



Business Plan 2026–2031



Working together
for a **Stronger York**



theyorkbid.com

Foreword



As we chart our course for the next five years, York Business Improvement District (BID) remains steadfast in its commitment to enhancing the city centre for the

benefit of businesses and all who live, work, study, and visit here.

It's an exciting time for our city, with once in a lifetime developments underway and investment from the recently appointed Mayor. At the same time, we all know the past five years have presented unprecedented challenges. Perhaps now more than ever, we need an independent body to champion and support local businesses. As your BID, we will continue to lead an ambitious and targeted programme of initiatives that respond to changing consumer habits and your business needs.

For a decade, the BID has been a strong voice for business, lobbying on your behalf and spearheading projects that deliver tangible returns. Our dedicated Street Cleaning and Ranger teams are out in the city daily, and we have invested in initiatives that boost footfall and spend when it matters most. For example, Colour & Light, York Restaurant Week, and Ghosts in the Gardens have become highly

anticipated events, bringing in thousands of locals and visitors each year.

The BID is driven by a voluntary Board of Directors made up of local business owners, who understand the highs and lows of running a business. Their firsthand experience ensures the BID's initiatives are always focused on making it easier to do business in York for our diverse community.

Looking ahead, we will build on our successes by strengthening partnerships with local businesses, community groups, residents, and city leaders. We will invest in projects that celebrate York's rich history while embracing its future, all with the goal of fostering a vibrant, attractive, and dynamic city with a powerful collective business voice.

The BID ballot launches on 25th September 2025 and we are asking for your support to deliver another five years of business-led activity. **Your vote is crucial** in entrusting us to ensure that York remains the exciting, dynamic, and vibrant city that we know it is.

Michael Hjort | Chair of York BID

Owner, Walmgate Ale House /
Director, York Food & Drink Festival

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Your BID

York Business Improvement District (BID) is a not-for-profit organisation working to deliver targeted projects and initiatives that enhance the trading environment, improve the overall city centre experience, and support the prosperity of the local business community.

We operate independently of the City of York Council to provide added-value services and enhancements that go beyond the statutory duties of the local authority. This relationship is governed by a formal Operating Agreement, which ensures clarity of roles and enables effective collaboration.

York BID is part of a national network of over 340 Business Improvement Districts across the UK. Now well-established in most towns and cities, BIDs play an increasingly important role in supporting the vitality of high streets, particularly in light of reduced public sector funding. During the 20 years since the legislation was introduced

into the UK, BIDs are estimated to have invested over £1 billion into towns and cities across the country.

About York BID

- ✳ Established in April 2016
- ✳ One of **over 340 BIDs** across the UK
- ✳ Representing nearly **1,000** businesses within York City Centre
- ✳ In 2021, **86%** of businesses voted in favour of a second BID term
- ✳ **£7.6 million** invested into York City Centre over 10 years
- ✳ **£1.5 million** additional income leveraged from external sources



“We can’t imagine York without the BID. Their work keeps our streets clean, the city presentable and welcoming, and helps create a safer environment for both our guests and staff.

Their targeted events, such as Colour and Light and Ghosts After Dark, drive footfall when it’s most needed and showcase York’s culture and heritage to a consistently high standard. They continue to find creative ways to bring life to often overlooked areas of the city.

At the heart of it all is a dedicated, approachable team who are genuinely committed to supporting local businesses, employees, visitors, and residents.”



Mark Mattinson
General Manager, York Dungeon /
Chair, Make It York Advisory Board

Vote Yes for Five More Years

The ballot will take place between **25th September – 23rd October 2025**.

A YES vote is a vote for all the projects and programmes outlined in this Business Plan. It’s a vote for a minimum **£5.8 million of investment** into our city centre over the next five years, used to fund the initiatives that matter most to businesses. Crucially, initiatives that would not

happen without the BID and investment from local businesses.

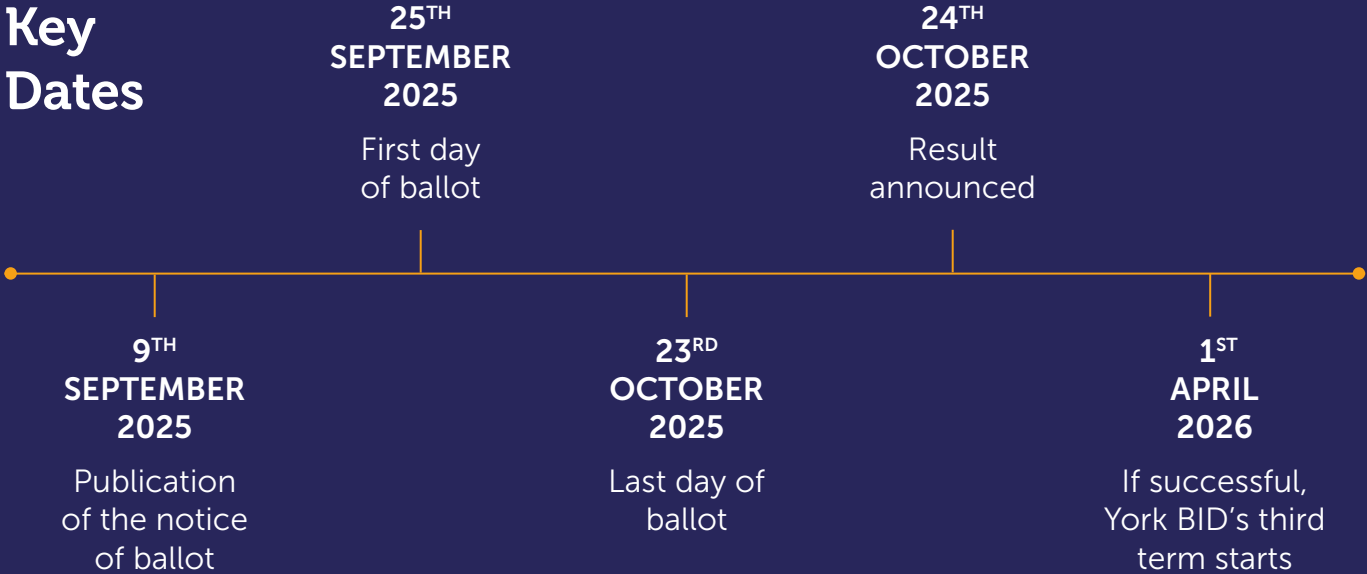
Make sure your vote counts by telling us where to post your ballot paper.

Please email us at info@theyorkbid.com or call 01904 809970.

Your vote will ensure vital BID projects, like the Street Cleaners and Rangers, festive lights and promotional events, can continue. Turn to page 27 to find out more information on the BID ballot and who is eligible to vote.



