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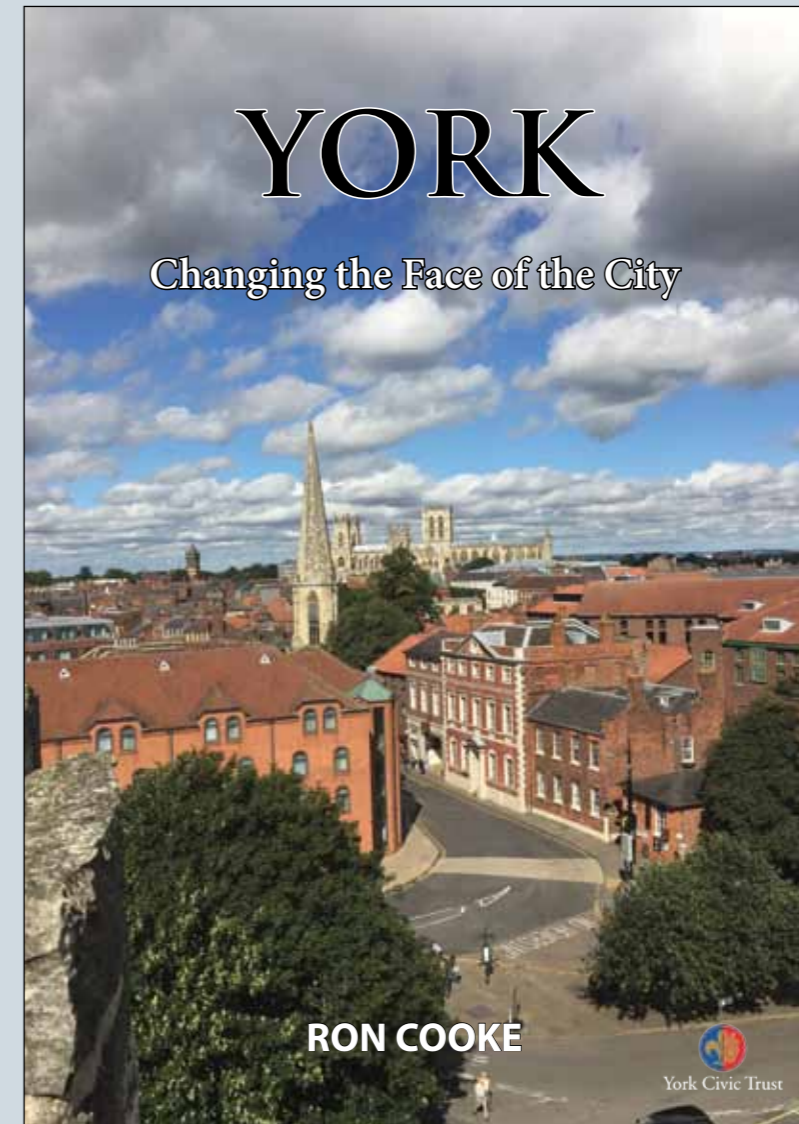
Copies of Ron's book are also available for purchase from York Civic Trust at the gift shop, located in Fairfax House, Castlegate, York YO1 9RN. Opening hours are on the Trust's website at www.yorkcivictrust.co.uk.

Additional Donations:

Should you wish to make an additional donation to the City Enhancement Fund, separate to any book purchase, you can do so via the following methods:

- (1) By cheque made payable to "York Civic Trust (CEF)" posted to The Chief Executive, York Civic Trust, Fairfax House, Castlegate, York YO1 9RN
- (2) By using the City Enhancement Fund online donation button which can be found under the "Support Us" tab on the York Civic Trust website (www.yorkcivictrust.co.uk)
- (3) By contacting David Fraser, Chief Executive of York Civic Trust on 01904 655543, or Ron Cooke at ronuooke@hotmail.com

Please note that York Publishing Services can only process book orders and cannot take donations



*** * * SPECIAL OFFER - £20 * * ***

All proceeds from the book sales will go into York Civic Trust's City Enhancement Fund to help fund the Trust's work in the future, sustaining the quality of York's streetscapes and public spaces

Extra contributions to the Fund will attract matching funds from anonymous benefactors (see inside for more details)

Sir Ron Cooke was Vice-Chancellor of the University of York from 1993 to 2002. He was President of The Royal Geographical Society, and was made an Honorary Freeman of the City of York in 2006. A passionate advocate for York and a resident of the City, Ron is active in city life, for instance in planning and restoration works through the York Civic Trust of which he is a Trustee.



