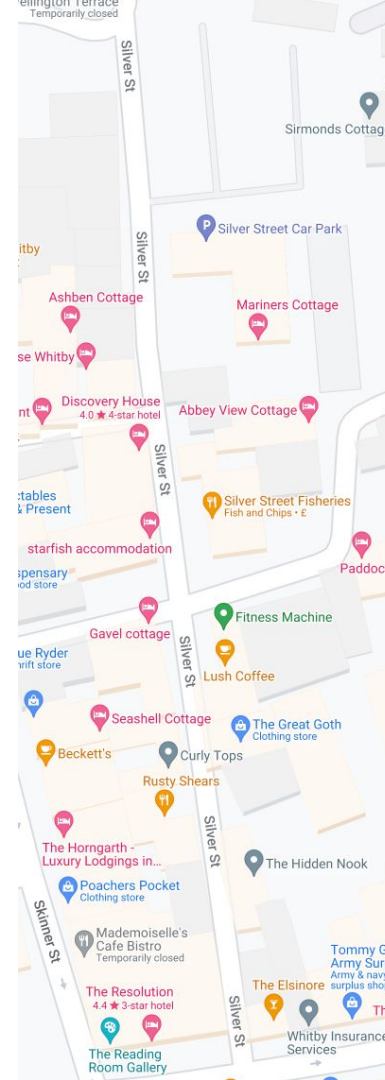





# Silver Street

## Whitby's Hidden Gem




# Who are we?

Silver Street has the number one restaurant/cafe on Tripadvisor and 2 in top 20 for 2023.

**Lush Coffee**  Claimed

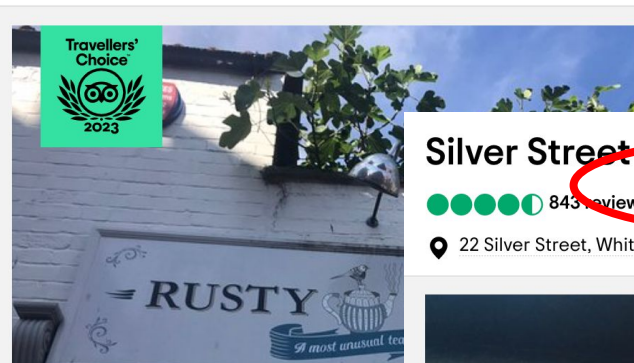
●●●●● 111 reviews **#1 of 121 Restaurants in Whitby** £, Cafe, Br


