



Notice of a public meeting of

Economic & City Development Overview & Scrutiny Committee

- To:** Councillors Semlyen (Chair), Barnes, Burton, Cuthbertson, D'Agorne, Riches and Watt (Vice-Chair)
- Date:** Wednesday, 11 June 2014
- Time:** 5.30 pm
- Venue:** The Auden Room - Ground Floor, West Offices (G047)

AGENDA

1. **Declarations of Interest**

At this point in the meeting, Members are asked to declare:

- any personal interests not included on the Register of Interests
- any prejudicial interests or
- any disclosable pecuniary interests

which they may have in respect of business on this agenda.

2. **Minutes** (Pages 1 - 8)

To approve and sign the minutes of the last meeting of the Economic & City Development Overview & Scrutiny Committee held on 29 April 2014.

3. **Public Participation**

At this point in the meeting, members of the public who have registered their wish to speak regarding an item on the agenda or an issue within the Committee's remit can do so.

To register please contact the Democracy Officer for this meeting on the details at the foot of this agenda. The deadline for registering is **Tuesday 10 June 2014 at 5.00pm.**

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The Council's protocol on Webcasting, Filming & Recording of Meetings ensures that these practices are carried out in a manner both respectful to the conduct of the meeting and all those present. It can be viewed at:

http://www.york.gov.uk/downloads/download/3130/protocol_for_webcasting_filming_and_recording_of_council_meetings

4. Attendance of the Cabinet Member for Transport

The Cabinet Member for Transport will be in attendance to give a verbal report on the priorities within his portfolio area.

5. Update on Youth Unemployment Statistics (Pages 9 - 14)

This report provides Members with the latest youth unemployment statistics for York which the Committee asked for following an update on the implementation of the recommendations arising from the previously completed Youth Unemployment Scrutiny Review.

6. Online Business/E-Commerce Scrutiny Review Update Report (Pages 15 - 26)

This report presents Members of the Economic & City Development Overview and Scrutiny Committee with an update of the work to date carried out by the Online Business / E-Commerce Task Group.

7. Verbal Report on Gross Value Added (GVA)/ High Value Jobs

Members will receive a verbal report to identify cost effective ways to attract graduates and young entrepreneurs to start up or relocate to York.

8. Report and Cabinet Member Feedback on Potential Scrutiny Topics for Review proposed at the Scrutiny Work Planning Event (Pages 27 - 32)

This report provides introductory information on the possible topics for scrutiny review in this municipal year, for Members consideration.

9. Work Plan 2014-15 (Pages 33 - 34)

Members are asked to consider the Committee's work plan for the municipal year.

10. Urgent Business

Any other business which the Chair considers urgent under the Local Government Act 1972.

Democracy Officer:

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For more information about any of the following please contact the Democracy Officer responsible for servicing this meeting:

- Registering to speak
- Business of the meeting
- Any special arrangements
- Copies of reports and
- For receiving reports in other formats

Contact details are set out above

This information can be provided in your own language.

我們也用您們的語言提供這個信息 (Cantonese)

এই তথ্য আপনার নিজের ভাষায় দেয়া যেতে পারে। (Bengali)

Ta informacja może być dostarczona w twoim własnym języku. (Polish)

Bu bilgiyi kendi dilinizde almanız mümkündür. (Turkish)

یہ معلومات آپ کی اپنی زبان (بولی) میں بھی مہیا کی جاسکتی ہیں۔ (Urdu)

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City of York Council

Committee Minutes

Meeting	Economic & City Development Overview & Scrutiny Committee
Date	29 April 2014
Present	Councillors Semlyen (Chair), Barnes, Burton, Cuthbertson, D'Agorne and Watt (Vice-Chair)
Apologies	Councillor Riches

62. Declarations of Interest

At this point in the meeting, Members were asked to declare any personal, prejudicial or disclosable pecuniary interests, other than those listed in their standing declarations, that they might have had in the business on the agenda.

Councillor D'Agorne declared a personal interest in the general remit of the Committee as an employee of York College. He added that as part of his job he gave guidance to young people on training issues.

No other interests were declared.

63. Minutes

Resolved: That the minutes of the last meeting of the Economic and City Development Overview and Scrutiny Committee held on 25 March 2014 be approved and signed by the Chair as a correct record.

64. Public Participation

It was reported that there had been no registrations to speak under the Council's Public Participation Scheme.

65. Attendance of the Leader of the Council

The Leader of the Council attended the meeting and gave a verbal report on the priorities within his portfolio area.

His verbal report gave comments on the following;

- Unemployment figures.
- Apprenticeships figures.
- Transport funding-infrastructure, travel costs, the role of the Combined Authority.
- Digital Infrastructure.
- Medium sized businesses in the city.

Unemployment Figures

It was reported that the current unemployment figure in the city for those claiming Jobseekers Allowance (JSA) was 1.7% . This was compared to a figure of 1.5% in August 2008. Although York had the second lowest figures of those on JSA nationally, and the second lowest youth unemployment figures, the Leader felt this could be improved.

