

THE **YORK** NARRATIVE

How to monitor and evaluate use of the
York Narrative in your organisation

As we know, York needs as many organisations and groups as possible to adopt the narrative in what they do. The more our activities and communications reflect our shared values, the more quickly the perception of York will change.

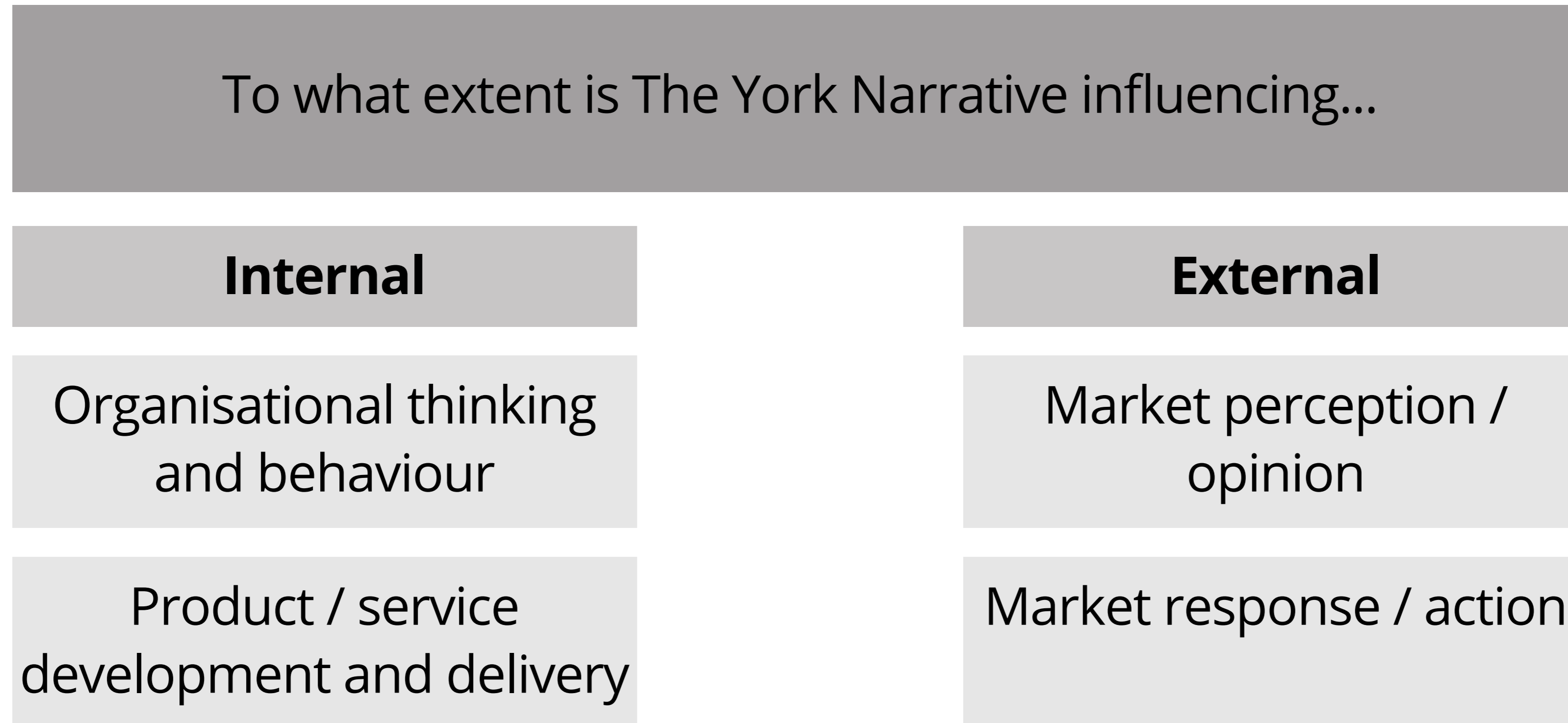
Please take the time to familiarise yourself with the story behind the narrative at [The York Narrative website](#). This will help to explain why it matters, how the narrative was developed and what difference it can make to our city.

This simple evaluation framework will help measure and quantify the positive impacts that widespread adoption of the York Narrative brings to the city, and will help advocate and communicate the benefits.

