role is hands-off incubation/support.</p>
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<p>terrible travel / transport links (road).</p> <p>For some people York / Nestlé is a gateway to the world – a global company is an opportunity to travel for work – they come as graduates and then go off to more ‘exciting’ places and come back later. So the investment in training does come back. Elsewhere you get better salaries – but there is a Nestlé way of life that suits many. Older employees say it has changed – a loss of skills that will never be replaced – carriageworks etc. There used to be 7.5k staff – now less than 900. But that is ‘progress’.</p> <p>York Silicon Valley – gaming, tech, food, bioscience – playing to these skills – how does that sound? Clear agreement that it is important to create jobs for younger people / higher value / future / success.</p> <p>Parents don’t see a future in York for their children. They will have to travel. This changes that. A good thing.</p> <p>Sport is missing – the football club couldn’t be less invested in. Is there a link between place perception and lack of investment in the club? (e.g. Manchester)</p> <p>Environment – the work that the water sewerage company is doing. The flood response (real community), a zoo (Flamingo Land) which is exporting Rhinos reared in captivity back out to the wild.</p>	<p>Also offered at York St.John, at Science Park with the incubator hub and at University of York with its hubs and creative media labs.</p> <p>One of the biggest issues is lack of leadership at the council. Spark is a really sad commentary on that. What harm is Spark doing? It is temporary, It is different, It is popular. It isn’t exactly in the most beautiful part of town.</p> <p>York has organised itself into lots of networks / groups (e.g. Independent York) BUT it should also have a large businesses’ collective – to help get stuff done (pressure).</p> <p>If the place narrative doesn’t challenge and annoy then it will have failed to be dynamic enough. The Council needs to find the appetite, nerve and vision to upset the status quo.</p>
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	<p>We want to be the next-gen Cambridge – the next-gen international city – Copenhagen.</p> <p>We want to be cleaner – we have research skills in robotics & automotive vehicles – why aren't we using these skills to clean the city?</p> <p>We have to have a 20+ year vision to grow the city – we got pedestrianisation / activating the river wrong – now let's put it right – boats need investment and support – water taxis – we don't make it easy for people to access IN or out (to green areas, dales, coast, hills).</p>	
<p>3 words for the future</p>	<ul style="list-style-type: none"> - Invested in - Pioneering – High tech, York Silicon Valley - Sport – York City Football Club - Affordable – genuinely so - Residents – residents can be tourists too – we want to know what's on / happening and we don't 	<ul style="list-style-type: none"> - WORK – as well as live play - EASY – make it an easy place to live and work - QUALITY – well managed – well planned

York Narrative - Perception Baseline Research

4 Desk Research - Summary by Sector

Prepared for City of York Council and partners

Askham Bryan College York, Biovale, Ebor Academy, City of York Council, Hiscox UK, Innovation Space, Joseph Rowntree Foundation, Make it York, Manor Church of England Academy, Guild of Media Arts, Nestlé UK, NHS Vale of York, North Yorkshire, York & East Riding LEP, York CVS, York Racecourse, University of York, West Yorkshire Combined Authority, York BID, York Chamber of Commerce, York Civic Trust, York Conservation Trust, York Cultural Leaders Group, York: Human Rights City Network, York Mediale, York NHS Hospitals, York St John University

October 2019

HEMINGWAYDESIGN

creativetourist

FOR THE
LOVE OF
PLACE

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About this document

This document provides a **brief summary of the 140+ research documents**, reports, articles, data sets, etc. that the consultancy team (Creative Tourist Consults, Hemingway Design, Love For Place) has collated and reviewed between April - June 2019 as part of the ongoing place narrative project in York. The full list of contents can be found as item **4.2 Desk Research - Full Contents Document**, as referred to on the York Narrative - Perception Baseline Research, Directory.

This document is not intended as definitive summary of all research ever conducted about the city of York. Rather, it is meant to point towards key data and snippets of information that the consultancy team has found to provide relevant insight into **how people view and perceive York as a city to live, work, study, visit, and/or invest in.**

Not all sources consulted have found their way into this summary document. The full list of sources reviewed is available in a separate document, which you can access via the link above.

