

## Foreword

The beginning of April 2024 marks 8 years since York BID was established in York city centre. During that time, our small team have been working to provide services and initiatives that stimulate the local economy and support businesses in their day-to-day trade. Our spring bulletin highlights some projects which the BID has launched in the last 12 months. We are now well underway with delivering the objectives set out in our 5-year business plan, and are looking positively towards the future. We hope you will join us at our next company AGM, planned for July 2024, to hear more about our plans and aspiration for York's future.

## City Experiences

Our 'Colour & Light' event returned for its second year, transforming York Art Gallery into a canvas for a vibrant light projection show, drawing families into the city centre between the hours of 6–9pm. The event ran for 18 days across the February half term, attracting over 30,000 viewers, as well as national and regional press coverage.

'Ghosts in the Gardens' took place between 23 Sept–12 Nov 2023, featuring 39 unique spooky sculptures, located in a number of public gardens and green spaces around the city centre. The project encourages the public to explore the city, especially families with young children during Halloween, and cements York's reputation as one of the most haunted cities in Europe.



For 8 years, York BID (in partnership with Make It York) has delivered the Winter Lights scheme for the city, which is a major draw for tourists and residents during the festive period. The display covers over 15km of city centre streets and consists of 160,000 LED lights, making for a truly magical atmosphere during the Winter months.

## Supporting Business

York Restaurant Week is a much-loved part of the city's events calendar, aimed at boosting trade for food and drink businesses during quieter months of the year. Our most recent event

during 11–17 March attracted over 100 participating venues, making it one of the largest events of its kind in the UK. The nine events we've ran to date are estimated to have delivered an economic boost of over £1.3 million for local hospitality businesses.

Our Skills School initiative (in partnership with York St John University) has provided 32 fully funded and subsidised courses, upskilling 340 employees in the city. This includes vital First Aid training, delivered to 132 individuals in the last year alone.



Since the York Gift Card initiative started in October 2019, it has rapidly grown to become one of the largest schemes of its kind in the UK. There are currently over 360 businesses in the city centre who accept the gift card and over £300,000 worth of cards have been sold to date.

### Safety & Appearance

Based on its track record of delivering successful safety initiatives, the Council recently appointed York BID as custodians of the city's Purple Flag accreditation. This prestigious designation means that York offers a vibrant, diverse and, most importantly, safe experience for residents and visitors enjoying the city from the early evening and into the night.

York BID is committed to continuing its thriving partnership with North Yorkshire Police and Council Safety Officers to deliver new and innovative safety initiatives.

Our Street Cleaning team operates seven days a week, working diligently to keep city centre streets looking their best. Every day they clear York's high streets of any waste, litter and unsightly mess before trading hours begin. Our cleaning team have also



been instrumental in coordinating our successful rejuvenation days, with help from key partners, to improve the appearance of infrastructure across the city centre. The project focuses on refreshing tired-looking benches, bike racks, bollards, bins, and other street furniture.

The Street Rangers are an essential part of York BID's team - friendly, helpful, and keen to engage with businesses on a daily basis while patrolling the city centre. Businesses regularly call upon the Rangers for support with anti-social behaviour, shoplifters and other low-level crime. They are often first responders to minor incidents in the city and their extensive training makes them highly effective in dealing with incidents quickly and efficiently.



### Levy Collection (2024–25)

The new financial year marks the beginning of a new billing year for York BID. As a business occupying a commercial premises based within the BID's geographical area, and with a rateable value (RV) of over £17,500 (based on the 2017 valuation), you have been identified as eligible to receive a mandatory levy bill which is charged at 1% of the RV on your property.

Your levy invoice for the period April 2024-March 2025 is attached to this bulletin. Details of how to make payment can be found on the reverse of your bill. An electronic copy of your bill can be provided if needed. For more information about the levy, please refer to our website:

[www.theyorkbid.com/about-bid-levy/](http://www.theyorkbid.com/about-bid-levy/)

There are currently 919 existing BID members who collectively help to raise around £800,000 each year, which the BID uses to deliver essential investment and improvements for York city centre. On average, for every pound raised by the levy, the BID leverage a further 25p of additional income for specific projects. We are extremely grateful to our members for their support and for making the work we do possible. If you would like to find out more about BID projects and services, or have any specific questions, please contact our team on **01904 809970** or [info@theyorkbid.com](mailto:info@theyorkbid.com)