Key Dates

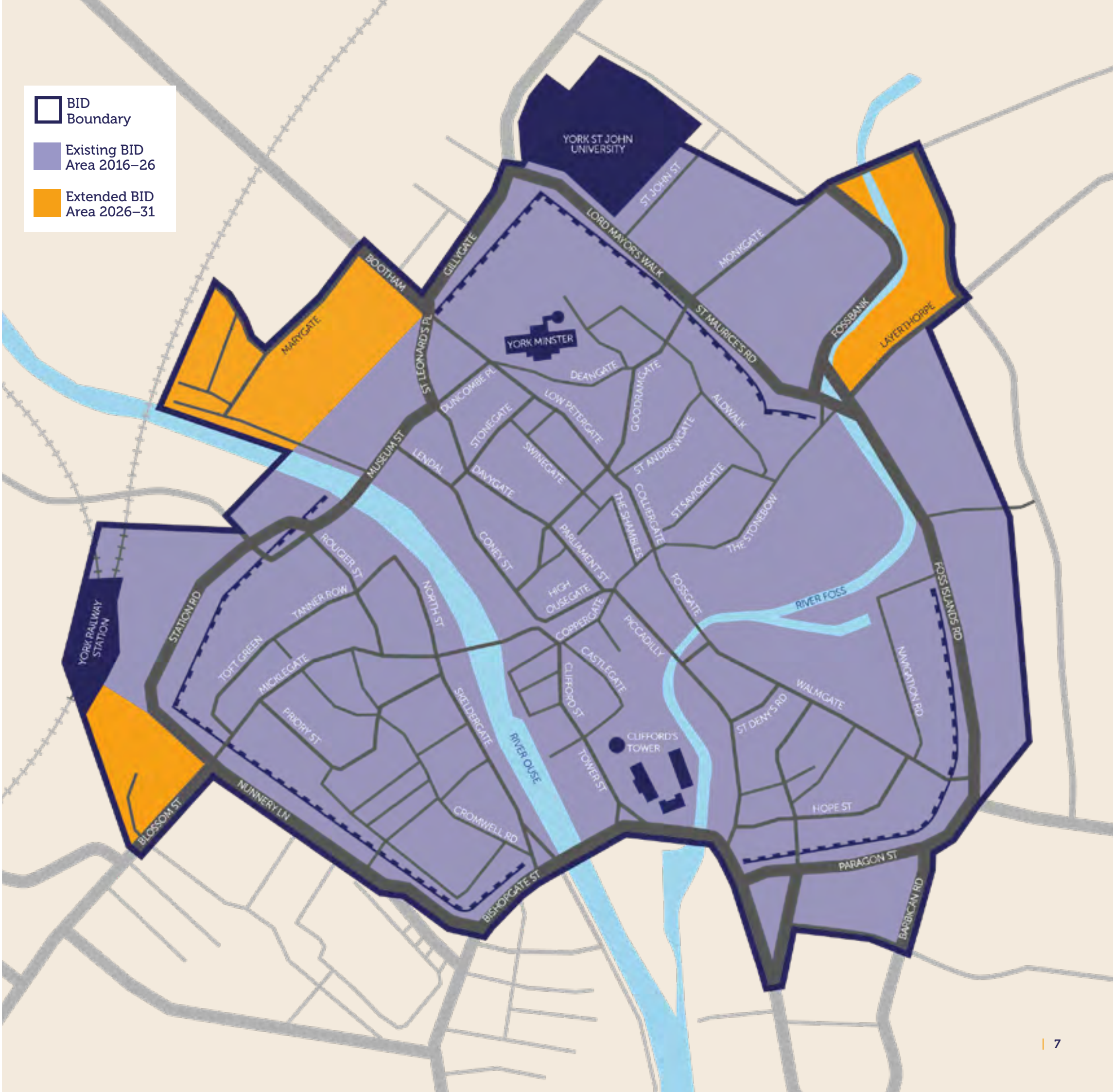
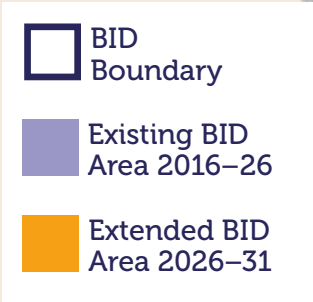
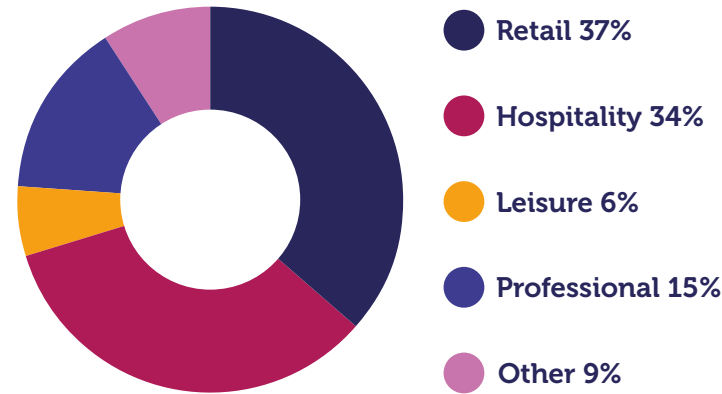


The BID Area


To qualify as a BID member, businesses must be situated within the BID area and have a rateable value of £17,500 or above. All members are required to pay an annual levy, calculated as a proportion of their premises' rateable value. This levy directly funds the projects and initiatives set out in this business plan. Further details can be found in the BID Levy & Finances section on pages 30 & 31.

From 2026, the BID area will be extended to ten additional streets to align with our existing operations and extend the benefits of BID membership to more businesses. A full list of streets included in the BID area is available at www.theyorkbid.com.

Our membership comprises a diverse range of businesses



A Decade of Delivery

980 employees benefited from subsidised training 

Over 2,000 attendees to flagship cultural event, Reignite

Over £382,000 worth of York Gift Cards sold, redeemable at 350 York City Centre businesses

Over 2,000  pollinator friendly plants added to brighten the city



1,740 pieces of street furniture have been repainted by our dedicated team of volunteers

 York Restaurant Week has generated £2.5 million for local businesses

Our Street Cleaning team have jet washed over 1 million m² of pavements and removed 1.1 million pieces of chewing gum




 Launched month long retail event Shop York, bringing together 93 local shops

Over 400 seats added as part of our pop-up summer seating

We've attracted 180,000 visitors to Colour & Light across three events, the equivalent of filling the York Community Stadium 21 times!



Our Street Rangers have recovered £400,000 worth of stolen stock and have prevented or detained over 10,000 cases of crime or anti-social behaviour 

Installed 50  permanent wayfinding signs across the city

We've delivered 30 family friendly trails



Between Cleaners, Rangers, and Marshals, our team look after the city 21 hours a day



870 ft² of permanent murals have been painted by local artists


Installed 50  permanent wayfinding signs across the city



17.5km  of festive lights installed annually, totalling 175,000 LED bulbs

Our Taxi and Riverside Marshals have provided 1,760 hours of city centre support

9,000 ft² of permanent public park created at College Green

In just 6 months, we reached over 2 million unique accounts on social media to promote our city centre and businesses 

Your Views

This Business Plan has been shaped by your feedback. 133 of our members completed an in-depth survey on the impact of our Term 2 initiatives and priorities for the future. We're delighted that over 90% of respondents said the BID added value to the city and their business.

One of the BID's key differentials is that we are **agile, responsive, and engaged**. We know high streets and business needs are constantly evolving. That's why we will continue to work closely with businesses like yours to ensure our work remains relevant and impactful. Here's what you told us:

Your Views on Term 2 Initiatives

4.2/5

Overall, respondents rated the value of existing BID projects at **4.2 out of 5**.

4.4/5

Street Rangers, cleaning services, and the Winter Lights were identified as the most valuable initiatives, receiving an average rating of **4.4 out of 5**, with **80%** of respondents considering them 'valuable' or 'very valuable'.

Other high-performing areas included:

- ✓ Promoting York as a Safe Destination
- ✓ Partnership Working
- ✓ Seasonal Events

each achieving an average rating of **4 or above**.

Your Priorities & Investment

Businesses identified the key issues facing York as:

- 🧹 City cleanliness and maintenance
- 🛡️ Anti-social behaviour and safety
- £ Economic pressures on businesses
- 🚶 Footfall and destination promotion
- P Challenges related to parking and transport

'Additional support for businesses to thrive' was voted as businesses' top priority for the next five years.

We will continue to be a strong collective voice for businesses and invest in wide-ranging initiatives that make it easier to do business in our city. Turn to 'Our Programmes of Delivery' on page 15 to find out how your investment will be used to deliver this support.



"As a proud business owner in York, I've seen firsthand the incredible value that York BID brings to our city. Their dedication to enhancing the experience for both residents and visitors has had a tangible impact on the local economy and community spirit. From improved street cleanliness and safety initiatives to vibrant seasonal events and eye-catching installations, York BID consistently delivers projects that not only draw people into the city but keep them coming back.

