



**Notice of a public meeting of
Economic Development and Transport Policy and Scrutiny
Committee**

- To:** Councillors Cuthbertson (Chair), D'Agorne (Vice-Chair),
Cullwick, Gates, Looker, D Myers, K Myers and Warters
- Date:** Wednesday, 8 March 2017
- Time:** 5.30 pm
- Venue:** The Thornton Room - Ground Floor, West Offices (G039)

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 18 January 2017.

3. Public Participation

It is at this point in the meeting that members of the public who have registered their wish to speak can do so. The deadline for registering is by **5:00pm on Tuesday 7 March 2017.**

To register please contact the Democracy Officer for the meeting, on the details at the foot of this agenda.

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**4. 2016/17 Finance and Performance Monitor 3 (Pages 9 - 20)
Report - Economic Development and
Transport**

This report provides details of the 2016/17 forecast outturn position for both finance and performance across services within the Economy and Place Directorate. The paper incorporates data to December 2016 as reported to Executive on 9 February 2017.

5. York Business Improvement District (Pages 21 - 24)

This report introduces a further update on the work of the York Business Improvement District.

6. Castle Gateway Project (Pages 25 - 60)

This paper presents the report on the Castle Gateway project that was considered by the Executive at their meeting in January 2017. The report presents the committee with the opportunity to explore the economic development and transport implications of the recommendations that are set out in the report, all of which were approved by the Executive.

7. Update on Access Fund York Project and CITS Grant (Pages 61 - 134)

This report outlines key elements in York's Access Fund Project and identifies ways in which the work to be undertaken will enable better traffic flow, improving air quality, reducing pollution and supporting modal shift to sustainable forms of transport.

The document provides further information to assist Members in a preliminary discussion of the recent transport workshops for members provided by Professors Tony May and Greg Marsden of York Civic Trust and to enable Members to make further progress towards a decision as to whether there would be added value in undertaking a scrutiny review on Modal Shift as a single topic.

8. Air Quality Report (Pages 135 - 140)

This report presents information on a Motion around Air Quality submitted to Council for consideration in accordance with Standing Order 23.1.

9. Impact of the Arts and Culture Sectors on the Economy of York (Pages 141 - 176)

This report provides the committee with the information gathered to date by the Task Group set up to examine the Impact of the Arts and Culture Sectors on the Economy of York

10. Work Plan (Pages 177 - 178)

Members are asked to give consideration to the committee's work plan for 2016/17.

11. 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 Democratic Services 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)

 **(01904) 551550**

City of York Council

Committee Minutes

Meeting	Economic Development and Transport Policy and Scrutiny Committee
Date	18 January 2017
Present	Councillors Cuthbertson (Chair), Cullwick, Looker, D Myers, K Myers, Warters and Richardson (Substitute for Councillor Gates)
Apologies	Councillors D'Agorne and Gates

32. Declarations of Interest

Members were asked to declare any personal interests not included on the Register of Interests or any prejudicial or disclosable pecuniary interests which they may have in respect of the business on the agenda. No additional interests were declared.

33. Minutes

Resolved: That the minutes of the meeting of 14 November 2016 be approved as a correct record and then signed by the Chair.

34. Public Participation

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

35. 2016/17 Finance and Performance Monitor 2 Report - Economic Development and Transport

Members considered a report which provided details of the 2016/17 forecast outturn position for both finance and performance across services within the Economy and Place Directorate. The report incorporated data to September 2016, as reported to the Executive on 24 November 2016.

Officers drew Members' attention to the main variations, as detailed in paragraphs 4 to 7 of the report, including a shortfall

in planning fee income due to a lower number of large planning fees.

Members questioned officers about the £112k unachieved legacy saving from council transport costs. They were informed that the Fleet Board had recently met and were aware of the need to resolve this issue. It was, however, unlikely that the saving would be achieved during the current financial year.

Referring to the forecast shortfall from parking income, officers stated that discussions were still ongoing regarding compensation from the Environment Agency for use of an area of the car park at St George's Field during works being undertaken to upgrade the Foss barrier. Income from parking in November and December had been better than had been anticipated. In response to questions from Members, officers stated that the Castle car park was the most successful car park in terms of income generation and that it accounted for around 25% of the total income from parking. It was noted that there was also an anticipated shortfall in Automatic Number Plate Recognition income relating to the Coppergate scheme, although it was anticipated that further income would be generated.

Discussion took place on issues in respect of the following performance data:

- Clarification was sought as to whether CES13 (Homes Provided on Brownfield Land) included accommodation units such as student accommodation.
- Referring to the indicators in respect of the condition of roads, officers confirmed that a new monitoring system had been implemented, which would provide more up to date data. A ranked list of schemes would be presented to Members as part of budget proposals.
- Members were concerned to note the increase in the percentage of vacant city centre shops (CJGE23). It was noted that this was an issue nationally and that there were currently no vacancies in respect of retail premises owned by City of York Council. Members agreed that, as part of their next update report to the committee, it would be useful to seek the views of the Business Improvement District (BID) as to actions that could be taken to address this issue.
- Officers were asked to comment on the figures in respect of road traffic accidents since the introduction of 20mph

limits. They stated that, as the figures were relatively small overall, a longer period of time would be required to assess the impact of the 20mph introduction. The figures were, however, reviewed on an annual basis to identify particular trends and sites of concern and consideration was given to interventions and engineering solutions where appropriate.

Resolved: That the report be noted.

Reason: To update the scrutiny committee of the latest finance and performance position.

36. Update Report on Wage Data

Members considered a report which provided an overview of latest available wage data for York, including key trends and issues of note. The report included:

- A summary of the most recent average earnings data, as well as variations between different groups (full time, part time, male and female)
- Analysis of key issues
- Exploration of possible policy responses

The committee was asked to reflect on current policy interventions to address issues around wages, and to consider whether more, or different interventions should be recommended to the Executive.

Discussion took place regarding the drive for University and research-led business growth in key sectors such as agri-tech and biosciences and the impact of the sale by Defra of the site of the Food and Environment Research Agency (Fera) to Capita. Officers stated that they believed that the site offered opportunities which could be explored.