Apprenticeship Figures

Although creation of apprenticeships had been good in the city, there was still a concern that 50% of these were going to apprentices who did not live in York. It was hoped that a business rates relief package could be created to encourage companies to take on more apprentices.

Transport Funding

The Leader felt that York had an opportunity to gain large scale transport funding through its membership of the Combined Authority. For example the funding might allow for subsidised travel on public transport, and in conjunction with the Credit Union, employees might be able to get a year long repayable travel pass. If the issue of public transport was not addressed then young people could leave and the city could be in decline.

Digital Infrastructure

It was reported that York would be the first place in the country to have a gigabit connection and that the Leader had asked for a digital conference to be held in York to encourage external businesses to relocate to the city. Wi-fi in the city centre would be available by July and the Government's Super Connected Cities had funded this. The Leader made further comments on

e-commerce within the city and how use of this could combat the city's low export levels.

Medium sized businesses

It was reported that available employment sites were being identified through the Local Plan. However, there were still issues with catering for medium sized businesses through the city's building stock. Suitable sized buildings were often used for housing developments rather than for business use.

Questions and concerns from Members included;

- That many York residents travelled outside the city to find work, and how could the right training be provided so jobs offered in the city could be expanded?
- The remote nature from the electorate of decisions made by the Combined Authority.
- That although the Local Plan focused on inward investment and housing there did not appear to be a strategy in terms of public and sustainable transport to avoid congestion issues.
- Development around the periphery of the city would be more difficult to provide with public transport services.

The Leader responded;

- He wanted more localised skills funding and for collaborative working with businesses to decide where that funding should go.
- He would like to have an element of University funding to go through the Local Economic Partnership (LEP), who would commission funding of business.
- He felt that most people would focus on the outcomes from the work of the Combined Authority, not its governance structures. However, there was a scrutiny function and a Monitoring Officer for the Combined Authority.

Resolved: That the verbal report be noted.

Reason: In order to keep Members informed.

66. Verbal Update on Online Business/E-Commerce Scrutiny Review

Members received a verbal update on the work carried out to date by the Online/E-Commerce Scrutiny Review Task Group.

Officers reported that there had not been a large number of responses to the online survey requested by the Committee at their meeting in March. It was suggested that reasons for this could be that some businesses did not see e-commerce as being suitable for them and that there was a lack of understanding in what e-commerce was.

Discussion took place on the membership of the Task Group, Councillor Barnes informed the Committee that he had professional experience with social media and expressed his wish to be on the Task Group. It was agreed that he would take the place of Councillor Watt on the group.

Resolved: (i) That the report be noted.

(ii) That the Online Business/E-Commerce Review Scrutiny Review Task Group be comprised of the following Members;

- Councillor Barnes
- Councillor Cuthbertson
- Councillor Semlyen

Reason: To update the membership of the Task Group and to keep the Committee informed of the direction of the review.

67. Scoping Report on Local Productivity Levels and High Value Jobs

Members received a scoping report which explored the possibility of a scrutiny review around Local Productivity Levels and High Value jobs and the considerations of the Task Group to date.

Discussion took place on figures circulated (which were subsequently attached to the agenda and published online) which showed that there had been an increase in low paid part

time employment in the city. This tended to be most apparent amongst graduates staying in the city. Some Members felt that graduates could still maintain a level of income by getting part time jobs whilst looking for full time employment. Others questioned how private sector companies could be encouraged to take on more full time employees.

The Committee decided to change the focus of the review as highlighted in the report away from green jobs towards graduates and young entrepreneurs and jobs in tech sector businesses.

Resolved: (i) That the following aim be amended to:

‘To identify cost effective ways to attract graduates and young entrepreneurs to start up or relocate in York thus enabling the employment of local people at higher than average wages’

(ii) That the following objectives be agreed;

- To identify improvements to the way York attracts graduates and young entrepreneurs to develop enterprise in the city.
- To identify an improved marketing strategy for York in general and as a place to grow Gross Value Added (GVA) jobs in tech sector businesses.

Reason: To ensure compliance with scrutiny procedures, protocols and work plans.

68. Presentation of sample promotional video- "Exciting Exeter" created by Exeter City Council

The Chair suggested that as some Members of the Committee (those on the Local Productivity Levels and High Value Jobs Task Group) had already seen the sample Economic Promotional video “Exciting Exeter” that it might be beneficial to cancel consideration of this item.

Resolved: That consideration of the promotional video be cancelled.

Reason: As it was deemed to not be beneficial to the Committee.

69. Times of Meetings for 2014-15 Municipal Year

Members were asked to consider and vote on changing the start time for Economic and City Development Overview and Scrutiny Committee meetings from 5.00pm to 5.30 pm.

It was felt that starting the meeting at 5.30 pm would allow for greater public participation and would be easier for those Members of the Committee who worked to attend.

Resolved: That the start time of the meetings be changed to start at 5.30 pm.

Reason: To allow for easier access to meetings and greater public participation to take place.

