

# THE **YORK** NARRATIVE

PR Agency Brief  
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 can be used as a decision making tool across all communications, marketing and PR. All communications – from a single social media post to a large scale experiential event, can be informed by and designed to support the York Narrative.

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The goal is for all communications to present a unified story of York. One that is both honest and aspirational. Only by doing this can we – as a city – have a significant positive impact on both external and internal perceptions of our place.

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The York Narrative is designed to work across the board in terms of audiences. The brand filter can be used in communications with anyone from government to investors to students.

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The strength of the brand filter is that whenever an action is tested against it, 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 needs 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?



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The official image guidelines and copy guidelines should also be adhered to in communications to best support the narrative and ensure your activity demonstrates the values at all times.