About this document (continued)

Data and insights have loosely been sorted into **9 sectors**, though 'sectors' are not to be understood in a strict business/industry sense in this context, but rather as **areas of inquiry**.

Each **sector profile** is presented on a separate page split into the following segments:

- Three key facts related to the sector
- Key partners & networks, listed in no particular order
- Key plans & aspirations, including relevant capital investment projects
- Key insights

About this document (continued)

Every one-page sector profile is followed by a page mirroring the profile layout, but in darker colours - these profile 'negatives' **list the sources** the narrative in the relevant segment of the previous page is based on. This format has been used to help keep the information clear and uncluttered.

SECTOR:		creativetourist		
	KEY FACT 1	2	3	
KEY PARTNERS & NETWORKS	KEY INVESTMENTS/PLANS	KEY INSIGHTS		

Sector profile

SECTOR: SOURCES		creativetourist		
	KEY FACT 1	2	3	
KEY PARTNERS & NETWORKS	KEY PLANS & ASPIRATIONS	KEY INSIGHTS		

Sector sources

SECTOR: DIGITAL, CREATIVE & MEDIA ARTS



KEY FACT 1

1 of 14 cities worldwide with **UNESCO City of Media Arts** designation.

2

2018 York Mediale was the largest media arts festival in the UK, with **65,000 people attending.**

3

York was the **first UK city** with ultra-fast fibre network.

KEY PARTNERS & NETWORKS

- UNESCO Creative Cities Network
- Guild of Media Arts
- Digital York
- Visitor attractions & festivals
- Creative & digital businesses
- Digital Creativity Labs
- Heslington & Yorkshire Studios
- York BID
- Universities
- City of York Council

KEY PLANS & ASPIRATIONS

- York will be one of 9 new creative hubs across the UK that share a £80m investment promise. Led by the Arts & Humanities Research Council, the project aims to drive the creation of jobs, companies, products and experiences that can be marketed around the world.
- Aspirations to double the size of York's creative economy to £329.6m by 2025, and increase engagement with the Arts to 75%.

KEY INSIGHTS

- Digital and creative industries businesses are especially valuable to cities - they tend to be high growth, have significant economic turnover, and employ high-skilled workers. York has been investing in its digital infrastructure for a while now, and is home to an ever-growing number of exciting creative and digital businesses (e.g. [MooD](#), [Aesthetica](#)).
- The universities have a key role to play in attracting new creative talent to the area. York St John University is among the top 40 universities nationally for a range of creative programmes, including Art, Drama, and Dance. Meanwhile the University of York is a Digital Creativity Labs partner, and ranks in the top 20 for subject areas such as Interactive Media, Theatre, and Film & Television Production.
- While past research suggests that not all of York's businesses are equally fast to adopt the most pioneering of digital technologies, York's forward thinking in making innovative use of technology has recently been recognised with the Smart City Initiative prize at the Connected Britain Awards.

SECTOR: DIGITAL, CREATIVE & MEDIA ARTS - SOURCES

	KEY FACT 1	2	3
<p>Icon: MadebyMade (Nounproject) thenounproject.com/made.somewhere/</p>	<p>York Creative Industries' Strategy (Make it York, 2019)</p>	<p>York Mediale 2018 (Summary Evaluation) (York Mediale, 2019)</p>	<p>Inward Investment Guide (Make it York, year unspecified)</p>
KEY PARTNERS & NETWORKS	KEY PLANS & ASPIRATIONS	KEY INSIGHTS	
<p>York Creative Industries' Strategy (Make it York, 2019)</p>	<p>Inward Investment Guide (Make it York, year unspecified)</p> <p>Major creative arts centre for York St John university gets go-ahead (York Press, 2019)</p> <p>The York UNESCO City of Media Arts Plan (York UNESCO City of Media Arts, 2015)</p> <p>£80m research investment promises to boost UK's creative industries (The Bookseller, 2018)</p>	<p>Guardian University Ranking 2019</p> <p>York Creative Industries' Strategy (Make it York, 2019)</p> <p>Digitalcreativity.ac.uk</p> <p>State of Small Business in Britain 2018 Report (ERC, 2018)</p> <p>City of York scoops award for its use of digital technology (Digital York, 2019)</p>	

SECTOR: CULTURE & HERITAGE



KEY FACT 1

> 85% of visitors appreciate York for its rich history and heritage, and offered opportunities for cultural activities.