70. Work Plan 2013-14

Members considered the Committee's work plan for 2013-14 municipal year.

Resolved: That the work plan be noted.

Reason: To ensure that the Committee has a planned programme of work in place.

71. Draft Work Plan 2014-15

Members considered and discussed the Committee's draft work plan for the forthcoming 2014-15 municipal year.

Resolved: That the draft work plan be noted with the following amendments;

- That an item on changes to the figures in the Economic Dashboard be considered on a quarterly basis.

- That the Cabinet Member for Environmental Services, Planning and Sustainability be invited to the Committee's October meeting.

Reason: To ensure that the Committee has a planned programme of work in place for the forthcoming municipal year.

Councillor A Semlyen, Chair

[The meeting started at 5.05 pm and finished at 6.40 pm].

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Economic & City Development Overview & Scrutiny Committee

11 June 2014

Report of the Assistant Director Governance and ICT

Update on Youth Unemployment Statistics

Summary

1. This report provides Members with the latest youth unemployment statistics for York which the Committee asked for following an update on the implementation of the recommendations arising from the previously completed Youth Unemployment Scrutiny Review.

Background

2. At a meeting of the Economic and City Development Overview and Scrutiny Committee held on 27 March 2012 it was agreed that during the 2012/13 municipal year, they would carry out a review around youth unemployment. The review recommendations were agreed by Cabinet in May 2013 and at the meeting in January 2014 Officers provided ECDOSC with an update on the implementation of those approved recommendations.
3. The Committee learnt that:
 - the review had supported a 40% reduction in youth unemployment in the city;
 - as of December 2013 the overall figure of youth unemployment benefit claimants stood at 465;
 - there were only 105 young people who had been unemployed for over six months;.
 - York was the third lowest city in the UK for youth unemployment.
4. The Committee signed off the recommendations as being fully implemented in January 2014 and asked to receive youth unemployment statistics in six months' time. These are detailed in paragraphs 6-12.

Consultation

5. The Learning City York Partnership Manager has provided the update information contained in this report.

Update on Youth Unemployment

6. Success Measures:

Scrutiny Target: Reduce youth unemployment by 40% from May 2012 (to 525)

Skills Strategy Target: Reduce youth unemployment to pre-recession levels of Feb 2008

7. Key Statistics: JSA Claimants 18-24 in York

Feb 2008 (pre-recession)	515 (2.1%); All age claimant count = 1.5% of working age population
May 2012 (start of scrutiny)	875 (3.2%); including 185 x 6-12 months and 105 x 1 yr+
November 2012 (interim)	740 (2.7%)
May 2013 (final report)	650 (2.4%)
August 2013	595 (2.2%); including 75 x 6-12 months and 90 x 1 yr+
April 2014	370 (1.3%) – historic low since 2006; 280 under 6 months; 45 x 6 – 12 months; 45 x 1 yr+ months (on Work Programme);

8. Summary of Additional Support / Activity:

Head Start (LCR funded)	28 x longer-term (6-9 months) unemployed 18-24s provided with pre-employment and in-work support inc. mentor; training; travel grant; wage incentive for employer (delivered by York Learning and Learning City, CYC)
Head Start (CYC EIF funded)	40 x Work Programme returners (2 yrs unemployed); same support as above (delivered by York Learning and Learning City, CYC)

Apprenticeship Brokerage Service Working with SMEs in York who are new to Apprenticeships to create higher value jobs with training for young people

9. Key Issues Moving Forward:

More jobs / better jobs Sustainable jobs ie: 6 months+; better paid; jobs with training (Apprenticeships)

Target groups Single parents; young people with learning difficulties and disabilities; graduates

National/Regional Context

10. All nine regions of England and every Local Authority area saw a fall in 16 to 18-year-old NEET at end 2013

	16-18 year olds known to the local authority	16-18 year olds NEET		% whose activity is not known
YORKS & HUMBER	179,648	No. 10,240	5.7%	7.2%
Barnsley	8,223	440	5.4%	7.6%
Bradford	18,202	980	5.4%	2.6%
Calderdale	7,660	440	5.7%	4.4%
Doncaster	10,984	600	5.5%	14.5%
East Riding	11,204	370	3.3%	13.6%
Kingston upon Hull	9,757	560	5.7%	4.5%
Kirklees	15,560	890	5.7%	5.4%
Leeds	22,898	1,530	6.7%	7.0%
North East Lincolnshire	6,032	490	8.1%	2.0%
North Lincolnshire	6,102	370	6.1%	5.9%
North Yorkshire	18,747	810	4.3%	14.8%
Rotherham	9,714	620	6.4%	5.6%
Sheffield	17,272	1,140	6.6%	6.3%
Wakefield	11,613	620	5.3%	2.5%
York	5,679	240	4.2%	3.9%

11. All nine regions of England saw fall in 18-24 year-old youth unemployment NEETs (Quarter 1 2014).
12. For England in the first quarter of 2014 (January to March) compared to the same period in 2013:
 - there are 774,000 16 to 24-year-olds who are NEET (13.1%) - this is down 135,000 (2 percentage points) on last year, and is the lowest rate for this quarter since 2005;
 - there are 122,000 16 to 18-year-olds NEET (6.7%) - this is down 29,000 (1.5 percentage points) on last year, and is the lowest since comparable data began in 2001;
 - there are 652,000 19 to 24-year-olds NEET - this is down 105,000 (2.3 percentage points) on last year, and is the lowest since 2008;
 - in Yorkshire & the Humber – 15.9% of 18-24 year olds in Q1 of 2014 (Jan – March) were unemployed, compared to 18.8% in Q1 2013.