Referring to paragraph 9 of the report, Members commented on the conversion of office accommodation to housing and hotels at a time when a lack of good quality city-centre office space had been identified as a challenge within the city's Economic Strategy. Members stated that it was important for the city centre to retain employment, particularly in light of the timescales for the York Central project. Officers explained some of the challenges facing the Council in addressing this

issue, including market forces and permitted development rights. There were risks involved if an interventionist approach was taken. In response to questions from Members, officers explained that some local authorities had sought exemptions from office to residential change of use permitted development rights.

The Chair drew Members' attention to the work that the Leeds City Region LEP was carrying out to promote an inclusive approach to growth. He suggested that it would be helpful to explore how their expertise could be utilised.

Members suggested that it would also be useful for research to be carried out, particularly in respect of gender, low pay and self-employment. Referring to the figures on part-time working, it was acknowledged that, for some employees, the decision to work part-time may be a preferred choice – insufficient information was available to determine motives.

- Resolved:
- (i) That the contents of the report be noted.
 - (ii) That the committee continued to support actions outlined in the Economic Strategy aimed at raising wages in the city.
 - (iii) That the expertise of the Leeds City Region LEP be sought to help identify the key issues in promoting economic growth.

- Reasons:
- (i) So that Members are aware of key trends in relation to York's economy and wages of residents, and are able to implement suitable policy interventions if necessary.
 - (ii) To continue to encourage and stimulate economic growth for the city alongside partners.
 - (iii) To utilise expertise in this field.

37. York Central Project - West Yorkshire Transport Fund

Members considered a report which provided a summary of the Council's commitment to join the West Yorkshire Transport

Fund (WYTF), and to use this funding to enable delivery of York's two primary strategic major transport projects, namely roundabout improvements on York Outer Ring Road and York Central Access Road and Station Gateway.

Officers were questioned about the timescales for the delivery of the improvements to the access onto the York Central site and of the partnership approach that was being taken.

Resolved: That the report be noted.

Reason: To ensure that the committee is kept updated on progress with the York Central project.

38. Guild of Media Arts

A presentation was given by the Guild of Media Arts on the work of the Guild, progress to date and plans for the future.

Members were informed that the Guild had been established for a year. An Annual Report was being prepared and could be shared with the committee in due course. The Guild had 200 members, many of whom were self-employed, and it was one of the largest guilds in the city. Four formal meetings were held each year and provided an opportunity to share creative ideas around specified themes. A Court comprising of ten members met six times a year. Details were also given of the way in which the Guild linked with other UNESCO cities and with the Sheffield Creative Guild.

Details were given of the objectives of the Guild. These included nurturing skills, sharing best practice, building contacts and supporting career development. The Guild was also working with Mediale as part of the celebration of UNESCO designation. Members were informed that the Guild was keen to raise awareness of the city's skill base and to develop jobs and employment, as well as making the city a great place in which to live.

Members gave details of the review that was being carried out by the Impact of the Arts and Culture Sectors on the Economy of York Scrutiny Task Group. They sought the Guild's views as to how City of York Council could assist and strengthen the impact of the arts and culture on the local economy. The

representatives from the Guild suggested that the Council should consider:

- creating an ecology and putting in place a framework within which individuals and businesses could flourish. It was also important that the Local Plan included reference to culture and to health and wellbeing.
- its role as an important investor in culture.
- the role it played in ensuring that national resources, for example funding from the Arts Council, were brought into the city.
- recognising fully the importance of universities. They attracted high quality people to the city and it was important they these skills were retained. This meant that affordable housing and office accommodation needed to be available.
- an apprenticeship scheme.
- its role as an enabler.
- ways of nurturing the growth of businesses.
- ways in which it could be a great facilitator.

The views of the Guild representatives were sought as to the barriers in retaining and expanding these businesses in York. They stated that the following factors were very important:

- Good flexible premises to enable growth – flexibility of space.
- Good transport links.
- A vibrant city centre.
- An acknowledgement that some young people may move away to explore what larger cities such as London and Leeds had to offer, but that they may later return to York, recognising it as a vibrant and exciting place to work.
- Rigorously ascertaining the reasons why businesses left York. A census was being carried out by the Guild and the development of this type of data over future years would be helpful.
- The city could currently offer quite good small premises but did not have warehouse type accommodation that was available in some cities. Consideration could be given to utilising aerodromes and the putting in place of a chain of office space. The Guildhall complex had the potential to be the face for this type of provision.

- The York Central project presented a golden opportunity for the city – the heritage element was already in place through the National Railway Museum.
- York had to recognise that it was competing with cities like Edinburgh, London and Manchester. These cities were a draw because of their huge markets and job opportunities. York was, however, better placed than others in terms of what it could offer regarding quality of life.
- Connectivity was a key consideration for businesses.

Members were informed of the work that was taking place to involve young people in initiatives such as the Digital Adventurers.

Members congratulated the representatives from the Guild on what had been achieved over the last year and thanked them for their attendance at the meeting.

Resolved: That the presentation be noted.

Reason: To inform the committee on the work of the Guild of Media Arts and its contribution to the economy of the city.

39. Work Plan 2016/17

Members gave consideration to the committee's work plan for 2016/17.

The Chair reminded Members that a workshop on transport had been arranged for 15 February 2017. This session was open to all Members.

Members noted that, due to the level of interest and engagement in the Impact of Arts and Culture Sectors on the Economy of York scrutiny review, the work of the task group may not now be completed by the end of the current municipal year. An interim report would, however, be presented to the committee.

Members agreed that the report on the implementation of the recommendations arising from the Grass Verges Scrutiny Review should be deferred to the meeting in May 2017 to enable there to have been a six-month implementation period.

Resolved: That the work plan be approved subject to the following:

- Update from Business Improvement District - BID (March 2017)
- Interim Report on Impact of Arts and Culture Sectors on the Economy of York (March 2017)
- Information from Leeds City Region on their research re economic growth (introductory report in March 2017 and an invitation to attend the meeting in May 2017)
- Update report on Implementation of Recommendations from Grass Verges Scrutiny Review (defer to May 2017 meeting)

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

Councillor Cuthbertson, Chair

[The meeting started at 5.30 pm and finished at 7.25 pm].