2

11,396 York Passes were sold last year, leading to **76,776 attraction visits.**

3

3 in 4 York residents find that the City of York Council and its partners are doing well in conserving York's heritage.

KEY PARTNERS & NETWORKS

- Visitor attractions, heritage organisations & festivals
- UNESCO Creative Cities Network
- Visit York / Make it York
- Historic England (regional branch)
- York Conservation Trust
- Food & drink providers
- Tour & activity providers
- Residents
- York BID
- City of York Council

KEY PLANS & ASPIRATIONS

- Guildhall redevelopment project costing £16.5m will see the incorporation of modern elements to allow for high quality office space, community use, the opening of a cafe, a new riverside restaurant and better access for local residents.
- English Heritage are currently reworking proposals for a possible visitor centre at Clifford's Tower, after the 2016 plans to build at the base of the mound were cancelled in 2018.

KEY INSIGHTS

- At a last count, York is home to 60+ professional arts and heritage organisations, 400+ businesses active in the arts, heritage and creative industries, 25+ museum sites & galleries, and 25+ regular festivals.
- York performs well in visitor satisfaction surveys in all things heritage and culture - scoring significantly higher than GB average in all questions inquiring about visitors experience of the local arts, culture, and heritage offer.
- Looking at national attraction visitor numbers, a few of York's attractions are of national, and certainly regional, significance. The National Railway Museum was the 2nd most popular free attraction, and the York Minster the 3rd most popular paid attraction in Yorkshire & Humber.
- Among York Pass holders, last year's most visited attractions were the York Minster, JORVIK Viking Centre, City Sightseeing Bus Tours, York's Chocolate Story, York Castle Museum, and City Cruises York.

SECTOR: CULTURE & HERITAGE - SOURCES

	KEY FACT 1	2	3
Icon: MadebyMade (Nounproject) thenounproject.com/made.somewhere/	York Destination Report (Visit England, 2018)	Visit York's Annual Review 2018-2019 (paper version)	York Profile (Business Intelligence Hub, 2019)

KEY PARTNERS & NETWORKS	KEY PLANS & ASPIRATIONS	KEY INSIGHTS
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Inward Investment Guide (Make it York, year unspecified)	<p><u>Major redevelopment of The Guildhall</u> (City of York Council, year unspecified)</p> <p><u>Rethinking Clifford's Tower</u> (English Heritage, 2018)</p>	<p>York Destination Report (Visit England, 2018)</p> <p><u>Most visited paid attractions - Yorkshire & Humber 2017</u> (Visit England, 2017)</p> <p><u>Most visited free attractions - Yorkshire & Humber 2017</u> (Visit England, 2017)</p> <p><u>Annual survey of visits to visitor attractions: Latest Results</u> (Visit Britain & Visit England, 2017)</p> <p>Visit York's Annual Review 2018-2019 (paper version)</p> <p><u>York Cultural Strategy up for Discussion</u> (2019, Insider)</p>
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SECTOR: TOURISM



KEY FACT 1	2	3
<p>York welcomes around 6.9m visitors annually: 5.8m day visitors & 1.6m overnight visitors, who spend ~£564m overall.</p>	<p>York was the 16th most popular choice for inbound tourists in the UK in 2017.</p>	<p>15,400 business events were hosted by York venues last year, welcoming 730,000 business visitors who spent £124.4m.</p>

KEY PARTNERS & NETWORKS

KEY PLANS & ASPIRATIONS

KEY INSIGHTS

- Visit York / Make it York
- City of York Council
- Welcome to Yorkshire
- Visitor attractions & festivals
- Food & drink providers
- Tour & activity providers
- Accommodation providers
- Visit York Information Centre
- York BID
- Residents

- Further establishing York as a 'great place to live, work, study, visit + do business' is a key long term target of York's Economic Strategy, as is continuing to 'creatively develop York's tourism and culture offer, and to raise the city's profile as a quality visitor destination'.
- York's interim tourism strategy suggests that doubling the value of the city's tourism economy to £1bn is achievable.

