

THE

**YORK**

NARRATIVE

Having gathered robust data from research, engagement and consultation, it is now clear that the current perception of York – across all demographics - is dominated by an association with history and built heritage. Although York is proud of its heritage, this does pose a challenge.

**York's strong brand makes it an attractive tourism destination but stories from outside of the heritage sector struggle to cut through.**

In light of this, it's important that York's place narrative doesn't simply portray York as being 'so much more than heritage'; such an approach will ultimately only reinforce the existing view and fail to demonstrate what makes York the great city it is today.

To address this challenge, the York narrative defines a set of core values for the city which add new relevance to the existing image.



**By highlighting different meanings the place brand provokes a more nuanced, engaging, truthful and future-proof image of York.**

History isn't what describes York, history is what makes York the place it is today.

The people of York built and continue to shape their place; a beautiful compact city where every person can have a voice, make an impact and lay the foundations for a prosperous future. York is a place where people and their stories matter; where an individual's everyday experiences are just as important as the city's world-class achievements.



THE PEOPLE, BUSINESS, ORGANISATIONS, ATTRACTIONS & EVENTS OF YORK ARE:

## CORE VALUE 1

# Making history every day

## CORE VALUE 2

# Prioritising human experience

## CORE VALUE 3

# Pioneering with purpose

# YORK

## THE STORY

York is abundant with cultural history and beautiful built heritage and has learnt from its past how to build better futures. When we make plans for our city, we reflect and build on these stories and are always driven to consider how *today's actions will impact future generations*.

## THE STORY

York is a city on a human scale; large enough to have ambitious goals and provide opportunities for everyone and intimate enough that *every person can make their mark*. We are working together to create fair, compassionate and welcoming communities where collaboration and social vision spark grassroots action.

## THE STORY

In York we lead the way, innovate and experiment with *a common purpose – to make lives better* at home and around the world. We have bold ideas and form local, national and international partnerships to help bring these human-centred ambitions to life.

**The values are not slogans but are a way of managing York's key associations. Taking these core values into account in all actions means that we all contribute to shape York's image in a common direction.**

**Actions speak louder than words - but both matter. These value-based stories of York shouldn't be told explicitly, but be woven into everything we do, everything we organise and everything we say about our city.**



**The filter process is a useful tool for hands-on place brand management.**

**The narrative is the single unifying story of York – the story that should be present in all our other stories about York. The core values work as guidelines to determine to what extent any activity is ‘on brand’ for York. When any activity is proposed, these values should all be applied as ‘filters’ to determine to what extent they communicate the narrative. Activities which are ‘on brand’ will contribute to and reinforce the desired image for York.**



Once the filter process has been applied to activities in York, it will be further enriched with real life examples of why – and to what extent – activities are successfully ‘on-brand’ for York.

# **The better an activity expresses a core value, the more it will contribute to guiding York’s image in the desired direction**

Each of the core values is accompanied by their own story and a set of key words which add context and help to define their meaning – please see Appendix 1.



146

STRATEGIC REPORTS REVIEWED

march

47

STAKEHOLDERS ARE CONSULTED, VIA 47 FACE-TO-FACE AND TELEPHONE MEETINGS

386

PEOPLE ENGAGED VIA 5 SECTORAL NETWORK MEETINGS

april

40

GCSE STUDENTS PARTICIPATE IN PLACEBRANDING WEBINAR

may

28

PARTNER ORGANISATIONS PARTICIPATE IN SOCIAL MEDIA CAMPAIGN TO DRIVE PEOPLE TO THE ONLINE SURVEY

2580

LOCAL PEOPLE GIVE FEEDBACK AND INFORMATION VIA CONSULTATION BOARDS AND POSTCARDS

june

PEOPLE COMPLETE PERCEPTION SURVEY (OF WHICH 1543 RESIDENTS) PROVIDING ROBUST DATA FOR THE DIFFERENT DEMOGRAPHIC SEGMENTS AND INTERESTS

2638

august - the York narrative and core values are developed

9

WORKSHOPS REACH 160 LOCAL RESIDENTS, COLLEGE STUDENTS AND EMPLOYEES

95

PEOPLE ATTEND PLACE BRAND MASTERCLASS & 198 WATCH IT ONLINE

VALIDATION WORKSHOPS, ENGAGING 47 STAKEHOLDERS TO DISCUSS THE NARRATIVE AND CORE VALUES AND TEST THEM AGAINST 33 ACTIVITIES USING THE FILTER PROCESS