Economic Development and Transport Policy and Scrutiny Committee

8 March 2017

Report of the Corporate Director of Economy and Place

2016/17 Finance & Performance Monitor 3 Report – Economic Development and Transport

Summary

1. This report provides details of the 2016/17 forecast outturn position for both finance and performance across services within the Economy and Place Directorate. The paper incorporates data to December 2016 as reported to Executive on 9th February 2017.

Analysis

Finance

2. The services that relate to Economic Development and Transport Policy and Scrutiny committee are shown below:

	Budget £'000	Outturn £'000	Variance £'000
Economy and Place			
Transport	6,089	6,159	70
Fleet	-344	-232	112
Highways	2,756	2,756	0
Parking Operations	1,119	1,119	0
Parking Income	-6,783	-6,683	100
Planning Services	380	885	505
Economic Development	1,163	1,052	-111

Note: '+' indicates an increase in expenditure or shortfall in income
 '-' indicates a reduction in expenditure or increase in income

3. Details of the main variations by service plan are detailed in the following paragraphs.

Transport (+£70k)

4. There is an anticipated shortfall of £100k unachieved Automatic Number Plate Recognition (ANPR) income relating to the scheme at Coppergate and anticipated increased costs of £100k for the risk and reward payment for Poppleton Bar Park and Ride. These are offset by additional charges to various transport grants (£130k).

Fleet (+£112k)

5. There is a £112k unachieved legacy saving from council transport costs for which a delivery plan still needs to be finalised. The Fleet Board has recently been reinstated and that will be a key target for the group to resolve.

Parking Income (+£100k)

6. There is a forecast shortfall from parking income of £100k out of a total budgeted income of £6.9m, representing a 1.4% variation. The main shortfall is at St George's Field where the Environment Agency is using an area of the car park as part of works being undertaken to upgrade the Foss barrier. Compensation for the loss of income arising from the loss of spaces is still to be agreed. The overall parking account is forecasting an improved position from Monitor 2 as both November and December income levels were above forecast.

Planning Services (+£505k)

7. A £545k shortfall in planning fee income is forecast due to a lower number of large planning fees. It is expected that as progress is made on the local plan then income from developers will increase. A major application can achieve significant fees, however the actual fee paid is dependent on the number of dwellings and scale of site. In addition the government has reduced the planning fees in some areas, e.g. conversion of offices into residential units, and this has resulted in a £47k reduction in fees. For the first 9 months the average planning fee in 2016/17 has continued to be 30% lower than last year (£547). Fees will continue to be monitored during the year but very few major fees are expected until progress is made with the Local Plan. There have been a number of planning inquiries during the year resulting in additional legal costs of £37k. The additional costs of administration (£15k) are offset by the income from supporting Selby DC planning department (£47k).

Economic Development (-£111k)

8. A freeze on vacancies across Economic Development and a rationalisation of corporate subscriptions has led to savings in this area.

Performance Update

9. The 2016/17 scorecard for Economic Development and Transport is attached at Annex 1. Other key performance information is included in the following paragraphs.
10. A report providing an update on the Local Plan following public consultation was taken to Executive on 7th December. It was agreed that more detailed work was required to consider the additional issues arising out of the Consultation; to produce a report in response to the DCLG releasing updated National Household Projections figures in July 2016 and to report on the implications of the MoD announcing in November its intention to dispose of three of their sites in York by 2031. The Local Plan Working Group will receive reports in due course.
11. **Median earnings of residents – Gross Weekly Pay (£) - this measure gives an understanding if wage levels have risen within the city, a key corner-stone in the cities economic strategy**

In 2016 the median gross weekly earnings for residents of York were £509.60 which was an increase of 2.82% from £496.00 in 2015. The median earnings are higher than the Yorkshire & the Humber average of £498.30 but lower than the Great Britain average of £541.00. York is currently ranked 7/22 in the region (up from 8/22 in 2015) with Selby ranked the highest with the median gross weekly pay of £549.40 and Craven ranked the lowest with a gross weekly pay of £413.10. We are aware that York still fails to meet its full potential in terms of wage levels and part of the reason for this is the availability of space for high quality employments. The recently agreed economic strategy includes a number of areas to assist these issues including developing York Central, delivering the local plan and promoting university led growth.

Median earnings of residents
Gross Weekly Pay (£)



12. Figures from the Office for National Statistics showed there were 530 JSA claimants in York in December which is a decrease of 30 from last month and a reduction of 80 from December 2015. The claimant count for York represents 0.4 per cent of the working population, which is lower than both the regional and national figures which stand at 1.5% and 1.2% respectively in December 2016. The recent figures also highlight a fall of 30 in the youth unemployment count since December 2015. The youth unemployment figure of 0.2% is lower than both the regional and national figures, which stand at 1.3% and 0.9% respectively.
13. Data released by the Department of Work and Pensions is published 6 months in arrears - the latest data relates to May 2016. The total number of working age Benefit Claimants continues to fall (a reduction of 120 to 8,990 from 9,110 in February 2016). This represents 6.5% of the working age population which is lower than the regional and national figures which are 13.1% and 11.5% respectively. The reduction is predominantly due to a decrease in the number of Out of Work Benefit Claimants (an 8.7% reduction to 6,910 from 7,000 in February 2016).
14. In December, at the North of England Transport Awards, York's Park & Ride scheme received the Contribution to Sustainable Transport Award and First York was recognised for its wider commitment to providing greener travel for the region, with its fleet of electric vehicles, helping to reduce CO2 emissions in the city.
15. To make bus travel even more attractive and further boost bus passenger numbers, the 'York by bus' smartcard was launched in November which allows bus users to buy before they board from one of the city's new ticketing kiosks and travel on up to 50 bus routes.

Implications

16. There are no financial, human resources, equalities, legal, crime & disorder, information technology, property or other implications associated with this report.

Risk Management

17. The report provides Members with updates on finance and service performance and therefore there are no significant risks in the content of the report.

Recommendations

18. As this report is for information only, there are no recommendations.

Reason: To update the scrutiny committee of the latest finance and performance position.