Their support for independent businesses like mine has been invaluable. Whether it's through marketing campaigns, business networking opportunities, or championing local voices at a citywide level, York BID is a true advocate for York's diverse business community. Their responsiveness and innovative approach, especially during challenging times, show they genuinely care about the success of the city and its people. Their work makes a real difference and long may it continue."



Phil Pinder
Owner, The Potions Cauldron
& The Hole In Wand/ Chair, York High Street Forum



The Next Five Years



Over the last 10 years, York BID has proven itself to be a trusted and effective delivery body, and we are proud to have built such strong support from our diverse business

community. Our core mission—supporting businesses through initiatives that keep the city centre clean, safe, and thriving—remains central. The next chapter will see the BID evolve into a bolder voice for business, shaping policy, driving investment, and influencing the city’s strategic direction to ensure businesses are at the heart of these important changes.

Over the next five years, we will play a decisive role in how York City Centre adapts to modern consumer habits. We have led key consultations

and are now a respected business voice for the City Council’s new city spatial strategy; helping ensure that future development is connected, coherent, and underpinned by placemaking principles. We recognise that today’s city centres must be places people want to spend time in—spaces rich in culture, green areas, and social experiences. The BID will champion this evolution to enhance York’s reputation as dynamic city that attracts residents, visitors, and businesses.

We have a strong track record in advocating for the local business community. Following the pandemic, we collaborated with the Chamber of Commerce, Federation of Small Businesses, and City of York Council to ensure business support funds were allocated where they were



needed most. For six years, we championed the Coney Street Riverside Development, speaking at committees, submitting written support, and rallying business backing – supporting its approval in late 2024.

We will continue to invest in data and technology to track York’s economic performance. As the only provider of real-time insights on footfall, spend, hotel occupancy, and visitor origin, the BID is often the first call for investors, developers, MPs, and the media. These insights strengthen our ability to advocate on behalf of your business.

York stands at a pivotal point. Major projects like York Central, the Minster Precinct, and Castle Gateway will channel significant public and private investment into the city. At the same time, complex debates on city access and tourism will intensify. With your support, York BID is ready to meet these challenges head-on, acting as a powerful, informed voice for city centre businesses.

Andrew Lawson | Executive Director,
York Business Improvement District

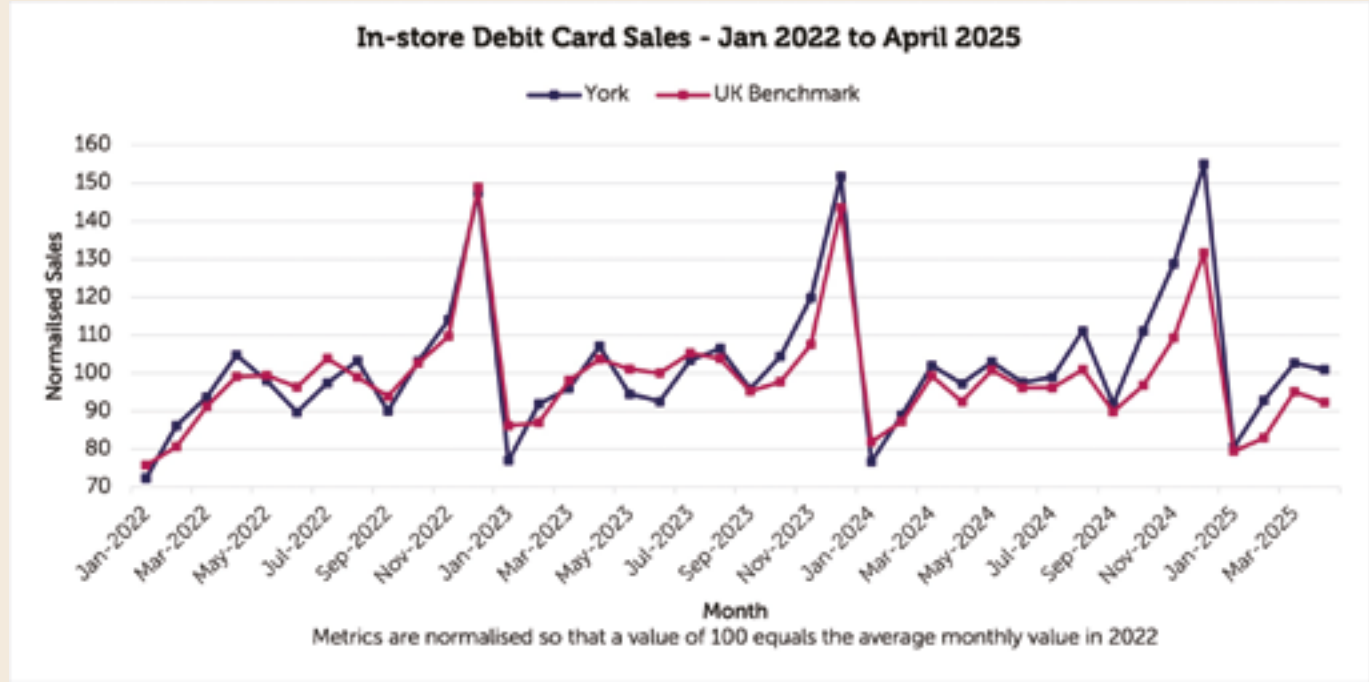
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As a longstanding developer and investor in York, the BID plays a key role in making the city the thriving destination it is, both in attracting visitors but also in connecting local people to the city with an extensive events and maintenance program, giving locals a reason to not only visit but also feel connected and proud of their city.

The BID’s work is key to maintaining an attractive destination for both visitors and Yorkies. The health of the city centre is key to York’s success as a city and as such, the BID’s work helps us attract not only high-quality retailers and leisure operator, but other businesses who want to call York home.”



Max Reeves
Director of Developments,
Helmsley Group



Images left to right: Coney Street Riverside, York Central, York Minster Precinct, Castle Gateway Project.

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“York BID continues to be a vital partner in the city’s economic and social development, and York Business School at York St John University is proud to collaborate with them on several strategic initiatives. Our joint work on the Data Intelligence Hub and the York BID Skills School reflects a shared commitment to innovation, evidence-led decision-making, and the development of York’s future workforce.

As Chair of the city’s Tourism Advisory Board, I’ve seen first-hand the positive impact York BID has had on the city’s visitor economy. Their coordination of city-wide improvements from safer streets and cleaner public spaces to more vibrant cultural programming has significantly enhanced York’s appeal and resilience.

York BID plays a crucial role in shaping the wider city environment, supporting local businesses, revitalising public spaces, strengthening York’s appeal to visitors, and encouraging civic pride. Their focus on collaboration and long-term impact is helping to build a more inclusive, prosperous, and resilient city. We look forward to continuing our partnership with York BID as we work together to shape a thriving and sustainable future for York.”



Brendan Paddison

Dean of York Business School & Professor of Tourism Geographies, York St John University

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“Fenwick wholeheartedly endorses the incredible work done by York BID to enhance our retail landscape. Their unwavering commitment to the retail sector is evident in every initiative they undertake.

York BID genuinely cares about the success of local businesses and consistently goes above and beyond to support us. Whether it’s through organising impactful events that draw in foot traffic or implementing improvements in our public spaces, their proactive approach makes a tangible difference.

What sets York BID apart is their quick action and responsiveness to the needs of retailers. They listen to our concerns and swiftly address them, ensuring that we have the support we need to thrive.”