- York remains a popular destination for inbound tourists visiting the North of England: In 2017, approx. 290,000 'staying visits' by inbound tourists were recorded, making York the 16th most popular tourist destination in the UK, just slightly behind Leeds and Newcastle-upon-Tyne.
- Visitor survey responses suggest that visitors appreciate the city for its 'history and heritage' and the offered 'opportunities for cultural activities' especially, but criticise that it offers poor 'overall value for money'. Over 70% of respondents also perceive York as a 'traditional', 'authentic' place with 'distinct identity, that offers 'lots to see and do' as well as 'quality accommodation'.
- York appears in in several Best UK Cities to Visit - frequently in the top 15, often cited for the history, boutique shopping and the National Railway Museum. For examples see: [Trip Advisor](#), [Skyscanner](#), [Condé Nast Traveller](#), [PlanetWare](#), [Hand Luggage Only](#) and [Touropia](#).

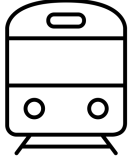
SECTOR: TOURISM - SOURCES

	KEY FACT 1	2	3
Icon: MadebyMade (Nounproject) thenounproject.com/made.somewhere/	Key facts (Visit York, 2015)	<u>Inbound Town Data</u> (Visit Britain, 2017)	Visit York's Annual Review 2018-2019 (paper version)

KEY PARTNERS & NETWORKS	KEY PLANS & ASPIRATIONS	KEY INSIGHTS
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Tourism Intelligence Update (Visit York, 2018)	<u>York Economic Strategy 2016-2020</u> (City of York, year unspecified) York's Tourism Strategy - Interim Document (Visit York, year unspecified)	<u>Inbound Town Data</u> (Visit Britain, 2017) York Destination Report (Visit England, 2018)
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SECTOR: RAIL & TRANSPORT



KEY FACT 1

York accounts for **10% of national rail industry employment**, largely due to local headquarters of Network Rail, Northern Rail & Virgin Trains East Coasts.

2

£155m investment in York Central, one of England’s largest city centre brownfield regeneration sites.

3

One of the UK’s **best-connected cities by rail**. Travel to London in under 2 hrs!

KEY PARTNERS & NETWORKS

- Network Rail
- Northern Rail
- Virgin Trains East Coast
- Omnicom
- First York
- London North Eastern Railway
- National Railway Museum
- York Central partnership
- City of York Council
- Universities
- Relevant local businesses, e.g. Incremental Solutions

KEY PLANS & ASPIRATIONS

- York Central (£155m).
- Funding for various infrastructure improvements has been approved, e.g. outer ring road dualling (£28m).
- Public consultations for the £15m redevelopment of York Station front are underway.
- The LTP3 aims to have more people walking, cycling and using public transport, and make York easier to get around by 2031.

KEY INSIGHTS

- York Central, brought forward by a partnership involving Network Rail, the Homes England, National Railway Museum and York Council, is one of the largest brownfield sites in England - seeking to deliver more than 6,500 new jobs, >100,000m2 of commercial space, and up to 2,500 new homes.
- Both the university and sector businesses have a long-standing history of contributing key insights and innovations to the high-tech rail industry and related business sectors: For instance, The University of York houses the Institute of Railway Studies and offers a MA in ‘Railway studies’, while Incremental Solutions, a smart transport systems expert, has recently been honoured with a Queen’s Award for Enterprise.
- Care for the environment is apparent in York’s transport investment decisions as well. York’s 21 new zero emission, electric buses will be on the road by the end of 2019. The buses will reduce congestion & improve air quality, thanks to investment by First York & the Office for Low Emission Vehicles.