Author:

Patrick Looker
Finance Manager
Tel: 551633

Chief Officers responsible for the report:

Neil Ferris
Corporate Director of Economy and Place

**Report
Approved**



Date 27/02/17

Annex

Annex 1 – Scrutiny Performance Scorecard

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			Previous Years			2016/2017					Polarity	DoT	
			2013/14	2014/15	2015/16	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Target			
Air Pollution	<u>PHOF24</u>	% of the population exposed to road, rail and air transport noise of 55 dB(A) or more during the night-time	Five Years	5.04	5.04	5.04	-	-	-	-	-	Up is Bad	◄
		Benchmark - National Data	Five Years	8.01	8.01	8.01	-	-	-	-	-		
		Benchmark - Regional Data	Five Years	6.18	6.18	6.18	-	-	-	-	-		
		Regional Rank (Rank out of 15)	Five Years	6	6	6	-	-	-	-	-		
Benefits	<u>CJGE06</u>	JSA Claimants: % of Working Age Population (16-64)	Monthly	1.60%	0.80%	0.5%	0.40%	0.4%	0.40%	-	-	Up is Bad	▼
		Benchmark - National Data	Monthly	2.90%	2.00%	1.5%	1.40%	1.3%	1.20%	-	-		
		Benchmark - Regional Data	Monthly	3.80%	2.70%	2.0%	1.80%	1.6%	1.50%	-	-		
		Regional Rank (Rank out of 15)	Monthly	1	1	1	1	1	1	-	-		
	<u>CJGE09</u>	% Total Benefit Claimants (Working Age 16-64)	Quarterly	7.90%	7.30%	6.70%	6.50%	6.50%	-	-	-	Up is Bad	▼
		Benchmark - National Data	Quarterly	13.30%	12.50%	11.80%	11.50%	11.30%	-	-	-		
		Benchmark - Regional Data	Quarterly	14.90%	14.10%	13.40%	13.10%	12.80%	-	-	-		
		Regional Rank (Rank out of 15)	Quarterly	1	1	1	1	1	-	-	-		
	<u>CJGE151</u>	JSA and UC (Out of Work) % of working age population (16-64)	Monthly	NC	NC	0.70%	0.60%	0.70%	0.70%	-	-	Up is Bad	◄
		Benchmark - National Data	Monthly	NC	NC	1.90%	1.80%	1.80%	1.80%	-	-		
		Benchmark - Regional Data	Monthly	NC	NC	2.30%	2.10%	2.20%	2.10%	-	-		
	Business	<u>CJGE23</u>	% of vacant city centre shops	Monthly	6.25%	5.99%	7.70%	7.40%	8.90%	8.27%	-	-	Up is Bad
<u>CJGE29</u>		Business Deaths	Annual	600	710	665	-	-	-	-	-	Up is Bad	◄
		Regional Rank (Rank out of 15)	Annual	4	6	4	-	-	-	-	-		
<u>CJGE30</u>		GVA per head (£)	Annual	24,121	23,977	24,003	-	-	-	-	-	Up is Good	◄
		Regional Rank (Rank out of 12)	Annual	2	2	2	-	-	-	-	-		
<u>CJGE31</u>		Total GVA (£ billion)	Annual	4.88	4.95	5.13	-	-	-	-	-	Up is Good	▲
		Regional Rank (Rank out of 11)	Annual	11	11	11	-	-	-	-	-		
<u>CJGE32</u>		Business Startups - (YTD)	Monthly	1,155	1144	1012	265	490	700	-	-	Up is Good	▼
<u>TOU14</u>		Parliament Street Footfall	Monthly	7,844,253	9,616,941	8,356,697	1,935,838	2,294,159	2,202,754	-	-	Up is Good	◄

			Previous Years			2016/2017					Polarity	DoT	
			2013/14	2014/15	2015/16	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Target			
		Collection Frequency											
Earnings	CJGE14	Median earnings of residents – Gross Weekly Pay (£)	Annual	526.50	476.90	496.00	-	509.6	-	-	-	Up is Good	▲ Green
		Benchmark - National Data	Annual	517.90	521.10	529.60	-	541.0	-	-	-		
		Benchmark - Regional Data	Annual	479.10	479.00	480.50	-	498.3	-	-	-		
		Regional Rank (Rank out of 15)	Annual	1	9	5	-	5	-	-	-		
	CJGE68	Median earnings of residents - Gross Weekly Pay (£) - Gender Pay Gap	Annual	98.50	98.9	85.1	-	120.2	-	-	-	Up is Bad	▲ Red
		Benchmark - National Data	Annual	99.3	99.6	99.7	-	100.1	-	-	-		
		Benchmark - Regional Data	Annual	105.9	101.3	99.3	-	108	-	-	-		
	Regional Rank (Rank out of 15)	Annual	6	6	5	-	10	-	-	-			
Education	CJGE17	% of working age population qualified - No qualifications	Annual	6.90%	4.80%	4.60%	-	-	-	-	-	Up is Bad	▼ Green
		Benchmark - National Data	Annual	9.40%	8.80%	8.60%	-	-	-	-	-		
		Benchmark - Regional Data	Annual	10.60%	9.80%	9.80%	-	-	-	-	-		
		Regional Rank (Rank out of 15)	Annual	1	2	2	-	-	-	-	-		
Employment	CJGE03	York's unemployment rate below the national	Quarterly	2.00%	1.70%	1.60%	1.60%	1.70%	-	-	-	Up is Good	◄ Neutral
	CJGE05	% of Part time employees	Quarterly	33.80%	31.40%	28.90%	30.00%	31.80%	-	-	-	Up is Bad	◄ Neutral
		Benchmark - National Data	Quarterly	25.60%	25.50%	25.30%	25.40%	25.30%	-	-	-		
		Benchmark - Regional Data	Quarterly	26.70%	26.70%	27.50%	27.70%	27.40%	-	-	-		
		Regional Rank (Rank out of 15)	Quarterly	15	15	11	14	14	-	-	-		
	CJGE71	Employment Rate (Male)	Quarterly	75.00%	77.80%	80.00%	80.90%	81.60%	-	-	-	Up is Good	▲ Green
		Regional Rank (Rank out of 15)	Quarterly	8	4	3	3	3	-	-	-		
	CJGE72	Employment Rate (Female)	Quarterly	71.40%	70.40%	72.10%	72.50%	74.30%	-	-	-	Up is Good	▲ Green
		Regional Rank (Rank out of 15)	Quarterly	2	6	3	4	2	-	-	-		
	emp1	% of working age population in employment (16-64)	Quarterly	73.20%	74.10%	76.00%	76.70%	77.90%	-	-	-	Up is Good	▲ Green
Regional Rank (Rank out of 15)		Quarterly	5	5	3	3	3	-	-	-			
CES03	% of road and pathway network that are grade 3 (poor condition) - roadways	Annual	16%	NC	19%	-	-	-	-	-	Up is Bad	▲ Red	