Rebecca Elcock

Store Manager, Fenwick York

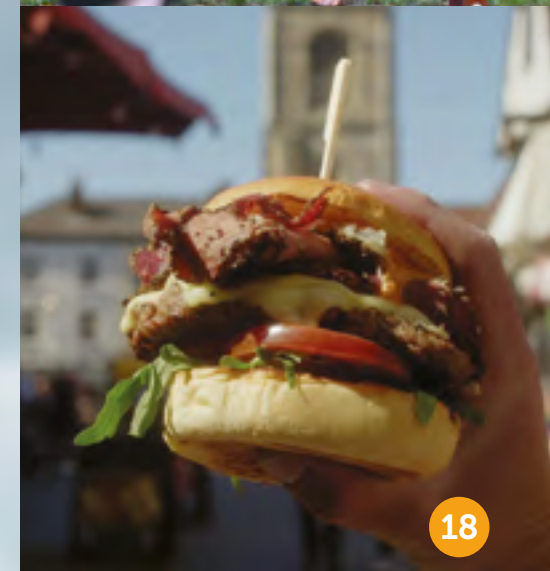
Our Programmes of Delivery

York BID helps to shape a vibrant, welcoming, and resilient city centre. For the past decade, we have done this through four programme areas that deliver hands on, tangible results. By championing collaboration and place-led investment, we’re helping York thrive as a dynamic place to live, work and visit.

The following pages set out our four key priorities: Appearance, Business Support, Experience, and Safe, and what we hope to deliver over the next five years with your continued investment.



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Appearance

A Cleaner & Greener City

Cleanliness and visual appeal are not just a nice-to-have; they're essential for the success of local businesses, residents' wellbeing, and the city's reputation as a clean and well-managed visitor destination. Through targeted investment in practical upkeep and creative placemaking, we'll continue to foster pride and deliver consistently high standards in every corner of York.

Our Dedicated Street Cleaning Team

Getting the basics right is a key priority for businesses. That's why we'll continue investment in our **Street Cleaning Team**, ensuring we have on-the-ground resources 7 days a week for your benefit. The team's responsibilities have grown to include planting, weeding, and painting rough infrastructure and they will continue to work closely with City of York Council to ensure we add value and maintain consistently high standards city-wide.

In the last year alone we have cleaned:

- ✓ Public pathways jet washed: **365,901 m²**
- ✓ Pieces of chewing gum removed: **26,035**
- ✓ Biohazards cleaned (human/animal waste/needles): **7,424**
- ✓ Public infrastructure cleaned (bins, benches and alleyways): **3,945**
- ✓ Litter removed (flyposting, graffiti, cardboard, glass): **10,767**

Animating the City

We will continue to invest in projects that add **colour and vibrancy** to our high streets, such as the much-loved Paddington Bear bench, our playful pop-up seating areas, and pollinator friendly planters. Similarly, we will continue to **wrap empty units** to improve the look and feel of the city centre, reduce Anti-Social Behaviour, and support quicker lettings. It's a proven strategy to enhance aesthetics, reduce loitering, and boost public confidence.

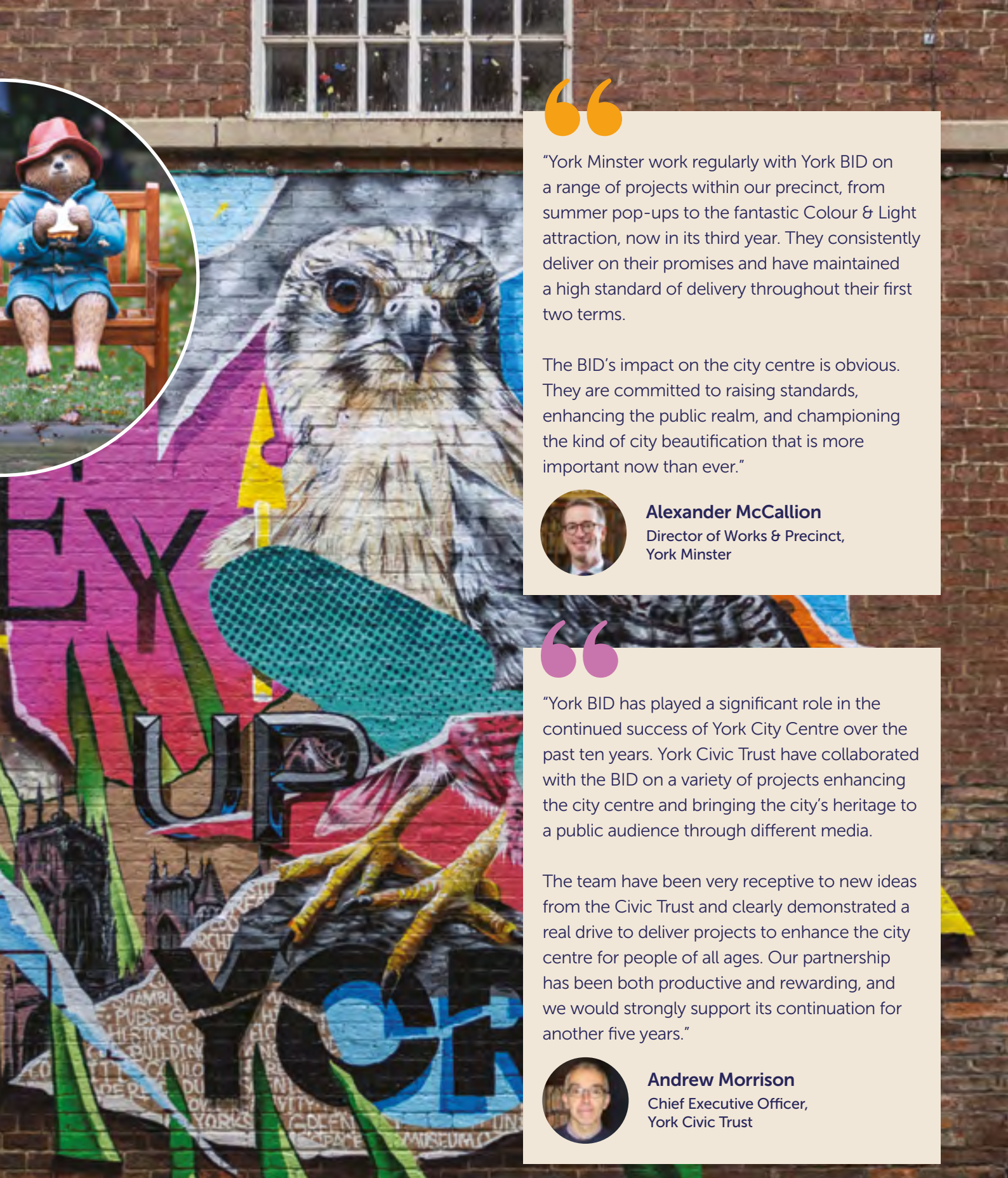
⌘ 400 individual seating spaces across the city

Volunteers in Action

Since January 2024, we have grown a dedicated taskforce of over 300 volunteers through our **Rejuvenation Days**. Together, we have **repainted 1,740 pieces of street furniture** across 57 streets, as well as deep cleaning, weeding, and restoring vandalism. We will build on the success of this transformative project by lobbying the Local Authority to invest in improved infrastructure, ensuring our city is looking its best year-round.

Championing Local Stories Through Art

We will continue to lead an ambitious public art programme that transforms overlooked infrastructure into eye-catching works of art, celebrating local stories in impactful and engaging ways. The **York Art Trail** brings together artwork across the city with the 10 permanent mural projects commissioned by the BID to create new destination points, encourage exploration, and deter graffiti and fly posting.



“York Minster work regularly with York BID on a range of projects within our precinct, from summer pop-ups to the fantastic Colour & Light attraction, now in its third year. They consistently deliver on their promises and have maintained a high standard of delivery throughout their first two terms.

The BID's impact on the city centre is obvious. They are committed to raising standards, enhancing the public realm, and championing the kind of city beautification that is more important now than ever.”



Alexander McCallion
Director of Works & Precinct,
York Minster

“York BID has played a significant role in the continued success of York City Centre over the past ten years. York Civic Trust have collaborated with the BID on a variety of projects enhancing the city centre and bringing the city's heritage to a public audience through different media.

The team have been very receptive to new ideas from the Civic Trust and clearly demonstrated a real drive to deliver projects to enhance the city centre for people of all ages. Our partnership has been both productive and rewarding, and we would strongly support its continuation for another five years.”