SECTOR: RAIL & TRANSPORT - SOURCES

	KEY FACT 1	2	3
<p>Icon: MadebyMade (Nounproject) thenounproject.com/made.somewhere/</p>	<p>Inward Investment Guide (Make it York, year unspecified)</p>	<p>Yorkcentral.info (2019) Ft.com (2019)</p>	<p>Inward Investment Guide (Make it York, year unspecified)</p>
KEY PARTNERS & NETWORKS	KEY PLANS & ASPIRATIONS	KEY INSIGHTS	
	<p>Yorkcentral.info (2019)</p> <p>Ft.com (2019)</p> <p>Councillors approve funding for outer ring road upgrade (2018)</p> <p>Local Transport Plan 2011 - 2031 (City of York Council, year unspecified)</p> <p>York Station Front (City of York Council, year unspecified)</p>	<p>Yorkcentral.info (York Central, 2019)</p> <p>Ft.com (Financial Times, 2019)</p> <p>Institute of Railway Studies (University of York, 2019)</p> <p>Inward Investment Guide (Make it York, year unspecified)</p> <p>York to get 21 new Electric buses (Air Quality News, 2019)</p> <p>MA Railway Studied (University of York, 2019)</p> <p>York-based Incremental Solutions wins Queen's Award for Enterprise (Make It York, 2019)</p>	

SECTOR: HIGHER EDUCATION



KEY FACT 1

The University of York was the UK's 51st largest university by student enrolment in 2018 - with ~18,800 students and approx. 4,000 employees.

2

85% of both university's 2018 graduate cohorts were satisfied with the quality of their courses - placing UoY and St John joint 51st out of 154 UK universities.

3

York St John University, a Stonewall Top 25 most inclusive employer, reported around 850 employees and ~ 6,700 registered students in 2018.

KEY PARTNERS & NETWORKS

- University of York (UoY)
- York St John University
- Russell Group
- World University Network
- York College
- Askham Bryan College
- Local Schools
- City of York Council

KEY PLANS & ASPIRATIONS

- UoY is currently ranked 17th for UK Research Council Income, but is seeking to further strengthen the organisation's reputation for research excellence.
- The Creative Centre, a new arts, design and performance centre with innovative teaching and community spaces on York St John's campus has been given the green light.
- For detailed information on both university's plans & aspirations, please see their strategic plans referenced on the next page.

KEY INSIGHTS

- Comparing both universities, The University of York (UoY) positions itself as the more research-led organisation, and is the overall larger higher education institution by income, and absolute student and staff numbers, ranking above St John in most general rankings and placed in the Top 10 worldwide in Chemistry, English, History, Art History and Social Work by the Complete University Guide.
- York St John was ranked third to last in the UK by the Guardian in 2019 (UoY: 12th), but was placed in the UK Top 45 in certain subject areas, specifically Art, Drama & Dance, Religious Studies and Theology, Design & Crafts and Film & Media Studies.
- Both universities focus on their rankings / achievements in their communications to students, which likely indicates that *rankings* matter more to students than *where* a university is located.

SECTOR: HIGHER EDUCATION - SOURCES

	KEY FACT 1	2	3
<p>Icon: MadebyMade (Nounproject) thenounproject.com/made.somewhere/</p>	<p>Annual Report and Financial Statements (University of York, 2018)</p> <p>Higher Education Student Statistics 2017-18 (HESA, 2019)</p>	<p>2018 National Student Survey (Times Higher Education, 2018)</p>	<p>Financial Report (St John University, 2018)</p> <p>Higher Education Student Statistics 2017-18 (HESA, 2019)</p> <p>York St John ranks high amongst UK's most inclusive employers (York St John, 2018)</p>
KEY PARTNERS & NETWORKS	KEY PLANS & ASPIRATIONS	KEY INSIGHTS	
<p>Russell Group</p> <p>World University Network</p>	<p>Annual Report and Financial Statements (University of York, 2018)</p> <p>Awards and achievements (UoY, 2019)</p> <p>University Strategy 2014-2020 (UoY, revised 2016)</p> <p>York St John University 2026 Strategy (York St John, year unspecified)</p> <p>Go-ahead for York St John's major new arts venue (York St John, 2019)</p>	<p>The Complete University Guide 2020</p> <p>Guardian University Guide 2019</p>	