📍 25 Silver Street, Whitby YO21 3BU England ☎️ +44 7791 058364

**Rusty Shears**  Claimed

●●●●● 1,550 reviews **#7 of 121 Restaurants in Whitby** ££

📍 3 Silver Street, Whitby YO21 3BU England ☎️ +44 1904 762611



**Silver Street Fisheries**  Claimed

●●●●● 843 reviews **#20 of 121 Restaurants in Whitby**

📍 22 Silver Street, Whitby YO21 3BX England ☎️ +44 7587 7



# Businesses run by independent creatives with strong reach



Reaching thousands of people with every post promoting Silver Street and Whitby

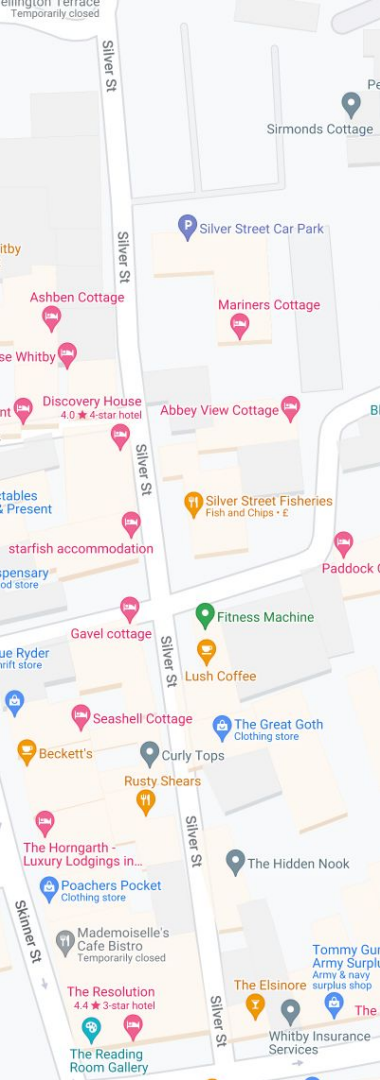


Independent creative and unique



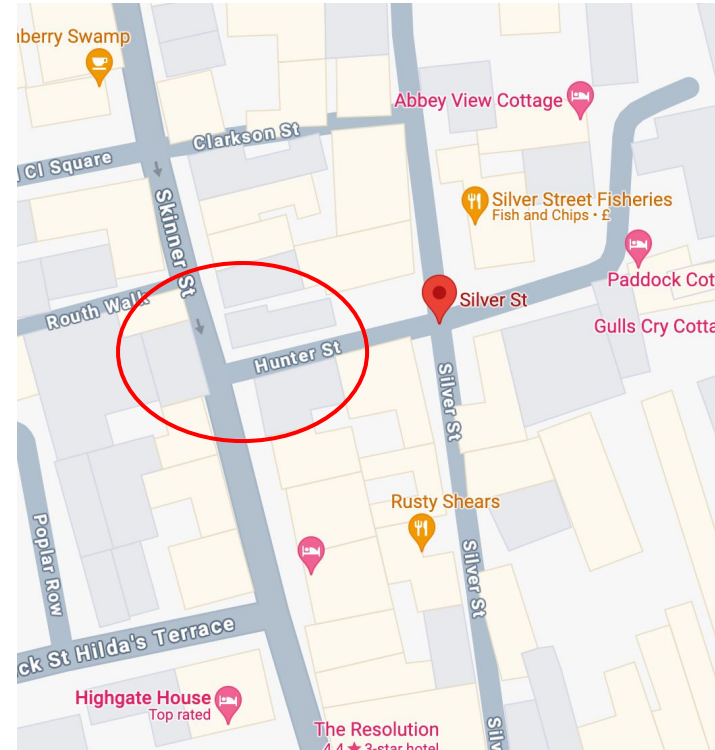
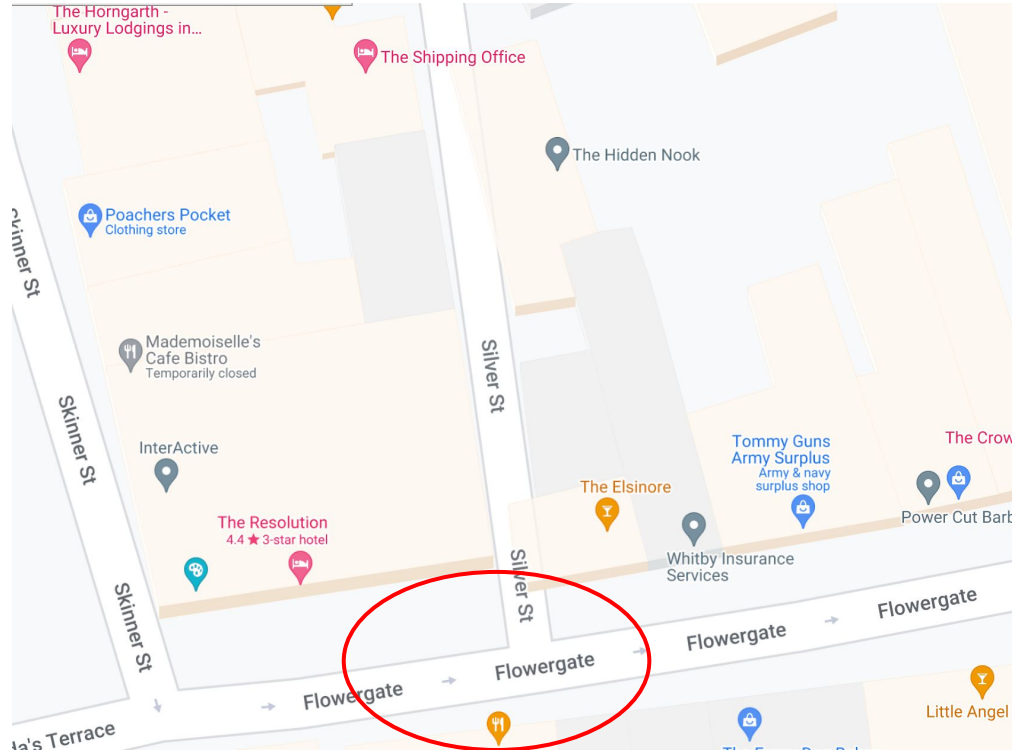
One of the most visited Goth attractions in Whitby

# Over 30 Whitby businesses on one street



# The Ask

- Permission for Silver Street Signage from two key points off Flowergate Street and Skinner Street.





# Silver Street Independent Shops and Cafes



24D FLOWERGATE →

TO BRUNSWICK MEWS →

- Generic Silver Street sign not shop specific so always relevant
- Precedent already exists in this style and size
- Cost will be undertaken by Silver Street businesses
- Whitby is about independent, creative, unique businesses, this is at the core of who we are in this street.

# The Wider Ambition

Silver Street is on West Cliff. We can have a branded zone that brings together the busy independent traders of Flowergate, Skinner Street and Silver Street.

A strong brand identity can be to zone this area:

## The Victorian Quarter

The shops, the Alice in Wonderland Gardens, the links to Stoker, Carroll in this area are strong. A narrative can be strongly weaved to drive people to this whole area.