York Civic Trust

YORK – Changing the Face of the City

Ron Cooke



Everyone who loves and cherishes York and all its splendours will enjoy reading this unique and fascinating work. With over 300 colour illustrations to support his writing, the author takes you on a journey through the streets and open spaces of York, but with a difference: this is a vision for the future of the City, and not simply a celebration of its illustrious past. See the past and the present through fresh eyes, and gain an insight into how the future for York could look.

Ron Cooke, who has for many years been one of the City's most enthusiastic champions, brings together in one book a collection of his manifestos, research and at times controversial views on how York might change for the better. Diligently compiled, Ron's book includes chapters on why York is special, the future of the City following the introduction of the internet, essays on various aspects of the streetscape in the city, comparisons between York and other historic cities, and finally, Ron's research on the 'face' of York Minster.



Ron argues passionately that the streets and open spaces of the City are York's public face. That face, Ron asserts, is also the City's fortune and future, its 'unique selling point', attracting millions of visitors every year, together with thousands of students, investors, entrepreneurs and many others – people who are free to choose where they live, work and play. York is undoubtedly a great place to visit and to live: the challenge thrown down by Ron is how we keep it that way.

Sustaining the quality and value of York's public realm requires constant vigilance, care and investment. This, the author argues, is essential – not least because other historic cities across Europe are improving and catching up. In buying this book, you will be making a direct contribution towards helping York Civic Trust fund its vital work enhancing the City centre. All proceeds from the book sales will go into the Trust's City Enhancement Fund to help sustain the Trust's work in the future. You can also make donations to the Fund over and above the book price; any such donations will attract matching funds from anonymous benefactors, so this is a fantastic opportunity to boost the resources of the Fund for vital works both now and in the future.



The City Enhancement Fund

For the past 70 years, York Civic Trust has invested in projects to improve, preserve, restore, enhance and sustain the quality and attractiveness of York's buildings and streetscapes.



The Trust uses its own funds, thanks mainly to gifts from its members and the public, exclusively to fund its own projects and to leverage additional funding for larger projects, the latter often in collaboration with others including the City of York Council.

The City Enhancement Fund is a vital element to the Trust's work. It is now seeking to increase the funds available to help existing projects and to sustain its future work.

The Fund has a long list of desirable projects, over 100 schemes at present. Some early projects undertaken through the Fund included:

- restoration of historic properties (eg Fairfax House, the Mansion House, the Dutch House);
- the improvement of streetscapes (eg the re-design of St Helen's Square, removal of traffic from Deangate, the construction of fountains in Exhibition Square);
- various enhancement works (eg fixing of information 'blue plaques' on historic buildings, floodlighting the Minster, repainting the Red Devil in Stonegate).



More recently completed projects include the replacement of the star on 'Ye Olde Starre Inne' banner over Stonegate, the refurbishment of railings at the National Early Music Centre and at other locations, the repainting of the 'Nightly Bile Beans' wall art, and the first 'pocket park' at All Saints Pavement. See images on the previous page of some projects already completed using monies from the Fund.

Current projects being undertaken via the Fund include the restoration of the Rigg Monument in St Lawrence's churchyard, a new Fossgate Banner, and erection of further 'blue plaques'. (Full details of the Fund's projects are available upon request from York Civic Trust).

All projects undertaken by the Fund are expensive, and the Fund is now seeking resources to ensure it can sustain these vital works.

You can help! All proceeds from the sale of Ron's book "York – Changing the Face of the City" go directly to the Fund, and any additional contributions made to the Fund will attract matching funds from anonymous benefactors.

Please use the order form overleaf to order your copy or copies of Ron's book now and play your part in shaping the future of York!

You can also support the work being done by the Fund by becoming a member of York Civic Trust – see joining details on YCT's website (yorkcivictrust.co.uk) or by making a donation to YCT through its website.