SECTOR: BIOSCIENCE & HEALTHCARE



KEY FACT 1	2	3
<p>> 130 businesses working in the health and bio-sciences sector have settled in York - a further 200 in wider Yorkshire.</p>	<p>The University of York has been ranked in the Top 12 nationally for Biological Sciences and Chemistry.</p>	<p>£18bn worth of products and services are produced by the bioeconomy of Yorkshire & the Humber.</p>

KEY PARTNERS & NETWORKS

KEY PLANS & ASPIRATIONS

KEY INSIGHTS

- BioVale
- Science Park
- N8 AgriFood project
- Yorktest Laboratories
- Biorenewables Development Centre
- Food & Environm. Research Agency
- Universities
- City of York Council
- National Agri-Food Innovation Campus
- Relevant businesses, e.g Nestle, Fera Science
- National Centres for Excellence for Innovation in Livestock and Crop Health & Protection

- BioVale is seeking to promote York as the natural UK home of the bioeconomy, which has the potential to attract even more related businesses.
- Local organisations such as Fera Science collaborate with regional and international businesses in the Agri-Food sector and beyond, helping to address global sustainability challenges.

- York is home to a range of internationally known organisations operating in the wider bioscience and healthcare sector. These business are not only valued regional employers, but make York a hot-spot for related research and innovations. For instance...
 - Fera Science currently has 300 scientists (70 PHD scientists) working on 600 R&D projects across 7 distinct laboratory areas. Fera researchers help to address questions related to the Agri-Food industry especially.
 - The Nestle Product Technology Centre in York houses a mini factory which simulates manufacturing processes on a smaller scale, which is used for R&D, as well as the training and education of global Nestle staff.
 - Both universities conduct important research in this area, with York St John operating a Health & Wellbeing research group, for example, and York University’s Health Science research income exceeding £8m / year.

SECTOR: BIOSCIENCE & HEALTHCARE - SOURCES

	KEY FACT 1	2	3
<p>Icon: MadebyMade (Nounproject) thenounproject.com/made.somewhere/</p>	<p>Inward Investment Guide (Make it York, year unspecified)</p>	<p>Awards and achievements (UoY, 2019)</p>	<p>BioVale: Our Region (BioVale, 2019)</p>
KEY PARTNERS & NETWORKS	KEY PLANS & ASPIRATIONS	KEY INSIGHTS	
<p>Inward Investment Guide (Make it York, year unspecified)</p>	<p>What we're doing as key stakeholders in the city (City Breakfasts, 2019)</p>	<ul style="list-style-type: none"> - Fera Science - Our science strategy (Fera, year unspecified) - Nestle - Research in the Department of Health Sciences (University of York, 2019) - Research (York St John, 2019) 	

SECTOR: FINANCIAL & PROFESSIONAL SERVICES



KEY FACT 1

Overall, York's economy supports **110,000 jobs** and has been valued at **over £5bn.**

2

Among the **8,900 businesses** that have found their home in York are a number of internationally known firms, such as Aviva and Hiscox.

3

York was ranked in the **Top 10 European small cities for business investment** by the Financial Times in 2014.

KEY PARTNERS & NETWORKS

- York Professions Forum
- Chamber of Commerce & Retail
- UK Trade and Investment
- Invest Yorkshire
- York BID
- Universities
- Financial & professional services organisations, including, e.g. Hiscox, Aviva

KEY PLANS & ASPIRATIONS

- Hiscox UK: £19m investment in purpose built offices (largest outside London) completed.
- The Federation for Small Businesses is rolling out training for its members to build more confidence in various areas, particularly around auto-enrolment, digital marketing, and making tax digital.
- Make It York is providing support via grant funding to support businesses relocating to York.

