

UNLOCK LOCAL | UNLOCK YORK

Presentation to York Retail Forum

23rd February 2021

ABOUT US

Unlocking Local Since 2013

Independent Life have been unlocking local since 2013 by providing a platform for diverse homegrown stories and businesses.

We began in Leeds, showcasing independents with our Little Black Book guide to the city, and have subsequently developed a variety of popular, vibrant publications, online and in print, to present everything local that makes a place unique.

We give an authentic and inclusive view of cities and towns through local eyes, and offer marketing to suit all sectors. Everything we do is a reflection of our purpose, to help create distinctive destinations for locals and visitors.



OUR OFFER

1. PLACE STRATEGY

We conduct in-depth local research, combining rigorous market analysis with on-the-ground community and stakeholder interviews, to explore all elements that will impact community engagement, place differentiation and footfall. Building on this insight, we develop a strategic plan for the development of a place.

2. PLACE CREATION

We design 'occupier structures' for local places – identifying and sourcing suitable spaces and introducing landlords to relevant independent businesses. The role of this curation is to connect businesses that work together to create unique, aspirational places. We will help to form distinct brand identities and build the wider identity of areas that a collective of harmonious businesses create. This stage also includes our associate partners - such as architects, interior designers, event specialists and property managers who can support in the creation of these vibrant places.

3. PLACE PROMOTION

We promote places through our iconic publications – the city guides, local magazines and our digital and creative services. We measure the effectiveness of this promotion to ensure maximum impact.



AUDIENCE REACH



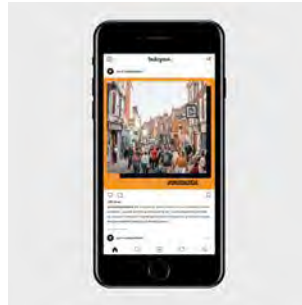
1,000,000+

175,000 Little Black Books produced with an average readership of 6 people per copy



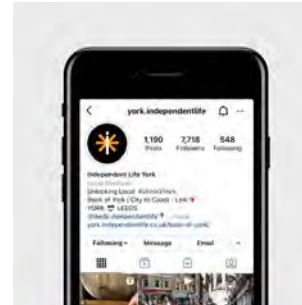
240k

We produce 15,000 magazines each season which are read on average 4 times per copy



52k

Social media followers



650k

People per month reached via our social media posts



16k

Site visits per month



YORK OUTCOMES

Website: 149 features on the York website and 727 independent business listings.

Social Media: Independent Life York has 7,718 Instagram followers and 1,096 Facebook followers. We share selected York content to our 35,500 followers on our Leeds channels too. Independent Life has 8,829 followers on Twitter.*

Local Survival Guide: We promoted 403 York businesses in our free digital guide with over 800 supporting posts on social.

Magazines: 7 issues including York alongside Leeds distributed across the whole area.

Little Black Book: First 352 page City to Coast Book of York launched.

*Social follower figures correct on 22nd February 2021.

OUR INVESTMENT

- 3 and a half years
- In excess of £200,000



EXAMPLES OF DIVERSE CITY CONTENT: BOOK OF YORK

BOOK OF YORK
VOLUME ONE
THE LITTLE BLACK BOOK
CITY TO COAST

We help Yorkshire's young people attain higher education by offering a bright future to a local young person in need with a question: Use the QR code to visit the link: www.yash-uk.org.uk

Plus the best new...
Programme...
...the QR code to visit the link: www.yash-uk.org.uk

Click to View

THE HIGH STREETS ARE ALIVE

220

221

Phil Pinder is the co-founder of The Posen Closures and chair of the York Retail Forum. As a self-styled ambassador for York shopping, he reassures us that the high street is very much alive and kicking.

Rarely a day goes by that the High Street is not featuring in the current news. While it is true the High Street is changing in a rapid way, let me reassure that the High Street and shops are very much here to stay. Despite all the negativity and the huge rise of online shopping, only twenty per cent of purchases are actually made online. When you consider a lot of those are with High Street retailers, then you start to realise that the High Street is still very much a dominant force in our lives.

FOSSGATE

To many, the two streets of Fossgate and Waingate are often considered as one long stretch leading directly into the city centre; however, these streets were once completely separated by the River Foss. It was the Vikings who first joined the streets, and now Foss Bridge links the two together seamlessly. As a go-to area in York, known for its vibrant independent scene, the streets regularly hold parties and festivals to celebrate their strong community spirit. We've taken a closer look at the cafes, galleries, delis, and repair shops which line the long stretch of Fossgate and Waingate...

LAID BACK COOL

The brainchild of Raveel, Kiosk is a successful combination of cafe and gallery which aims to support other independents and local artists alongside their own. Modern York art decorates this cosy quirky space and the copy and photos are made by a local artist. Food is prepared at the back of the premises in a tiny kitchen where they serve up an impressive seasonal menu.