Economic Development & Transport Policy & Scrutiny 2016/2017

No of Indicators = 46 | Direction of Travel (DoT) shows the trend of how an indicator is performing against its Polarity over time.
Produced by the Strategic Business Intelligence Hub February 2017

			Previous Years			2016/2017					Polarity	DoT	
		Collection Frequency	2013/14	2014/15	2015/16	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Target			
Highways Maintenance	<u>CES04</u>	% of road and pathway network that are grade 3 (poor condition) - pathways	Annual	4%	NC	6%	-	-	-	-	-	Up is Bad	▲ Red
		% of Principal roads where maintenance should be considered (NI 168)	Annual	2%	2%	(Avail Mar 2017)	-	-	-	-	-	Up is Bad	◄ Neutral
	<u>CES05</u>	Benchmark - National Data	Annual	4%	4%	(Avail Mar 17)	-	-	-	-	-		
		Benchmark - Regional Data	Annual	3%	3%	(Avail Mar 17)	-	-	-	-	-		
		Regional Rank (Rank out of 15)	Annual	1	2	(Avail Mar 17)	-	-	-	-	-		
	<u>CES06</u>	% of Non-principal classified roads where maintenance should be considered (NI 169)	Annual	4%	7%	(Avail Mar 2017)	-	-	-	-	-	Up is Bad	▲ Red
		Benchmark - National Data	Annual	8%	7%	(Avail Mar 17)	-	-	-	-	-		
		Benchmark - Regional Data	Annual	7%	7%	(Avail Mar 17)	-	-	-	-	-		
		Regional Rank (Rank out of 15)	Annual	3	8	(Avail Mar 17)	-	-	-	-	-		
	<u>CES07</u>	% of Unclassified roads where maintenance should be considered (old BV224b)	Annual	10%	10%	(Avail Mar 2017)	-	-	-	-	-	Up is Bad	◄ Neutral
		Benchmark - National Data	Annual	18%	18%	(Avail Mar 17)	-	-	-	-	-		
		Benchmark - Regional Data	Annual	21%	21%	(Avail Mar 17)	-	-	-	-	-		
		Regional Rank (Rank out of 15)	Annual	2	2	(Avail Mar 17)	-	-	-	-	-		
Housing and Planning	<u>CES13</u>	New Homes Built on Previously Developed Land (%) - (YTD)	Quarterly	83.96%	70.17%	86.25%	NC	81.75%	NC	-	-	Up is Good	◄ Neutral
		Homes Provided on Greenfield Land (Gross) - (YTD)	Quarterly	60	156	161	NC	117	NC	-	-	Neutral	◄ Neutral
		Homes Provided on Brownfield Land (Gross) - (YTD)	Quarterly	314	367	1010	NC	524	NC	-	-	Neutral	◄ Neutral
	<u>CES905</u>	% of major applications determined within 13 Weeks (NPI157a)	Quarterly	73%	81%	81%	86%	100%	-	-	-	Up is Good	◄ Neutral
		Benchmark - National Data	Quarterly	70%	77%	81%	83%	85%	-	-	-		
		Benchmark - Regional Data	Quarterly	77%	81%	81%	88%	87%	-	-	-		
	<u>CES910</u>	% of minor applications determined within 8 Weeks (NPI157b)	Quarterly	77%	76%	73%	83%	79%	-	-	-	Up is Good	◄ Neutral
		Benchmark - National Data	Quarterly	70%	70%	75%	79%	81%	-	-	-		
		Benchmark - Regional Data	Quarterly	74%	74%	77%	84%	85%	-	-	-		
		% of other applications determined within 8 Weeks (NPI157c)	Quarterly	91%	90%	81%	93%	86%	-	-	-	Up is Good	◄ Neutral