Options

13. Having considered the information included in this report Members can:
 - i. request further updates on youth unemployment either in a separate report like this one or in the Performance and Monitoring Report;
 - ii. agree to receive no further updates.

Council Plan

14. This report is directly linked to the 'Create Jobs and Grow the Economy' priority of the Council Plan 2011-15.

Implications

15. There are no known financial, human resources, equalities, legal or other implications associated with the recommendation made in this report.

Risk Management

16. In compliance with the Council's risk management strategy there are no known risks associated with this report.

Recommendations

Members are asked to:

- i. note the contents of this report;
- ii. request further updates biannually via the quarterly Performance and Monitoring Reports.

Reason: To make Members aware of the youth unemployment position in York.

Contact Details

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Report Approved



Date 29/05/2014

Wards Affected:

All



For further information please contact the author of the report

Abbreviations used in this report and its annex

CYC – City of York Council
EIF – European Investment Fund
LCR – Leeds City Region
NEETs – Not in Education, Employment of Training
SME – Small and Medium Enterprises

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Economic & City Development Overview & Scrutiny Committee**11 June 2014**

Report of the Online Business / E-Commerce Task Group

Online Business / E-Commerce Scrutiny Review Update Report**Summary**

1. This report presents Members of the Economic & City Development Overview and Scrutiny Committee with an update of the work to date carried out by the Online Business / E-Commerce Task Group.

Background

2. At a meeting of ECDOSC on 28 January the Committee considered a briefing paper on a proposed scrutiny review of Online Business / E-Commerce in York.
3. The briefing paper provided information on Office for National Statistics data which suggests that more than half of all UK enterprises are now run from the owner's home and there are 2.5 million such businesses operating across the UK.
4. Increasingly the traditional High Street retail sector is having to explore a multi-channel approach to reaching its markets. The "click and collect" model is increasingly used by the major chain retailers but independents may not have access to the technology or skills to take advantage of this new way of earning custom.
5. This area of concern – the need to encourage retail and traditional city centre businesses to make the most of the most recent technologies and telecommunications – is an issue that has been raised by City Team York.
6. There is also feedback from local business networks that the pace of technological change and the development of social media outlets for customer engagement are outstripping the pace at which particular independent or smaller companies can adapt.

7. The Committee agreed the topic was suitable for review and appointed a Task Group comprising Councillors Semlyen, Watt and Cuthbertson to carry out the work on their behalf. During the course of the review Councillor Watt was replaced by Councillor Barnes who has professional experience in social media.
8. The Task Group met for the first time in February 2014 to agree a draft remit for the review and Councillor Cuthbertson was appointed Chair. The Task Group invited the Economy and Enterprise Manager to the meeting to assist them.
9. As a result the Task Group agreed the following review aim, objectives and provisional timetable as show in Annex A:

Aim

Identify how City of York Council may better support city centre (within city walls) businesses to develop their online opportunities and improve their sales, marketing and profitability.

Objectives

- i. Identify gaps in current support for online business and commerce
 - ii. Identify any barriers the business community may face to increasing online working and possible solutions;
 - iii. Investigate how a business, using online methods, can increase its profitability;
 - iv. Investigate mentoring / matching opportunities
 - v. Examine the opportunities for funding.
10. At a full Committee meeting on 25 March 2014 the aim was revised, deleting the words “centre (within city walls)” to read:

“Identify how City of York Council may better support city businesses to develop their online opportunities and improve their sales, marketing and profitability.”

Consultation

11. City Team York will be the main conduit for gathering information along with digital media experts.
12. In support of Objective i) the Task Group agreed to use an online survey to examine the existing support provision for local businesses via the Economic Development Unit newsletter with requests for information and feedback from members of organisations including York Professionals, the Federation of Small Business (FSB), Proudly Group, York Retail Forum, and Science City York (SCY).
13. In support of Objective ii) the Task Group agreed to meet with representatives from York business organisations, including the Federation of Small Businesses, the Retail Forum and City Team York.

Information gathered

14. Objective i): Identify gaps in the current support for online business and commerce. The Task Group received information on how other towns and cities are supporting the development of online business opportunities.

