



# York Restaurant Week

9 - 15 October 2023

## **WHAT IS YORK RESTAURANT WEEK AND WHY TAKE PART?**

York Restaurant Week is a 7 day long event aimed at boosting trading for food and drink businesses in York city centre. Restaurants, cafes, pubs, bars, hotels and street food vendors are invited to submit offers/set menus priced at either £5, £10, £15, £20, £25, or £30, which we promote across a wide range of media (socials, press, radio, print etc.). Any food and drink-based business who pay an annual levy to York BID is eligible to take part free of charge.

Since its launch in April 2019, York Restaurant Week has held seven individual events which has generated over £890,000 of additional trade for York's hospitality sector. During that time, our followership has grown significantly. We now have over 15,000 subscribers to our mailing list and over 7,500 followers across social media platforms.

## **HOW TO APPLY**

1. Complete the online application form to the best of your ability, ensuring all the information accurate.
2. If you've taken part in York Restaurant Week before and you are happy for us to use the same information and/or images previously submitted, please simply state this on your application.
3. All documents, images, and photographs provided should be minimum web-quality (72 dpi) and not pixelated

The **deadline for applications is Friday 1<sup>st</sup> September 2023**. Those who apply late may miss opportunities to feature in key promotion/advertising around the event.

## **FOOD & DRINK OFFERS**

Great food and drink offer are at the heart of York Restaurant Week and it's key that yours are clear and attractive to event customers. Here is what to consider:

1. Each business may submit up to a maximum of 4 offerings which must include some form of food and/or drink.
2. All offers submitted must be priced at either **£5, £10, £15, £20, £25 or £30**. The set menu format is a popular way of presenting offers (e.g. 2 courses for £10, 3 courses for £15, 2 mains and 2 drinks for £20).
3. You must inform us of any terms and condition that relate to your offer/s, such as; specific dates and times available (e.g. Available Thursday to Sunday, between 5 and 9pm), any restrictions on certain menu items etc.
4. Feedback has taught us that the best performing offers are:

- a. Clear and easy to understand
  - b. Are unique to York Restaurant Week (not available other times of year)
  - c. Good value, high quality, and include great service/experiences
  - d. Do not have too many restrictive terms and conditions
5. We highly recommend if possible that each participating business provide at least one vegetarian and/or vegan option as part of their offer, however this is not a requirement.
  6. Please provide us with an electronic copy of your menu which clearly shows details of the food and drink which is available as part of your offer/s. **The menu should show ingredients as well as dietary information (e.g. suitable for vegetarians/vegans, contains nuts, contains gluten).** We are happy to accept menus in PDF, Word document or image format. If you do not have a menu, please provide us with the information and a member of the team will create one for you.

## **HOW IT WORKS**

Ahead of the event launch (Monday 9<sup>th</sup> October 2023) it's important that you and your staff familiarise yourselves with the points below. We want to ensure customers have the best possible experience of York Restaurant Week and continue to come back each year.

1. Every participating business has their own profile on [www.yorkrestaurantweek.co.uk](http://www.yorkrestaurantweek.co.uk) displaying their individual details and offers. A member of the team will check with you that the information in your profile is correct before published 2-3 weeks in advance of the event launch. After which the public will be given access to explore the offers and download the corresponding vouchers.
2. Voucher are unique to each individual offer and are emailed to customers directly as a PDF attachment. Printed on the voucher is the offer title, description (including terms and conditions), the customer's name, the number of people for which the voucher is redeemable
3. Once customers have downloaded their voucher/s, they are advised to contact the relevant business in advance to book a table, check availability and/or to enquire about dietary requirements etc.
4. When arriving at your business, customers will present their voucher either as an electronic copy on their phone or as a physical printout.
5. If customers do not have a voucher for the offer they want to access, please do not turn them away. Welcome them and encourage them to download the relevant voucher whilst they dine (it only takes a minute).
6. It would be extremely useful if you and your staff could record the number of vouchers redeemed at your business for each offer, as well as the associated value (total spent by party dining, including drinks and sides not included in the offer). There will be an opportunity to report this back to us via a feedback after the event has ended.

## **PROMOTION**

During the 2-3 week period ahead of its launch, we will regularly promote York Restaurant Week across social media, web, radio, and press. Please support us in sharing this content and help make the event as big a success as possible.

1. We have several marketing materials you are welcome to use. Each is downloadable via the following links. Please ensure that you do not distort or reduce the quality of these assets when publishing:
  - a. [Logo \(PNG\)](#)
  - b. [A5 flyer \(PDF\)](#)
  - c. [Social advert \(JPG\)](#)
  - d. [Social story \(JPG\)](#)
  - e. [Fullscreen advert \(JPG\)](#)
2. Follow on Facebook and Instagram **@YorkRestaurantWeek**, share our post about the event and create your own using the linked artworks above. Make sure to tag **#YorkRestaurantWeek** and **#YRW23**.
3. Please get in touch if you would like an A6 window sticker which can be displayed in your business.

## **CONTACT US**

If you have any specific questions or issues, please contact Chris Bush, Business Manager at the York BID on [chris.bush@theyorkbid.com](mailto:chris.bush@theyorkbid.com) or 07772 387649.

# EVENT RULES

## DEFINITIONS

- ‘**The organiser**’ refers to York Business Improvement District (BID).
- ‘**The event**’ refers to ‘York Restaurant Week’ taking place between Monday 9<sup>th</sup> and Sunday 15<sup>th</sup> October 2022.
- ‘**Participant/s**’ refers to businesses who have been selected to participate in the event.
- ‘**Offer/s**’ refers to the food and drink goods submitted by the participant and advertised as part of the event.
- ‘**Customer/s**’ refers to members of the public purchasing offers from participating businesses.

## RULES OF THE EVENT

1. Businesses who pay a levy to York BID are eligible to participate in the event. Businesses who are not yet members of York BID may apply for [voluntary membership](#).
2. Applicants must provide the organiser with all necessary information and imagery as specified in the online application, by the **specified deadline (1<sup>st</sup> September 2023)**.
3. The person submitting the application must have the appropriate level of authority to apply on behalf of the business.
4. Participants may submit a maximum of 4 food and drink offers for any given event. Details of these including any term and conditions must be communicated to the organiser ahead of **the campaign launch date (22<sup>nd</sup> September 2023)**, after which they cannot be changed.
5. Should any issue arise hindering the participant’s ability to sustain the agreed offers for the entirety of the event, or if they wish to withdraw from the event, they must inform the organiser immediately.

## CONDITIONS

1. The organiser shall not be liable for i) loss of profits; or ii) loss of business; or iii) depletion of goodwill; or iv) loss of anticipated savings; or v) loss of goods; or vi) loss of contract or; vii) loss of use; or viii) loss or corruption of data or information; or ix) any special indirect, consequential or pure economic loss, costs, damage, charges or expenses.
2. During the event, all participants agreed to comply with all current legislation, notices, orders, bylaws, as well as any restrictions, directions and conditions lawfully imposed by any public authority.
3. During the event, all participants agree to adhere to all national laws, including health and safety guidelines that are applicable during the event, either related to Covid-19 or otherwise.
4. The organiser reserves the right to refuse any offers deemed to be inappropriate or poor value for money.
5. The organiser reserves the right to remove participants from the event who do not adhere to the rules of the event.
6. The organiser reserves the right to cancel or postpone the event without notice should any issues arise.