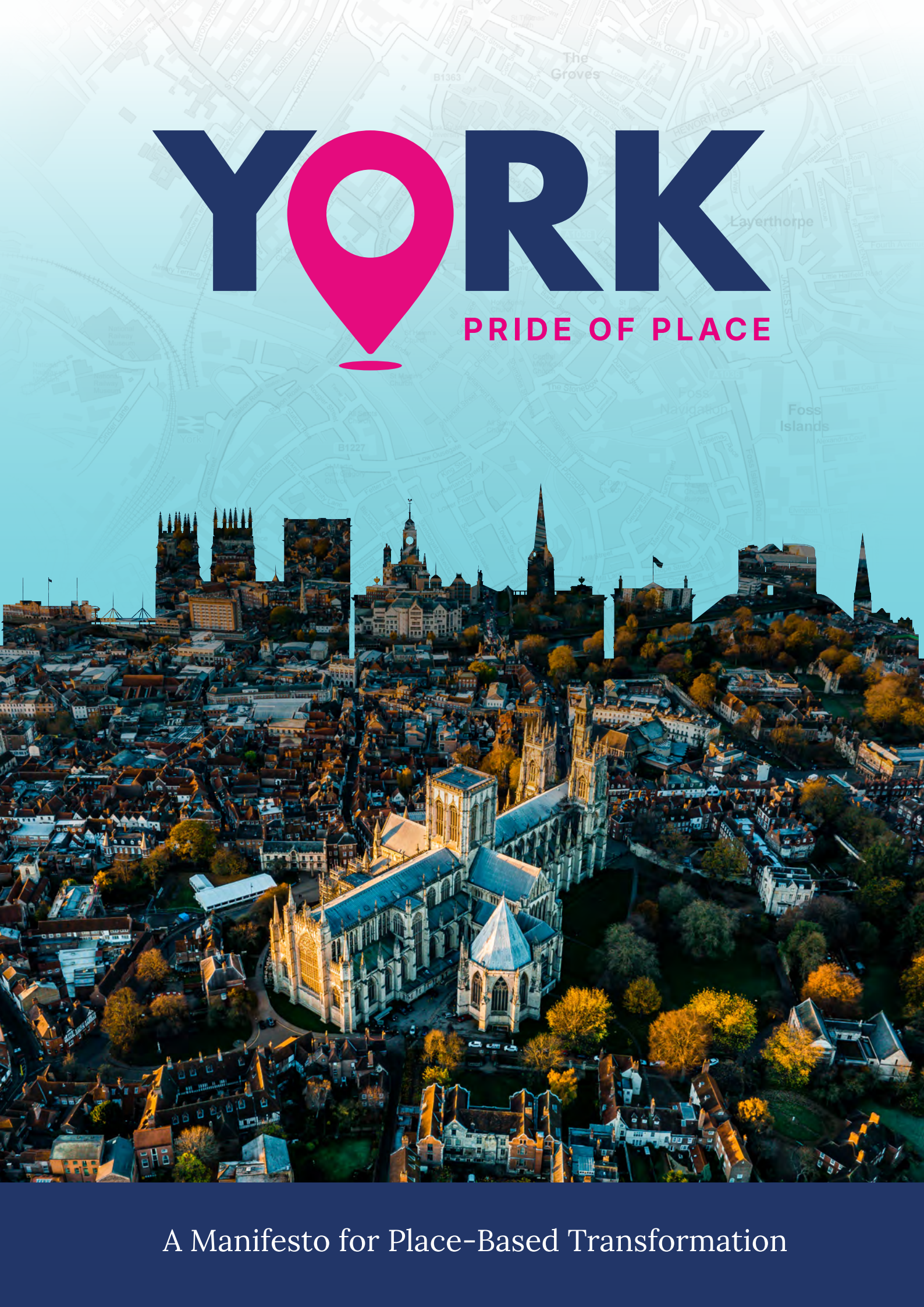


An aerial photograph of York, England, showing the city's dense architecture and the prominent York Minster. A semi-transparent map of the city is overlaid on the image, with a large pink location pin graphic centered over the city. The word 'YORK' is written in large, bold, dark blue letters, with the 'O' replaced by the pink location pin. Below 'YORK', the words 'PRIDE OF PLACE' are written in a smaller, pink, sans-serif font.

# YORK

PRIDE OF PLACE

A Manifesto for Place-Based Transformation



# "This manifesto is a rallying call..."



## Foreword

York stands at a pivotal moment, a city where everyone can belong, grow, and make a difference.

While York is thriving with global appeal and strong foundations, inequality holds us back. This manifesto is a rallying call to businesses, communities, public and civic sectors, to act together to unlock opportunity for all and **create a future that works for everyone.**

## Our Vision

By 2035, York will be a city where everyone can share and take pride in its success.