Andrew Morrison
Chief Executive Officer,
York Civic Trust



Business Support

A Strong Voice for Businesses

You told us that *'helping businesses to thrive'* was your top priority for the next five years. With your support, we will continue delivering a comprehensive range of targeted initiatives, designed to promote York's fantastic business offer, provide valuable networking opportunities, and represent the voice of businesses on the things that matter most to you. We all know it's a financially challenging time for businesses and residents. Over the next five years, the BID will be here to support you in navigating these challenges.

Championing Your Business

Promotional events were rated among our most valuable projects by you. That's why York Restaurant Week and Shop York will be a mainstay, as will our ongoing support for Indie York. Your investment has helped us deliver 12 promotional events over the past five years, adding over £2.5 million back into the local economy. This has helped us to generate a significant social media and newsletter following, reaching over 42,000 businesses, residents and visitors – a significant audience to promote our city and businesses. We will build on these successes by developing new campaigns that benefit our diverse business community.

- ★ **York Restaurant Week** is one of THE BIGGEST event of its kind in the UK
- 📄 Over **150,000** offer vouchers downloaded, across 11 events since 2019 worth **£2.5 million**
- 🍴 March 2025 event attracted **125** participating businesses
- 📄 Over **107,000** web visits in the last 12 months

Connecting Local Businesses

Bringing people together is one of our key strengths. Over the last 10 years, our events have brought thousands of local businesses together to share knowledge, connect, and celebrate. We will continue to develop our programme of events, engaging businesses on key issues and creating meaningful opportunities for connection, collaboration, and positive change.

York Gift Card

We are proud to have created one of the most successful gift card schemes in the UK, locking over £382,000 into city centre businesses. We will continue to grow the gift card with creative initiatives that raise awareness and promote all the businesses taking part.

Helping Your Business to Thrive

We secured £39,300 of investment from the Combined Authority to develop the **York Data Intelligence Hub**. In partnership with the York St John University, we will collate diverse data streams including enhanced spend data, into monthly performance reports to provide you with timely and actionable insights.

Government mandated training, like first aid and fire safety, will be the focus of our **subsidised training** offer to provide you with direct cost savings. We will continue to deliver a dynamic training offer that is responsive to businesses' changing needs.

Your Business Voice

Our city will see a lot of change over the next five years. We are committed to ensuring the voice of businesses is a key part of these important discussions, recognising the impact on the vitality of the city and businesses. This includes parking and transport strategies, as well as city centre developments and other long-term ambitions.

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As a proudly independent, siblings-run business based in York, Avorium has greatly benefited from the support and initiatives provided by the York BID. From the outset, the BID has demonstrated a deep commitment to enhancing the vibrancy, cleanliness, and commercial success of the city centre. Events and promotional campaigns, such as Shop York, have helped raise our visibility and brought new visitors to our store.

Crucially, the BID has created a strong sense of community among local businesses. Whether it's safety initiatives, local events, communications about networking opportunities or marketing support, the BID bridges the gap between businesses and the wider city strategy. The BID's data and analytics have helped us make business decisions in the most informed way.

We wholeheartedly support the continuation of the BID and believe it plays a vital role in York's ongoing success as a dynamic, attractive city for residents, visitors, and businesses alike.”



Tom Calvert
Director, Avorium /
Chair, Colliergate Trade Association

Actioning Your Feedback

Our consultation survey showed that roadworks can seem commonplace in our small city. As your Business Improvement District, our role is to help your businesses remain resilient, visible, and supported. We will lobby the council to ensure communications are timely and clear, and work with you on targeted promotions to minimise the impact of roadworks on footfall and spend.



Experience


A Vibrant & Entertaining City

We know the experience economy is transforming how people choose to spend their time and money. Our strategic focus is on developing exciting experiences for families and targeting quieter times of year. Through a dynamic programme of high-quality experiences and events, we will bring in vital footfall and spend when you need it most.

Lighting Up the Darker Months

Our **Winter Lights** programme is one of the strongest festive offerings of any city in the UK, illuminating more than 50 streets from October to February to shine a light on your business for 5 months of the year. We remain committed to investing significantly in this programme, including family-friendly trails and innovative installations, to create an impactful and unmissable atmosphere over the winter period.

The BID will maintain and strengthen its collaboration with Make It York to enhance York's internationally renowned Christmas offering, ensuring it continues to deliver high-quality experiences for all.

 175,000 LED lights installed annually

Curating World-Class Events

Culture makes places, and we will continue to deliver an **award-winning calendar** of events that celebrate our unique built environment and

showcase fascinating local stories. Flagship events like **Colour & Light** and **Ghosts in the Gardens** exemplify our commitment to championing York's strong artistic heritage and UNESCO City of Media Arts status, encouraging repeat visits and extended stays.

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“York BID has been a transformative partner in championing culture across our city. Through our collaboration, over 2,000 people have engaged with Reignite, and the city's UNESCO designation is now reaching businesses, communities and young people.

This continued partnership is reshaping York's identity – culture is now recognised by all sectors, from hospitality and retail to services, as a vital economic and social force. The creative industries are no longer seen as peripheral but central to the city's growth and wellbeing. Together, we're not just supporting the arts – we're redefining York as a vibrant, inclusive and forward-looking cultural capital.”



Cherie Federico
Director, Aesthetica

Creating Memories for the Entire Family

We deliver a range of **free, family-friendly trails** and one-day events designed to engage young children and their families. Initiatives such as **Family Friendly Saturdays** consistently draw local families to the city centre on weekends throughout the year. Our popular seasonal trails, like the **Nutcracker Trail**, actively encourage repeat visits and inspire exploration of the city's hidden gems.

Your feedback has shown us the importance of bridging the gap between daytime trade and the nighttime economy, so we will continue to deliver events like **Live for St Leonards** and **Ghosts After Dark** that encourage people to stay in the city after 5pm and create a smoother transition **from day into night**.

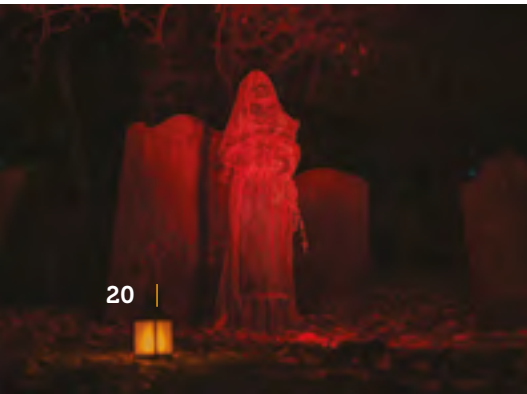
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“York Museums Trust has partnered with York BID on a number of projects, including Colour & Light and Ghosts After Dark, which have helped to strengthen the city's evening offer and engage both residents and visitors. We look forward to continuing this valuable collaboration.

As a visitor-facing organisation responsible for York's cultural and heritage assets, we rely on the BID's work to keep the city clean, safe, and welcoming. Their efforts provide the essential foundation that allows institutions like ours to thrive and deliver high-quality cultural experiences.”



Kathryn Blacker
Chief Executive, York Museums Trust



Safe

A Safe & Welcoming City

York BID has established itself as a trusted partner in delivering impactful safety initiatives, recognising the importance of a safe city centre for all sectors of business. Our proactive approach directly improves how people experience the city, with a strong focus on prevention and education. We remain committed to investing in practical, visible solutions that build on York's reputation as a safe, welcoming, and vibrant destination for all.

In the last year alone, we have:

- ✓ Secured **£200,000** in additional funding for safety initiatives
- ✓ Installed permanent lighting in 7 Snickelways
- ✓ Launched **Best Bar None**
- ✓ Delivered **6 Family Friendly Saturdays**
- ✓ Launched the **Choose Respect, Not Regrets** campaign on **61** pieces of public infrastructure
- ✓ Rangers recovered or prevented **£69,743** of stolen stock
- ✓ Rangers prevented or detained **649** cases of crime and anti-social behaviour

Providing a Responsive Service

The **Street Rangers** have been core to our operations since the beginning. Our award-winning Ranger team has grown to become an essential first line of response for businesses, who rely on them for support with anti-social behaviour, shoplifters, successful prosecutions, and much more. Their on the ground presence means they have extensive knowledge of local issues and the street community,

and provide vital support to other frontline and charitable organisations. Within the last year, the team have responded to **5,607** separate incidents involving known offenders.