	Indicator	Description	Collection Frequency	Previous Years			2016/2017					Polarity	DoT
				2013/14	2014/15	2015/16	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Target		
ng	<u>CES911</u>	Benchmark - National Data	Quarterly	83%	82%	84%	88%	88%	-	-	-		
		Benchmark - Regional Data	Quarterly	87%	86%	88%	92%	93%	-	-	-		
	<u>CJGE121a</u>	Average House Price	Monthly	£187,258.27	£200,445	£210,085	£231,001	£241,174	-	-	-	Neutral	◄
		Benchmark - National Data	Monthly	£169,016.07	£178,007	£189,901	£224,429	£229,048	-	-	-		
		Benchmark - Regional Data	Monthly	£117,058.00	£120,914	£121,841	£149,706	£151,339	-	-	-		
		Regional Rank (Rank out of 15)	Monthly	1	1	1	1	1	-	-	-		
<u>HM01</u>	Gross Additional Homes Provided - (YTD)	Quarterly	374	523	1171	NC	641	NC	-	-	Up is Good	▲ Green	
Parking	<u>TSS08B</u>	% of tenants who say car parking is a major problem in their neighbourhood	Annual	28.59%	33.78%	29.53%	-	-	-	30.70%	-	Up is Bad	◄ Neutral
	<u>YCC036</u>	Customer Centre Tickets issued - Parking	Monthly	-	18,554	17357	4279	5132	4558	-	-	Neutral	◄ Neutral
	<u>YCC107</u>	YCC Number of calls offered - Parking	Weekly	-	24612	18746	4999	5875	5155	-	-	Neutral	◄ Neutral
Public Transport	<u>CAN031</u>	P&R Passenger Journeys - (LI 3 b) - (YTD)	Monthly	4.45m	4.51m	4.61m (Prov)	1.10m (Prov)	2.28 (Prov)	-	-	-	Up is Good	▲ Green
	<u>CAN032</u>	Local bus passenger journeys originating in the authority area (excluding P&R) - (YTD) (LI 3 a)	Monthly	10.38m	11.09m	11.30m (Prov)	2.75m (Prov)	5.28 (Prov)	-	-	-	Up is Good	▲ Green
	<u>CAN032-A</u>	Passenger journeys on local bus services (Not comparable with CAN031/CAN032 - DfT measure - BUS0109a)	Annual	15.6m	16.2m	16.9m	-	-	-	-	-	Up is Good	▲ Green
	<u>CAN033</u>	% of non-frequent scheduled bus services (fewer than 6 buses per hour) running on time (DfT measure - BUS0902) (LI 22a)	Annual	84%	87%	83%	-	-	-	-	-	Up is Good	◄ Neutral
Road Safety	<u>CES14</u>	Reported number of PEOPLE killed in road traffic accidents (Calendar Year) (LI 13a)	Monthly	0 (2013)	5 (2014)	2 (2015)	0 (Prov)	2 (Prov)	1 (Prov)	-	-	Up is Bad	◄ Neutral
	<u>CES14i</u>	Reported number of PEOPLE killed or seriously injured (KSI) in road traffic accidents (Calendar Year) (LI 13a (i))	Monthly	58 (2013)	75 (2014)	74 (2015)	12 (Prov)	18 (Prov)	15 (Prov)	-	-	Up is Bad	◄ Neutral
	<u>CES16</u>	Reported number of PEOPLE slightly injured in road traffic accidents (Calendar Year) (LI 13c)	Monthly	464 (2013)	508 (2014)	475 (2015)	112 (Prov)	98 (Prov)	71 (Prov)	-	-	Up is Bad	◄ Neutral
	<u>CES17</u>	Reported number of CHILDREN (0-15) killed in road traffic accidents (Calendar Year) (LI 13b)	Monthly	0 (2013)	0 (2014)	0 (2015)	0 (Prov)	1 (Prov)	0 (Prov)	-	-	Up is Bad	◄ Neutral
S	<u>CAN030</u>	The number of businesses signed up to the Eco Stars fleet recognition scheme	Annual	34	52	66	-	-	-	-	-	Up is Good	▲ Green
	<u>CES26</u>	Index of cycling activity (AM Peak) from 2009 Baseline (4,525) (Calendar Year) (LI 2a(ii))	Annual	123% (2013)	131% (2014)	124% (2015)	-	-	-	-	-	Up is Good	◄ Neutral

			Previous Years			2016/2017					Polarity	DoT	
			2013/14	2014/15	2015/16	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Target			
Sustainable Travel	<u>CES27</u>	Index of cycling activity (PM Peak) from 2009 Baseline (4,049) (Calendar Year) (LI 2b(ii))	Annual	125% (2013)	127% (2014)	121% (2015)	-	-	-	-	-	Up is Good	◄ Neutral
	<u>CES28</u>	Index of cycling activity (12 hour) from 2009 Baseline (28,127) (Calendar Year) (LI 2c(ii))	Annual	126% (2013)	130% (2014)	124% (2015)	-	-	-	-	-	Up is Good	◄ Neutral
	<u>CES33</u>	Index of pedestrians walking to and from the City Centre (12 hour in and out combined) from 2009/10 Baseline (37,278) (LI 1 (vii.i))	Annual	106%	107%	109%	-	-	-	-	-	Up is Good	▲ Green
	<u>CES34</u>	% of customers arriving at York Station by sustainable modes of transport (cycling, walking, taxi or bus - excluding cars, Lift, Motorcycle, Train) (LI 4a)	Annual	73%	68%	68%	-	-	-	-	-	Up is Good	◄ Neutral

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Economic development & Transport Policy & Scrutiny Committee**8 March 2017**

Report of the Assistant Director – Legal & Governance

York Business Improvement District**Summary**

1. This report introduces a further update on the work of the York Business Improvement District.

Background

2. The York Business Improvement District (BID) is a city-wide partnership initiative led primarily by local businesses, with the Council as the accountable body. In November 2015, businesses in the city centre of York voted in favour of a new Business Improvement District by 76% of the number of hereditaments and 80% in overall business rates value. The intention was to raise more than £800,000 in BID levies to be invested in the city centre.
3. The York BID was launched in April 2016 with the aim of delivering improvements to the city centre and a focus on four identified areas:
 - Cleanliness and environment
 - Safety and security
 - Events and festivals
 - Business support
4. In September 2016 the Executive Director of York BID attended a meeting of the Economic Development & Transport Policy & Scrutiny Committee to detail the work of the BID team and to answer Members' questions.
5. Members agreed that the Executive Director of York BID be invited to a future meeting to provide more information on:

- Whether the street cleansing that was carried out by the BID team overlapped with the work of the CYC street cleansing team.
- The democratic arrangements for the BID Board, including the voting arrangements.
- Any provision that had been made to ensure that signposting was in place to indicate the location of small independent businesses.
- Any action that was being taken to address the issue of street begging and chugging.
- A breakdown of costs in respect of the BID Rangers and the plans for them to have powers of enforcement.
- Any plans for improvements to flower beds and floral displays.
- Any plans to address the issue of litter within the BID, including the provision of recycling bins in the city centre.
- The relationship between the BID and Make it York in terms of planning for festivals and events.

Consultation

6. The Executive Director of York BID will be in attendance at the meeting to further update the Committee and answer Members' questions.

Options

7. After receiving an update report from the Executive Director of York BID Members can agree whether they require further information, or not.

Council Plan

8. The work of the Business Improvement District is in line with the Council Plan objectives to create a prosperous city for all where local businesses can thrive.

Risks and Implications

9. There are no risks or implications arising from the recommendation in this report. However, one of the key BID themes is to introduce initiatives to try and tackle anti-social behaviour and the culture of afternoon drinking in the city centre.

Analysis

10. This report is for information only.

Recommendation

11. Members are asked to note the information provided in this report and by the Executive Director of York BID and agree whether a further update is required, or not.

Reason: To inform the Committee on the progress of the York BID.

