

# 'It's all York' Promotional Film



## Stakeholder Pack

As a gift to the city, York BID and partners have commissioned a short film entitled 'It's All York' to promote York's commercial offering, showcase some of its exciting future developments and support efforts to attract essential new investment to the city. Stakeholders are encouraged to utilise this pack and share the film amongst their networks.

Links to two versions of the film can be found below. The shorter version can be uploaded to social media.

You can download a high-resolution file direct from the Vimeo link (look for the arrow in the bottom right-hand corner of the page).



**FULL VERSION – 03:04**

<https://vimeo.com/theyorkbid/itsallyorkfullversion>

**SHORT VERSION – 01:28**

<https://vimeo.com/theyorkbid/itsallyorkshortversion>

### PLEASE SHARE AND HELP SPREAD THE WORD ABOUT THESE EXCITING NEW DEVELOPMENTS FOR THE CITY

When sharing the film on social media, please use the hashtag **#itsallyork** and tag **@TheYorkBID**, as well as the organisations leading on the developments featured in the film:

**@CityofYork**  
**@HelmsleyGroup**  
**@YArchaeology**

**@York\_Minster**  
**@HomesEngland**  
**@YRKcentral**

To find out more about York's exciting new developments, please visit:

[theyorkbid.com/yorks-future-developments](https://theyorkbid.com/yorks-future-developments)  
or contact [info@theyorkbid.com](mailto:info@theyorkbid.com)

For more about investment opportunities in York, please contact [economicgrowth@york.gov.uk](mailto:economicgrowth@york.gov.uk)

For more about **@CityofYork** Council's strategies and vision for the next 10 years, visit [york.gov.uk/10YearStrategies](https://york.gov.uk/10YearStrategies)  
[york.gov.uk/York2032](https://york.gov.uk/York2032)

Film created by Hewitt & Walker  
[hewittandwalker.com](https://hewittandwalker.com)

[theyorkbid.com](https://theyorkbid.com)