As the name suggests, Corner Grill House sits on the corner of Waingate and Merchantgate, just before the hedge in Fossgate. After serious flooding in 2015, owner Kadek Bak took a year one to restore his restaurant and gave what was formerly 'The Sitting Pig' a full rebirth, complete with a new menu of tasty grills.

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SOMETHING FOR EVERYONE

The following few pages are here to help you discover the abundance of entertainment that York has got going on. From popular happenings to niche culture, you're sure to find your tastes catered for at the hundreds of venues and events across the city. There truly is something for everyone here.

ART

ACCORDING TO MCGEE
ART GALLERY | CITY CENTRE
8 TOWER ST, YORK YO1 1SA
ACCORDINGTOMCGEE.COM
01904 671709

ART OF PROTEST GALLERY
ART GALLERY | CITY CENTRE
16 LITTLE STONEGATE, YO1 8AX
ARTOFPROTESTGALLERY.COM
01904 659008

BLOSSOM STREET GALLERY
ART GALLERY | CITY CENTRE
2 BLOSSOM ST, YORK YO2 1AE
WWW.BLOSSOMSTREET.CO.UK
01904 623191

CASTLE FINE ART
ART GALLERY | CITY CENTRE
19 CASTLEGATE, YORK YO1 9RN
WWW.CASTLEFINEART.COM
01904 625100

BLUE TREE GALLERY
ART GALLERY | CITY CENTRE
23 BOOTHAM, YORK YO3 7BW
WWW.BLUETREEGALLERY.CO.UK
01904 620660

COPPERGATE GALLERY
ART GALLERY | CITY CENTRE
21 CASTLEGATE, YORK YO1 9RN
WWW.COPPERGATEGALLERY.COM
01904 643313

ENTERTAINMENT & CULTURE

E. STACY MARKS
ART GALLERY | HELMSLEY
14 BRIDGE ST, HELMSLEY YO22 5DK
WWW.ESM.LTD.CO.UK
01439 771950

INSPIRED BY... GALLERY
ART GALLERY | WHITBY
THE MOORS NATIONAL PARK
CENTRE, LODGE LAKE, YO21 2NB
01439 772737

KENTMERE HOUSE GALLERY
ART GALLERY | TACOMB
53 SCARBOROUGH HILL, YO22 1DF
WWW.KENTMEREHOUSE.CO.UK
01904 656507

LOOK GALLERY
ART GALLERY | HELMSLEY
20 CASTLEGATE, YO22 5AB
WWW.LOOKGALLERY.CO.UK
01439 770545

PYRAMID GALLERY
ART GALLERY | CITY CENTRE
43 STONEGATE, YORK YO1 8AW
WWW.PYRAMIDGALLERY.COM
01904 641187

SCARBOROUGH ART GALLERY
ART GALLERY | SCARBOROUGH
THE CRESKENT, YO11 2PW
WWW.SCARBOROUGHARTGALLERY.COM
01723 374753

HELMSLEY ARTS CENTRE
ART GALLERY | HELMSLEY
MEETING HOUSE COURT, YO22 5DW
WWW.HELMSLEYARTS.CO.UK
01439 771700

JOHN FREEMAN STUDIO
ART GALLERY | WHITBY
9 MARKET PL, WHITBY YO22 8DD
WWW.JOHNFREEMANSTUDIO.CO.UK
01947 662759

LEAPING HARE ART GALLERY
ART GALLERY | SCARBOROUGH
21 CHAPEL ST, YO4 1AE
WWW.LEAPINGHAREARTGALLERY.COM
01347 822779

LUND STUDIOS
GALLERY & WORKSHOP | SCARBOROUGH
ALMS RD, YORK YO41 3PA
WWW.LUNDSTUDIOS.CO.UK
01984 737892

SALTBOX GALLERY
ART GALLERY | HELMSLEY
2 CASTLEGATE, YO22 5AB
WWW.SALTBOXGALLERY.CO.UK
01439 770881

SILVER ST. GALLERY
ART GALLERY | WHITBY
7 SILVER ST, WHITBY YO21 1BU
WWW.SILVERSTGALLERY.CO.UK
01947 662063

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185



EXAMPLES OF DIVERSE CITY CONTENT: MAGAZINE

CITY TIMES & LOCAL LIFE
ISSUE 1, YORK

Click to View

CITY LIFE & TIMES
ISSUE 1, YORK

Click to View

HOPING
for the best

Click to View

THE HOPEFUL HEART OF THE HUMBLE VEGETABLE

Click to View

A Smart Community

Click to View

I'VE GOT A BIKE, YOU CAN RIDE IT IF YOU LIKE

Click to View

UNITED BIKES

Click to View

THE HOPEFUL HEART OF THE HUMBLE VEGETABLE

Click to View

Image credit: [unreadable]

Image credit: [unreadable]

Image credit: [unreadable]

Image credit: [unreadable]



EXAMPLES OF DIVERSE CITY CONTENT: FILM



WHAT MAKES US DIFFERENT?