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Report Approved **Date** 21/02/2017

Wards Affected: Micklegate, Guildhall and Fishergate **All**

For further information please contact the author of the report

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Economic Development & Transport Policy & Scrutiny Committee**8 March 2017**

Report of the Assistant Director – Regeneration & Asset Management

Castle Gateway project**Summary**

1. Economic Development & Transport Policy & Scrutiny Committee (EDAT) have asked to consider the implications of January's Castle Gateway Executive report which is attached as Appendix 1. This report serves as a cover note to that report.
2. The committee will be given the opportunity to explore the economic development and transport implications of the recommendations that are set out in the report, all of which were approved by the Executive.

Background

3. The council is one of the principal land owners in the Castle Gateway, which encompasses the area around Piccadilly, Coppergate Centre, the Eye of York, Clifford's Tower, St George's Field and the Foss Basin and many parts of the area are underused, semi derelict or of poor quality.
4. As the principal landowner, the council is instrumental in delivering a joined-up regeneration of the area which will maximise social and economic benefits for the city. Following a report to Executive in October 2015 officers were asked to initiate negotiations with adjoining land owners to develop a vision for the area and explore practical arrangements to deliver regeneration.
5. On the 26th January 2017 a major report on the Castle Gateway was taken to the council's Executive. This wide-ranging report principally considered:
 - The vision for the regeneration of the area.

- The Local Plan draft Area of Opportunity Policy to support that vision.
 - A proposed stakeholder group of principal custodians to advise on the master plan and designs for the public areas and spaces.
 - A potential commercial partnership to deliver the redevelopment of council land and property assets and surrounding development sites.
 - The strategy and resources needed to deliver the above
6. The report made 12 recommendations to achieve the above, all of which were approved by the Executive. Members did also ask that the project was taken forward on a cross party basis as the delivery is likely to extend beyond the next election. The recommendations are set out in paragraph 6 of the Executive report (Appendix 1). Annexes 1 to 8 provide the supporting documents that formed the annexes to the Executive report.

Consultation

7. The Executive have approved the recommendations in the report. The recommendations were developed in consultation with relevant officers, neighbouring landowners and key stakeholders. This report has been discussed with ward councillors from Guildhall and Fishergate Wards, and presentations were delivered to those ward committees on the emerging vision.
8. A comprehensive public consultation will help to shape and develop proposals that emerge from the vision. It is proposed that this should be developed through a community forum approach as employed on the York Central project.

Options

9. Members of the Economic Development and Transport Policy Scrutiny Committee are asked to consider and comment on the report taken to January Executive, and identify any area of ongoing scrutiny.

Analysis

10. Detailed analysis of the Castle Gateway project is contained in the Executive report (Appendix 1). EDAT have asked to consider this project and report as it is a major regeneration project which with impacts on economic development and transport in the city.

Council Plan

11. Under the council plan objectives the project will assist in the creation of a Prosperous City for All, and vision to be a Council that listens to residents, particularly by ensuring that :
- Everyone who lives in the city can enjoy its unique heritage and range of activities.
 - Visitors, businesses and residents are impressed with the quality of our city.
 - Local businesses can thrive.
 - Environmental Sustainability underpins everything we do.
 - We are entrepreneurial, by making the most of commercial activities.
 - We engage with our communities, listening to their views and taking them into account.
 - We celebrate and champion the diversity of our population and encourage everyone to play an active role in the city.

Implications

12. The following implications are replicated from the Executive report as they set out the identified impact of the recommendations that were approved:

Financial – The report highlights additional resource requirements totalling £80k. It is proposed that this is funded from the council's contingency. The contingency currently stands at £671k and this release of £80k will reduce the ongoing value to £591k.

The report highlights that there is a potential loss of income from the closure of Castle Mills Car Park. The forecast reduction of £34k equates to less than 0.5% of the overall parking account. It will be necessary to monitor income levels closely within this area of the city and report back to Members through the usual monitoring timetable whether this cannot be contained within the parking account.

Human Resources (HR) – There are no implications.

Equalities – As proposals for a scheme are developed Community Impact Assessments will be undertaken.

Legal – CYC should ensure that it obtains best value/full open market consideration for any land which it disposes of (whether by freehold sale or grant of lease) as otherwise this may amount to unlawful State Aid.

If CYC wish to appoint a third party/external entity to carry out construction works (whether on land owned by CYC or someone else) then relevant applicable procurement laws will need to be adhered to. This includes complying with the Public Contracts Regulations 2015 (PCRs) if the value of the works will exceed the relevant threshold stipulated in the PCRs.

As noted above, a joint venture may be structured in such a way that would mean CYC may not need to publicly tender for the opportunity. However, this will depend on the final proposed deal. The procurement issues will need to be carefully managed and kept under review as the project progresses. Legal advice will continue to be obtained as part of any ongoing discussions, and will consider any issues of EU procurement law and State Aid and whether any mitigating actions are needed to reduce the risk of a procurement challenge.

Information Technology (IT) - There are no IT implications.

Crime and Disorder - The detailed design of any future scheme will need to look at making the riverside more publicly accessible and will require detailed consideration of crime and disorder implications. There will be structured input from the Police Architectural Liaison officer.

Property – All property implications are covered in the report

Risk Management

13. The following are the identified risks arising from the Castle Gateway project and the proposed management of those risks:
14. Failure to take action to shape the Castle Gateway may lead to uncontrolled and undesirable development along Piccadilly or a continuation of the underperformance of the area. The recommendations identified in this report will enable the first stage in the implementation of a planning policy to provide a framework for determining applications, and ensure the development of a masterplan for the public realm and infrastructure of the area. It also sets out the process for establishing a delivery model to redevelop council land assets in the area which are vital to achieving the regeneration aims.