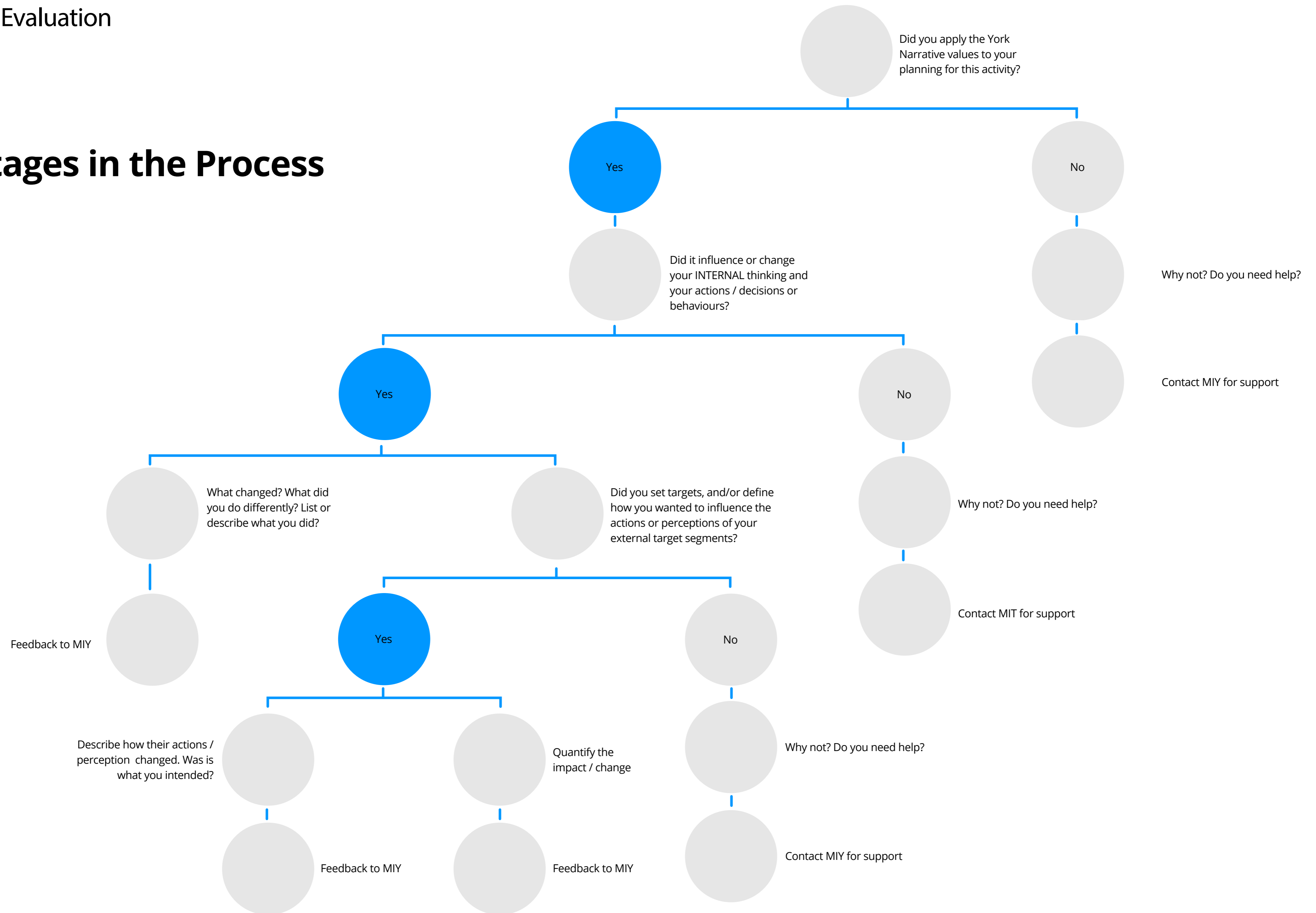
It is purposely light-touch, recognising that many city partners will already have their own impact monitoring mechanisms in place which this needs to complement. The following simple guides and resources will help you to build some key measures into your own monitoring or help you to develop monitoring mechanisms where none already exist.

Evaluation Objectives

The purpose of the evaluation framework is to help measure the impact of the York Narrative on the city – and its **influence** on York partners and their target markets.



Key Stages in the Process



What to evaluate and measure

These are examples rather than a definitive list and should be adapted to your sector

Hard Measures	Soft Measures
Number of on target enquiries/conversions	Media coverage - relevance, quality & content
Increase in resources - funding / investment	Social media sentiment - what people say
Quantity of on-message media coverage	Testimonials and quotes
Change in on-message perceptions of York	Peer recognition/invitations to share expertise
% increase in resident satisfaction measures	Community wellbeing and happiness
% reduction in negative indices (eg complaints)	Public recognition - awards, ratings, ranking
Environmental sustainability measures	Anholt Ipsos brand indices