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Shop YORK

SHOP YORK
& SUPPORT
LOCAL THIS
FEBRUARY!



Post-Event Report

BROUGHT
TO YOU BY



iNDIE
YORK

What we achieved...



Shop York launched in February 2025 to support local shops when they needed it most. It marked the first joint initiative between York BID and Indie York, and the response from customers and the local business community was **incredible**.

Here are some of the amazing achievements of the first-ever Shop York event:

93 local businesses took part.

Over **60 individual prizes** were donated to offer customers an unbelievable prize giveaway, including a year's worth of books, Ray-ban sunglasses, and unmissable local experiences.

Brand-new event brand and website launched.

7,000 passports and **5,000** leaflets distributed.



Social Media: Our Shop York social media campaign reached 180,000 unique accounts and we saw significant engagement across BID and Indie York generated content.

We've also seen a fantastic array of posts from participating businesses, local influencers like York Mumbler and Little Vikings, and happy customers.

Shop York Website: The brand-new Shop York website attracted just under 20,000 visitors, averaging 500 visits per day.

After the homepage, the Places page was the second most popular, raising awareness of all the brilliant businesses involved in the event.

Local Media Coverage: We secured excellent coverage across local and regional media, highlighting the importance of shopping locally.

This included featured interviews with BBC Radio York, YO1 Radio, and YorkMix Radio. The event was also shared across citywide newsletters. The York BID's own public facing newsletter has an audience of over 30k!




*In February, debit card spend in retail businesses was **up by 15%** compared to 2024, and visitor numbers were **up by 4.1%**.*

To find out more about the event and how it worked, please visit:

[**www.shop-york.co.uk**](http://www.shop-york.co.uk)



What businesses are saying...



“We definitely saw an increase in footfall during the scheme. It brought more people into the shop, and customers were really engaged - some even told us they’d already visited several other participating businesses. Overall, it was a great way to attract new shoppers and create a bit of buzz in York.”


- Give The Dog A Bone

“Having social media posts shared by The BID & Indie York to give us more reach was incredible.”

- Survey response


“The staff said it was a lovely event and that customers were excited by it. It was a great way to build up trade in the post Christmas lull.”

- Survey response



“We've seen a great turnout, with customers embracing the exclusive offers unlocked by their Shop York Passports. It's a wonderful opportunity to connect with the community, and I urge everyone to join in before the week is up!”

- Cycle Heaven



“We really enjoyed taking part in Shop York which was an additional draw for our business during a quiet time of year. We look forward to other opportunities.”

- Dog & Bone Vintage



30% of businesses gave away over 100 stickers, with some giving away over 500 – generating a minimum of £2,500!

83% of businesses said customers made purchases over £5 on average.

60% of businesses noticed an increase in online traffic during the event

Some customers told us the total value of their purchases was over £200!

84% said the event made them feel more connected to the local business community.

“Thanks so much for this wonderful initiative. I feel very lucky to have won such a great giveaway!”

- Giggles & Games Prize Winner

“Thank you for running such a lovely scheme for our high streets! It was lovely choosing where to go and finding new gems.”

- Customer

“I don’t know how to thank you enough. I literally don’t win things. I’m beyond thrilled – I just adore books!”

- Book Hamper Prize Winner





“It was a privilege to run this event and support our high streets at a quieter time of year. I’m over the moon with the business and customer response to the first event. With the fantastic support of the business community, we’ve laid a strong foundation, and I’m excited to build on this momentum to further champion and celebrate our wonderful retail sector.”

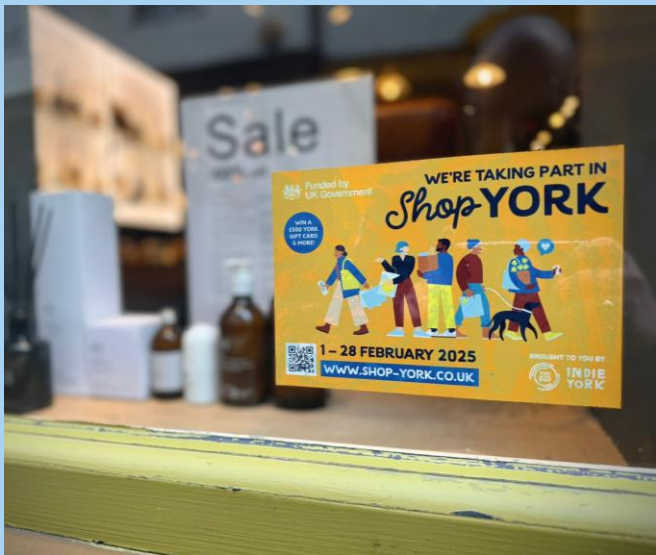
- Rachel Bean, Project Manager at York BID



“The survey feedback just shows how much difference we can make if we work together to support our local businesses. We’re incredibly lucky to have such a vibrant and varied indie business community in York, and initiatives like this are so important to show them our support.”

- Rebecca Layton, Chair of Indie York and Hotelier

Shop York in photos...



'If we don't use them, we'll lose them': Shop York launched to boost city retailers



LEISURE

York shop event: 'Every time you spend, it's a vote for the community you're part of'



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the latest York BID
and Indie York
initiatives...**



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We'd like to say another huge thank you to every business who took part in this new initiative and made Shop York a success.

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