

THE **YORK** NARRATIVE

Event Guidelines
Supporting the York Narrative

York's rich and unique history has created many incredible stories. To do our best for the city, and help York stand out from the competition, we need to describe the stories about York in the same way. This will help people remember York the way we want to be remembered; attracting investment, funding, business and talent to make York an even better place to live, work, study, visit for everyone.

The York Narrative is a story and set of values about York which residents, visitors and businesses have told us are what York means to them. The York Narrative is York's place brand which we can use to help tell our stories and shape our actions.

Actions speak louder than words – but both matter. These value-based stories of York shouldn't be told explicitly, but be woven into what we do, what we organise, and what we say about our city. It's up to you to make this happen. These guidelines are designed to help you put the narrative into action.

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.

On the following page you'll find a reminder of the core values.

Making History Every Day

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.

Prioritising Human Experience

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.

Pioneering With Purpose

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 brand filter must be used as a decision making tool for both public and private events where possible. This includes every aspect of event planning, production and evaluation.

To be as impactful and on-brand as possible, events should not just be measured against the York values, but be based around them from their inception.

For a truly successful, impactful event that benefits York and its people, fun, energy, community, celebration, exploration and discovery should be as important as affordability and cost-effectiveness. Public events especially have the potential to create significant and long lasting economic impact. Events can build a platform for surrounding businesses to thrive, create employment for local people and generate civic pride. The goal should be for the positive effects to continue long after everyone has gone home; with perceptions of the local area, venue and host themselves reshaped and redefined for the better.

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Whenever an action is tested against the brand filter, that action has the opportunity to be improved. If your planned action doesn't address all of the values, this doesn't mean it has failed, it just means it would be greatly improved by adapting. How can the plan be altered to better support the values? How can it better express the personality of York? How can it do better for the people of York?

For maximum impact, follow this 5-step guide to creating an impactful, on-brand event:

PHASE 1

Create a vision:

Consider how your ambitions and the York narrative can come together to create a unique event. Involve as many creative minds as you can early on in the process to spark inspiration and encourage an imaginative and original approach. Beginning with a clear and exciting vision will enable and inspire people internally and externally, and help sculpt and inform the creative process.

PHASE 2

Benchmark the vision against events worldwide:

Research similar events that happen elsewhere in the world. Take note of precedents and see what can be learned from them.

PHASE 3

Embed the event in the locale:

Use the brand filter to inform your decision making about partners, sponsors and suppliers. Partner with local suppliers, source local staff, engage with the local media and build links with the public and private sector in the neighbourhood as well as the city of York as a whole. This will all count to building a narrative around the event, as well as support and awareness.

For maximum impact, follow this 5-step guide to creating an impactful, on-brand event:

PHASE 4

Think outside the box:

The key ingredient to any event's success is its content and atmosphere. Can you generate never-before-seen content? Don't rely on tried and tested event planning – think bigger and be original. Use the brand filter to find ways to pioneer and make history.

PHASE 5

On-brand communications:

Use our other guidelines to inform your event's comms strategy – with guidance on PR, photography and copywriting.