<p>Leeds City Council</p> <p>QU2 (Supporting Business Success through Leeds Metropolitan University)</p>	<p>Professional business centres offer a range of office services at affordable rates. Social media training provides an overview of essential online networks to give businesses a digital presence.</p>
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Link: <http://www.qu2leeds.co.uk/index.htm>

<p>Sheffield City Council</p> <p>Digital Directions</p>	<p>Helping business growth through its Digital Directions programme – a package of support from Creative Sheffield which can help with free assessment of IT needs by a specialist and up to four days of bespoke IT consultancy.</p>
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Link: <https://www.sheffield.gov.uk/business-economy/development/starting-a-business.html>

<p>Lincolnshire County Council onlincolnshire</p>	<p>A series of awareness events across the county looking at a range of topics including how businesses can deal with change, developing a digital strategy and social media.</p> <ul style="list-style-type: none"> • Master classes on e-commerce and internet marketing at venues across Lincolnshire • Social media surgeries on using Facebook, Twitter and LinkedIn • One-to-one advice and support, accessible either through the awareness events, master classes and social media surgeries or through Lincolnshire Technology Hubs
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Links: <http://www.onlincolnshire.org/broadband-for-business/technology-for-business-business-support>

<p>Wakefield Council Wakefield Business Support Programme</p>	<p>Amongst other things, the support programme, part-financed by the European Regional Development Fund, has contributed money towards things such as e-commerce ready computer systems.</p>
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Link: <http://www.wakefield.gov.uk/News/PressReleases/news/PR4413.htm>

<p>Glasgow City Council E-commerce Solutions Grant</p>	<p>A grant for up to 80% (£1,000 maximum) towards enhancing, updating or installing e-commerce solutions to a business. The grant designed to help companies in Glasgow install e-commerce to encourage the development of businesses in Glasgow. It is targeted at those companies with growth potential and who want to retain, develop and create new jobs by developing an e-commerce service provision. The grant is targeted at small and medium sized enterprises (SME's). The grant can be used to enhance, update an existing E-commerce activity or to install new approaches to trading.</p>
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Link: <http://www.glasgow.gov.uk/CHttpHandler.ashx?id=17649&p=0>

<p>Caerphilly County Borough Council</p> <p>ICT and Ecommerce advice and training</p>	<p>Free. IT Demonstration Suite – provides business a chance to use popular software before buying.</p> <p>Free ICT training – in areas such as web design, VOIP and SEO. A Go2 Website Grant provides financial support to help eligible businesses to have an online presence and to start trading on line. Generally all business sectors may be considered for support - including retail. The business must be established in Caerphilly County Borough or the individual a resident of Caerphilly County Borough and setting up a business in the area. The scheme provides:</p> <ul style="list-style-type: none"> • Domain name registered to the company • Secure website hosting with daily website backup • Professional web design unique to the business • Fixed fee entry level website • Free listing on Go2 My Town sites • Access to online marketing tools and services • Training to manage your own websites
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Link: <http://www.caerphilly.gov.uk/site.aspx?s=+23S3aVCrphKmSh+rq63mBKR5iRYQYIhrztvAJ/WIJg=>

<p>West Lothian Council</p> <p>E-Business Adviser</p>	<p>A specialist e-business adviser works with local growing businesses to help them take up new technologies and get involved in e-commerce. This includes the delivery of e-business workshops on subjects such as Trading Online; Getting Real Results From Your Website and Improve Your Search Engine Ranking. The e-business adviser co-ordinates the West Lothian e-business club which holds a series of regular meetings to bring together local companies to network, exchange ideas and hear expert speakers on a range of topics of interest to businesses who trade online.</p>
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Link: <http://www.westlothian.gov.uk/business/business-support/advice/>

Newcastle Borough Council Stoke and Staffs Business Helpline	Businesses are encouraged to find the helpline for advice on a range of IT issues including networking, getting the right website and how to start planning for e-commerce.
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Link: http://www.newcastle-staffs.gov.uk/business_index.asp?id=SX893D-A780B6E3&cat=1381

West Dunbartonshire Council E-Commerce Grant	An e-commerce grant provides funding for the development and implementation of an e-commerce strategy that can be shown to improve business performance. The funding can be used for assistance to develop e-commerce and e-marketing strategies, e-commerce web site development and assistance with search engine optimisation / establishing an online payments facility etc. The funding can provide 30% of approved project cost, to a maximum of £3,000.
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Link: <https://www.west-dunbarton.gov.uk/business/grant-and-loan/e-commerce-grant/>

15. Objective ii) Identify any barriers & Objective iii) Investigate how a business can increase profitability The online survey (see paragraph 12) went live on 5 March and ran for one month. The survey went to more than 400 York businesses but the response was disappointing so no worthwhile conclusions could be drawn from it. A summary of the initial findings of the survey was presented to a full meeting of the Economic and City Development Overview and Scrutiny Committee on 29 April 2014 and Members agreed the survey be closed.
16. A Task Group meeting on 6 May 2014 considered that one way to reduce perceived barriers is to help promote superfast broadband (SFBB) in York. SFBB offers free business support to eligible businesses, from specialist business advisers, training workshops and skills master classes by expert trainers.
17. At a meeting with digital media experts from York Professionals, a representative from Superfast North Yorkshire and the CYC Digital Strategy and Programme Manager on 21 May 2014, Task Group Members were given a summary of the superfast broadband scheme and learnt that the 12-hour free training offer was only available to

businesses whose work comprised at least 75% business to business. Recognising that retailers were therefore excluded from the programme, the Task Group agreed to consider other approaches.