We have a strong track record of securing external funding to deliver three impactful **Marshal programmes**. Between the Riverside Marshals supporting Kings Staith, Taxi Marshals on the city's busiest ranks, and the recently launched Night Safe Officers, our highly trained Marshals provide **18 hours** of city centre surveillance.

A Safety Network for Businesses

We have been trusted to lead the coordination of the city's Business Crime Reduction Partnership on behalf of City of York Council. Since adopting the project, we have proudly launched the **York BID Safety Network**, encompassing the city-wide radio scheme, as well as **PubWatch** and **ShopWatch** to facilitate information sharing on incidents of crime, potential offenders, and best practice. We'll continue to build this strong and resilient crime prevention network by inviting more businesses to take part and responding proactively to emerging issues.

Delivering a Partnership Approach

The BID is the driving force behind the city's **Safe Partnership**, meeting bi-monthly with North Yorkshire Police, City of York Council, Make It York, York High Street Forum, British Transport Police and other stakeholders to develop purpose-driven strategies and deliver tangible results on the ground. From this partnership, we have spearheaded multiple joint operations with the Police, Neighbourhood Enforcement Officers, and charitable organisations to tackle a range of issues, including ASB, shop theft, street drinking, cycle theft, large-scale events, and supporting with challenges surrounding rough sleeping.

Purple Flag: Spearheading a Safer City

In March 2025, we led the successful renewal of the city's **Purple Flag** accreditation, showcasing York as one of the safest, most vibrant, and well-managed nighttime destinations in the UK. We'll continue driving initiatives that underpin this standard, including **Family Friendly Days** to encourage diverse use of the city, **Best Bar None** to promote high safety standards in licensed premises, and proactive behaviour change campaigns like **Choose Respect, Not Regrets**.



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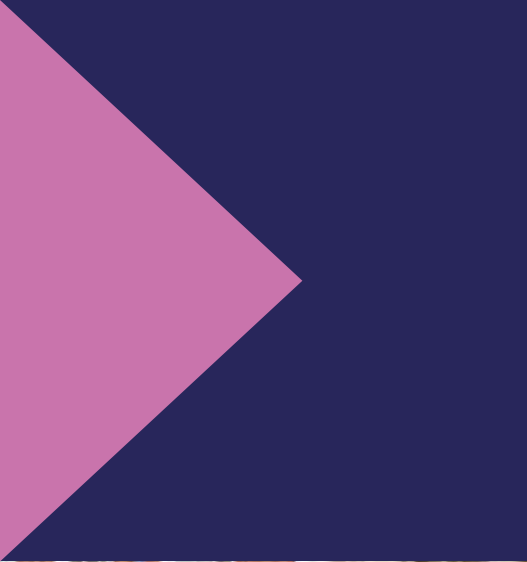
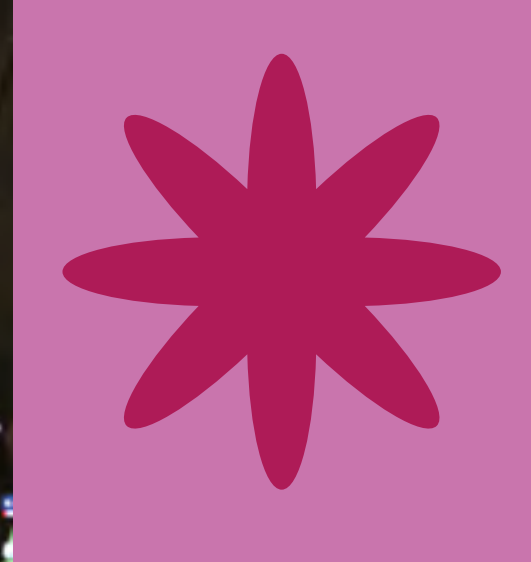
York BID has been a crucial partner to North Yorkshire Police, assisting to tackle crime and anti-social behaviour in the city of York. The Street Rangers have done some amazing work supporting local businesses by deterring thefts, assisting store staff in apprehending offenders, and recovering stolen property. Their supporting evidence is often crucial in us achieving successful convictions of our highest harm offenders who have a significant impact on retailers.

As well as assisting with ongoing incidents, York BID always take part in preventative initiatives such as property marking events, and organising family days in the city to attract people to showcase the best York has to offer.”



Ryan Chapman
NPT Commander, North Yorkshire
Police - York & Selby







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“As a regional independent restaurant business with three of our five outlets in York, we are acutely aware of the positive impact York BID continues to have on the local business community.

Having easy access to a responsive and committed team is a huge benefit. Many local businesses occasionally need support or advice, and often these issues would go unaddressed without the BID’s involvement and lobbying.

The Street Rangers and Cleaning Teams are a major asset, working tirelessly to keep the city centre clean and welcoming. Initiatives such as rejuvenation days have delivered significant, cost-effective improvements—thanks in large part to the strong relationships the BID maintains with local businesses.

By creatively transforming functional street furniture into engaging and educational street art, the BID has developed a low-cost trail that helps distribute footfall into less-visited areas of the city.

Regardless of the season, the BID consistently delivers initiatives that attract, entertain, and educate visitors. From winter light shows and summer seating to ice sculptures and grass animals, each project reflects the BID’s commitment to enhancing the city and driving footfall—which, in turn, boosts local revenues.”



Tim Sinclair

Co-owner, Ambiente Tapas & Tabanco By Ambiente

Using your Vote

Vote for a further 5 years of investment

The BID Ballot:
25th September – 23rd October 2025

Under government legislation, all Business Improvement Districts operate on a five-year term. At the end of each term, a ballot must be held in order for the BID to continue its work.

An independent ballot will take place to determine whether York BID will be granted a further five-year term. The ballot will be conducted by Civica Election Services on behalf of City of York Council, running for 28 days, from 25th September 2025 and closing at 5pm on 23rd October 2025.

Each hereditament (rateable property) within the BID boundary is entitled to one vote in the ballot which will be conducted by post. All votes will be cast anonymously. Ballot papers received after the deadline will not be counted. The outcome of the ballot is expected to be announced on 24th October 2025.

For the ballot to be successful, the following two criteria must be met:

- 1** A majority of those who vote must vote in favour of the BID proposal.
- 2** The total rateable value (RV) of those properties voting in favour must exceed the total RV of those voting against.

If successful, the new term of the BID will commence on 1st April 2026 and will run through to 31st March 2031, delivering continued improvements and services to support York City Centre.

How to Vote

- 1** You should receive **one ballot paper per eligible property** by post, in advance of 25th September 2025
- 2** Please check to ensure **each ballot paper is accompanied by a pre-paid return envelope**
- 3** Mark your vote clearly by placing a **X** next to your voting intention
- 4** **Write your name** in BLOCK CAPITALS, state your **position** within the business, and sign the **form**
- 5** Each ballot paper must be returned in its own **separate return envelope**
- 6** Post your completed ballot paper as early as possible to ensure it is **received before the deadline**
- 7** If your ballot paper is lost or not received, please contact the York BID team immediately at **info@theyorkbid.com** or **01904 809970** to arrange a replacement

Your Yes Vote

York BID is a vital mechanism driving ongoing and continuous improvement across our city. Without York BID, our city could look and feel very different.

Businesses consistently highlight connectivity as one of the most valuable qualities of the York BID. With a decade of experience operating in the city centre, the BID team has built strong relationships with local businesses, public sector partners, police, residents, charities, and more. We have connections with national organisations and government departments dedicated to city centre regeneration. If the BID doesn't have an immediate answer, we can usually identify the right person to help, quickly and efficiently.