6

YOUNG PEOPLE TEST THE NARRATIVE IN 4 WORKSHOPS

47

STAKEHOLDERS ARE INTRODUCED TO THE FILTER PROCESS FOR FUTURE ROLLOUT

september

31

LOCAL RESIDENTS ARE INVITED TO TEST THE NARRATIVE IN 5 WORKSHOPS

october

2

LOCAL MPS CONSULTED

november

december

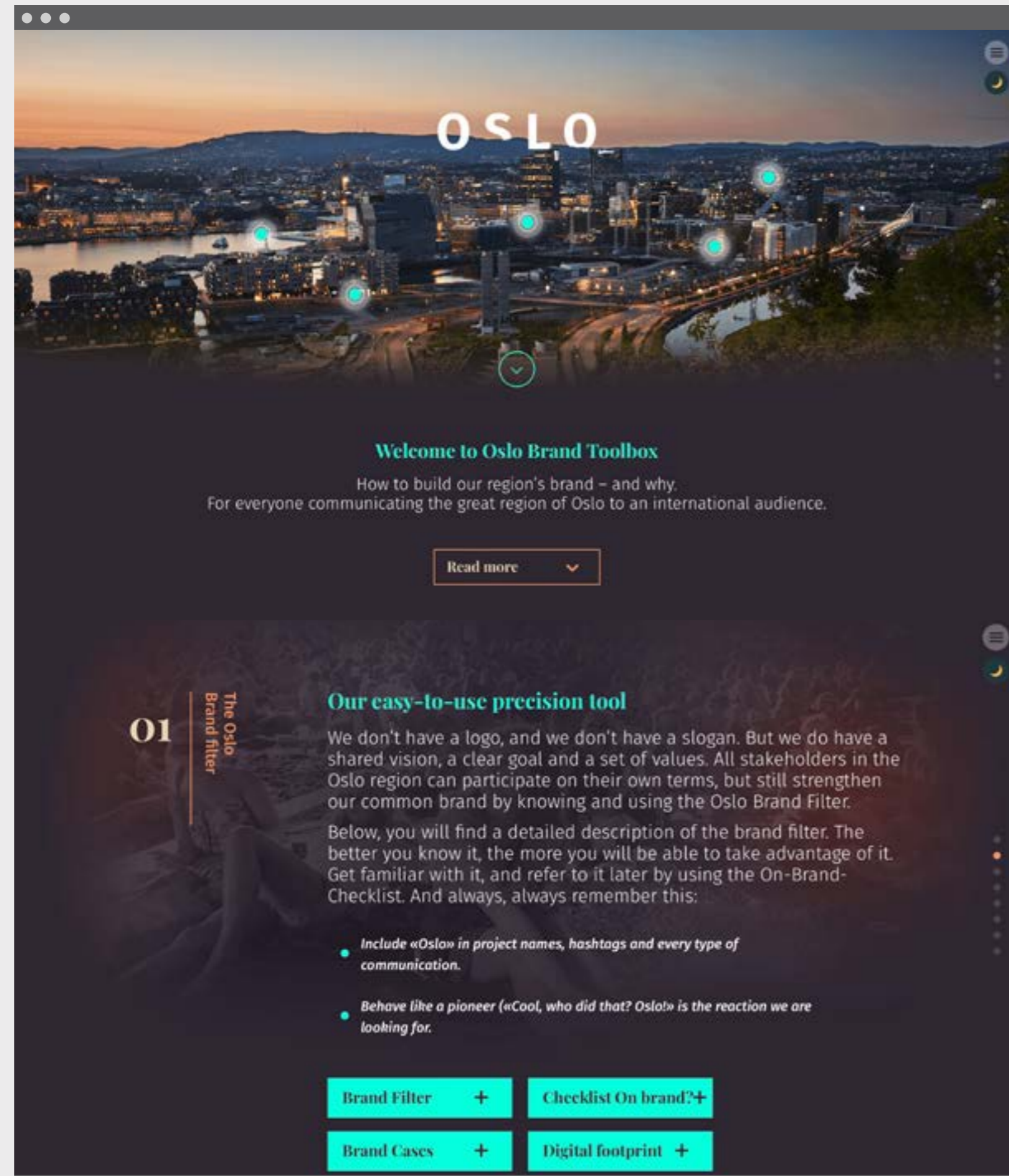
STAKEHOLDERS & INTERESTED PARTIES ARE INVITED TO AN EVENT TO 'RECEIVE' THE NARRATIVE AND ACT AS ITS CHAMPIONS