18. There was a feeling among Task Group Members that the social media side of online business was the more valuable as it involves direct communication with potential customers.
19. Information was also given about the Super Connected Cities scheme, which will make York among the best connected places in Europe. It aims to support economic growth and jobs by giving people the ability to access high-grade broadband and wireless connectivity, and to stimulate the market to go further and at a faster pace.
20. The programme to extend free, good quality WiFi in the city centre will allow retailers to gather analytical information about their customer base and to target potential customers with special offers using Google Analytics. If, for example, someone has registered and is looking to buy some jewellery then a shop might get a pop-up alert. This allows the opportunity for small retailers to compete.
21. The Task Group also received feedback on a “pop in” recently held in Richmond by North Yorkshire LEP. Task Group Members agreed it would be beneficial to stage a half-day event to explain the various elements of online business and e-commerce as a whole and not as a series of disconnected events. The Task Group agreed it would be beneficial to hold a similar event in York with expert advice booths to explain such things as infrastructure, connectivity, the opportunities WiFi opens up, help and assistance with social media and marketing and tasked officers with organising an event.
22. As a result officers have suggested an event covering a whole range of business support including advice on access to finance, marketing, taking on employees, apprenticeships, training, legal matters and of course all the IT related themes such as e-commerce, web presence and social networking. The idea is to have a road show that can move around the various districts within the city.
23. Such an event should cover the whole e-commerce journey from identifying needs, assessing infrastructure to exploiting the technology and it was felt that this could identify any perceived barriers to smaller businesses developing their online presence.

Conclusions to date

24. Online business opens the market to customers nationally and internationally and enables smaller companies to compete with larger companies. However, businesses once competing with shops in the next street or the next town now find themselves competing on a global scale.
25. Many businesses nationally and international have become extremely profitable through online sales, Amazon for example. Small businesses and even individuals can also market their produces or services worldwide by using e-commerce.
26. A significant challenge was that people do not fully understand how the internet can be used in their businesses. There is some reluctance to admit to not being technically minded and people are unsure about what skill level they need.
27. While York has an advantage with its digital infrastructure, there is a need to break down the various facilities available into an easy guide. This could be as simple as learning how to tweet or set up a Facebook page.

Options

28. There are no specific options associated with the recommendation within this report.

Analysis

29. At this stage the report is for information only.

Council Plan

30. This review is linked to the create jobs and grow the economy element of the Council Plan 2011-15.

Implications

31. There are no known implications associated with the report. Any implications arising from the final review recommendations will be addressed accordingly.

Risk Management

32. There are no known risks arising from the report. Any risks arising from final review recommendations will be addressed once they become apparent.

Recommendations

Having considered the information provided within this report Members are asked to note and comment on this report.

Reason: To progress this scrutiny review.

Contact Details

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Report
Approved



Date 2/6/2014

Wards Affected:

All

For further information please contact the author of the report

Annexes

Annex A – Amended aim, objectives and draft timetable

Abbreviations

FSB – Federation of Small Businesses

IT – Information Technology

ICT – Information and Communications Technology

LEP-Local Enterprise Partnership

SCY – Science City York

SEO – Search Engine Optimisation

SFBB – Superfast Broadband

SME – Small and Medium Enterprises

VOIP – Voice Over Internet Protocols

Online Business / E-Commerce Scrutiny Review

Review Aim: Identify how City of York Council may better support city businesses to develop their online opportunities and improve their sales, marketing and profitability.

Objectives	Method	Meetings
i. Identify gaps in current support for online business and commerce	<ul style="list-style-type: none"> • Map the existing support provision to determine whether it is keeping pace with technological change and the development of social media or mediums of communication by using an online survey via Economic Development Unit newsletter. Economic Development staff to put out requests for information from eight organisations including York Professionals, FSB, Proudly Group, Retail Forum, SCY and ask them to put information in their newsletters asking for feedback • Examine how other towns and cities are supporting the development of online business opportunities. 	
ii. Identify any barriers the business community may face to increasing	<ul style="list-style-type: none"> • Task group meet to discuss initial results of written and verbal feedback from CYC officer consultation 	6 May, 10am Thornton Room

online working and possible solutions	<p>requests above and the online survey.</p> <ul style="list-style-type: none"> • Meet digital media experts from York Professionals, a representative from Superfast North Yorkshire and the CYC Digital Strategy and Programme Manager to examine perceived barriers to online working and possible solutions/ opportunities 	21 May in Green Room at 4.30pm
iii. Investigate how a business, using online methods, can increase its profitability	<ul style="list-style-type: none"> • Invite the digital media expert above to consult with the Task Group on ideas for recommendations and how CYC can bring about positive change to increasing sales, marketing and profitability. 	10 June, 10am Tuke Room
iv. Investigate mentoring / matching opportunities		tbc
v. Explore funding opportunities		tbc
vi. To consider evidence and formulate recommendations		tbc



Economic & City Development Overview & Scrutiny Committee**11 June 2014**

Report of the AD Governance & ICT

Scrutiny Topics for Review in 2014-15**Summary**

1. This report provides introductory information on the possible topics for scrutiny review in this municipal year, for Members consideration.