Without York BID, there would be:

- ✗ No visible sense of reassurance from our Street Rangers
- ✗ No early morning clean ups tackling bio-waste, graffiti, drug debris, and chewing gum before the majority of the city wakes
- ✗ No unified voice lobbying power
- ✗ No BID funded events that encourage locals to visit the city
- ✗ No accessible data reports to support evidence-driven decision making

Your yes vote means safeguarding these day-to-day benefits and strategic assets for another five years.

Your yes vote secures more than continuity. It means we can build on our existing reputation to become a bolder voice for business: shaping policy, driving investment, and influencing the city's strategic direction, ensuring businesses are at the heart of important changes and helping them to adapt and thrive.

Your yes vote means York will continue to thrive as a dynamic, vibrant, and competitive destination. Together, we can build a city centre that doesn't just respond to change but leads it.



“

“Indie York is thrilled with its continued collaboration with York BID, starting from Indie York’s conception, with just 15 members back in 2015, to today – almost 10 years on – where Indie York now boasts nearly 300 members.

Since day one, York BID have supported Indie York in a variety of ways from things like small business grants, to business support, or office space, and even with a laptop and phone for our administrator to use. As a not-for-profit group that is run by volunteers, Indie York wouldn’t be where it is today without the support of the York BID.

Furthermore, Indie York and its members appreciate the collaboration between our organisations to “fly the flag” to promote and support independent businesses in the city centre.”



Rebecca Layton
Owner, Galtres Lodge Hotel /
Chair, Indie York

“

“We’ve received great value for our membership. York Restaurant Week is growing in popularity and has become more popular and profitable for us with each passing year. The Taxi Marshal scheme has helped reduce drunken behaviour and reduced noise levels in our area significantly.

I register my staff on the BID’s training courses as they can be significantly cheaper than other providers. In addition, city centre projects that the BID organise, such as the Rejuvenation days and the dressing of empty shop windows, among many other projects, all contribute to increased engagement and a sense of community from our residents and businesses within York. They undoubtedly make a positive impression on our city’s visitors too.

I sincerely hope that York BID can serve this city with another term for the benefit of us all.”



Steve Bailey
General Manager, Dean Court Inn



The BID Levy

The BID is principally funded through a levy charged to occupiers of eligible commercial premises located within its defined geographical boundary, creating a collective fund which is ring-fenced for city centre investment. The BID levy process is governed by government legislation and regulations. As such, once a majority vote has been achieved, the BID levy becomes mandatory on all defined ratepayers. The rules for the BID levy are as follows:

- 1 The levy rate to be paid by each property or hereditament is to be calculated as 1.6% of its rateable value (RV) as at each 'chargeable day' (1st April each year). The charge will apply to all hereditaments, including any that may be added to the ratings list after each chargeable day with an effective date of the chargeable day or prior.
- 2 The levy will be charged annually in advance for each chargeable period to be 1st April to 31st March each year, starting in 2026. No refunds will be made.
- 3 In all instances, any national ratings revaluation during the BID term will be disregarded and the RV assigned to each hereditament will be the value assigned as of 31st March 2026.
- 4 If a revised or new RV is applied because of any change of use or a physical change to a property or hereditament including, inter alia, new construction, merger, subdivision, extension, and refurbishment. For such premises, the revised RV would be applied as at the next 'chargeable day'.
- 5 Only properties or hereditaments with a RV of £17,500 or more will be liable for payment of the levy.
- 6 If, during the term, the RV assigned to a property or hereditament falls below £17,500 for

whatever reason (either through physical change, change of use, or revaluation arising from the adoption of the 2026 Rating List), the property or hereditament will be exempt from the levy from the next changeable period.

- 7 If, during the term, either; (a) a new property or hereditament enters the list or (b) a property or hereditament with a RV which had previously been below the £17,500 threshold is assigned a RV which is £17,500 or more due to a change of use or a physical change including, inter alia, new construction, merger, subdivision, extension, or refurbishment, the property or hereditament will become liable from the first chargeable day after the effective date of change.
- 8 The maximum sum payable by any one hereditament will not exceed £20,000 in any year.
- 9 The number of properties or hereditaments liable for the levy is approximately 965.
- 10 From Year 2 onwards, the levy rate will be increased by the fixed rate of inflation of 2% per annum (rounded).
- 11 Non-retail/leisure based businesses with charitable status will pay 50% of the levy that would otherwise apply. Medical practices that are wholly owned by the NHS will be made exempt from any levy charge.
- 12 The ratepayer for any untenanted properties or hereditaments will be liable for payment of the levy.
- 13 City of York Council will be responsible for collection of the levy. The collection charge will be circa £25,000 per annum – this equates to £26 per hereditament and approximately 2.1% of anticipated billed levy.

Budgets

Careful budgeting will ensure that your investment delivers maximum benefit for our city over the next 5 years. Set out below are the financial projections for York BID’s third term.

INCOME	2026-27	2027-28	2028-29	2029-30	2030-31	TOTAL
Levy Income @ 1.6%*	£1,142,000	£1,162,000	£1,181,000	£1,201,000	£1,221,000	£5,907,000
Levy Collection Fee	-£25,000	-£25,000	-£25,000	-£25,000	-£25,000	-£125,000
Total Income	£1,117,000	£1,137,000	£1,156,000	£1,176,000	£1,196,000	£5,782,000

INCOME	2026-27	2027-28	2028-29	2029-30	2030-31	TOTAL
Appearance	£234,000	£239,000	£243,000	£247,000	£251,000	£1,214,000
Business Support	£246,000	£250,000	£254,000	£259,000	£263,000	£1,272,000
Experience	£218,000	£221,000	£225,000	£229,000	£234,000	£1,127,000
Safe	£240,000	£245,000	£249,000	£253,000	£257,000	£1,244,000
Total Programme Costs	£938,000	£955,000	£971,000	£988,000	£1,005,000	£4,857,000
Management	£179,000	£182,000	£185,000	£188,000	£191,000	£925,000
Total Expenditure	£1,117,000	£1,137,000	£1,156,000	£1,176,000	£1,196,000	£5,782,000
Annual Surplus**	£100,000	£100,000	£100,000	£100,000	£100,000	£100,000

1. All figures are estimates based on projected costs and may be subject to change during the five year term.
2. *The BID levy figures are based on data available as of May 2025 from City of York Council. A levy collection rate of 97% has been assumed. On this basis, the average annual levy available to be spent by the BID for the term is £5,782,000.
3. A provision for an annual inflationary adjustment has been incorporated into the levy rules at a rate of 2%, applied at each new billing year, from year 2 onwards. This approach ensures the BID maintains real-term spending power over the duration of the term. The projected effective levy rates over the five-year term are as follows: Year 2 – 1.63%, Year 3 – 1.66%, Year 4 – 1.69%, Year 5 – 1.72%.
4. Following an excellent track record of attracting additional income, the BID is confident in securing funding from external sources (such as grant applications, business radio schemes and joint projects with partner organisations) to further expand upon the amounts shown in the budgets table. Over the past 2 years, the BID has attracted 29p of additional income for every £1 of levy raised.
5. **Annual surpluses will act as a contingency provision on expenditure and, if unspent, will provide a reserve of around £100,000 at the end of the term. This would equate to around 9% of average annual expenditure.
6. Operating costs of the BID (levy collection, accountancy, insurances, and office costs) are estimated as 16% of total annual expenditure.
7. Full company accounts will be prepared by HPH Chartered Accountants and made available at www.theyorkbid.com/about-downloads/

Meet the Team

Our love for York and local businesses means we have attracted ambitious and dedicated professionals with a wealth of experience across all sectors of business. Our award-winning team, made up of locals and graduates from York universities, wear their BID badges with pride. They are passionate and proactive ambassadors for the city and our businesses. Our Street Rangers and Cleaning Teams are highly-trained and experienced at what they do, and their passion for the city shines through every interaction.