A city where people matter, where an individual's everyday experiences are just as important as the city's world-class achievements. Inequalities will be tackled through collective action, and every community will thrive.

**Behind our postcard beauty lies a commitment to breaking down barriers, ensuring no one is left behind, and fostering a city where opportunity flows like its rivers.**







**Four wards in York rank among the 20% most deprived in the UK.**

**One in ten children are living in poverty.<sup>1</sup>**

**Adolescent wellbeing is significantly lower than the national average.<sup>2</sup>**

## York's Challenges

- Four wards in York rank among the 20% most deprived in the UK.
- One in ten children are living in poverty.<sup>1</sup>
- Adolescent wellbeing is significantly lower than the national average.<sup>2</sup>
- Talent is everywhere, but opportunity is not, and social fractures hold the city back economically and socially.
- Connectivity gaps in transport, digital access, and community infrastructure must be addressed to bridge divides and enable prosperity.

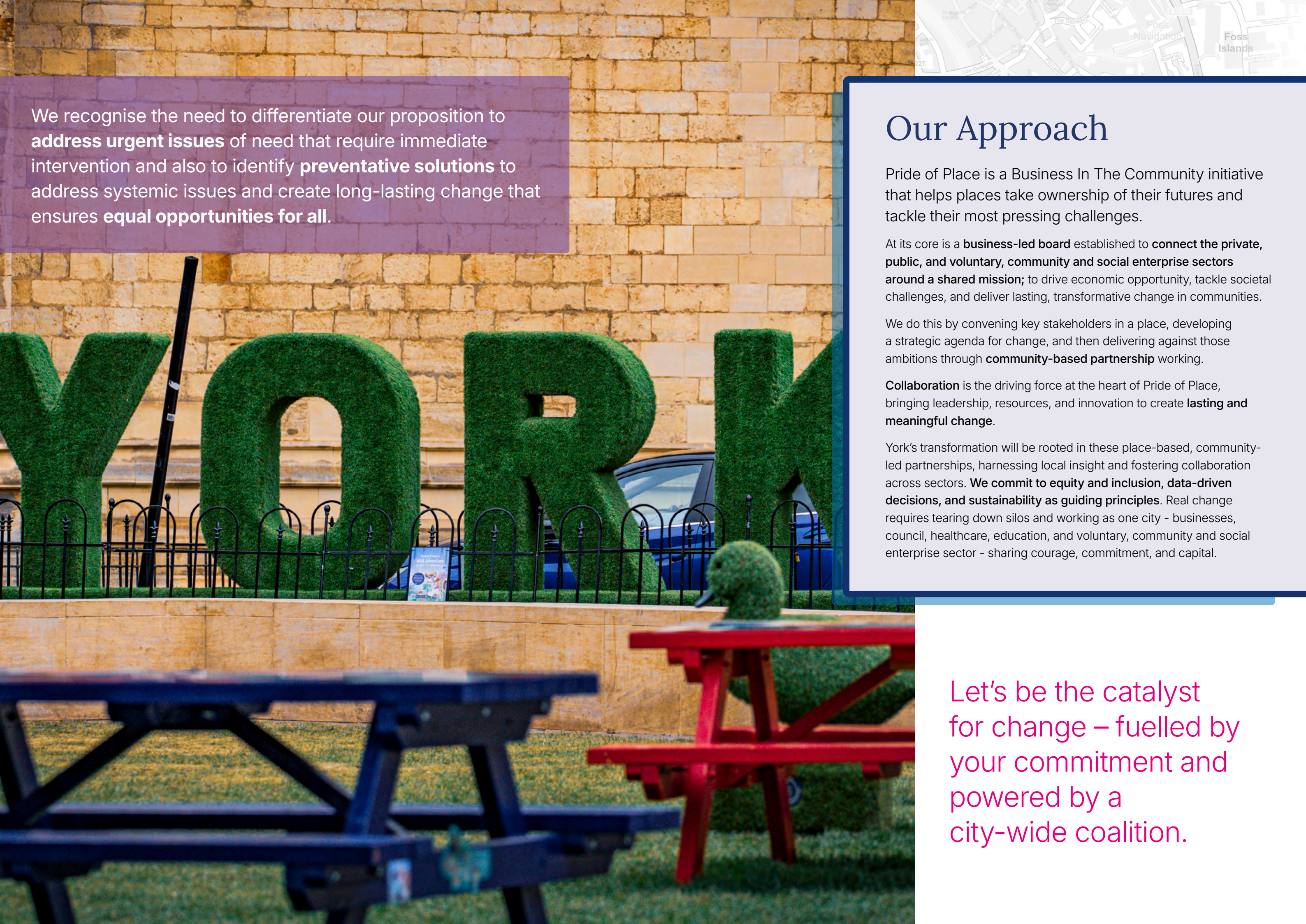
## York's Opportunities

- York has a strong global appeal and deep cultural heritage, positioning it well for growth in creative industries, cultural tourism, and heritage-led regeneration.
- The Local Growth Plan targets strategic investments in transport, digital infrastructure, housing, and skills programmes to unlock further sustainable and inclusive economic growth.
- York is seen as a high-productivity city with a strong, resilient economy and capability to attract inward investment and partnerships at regional, national, and international levels.
- There is growing collaboration among business, public sector, and community stakeholders aiming to cement York's role as a forward-thinking and sustainable city.
- York's rich cultural heritage, academic excellence, and civic spirit create an unmatched platform for inclusive growth.