Background

2. At a meeting in late April 2014, the Committee agreed to submit the following possible topics to the annual Scrutiny Work Planning Event held on 14 May 2014:
 - i. High Value Jobs - To identify cost effective ways to attract graduates and young entrepreneurs to start up or relocate to York thus enabling the employment of local people at higher than average wages and to promote York as a place to grow Gross Added Value jobs in tech sector businesses.
 - ii. Bulk Buying of Energy – To investigate ways of tackling fuel poverty and rising fuel bills by exploring bulk energy buying scheme alongside other councils or large partner organisations, and to look at localised sustainable energy generation, maximising receipts from carbon credits by using council land for planting trees and /or solar or wind farming.
3. In addition three potential topics relevant to the work of ECDOSC were submitted by Members:
 - iii. Public transport provision in the city - in the light of the shift of economic activity towards the North of the city around Monks Cross and new park and ride provision changing travel patterns.

- iv. The implementation of the Low Emission Strategy – it has now had time to be implemented, but as yet there has been no evidence of how effective or otherwise it has been in reducing air pollution below the World Health Organisation and European Union health limits.
 - v. To investigate the trial closure of Lendal Bridge in light of the Government's Traffic Adjudicator ruling of Tuesday 1st April. Specifically, how and why City of York Council enforced a closure of Lendal Bridge and Coppergate which was essentially unlawful, and to address the other concerns (including poor signage) included in the ruling – in order to understand how the Council got itself into a position where it was enforcing closures it had 'no power' to enforce and to ensure that lessons are learnt and mistakes are not repeated.
4. At the work planning event it was suggested that the views of Cabinet Members be sought on the proposed topics relevant to their individual portfolios. Their views on the topics listed above are included below.
 5. In addition, at the work planning event there was widespread support to undertake another corporate review during this municipal year. A number of possible scrutiny topics were discussed and the consensus was a corporate review around supporting elderly people. The Corporate & Scrutiny Management Committee will formally agree the topic for corporate review at its next meeting on 23 June 2014.

Information Gathered

6. i. High Value Jobs
The Council Leader feels that this would be extremely helpful in sorting out the supply chain so that CYC could free up less skilled jobs for those who are unemployed whilst still increasing individual spending in the authority area. The topic had already been scoped by an ECDOSC working party and the Committee agreed it was worthy of review. A Task Group meeting is to be held on 2 July 2014.
7. ii. Bulk Buying of Energy
The Council Leader confirmed this was something he had been looking at for some time and some help from Scrutiny would be welcome. The Cabinet Member for Environmental Services, Planning & Sustainability noted that work was already being done in this area. His concern was that already overloaded staff could be diverted from actually moving the agenda along. The Committee received a comprehensive scoping report

on this topic in March 2014 and the item was adjourned until the meeting in July 2014 for an update report.

8. iii. Public Transport Provision

The Council Leader was not clear what this would achieve apart from saying there was not enough good quality, low cost bus provision. He commented that the council had a market forces transport system. He suggested that looking at the short-fall in transport funding received from Government towards transport schemes might be more fruitful.

9. iv. Low Emissions Strategy.

The Council Leader felt this was an interesting topic with some merit. The Cabinet Member for Environmental Services, Planning & Sustainability confirmed that more detailed implementation of the Low Emissions Strategy will be dealt with by the forthcoming updated Air Quality Action Plan (AQAP), although CYC had been progressing some aspects such as getting cleaner electric buses, promoting hybrid taxis, and electric vehicle charging infrastructure. He felt that a scrutiny might be premature or should wait for the AQAP - possibly a simple update to the appropriate scrutiny committee in the first instance and then make a decision as to whether to proceed further at that time.

10. CYC's Environmental Protection Manager confirmed the Low Emission Strategy contained many ideas to be delivered via the 3rd Air Quality Action Plan and various carbon reduction programmes over a period of many years. It was not something that was simply "implemented". The aim is to reduce emissions to meet the EU's air quality objectives as enacted in UK legislation, whilst at the same time reducing carbon emissions. He felt it was too soon to be deciding whether it had been effective as it was currently in the process of being delivered and that, due to a restructure, was likely to lead to less capacity for low emission and air quality work. CYC did not have the current capacity to deal with an increased workload.

11. v. Lendal Bridge.

The Council Leader commented that in his opinion "this is politics not scrutiny". He considered it was ultimately up to scrutiny whether this topic proceeded but he felt it might be premature in light of the independently chaired congestion commission.