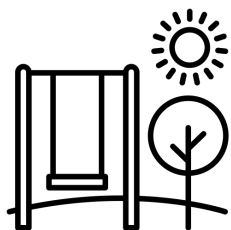
KEY INSIGHTS

- A few nationally and globally significant insurance, financial, and professional services companies have headquarters or offices in York, for instance...
 - Aviva, the UK's largest insurer with 15 million customers in the UK maintains offices in York. However, the company has recently announced 1,800 job cuts worldwide, but what impact this will have on York employees is yet to be seen.
 - Hiscox, another insurance giant with offices in York, has recently been rated #7 in Best Places to Work (moving up a place from 2018) - 83% of current employees would recommend working at Hiscox to their friends.
- Both universities offer undergraduate and postgraduate qualifications in relevant areas. Nationally, the University of York ranked 13th for business-related subjects in 2019, while York St John ranked 104th.

SECTOR: FINANCIAL & PROFESSIONAL SERVICES - SOURCES

	KEY FACT 1	2	3
<p>Icon: MadebyMade (Nounproject) thenounproject.com/made.somewhere/</p>	<p>Key figures about York at a Glance (City of York Council, produced by Business Intelligence Hub, 2019)</p>	<p>Key figures about York at a Glance (City of York Council, produced by Business Intelligence Hub, 2019)</p>	<p>York one of top ten small cities in Europe, says Financial Times (YorkMix, 2014)</p>
KEY PARTNERS & NETWORKS	KEY PLANS & ASPIRATIONS	KEY INSIGHTS	
<p>Inward Investment Guide (Make it York, year unspecified)</p>	<p>What we're doing as key stakeholders in the city (City Breakfasts, 2019)</p> <p>More reasons to bring your business to York (Make it York, 2018)</p> <p>19m offices for Hiscox complete (Invest Leeds City Region, 2016)</p>	<p>2019 Best Places to Work, Employees' Choice (Glassdoor, 2019)</p> <p>Aviva to cut 1,800 jobs worldwide (BBC News, 2019)</p> <p>Guardian University Guide 2019</p>	

SECTOR: LIVING



KEY FACT 1

208,163 residents
or **87,371 households** on
27,194 hectares
make up the
City of York.

2

~ 3 in 4 of York residents agree
that York is a safe place to live in,
and find their local area is a good
place for children and young people
to grow up.

3

There are **84**
schools & colleges
listed on the Council's website,
16 of which were rated as
'outstanding' by Ofsted.

KEY PARTNERS & NETWORKS

- City of York Council
- Attractions & festivals
- Retail, food & drink offer
- First York
- York CVS
- Jobcentre Plus
- NHS & GP Consortia
- Citizens Advice York
- Universities
- Residents

KEY INVESTMENTS/PLANS

- The Strategic Housing Partnership aim to increase the rate of housing completions to around 1,600 per year.
- York City Council is investing in housing as well, e.g. Lowfield Housing (£>25m).
- A number of Local Authority Homes Investments.

KEY INSIGHTS

- Resident consultations are common in York - the views of the around 200,000 York citizens have been compiled previously, and most of them have largely positive things to say about the place they call home.
- However, survey results suggest that while 92% of residents 'find it important that residents can influence decisions in their local area', only 29% agree that they *can* actually 'influence decisions in their local area'.
- Living in York can be expensive. According to the UK House Price Index, the average house price in York is currently £255,000 which is 11% higher than the national average of £229,000.
- At the moment, around 34% of York residents own their property outright, 32% have a mortgage on a property, and 18% are renting privately. There are also 7,500+ council properties across York.