<sup>1</sup> Deprivation in York - Indices of Multiple Deprivation 2025

<sup>2</sup> 2024-2025 Director of dataPublic Health Annual Report





We recognise the need to differentiate our proposition to **address urgent issues** of need that require immediate intervention and also to identify **preventative solutions** to address systemic issues and create long-lasting change that ensures **equal opportunities for all**.



## Our Approach

Pride of Place is a Business In The Community initiative that helps places take ownership of their futures and tackle their most pressing challenges.

At its core is a **business-led board** established to **connect the private, public, and voluntary, community and social enterprise sectors around a shared mission**; to drive economic opportunity, tackle societal challenges, and deliver lasting, transformative change in communities.

We do this by convening key stakeholders in a place, developing a strategic agenda for change, and then delivering against those ambitions through **community-based partnership** working.

**Collaboration** is the driving force at the heart of Pride of Place, bringing leadership, resources, and innovation to create **lasting and meaningful change**.

York's transformation will be rooted in these place-based, community-led partnerships, harnessing local insight and fostering collaboration across sectors. **We commit to equity and inclusion, data-driven decisions, and sustainability as guiding principles.** Real change requires tearing down silos and working as one city - businesses, council, healthcare, education, and voluntary, community and social enterprise sector - sharing courage, commitment, and capital.

Let's be the catalyst for change – fuelled by your commitment and powered by a city-wide coalition.



# Our Commitments

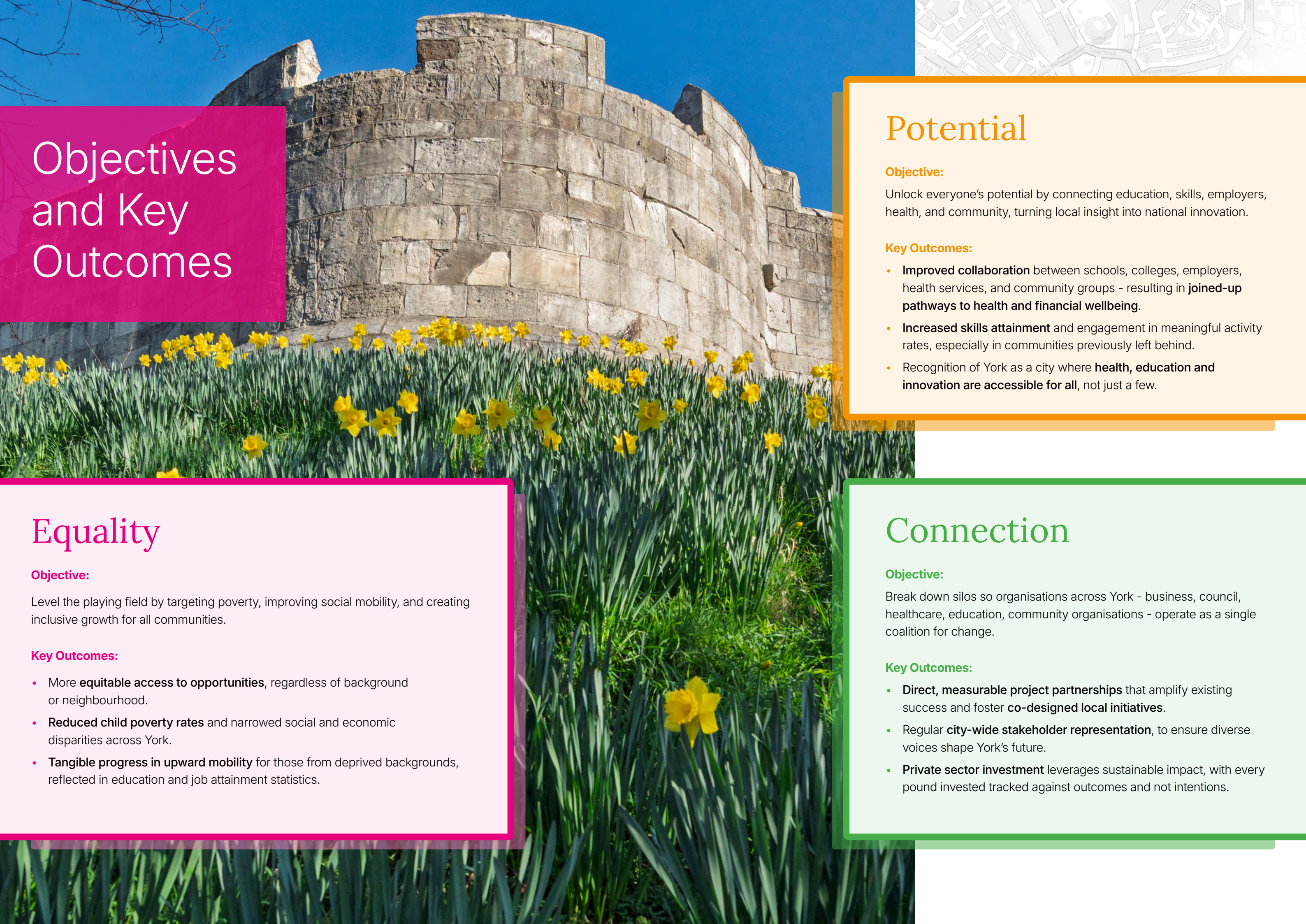
## The York Pride of Place Board will:

- Level the playing field with **targeted action against poverty and social exclusion.**
- **Connect education, skills, employers, health, and community** to unlock everyone's potential.
- Break down institutional walls to **foster seamless partnership** working across all sectors.
- Strengthen communities by **addressing inequality and investing in opportunity, culture, and health.**
- Prioritise sustainable improved outcomes that **balance heritage with innovation.**



Creating inclusive  
growth for all  
communities



The background of the entire page is a photograph of a large, ancient stone wall, likely part of the York City Walls, under a clear blue sky. In the foreground, there is a dense field of bright yellow daffodils with long green leaves.

# Objectives and Key Outcomes

A small, light-colored map of York is located in the top right corner of the page, showing the city's layout and major roads.

## Potential

### Objective:

Unlock everyone's potential by connecting education, skills, employers, health, and community, turning local insight into national innovation.

### Key Outcomes:

- **Improved collaboration** between schools, colleges, employers, health services, and community groups - resulting in **joined-up pathways to health and financial wellbeing**.
- **Increased skills attainment** and engagement in meaningful activity rates, especially in communities previously left behind.
- Recognition of York as a city where **health, education and innovation are accessible for all**, not just a few.

## Equality

### Objective:

Level the playing field by targeting poverty, improving social mobility, and creating inclusive growth for all communities.

### Key Outcomes:

- More **equitable access to opportunities**, regardless of background or neighbourhood.
- **Reduced child poverty rates** and narrowed social and economic disparities across York.
- **Tangible progress in upward mobility** for those from deprived backgrounds, reflected in education and job attainment statistics.

## Connection

### Objective:

Break down silos so organisations across York - business, council, healthcare, education, community organisations - operate as a single coalition for change.

### Key Outcomes:

- **Direct, measurable project partnerships** that amplify existing success and foster **co-designed local initiatives**.
- Regular **city-wide stakeholder representation**, to ensure diverse voices shape York's future.
- **Private sector investment** leverages sustainable impact, with every pound invested tracked against outcomes and not intentions.



# What We Will Do

To achieve these outcomes, the York Pride of Place Board will lead and support a series of place-based activities that turn strategy into action.

Through collaboration, investment, and innovation, we will:

- **Convene leaders** across business, education, health, and community to align priorities and **unlock collective resources** for York's long-term transformation.
- **Champion local initiatives** that tackle poverty, strengthen wellbeing, and expand access to opportunity.
- **Pilot innovative programmes** that connect employers with schools, colleges, and communities - improving skills, career pathways, and social mobility.
- **Support business-led projects** in sustainability, green skills, and infrastructure that deliver local **economic and environmental benefit**.
- Strengthen York's identity through culture, heritage, and tourism, creating **inclusive growth across all communities**.
- **Leverage employee-volunteering** through existing delivery mechanisms and mentoring to support education, enterprise, and community development.
- **Advocate for investment and policy change** that address York's health, housing, connectivity, and digital challenges.

Together, these actions will help create a York that is fairer and more connected - **a city that works for everyone.**



## Measuring Success

Progress will be tracked through transparent reporting, community engagement, and partnership evaluation, ensuring accountability and continuous improvement.





# YORK

PRIDE OF PLACE

Let's be the  
catalyst for  
change

York's future depends on us all.  
Join this city-wide coalition in turning  
ambition into action. With courage,  
commitment, and capital, we will build  
a fairer, healthier, and more connected  
York - one where everyone can  
belong, grow and make a difference.