12. The Cabinet Member for Environmental Services, Planning & Sustainability said that while this was no longer in his portfolio area, this specific topic prejudged whether Counsel's advice to the Council on the

legal position was wrong, which would only be clear once the Council's approach to the adjudicator and any possible subsequent court action confirmed whether that was the case or not. He took the view that it ought not to proceed in the interim in terms of possibly legally prejudicing the Council's case.

13. The outgoing Director of City and Environmental Services thought this was premature as CYC had yet to receive the view of the chief adjudicator and thus there may be no case to answer. Equally the Council and its "counsel" believed that there was no case to answer and as a result no need to answer allegations it was unlawful. He suggested that if this topic needed to be reviewed then it needed to be done at a more appropriate time.
14. 'Supporting Elderly People' Corporate Review
As this is likely to be the topic agreed by Corporate & Scrutiny Management Committee later this month, this Committee may wish to discuss some ideas for their contribution to this corporate review. This will enable the scrutiny officer to carry out some initial research and produce a scoping report for when this Committee meets again in July 2014.

Council Plan

15. The High Value Jobs topic would support the Council's corporate priority to create jobs and grow the economy, as set out in the Council's Plan 2011-15. The Bulk Buying of Energy topic would support the priorities to protect vulnerable people and protect the environment; Public Transport Provision would support Get York Moving, Low Emissions Strategy would support protecting the environment.

Risk Management & Implications

14. There are no known risks, and there are no known Financial, HR, Equalities, Legal, Crime & Disorder, IT, or Property implications associated with the recommendation in this report. Implications associated with the topics would be addressed as part of any scrutiny should a decision be taken to proceed to review.

Recommendation

Members are asked to consider the information within this report and with the support of the officers, agree:

- Which of the proposed topics should proceed to review
- A suitable review remit for each agreed review and the timeframe for their completion (bearing in mind the limited time available for carrying out review work during this municipal year due to the forthcoming elections)
- Whether the agreed reviews are to be carried out by a Task Group or the full Committee
- Ideas around a topic in support of the proposed corporate scrutiny review for 2014-15

Reason: To keep Members informed of suggested topics for review in the new Municipal year.

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**Report
Approved**



Date

3 June 2014

Wards Affected:

All



Background Papers: None

Annexes: None

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Economic & City Development Overview & Scrutiny Committee Work Plan 2014/2015

Meeting Date	Work Programme
11 June 2014 @ 5.30pm	<ol style="list-style-type: none"> 1. Attendance of the Cabinet member for Transport 2. Further Update on Youth Unemployment including updated statistics. (Julia Massey) 3. Interim Report on Online Business / E-Commerce Scrutiny Review 4. Verbal Report on GVA/high value jobs (David Walmsley) 5. Report and Cabinet Member feedback on other potential scrutiny topics proposed at scrutiny work planning event: <ul style="list-style-type: none"> • Public transport provision in the city • Low emissions strategy • Closure of Lendal Bridge 6. Work Plan 2014/2015
23 July 2014 @ 5.30pm	<ol style="list-style-type: none"> 1. End of Year CYC Finance and Performance Monitoring Report 2. Draft Final Report on Online Business / E-Commerce Scrutiny Review (Charles Storr) 3. Interim Report on GVA/high value jobs (David Walmsley) 4. Update Report on Bulk Buying of Energy (Jacqui Warren) 5. Economic Dashboard Update 6. Further Update on External Funding Scrutiny Review 7. Work Plan 2014/2015
1 October 2014 @ 5.30pm	<ol style="list-style-type: none"> 1. Attendance of the Cabinet Member for Planning and Sustainability 2. First Quarter CYC Finance and Performance Monitoring Report 3. Draft Final Report on GVA/Higher value jobs (Charles Storr) 4. Interim report on new scrutiny topic chosen at 23 July meeting 5. Update on implementation of recommendations from Construction Skills Scrutiny Review (Julia Massey)

	<ol style="list-style-type: none"> 6. Six monthly Update Report on Major Transport Initiatives 7. Six monthly Update Report on Major Developments within City of York Council 8. Work Plan 2014/2015
12 November 2014 @ 5.30pm	<ol style="list-style-type: none"> 1. Attendance of the Cabinet Member for Homes and Safer Communities (tbc) 2. Second Quarter CYC Finance and Performance Monitoring Report (possible date) 3. Economic Dashboard Update 4. Work Plan 2014/2015
28 January 2015 @ 5.30pm	<ol style="list-style-type: none"> 1. Second Quarter CYC Finance and Performance Monitoring Report (probable date) 2. Update report on Universal Credit (Pauline Stuchfield) 3. Economic Dashboard Update 4. Work Plan 2014/2015
11 March 2015 @ 5.30pm	<ol style="list-style-type: none"> 1. Attendance of the Leader of CYC (tbc) 2. Third Quarter CYC Finance and Performance Monitoring Report 3. Six monthly Update Report on Major Transport Initiatives 4. Six monthly Update Report on Major Developments within City of York Council 5. Draft Work Plan for 2015-2016