SECTOR: LIVING - SOURCES

	KEY FACT 1	2	3
<p>Icon: MadebyMade (Nounproject) thenounproject.com/made.somewhere/</p>	<p>Key figures about York at a Glance (City of York Council, produced by Business Intelligence Hub, 2019)</p>	<p>York Profile (Business Intelligence Hub, 2019)</p>	<p>All schools & colleges in York (gov.uk, 2019)</p>
KEY PARTNERS & NETWORKS	KEY PLANS & ASPIRATIONS	KEY INSIGHTS	
	<p>York, North Yorkshire and East Riding (YNYER) Housing Strategy (2015 to 2021)</p> <p>Bill for council housing development in York rises by £4 million (YorkMix, 2019)</p>	<p>York Profile (Business Intelligence Hub, 2019)</p> <p>Living in York (Make it York, year unspecified)</p> <p>UK House Price Index</p> <p>Key figures about York at a Glance (City of York Council, produced by Business Intelligence Hub, 2019)</p>	

SECTOR: WELFARE & WELLBEING



KEY FACT 1

York ranks **50 out of 324** local authority areas in the Vibrant Economy Index - the highest ranking area in Yorkshire & the Humber. York ranks in the top 20% nationally for dynamism & opportunity, and resilience & sustainability.

2

Voted
'Best Place to Live'
by The Sunday Times
in 2018.

3

York is the
most expensive place to live in the North for people on average incomes, according to the Northern Powerhouse Liveability Index.

KEY PARTNERS & NETWORKS

- City of York Council
- York CVS
- Jobcentre Plus
- York Civic Trust
- Joseph Rowntree Foundation
- NHS & GP Consortia
- Citizens Advice York
- Universities
- Residents

KEY INVESTMENTS/PLANS

- York Community Stadium is on track to be completed in 2020. It will house an 8,000 seat stadium, an IMAX cinema, a community hub and library, swimming and gym facilities, NHS outpatient services, as well as retail and restaurants.
- Infrastructure investments (York Central, IT development, highways renewal, etc.).

KEY INSIGHTS

- The consensus seems to be that York is a great place to live, but an expensive one. Indicators for this are...
 - According to the Northern Powerhouse Liveability Index, the city is the most expensive place in the North for people on average incomes.
 - The city reports a £13.16 median average wage/hour compared to £14.37 for the average UK resident.
 - Inequalities persist in the city, with earning gaps widening and life expectancies between wards varying by up to 8 years.
- York ranked #4 out of 21, in the UK's Greenest Hotspots, and is the best major city for recycling (per capita) according to research by First Mile, which looked at recycling, green space, air quality, pollution levels, and more.

	KEY FACT 1	2	3
<p>Icon: MadebyMade (Nounproject) thenounproject.com/made.somewhere/</p>	<p>Vibrant Economy Index (Grant Thornton, 2019)</p> <p>York Human Rights Indicator Report (York Human Rights City, 2018)</p> <p>Visit York's Annual Review 2018-2019 (paper version)</p>	<p>Best place to live (The Sunday Times, 2018), note that link may automatically redirect to 2019-version of ranking</p>	<p>Northern Powerhouse Liveability Index (Your Housing Group, 2018)</p> <p>York Human Rights Indicator Report (York Human Rights City, 2018)</p> <p>Visit York's Annual Review 2018-2019 (paper version)</p>
KEY PARTNERS & NETWORKS	KEY PLANS & ASPIRATIONS	KEY INSIGHTS	
	<p>Community Stadium (City of York Council, year unspecified)</p>	<p>Northern Powerhouse Liveability Index (Your Housing Group, 2018)</p> <p>York Human Rights Indicator Report (York Human Rights City, 2018)</p> <p>York Profile (Business Intelligence Hub, 2019)</p> <p>Living in York (Make it York, year unspecified)</p> <p>Key figures about York at a glance (City of York Council, produced by Business Intelligence Hub, 2019)</p> <p>UK's Greenest Hotspots (First Mile, 2019)</p> <p>York Human Rights Indicator Report (York Human Rights City, 2018)</p> <p>Visit York's Annual Review 2018-2019 (paper version)</p>	