115

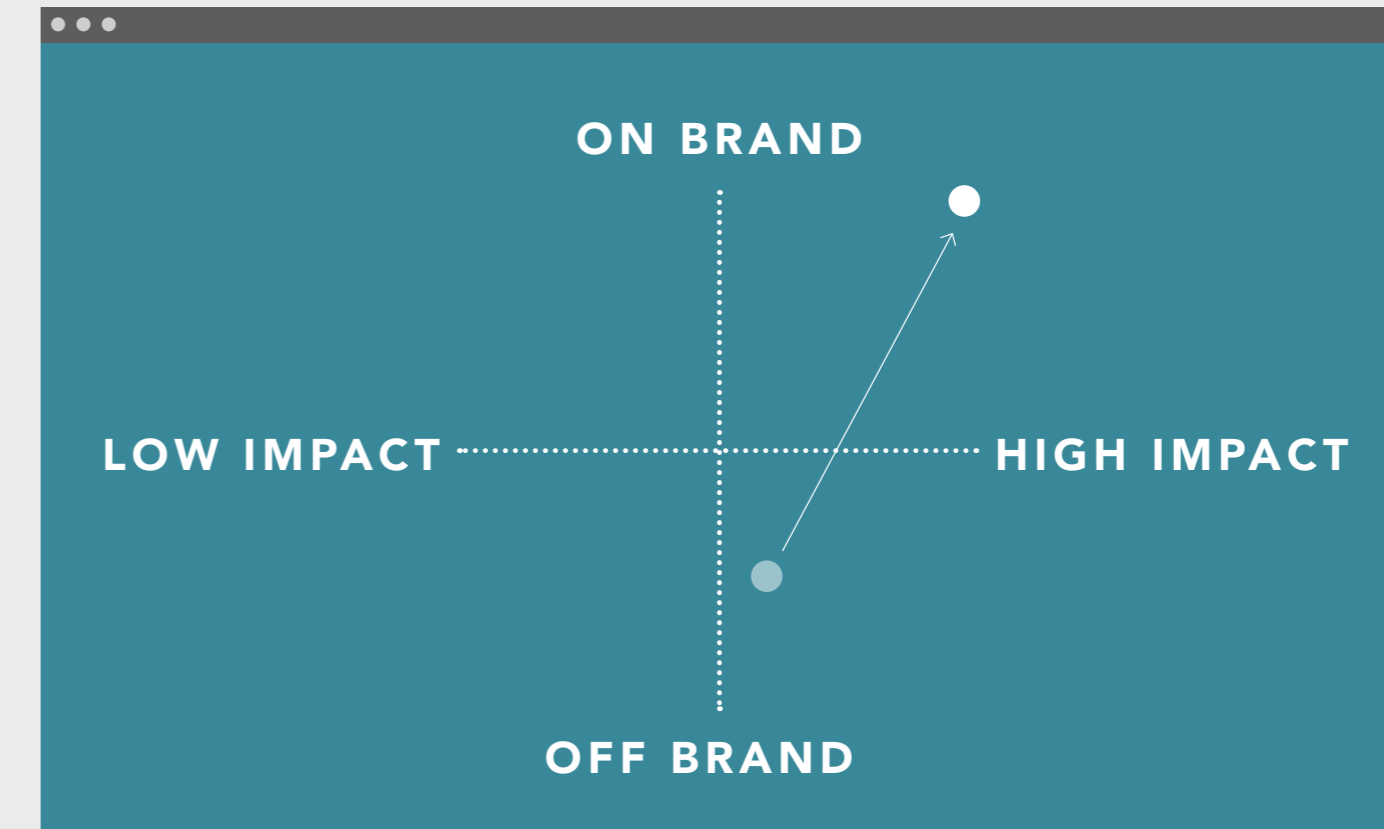
PEOPLE ATTEND A YORK NARRATIVE WORKSHOP

july





**Build an online guide to the narrative that all partners and stakeholders can use**



**Build a digital filter tool that all partners and stakeholders can use**



**Develop a roll out programme using train the trainer and partner workshops**