CHAMPIONING LOCAL PLACES

1. LOCAL FOCUS

Our in-depth, 'on the ground' understanding of local businesses and local communities is unique and trusted by diverse organisations who share an independent, forward-thinking outlook.

"I'm a big fan. They're local and understand local businesses."

2. INCLUSIVITY

Audiences respond well to our inclusive approach. We represent all local businesses, regardless of size, location or offer.

"They'll have a greasy spoon next to a café that serves flat whites. They don't discriminate."

3. VALUES

Our values are: Authentic, Passionate and Commercial.



Authenticity is our lifeblood. We are part of the communities that we represent, we tell true stories, and put local people at the heart of the work we do.

We are passionate about the people we serve and dedicate ourselves to the local cause.

And we're commercial. We focus on building long-lasting relationships, and we're quick to spot opportunities for communities and independent businesses. Audiences engage with our values, and feel a close alignment with their own.

"There's alignment between their values and mine."

4. BRAND

Customers and partners told us that Independent Life is a 'prestigious brand' that adds value through association.

"Being associated with Independent Life makes you look good."



WHAT MAKES US DIFFERENT?

INDEPENDENT LIFE IS HOMEGROWN

5. QUALITY

All our audiences spoke of the quality and professionalism of Independent Life's output. From our iconic Little Black Books of Leeds and York, to our magazine, our films, digital offer, social content and our consultative services, we heard that the quality of our offer sets us apart.

"The Little Black Book is smart. It's a professional publication. It's a different concept to other cities"

"Their films are the best content locally."

6. ACCURACY

We work to reveal the truth and uniqueness of each area, highlighting businesses and attractions that will engage all audiences, including locals and visitors.

"Independent Life is homegrown. It's connected to the community

and embedded. Others sell an image of culture. Independent Life is real; essential."

7. CONNECTING PEOPLE

We believe there's no shortcut when it comes to understanding local businesses and communities. So we 'pound the pavement', speaking with our audiences face to face. Because of this, we have a wide network of partners and stakeholders. And we pride ourselves on connecting audiences that will add value for each other, from business to civic to consumer connections.

"They have a personal touch. They're so many things. They connect people."

8. FRESH THINKING

We were especially proud that our audiences referenced our fresh, innovative approach to challenges. We care about finding the right solutions for each audience we work with.

"They provide agility and fresh thinking in repurposing and revitalising district centres and making linkages with stakeholders. They help to provide catalytic energy."



UNLOCK LOCAL

Objective

Working with partners to proactively drive local tourism and getting behind the City's Recovery Plan

Campaign Concept

- Emerging narrative around life after lockdown
- Increased frustration by being confined to radius around home – planning to discover new things
- The “new” roaring 20s
- Independent Life can own, channel and scale the discussion
- Driving consumers to discuss, explore and discover independent life (retail, entertainment, culture, shopping & lifestyle)



Where's the first place you'll go when your local city, town or village opens up?

What are you most excited about re-discovering, or experiencing for the first time?

Until we can get out there and do it, let's imagine it, and shout it from the rooftops!

Let's Unlock Local

You could be chomping at the bit to go for a long-awaited haircut with a local legend

Or to relax with a velvety hot chocolate in a much-loved cafe

Maybe you can't wait to have a pie and a pint with friends

Or to seek out quirky, unique gifts in a new-found favourite

Could be the buzz of a local cocktail bar

Magic in a sweet shop

Characters in the local fish market

Good vibes in the village deli

The smell of leather and parchment in your local bookshop

Theatre that takes your breath away...

Whatever it is – share it!

Turn your memories of great past-times into a plan for great future-times

And join Independent Life in celebrating, supporting and bringing local back to life.



PROMOTION CONCEPT



UNLOCK YORK

We're already promoting the narrative



Advertise Place Strategy Place Creation Food & Drink Entertainment & Culture Shopping & Lifestyle Offers Independents

BRINGING IT BACK HOME

And so here it is: the Local Survival Guide is an online resource designed to showcase the fantastic local gems on your doorstep and how to transact with them from a distance.

Contact us

Let's Unlock Local

Where's the first place you'll go when your local city, town or village opens up?

Read more

BULL & CO

#UNLOCKLOCAL

READ MORE ON OUR WEBSITE! #UNLOCKLOCAL

The man, the fish, the legend. We get behind the scenes showing a day in the life of York's favourite fish monger Cross of York!

LET'S UNLOCK LOCAL

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Contact us





We look forward to working with you to
Unlock Local | Unlock York
and getting the city buzzing again.

Independent Life

LEEDS | YORK

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At the heart of vibrant places