Andrew Lowson
Executive Director

Carl Alsop
Operations Manager

Chris Bush
Business Manager

Rachel Bean
Projects Manager

Eleanor Richardson
Projects & Communications Executive

Alice Bentley
PR & Marketing Lead

Sarah Bull
Events & Engagement Coordinator



Meet the Board

York BID is governed by a voluntary Board of 14 directors and 3 advisors, who oversee the delivery of the five year business plan and provide our team with strategic direction. The Board is made up of influential representatives from across all sectors of business. Board positions are renewed every two years and are ratified at the BID's Annual General Meetings.

York BID is a registered limited company, operating in accordance with a formal set of Articles of Association. Further details regarding

our governance, accountability, and transparency can be found at www.theyorkbid.com.



Michael Hjort | Chairperson
Owner, The Chopping Block at Walmgate Ale House
Director, York Food & Drink Festival

Angela Horner | Director
Associate Director, Browns Department Stores

Cllr. Pete Kilbane | Director
Deputy Leader & Executive Member for Economy & Culture, City of York Council,

David Colthup | Director
Chapter Steward & Chief Operating Officer, York Minster

Doug Winter | Director
Founder & Chief Technology Officer, Isotoma

Jenny Layfield | Director
Chief Executive Officer, York Explore Libraries

Oliver Stott | Director
General Manager, Middletons Hotel

Rebecca Layton | Director
Owner, Galtres Lodge Hotel
Chair, Indie York Steering Committee

Robert Onyett | Director
Managing Partner, Harrowells Solicitors
Member, York Civic Trust

Sarah Czarnecki | Director
Director of Business Clinic,
York St John University President, York & North Yorkshire Chamber of Commerce

Sarah Loftus | Director
Managing Director, Make It York

Will Zhuang | Director
Owner, The Orchid Vegan Restaurant
Trustee, York Theatre Royal

Alistair Graham | Advisor
York City Centre Resident
Member, York Civic Trust

Chris Pegg | Advisor
Head of Regional Commercial, Sales & Marketing, City Cruises UK

Garry Taylor | Advisor
Director of City Development, City of York Council

“

“York BID has been instrumental in making our city an even better place to live, work and visit. Their dedication to supporting local businesses, enhancing the city centre, and promoting York’s unique character has been truly impressive.

It was a pleasure to work with the BID team on the Lunar New Year celebrations, which showcased York’s diversity and cultural richness. York BID’s enthusiasm and commitment to promoting the city’s unique character shone through in every aspect of the event. We’re grateful for their partnership and look forwards to future collaborations.”



Anthony Dwyer
Local Director, HSBC UK Bank, York & Harrogate Local Market

“

“York BID has played a significant role in supporting businesses like Impossible York by enhancing the overall visitor experience in the city centre.

Through initiatives focused on cleanliness, safety, and placemaking, York BID helps maintain a welcoming and vibrant atmosphere, which directly benefits hospitality venues like us.

Their investment in street cleaning, additional lighting, and nighttime ambassadors contributes to York retaining its prestigious Purple Flag status, a recognition of excellence in managing city centres at night. This status reassures both locals and tourists that York is a safe and enjoyable place to visit after dark, which is crucial for late-night venues like Impossible York.”

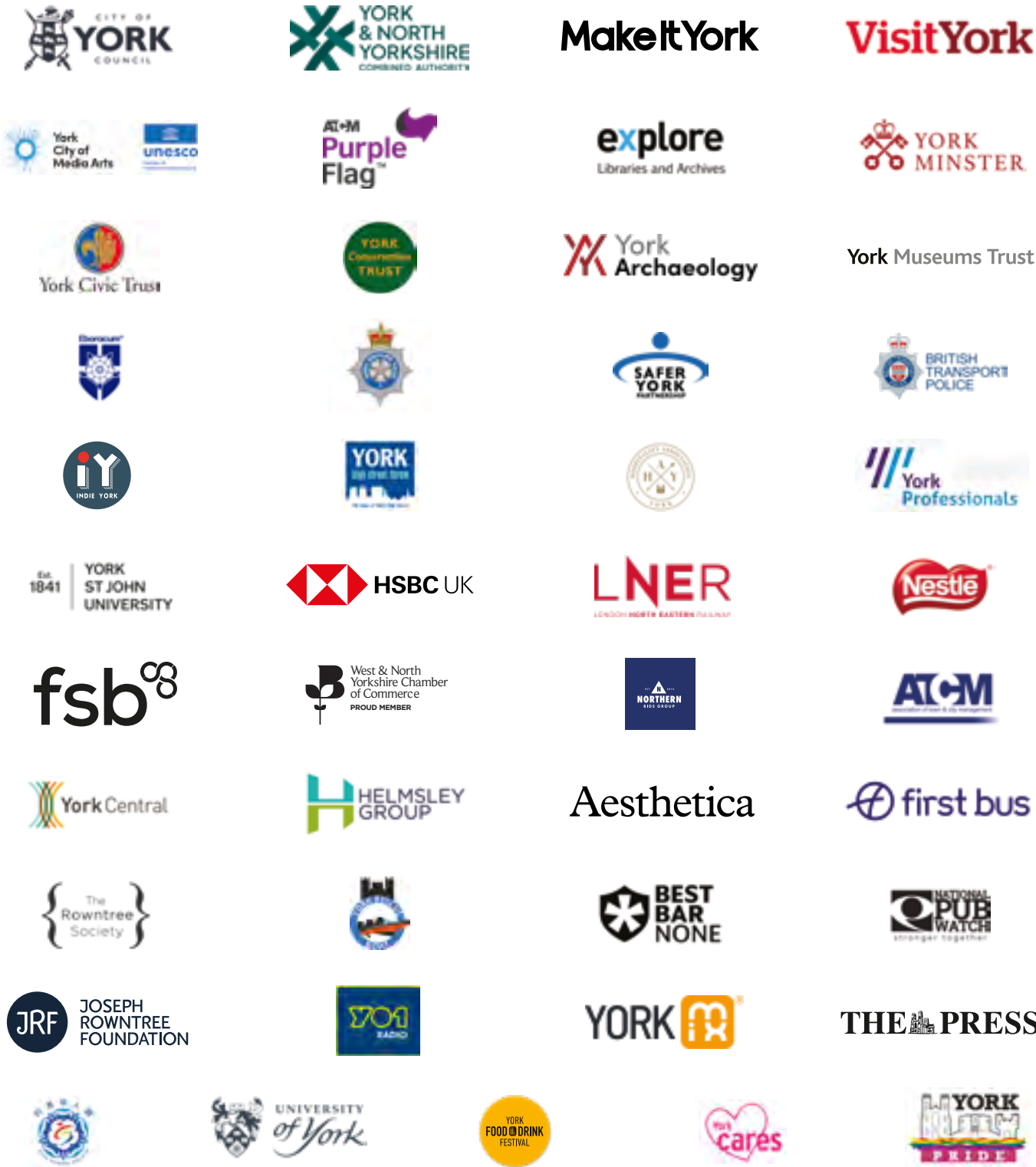


Jack Vanston
Business Development Manager, Impossible York

Partners

We would like to take this opportunity to extend our sincere thanks to the partner organisations who have supported York BID over the last 10 years. Their collaboration has been instrumental in delivering

meaningful improvements across the city centre and in enhancing the value of the BID’s work. Below is a selection of the organisations we have worked alongside to maximise the impact of your investment:





The York BID team is always available to meet with levy payers, stakeholders, and partners. Whether you would like to arrange a meeting or simply have an informal conversation, please don't hesitate to get in touch using the contact details provided below.

As we mark a decade of progress in York BID, we extend our sincere thanks to everyone who has engaged with, supported, and championed our work. Your continued involvement has enabled us to build on our achievements and deliver meaningful impact across the city.

We look forward to the next chapter — a future shaped by continued collaboration, shared ambition, and collective success.

Contact:

Email: info@theyorkbid.com

Phone: 01904 809970

Credits:

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Other images provided by:

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