15. Developing out the council's assets presents considerable opportunities and potential rewards, but also significant risks. Any development carries intrinsic commercial and planning risks, and generally requires upfront investment with a degree of uncertainty over commercial return. Deciding on the right delivery model will be crucial in protecting the council's position. To guide this process officers are in the process of procuring commercial and valuation advice. It is also vital that clear and consistent legal advice is sought to ensure that the selection of any joint venture partner (or other delivery model) complies with procurement law and that the structure and terms of any deal are beneficial to the council.
16. The majority of the council's land assets needed to deliver the vision are car parks that currently generate a revenue stream for the council of approximately £1.9m per annum. The revenue provides a vital income to the council and wherever possible the aim will be to replace and replicate this revenue. However, it should be noted that whilst the location of these car parks are detrimental to achieving the vision for the Castle Gateway, car parking has a very high commercial value which is difficult to achieve through alternative uses. The financial impact of the redevelopment of these car parks will form a significant part of the exploration of the different delivery models and will be reported regularly to the project board and Executive.
17. The regeneration of the Castle Gateway will be delivered by, and impact on, a wide range of stakeholders and will generate significant public interest. Stakeholder management and public engagement will be vital in ensuring the success of the project and will underpin all elements of the project work streams.
18. All future plans will require planning permission. A full risk register will be developed by the project and will be regularly reviewed by the project board as the project progresses section should be the penultimate one in the report (before Recommendations) and should include an assessment of risks associated with any recommendation to be made below. Further advice is available from the Risk & Insurance Manager in Resources. If there are no known risks, it should say so.

Conclusions

19. Castle Gateway is a major regeneration project to realise the potential of a significant but neglected area of the city centre. Executive have approved a series of recommendations that set out the vision for the area and how that vision will be delivered.

Recommendations

20. Members are asked to:

- 1) Consider and comment on the Castle Gateway report that was taken to January Executive, and identify any area of ongoing scrutiny

Reason: To consider the Executive approval for the vision and delivery of the Castle Gateway regeneration project.

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Report Approved Date 27/02/2017

Wards Affected: Guildhall, Fishergate

All

For further information please contact the author of the report

Background Papers:

York Southern Gateway Executive Report, Oct 2015

Appendix

Appendix 1 – Castle Gateway Executive Report January 2017

Annexes

Annex 1* – Scope of Castle gateway and sub-areas

Annex 2* – Site map showing land ownership and development opportunities

Annex 3* – Proposed Local Plan draft Area of Opportunity Policy

Annex 4* – York Museums Trust statement of aspiration

Annex 5* – Castle Gateway indicative project plan

Annex 6 – Sketch identifying vision opportunities

Annex 7* – Arup feasibility study for Castle Car Park

Annex 8 – Castle Gateway Development Principles

*Please note: these annexes are available with the online agenda papers for this meeting or on request from the Democratic Services Team

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Executive**26th January 2017**

Report of the Corporate Director of Economy and Place

Portfolio of the Executive Member for Finance and Performance and the Executive Member for Economic Development & Community Engagement

York Castle Gateway**Summary**

1. City of York Council (CYC) is one of the principal land owners in the area around Piccadilly, Coppergate Centre, the Eye of York, Clifford's Tower, St George's Field and the Foss Basin and many parts of the area are underused, semi derelict or of poor quality.
2. As the principal landowner, the council is instrumental in delivering a joined-up regeneration of the area which will maximise social and economic benefits for the city. Following a report to Executive in October 2015 officers were asked to initiate negotiations with adjoining land owners to develop a vision for the area and explore practical arrangements to deliver regeneration.
3. For the last 2 years many of the properties in the area, including the long-term leasehold of the Coppergate Centre, were held in administration and it was therefore not possible to develop long-term plans to redevelop them in a cohesive way. The area is urgently in need of a comprehensive vision to improve the locality and create a socially and economically sustainable future.
4. Very recently the assets in administration have been secured by Steamrock Capital Limited and officers have been exploring the potential for a commercial venture to combine our assets in order to deliver a cohesive regeneration scheme.
5. This report sets out work undertaken over the last year to progress the project and outlines:
 - The vision for the regeneration of the area.
 - The Local Plan draft Area of Opportunity Policy to support that vision.

- A proposed stakeholder group of principal custodians to advise on the masterplan and designs for the public areas and spaces.
- A potential commercial partnership to deliver the redevelopment of council land and property assets and surrounding development sites.
- The strategy and resources needed to deliver the above.

Recommendations

6. Executive is asked to consider and agree:

a) The renaming of the regeneration area as Castle Gateway.

Reason: To change the name to better reflect the geography and nature of the area.

b) To approve the vision for the Castle Gateway as set out in paragraph 18.

Reason: To deliver the regeneration aims of the Castle Gateway project.

c) To approve the revised Castle Gateway draft Area of Opportunity Policy for progression in the emerging Local Plan process.

Reason: To ensure the Castle Gateway vision is enshrined in planning policy.

d) To develop a masterplan for the development of the council assets, infrastructure and public spaces within the Castle Gateway area.

Reason: To provide a cohesive and informed design approach to the Castle Gateway.

e) To create a stakeholder group to guide and develop the masterplan.

Reason: To ensure the masterplan is driven by key stakeholders as principal custodians for this area of the city.

f) To note the £100k bid which will be considered as part of the 2017/18 budget to fund the development of masterplan design work for Castle Gateway.

Reason: To support the masterplan and design work of the cultural partnership.

- g) To initiate a public consultation/develop a community forum to engage with the masterplan for the area.

Reason: To ensure the public are engaged and consulted in helping to shape proposals for the Castle Gateway.

- h) To explore the business case for the development of the council's assets in the Castle Gateway as part of a potential commercial venture with Steamrock Capital.

Reason: To explore the proposals from the largest neighbouring landowner to work in partnership to jointly develop out land assets.

- i) To bring a future report to Executive setting out the analysis of the Steamrock Capital partnership proposal and alternative delivery options.

Reason: To provide detailed advice to the Executive to make an informed decision on the preferred delivery options for the Castle Gateway.

- j) To close Castle Mills Car Park immediately and submit and implement a planning application to demolish it and provide a temporary meanwhile use on the site in advance of any long-term redevelopment.

Reason: To demolish the poor quality existing car park due to Health and Safety concerns and implement a temporary use for the site in advance of a decision being taken on the long-term development options.

- k) To allocate £80k release from contingency to facilitate consultation and commercial and technical advice.

Reason: To fund the additional work set out in this report.

- l) To note the required additional staff resource to deliver the recommendations from existing budgets, and note the likely need of future resource and budget to deliver the project.

Reason: To deliver the recommendations outlined in this report and ensure the regeneration of the Castle Gateway.

Background

7. This area was previously referred to as the 'Southern Gateway'. The area includes the site of the former York Castle and it is proposed that the name

be changed to Castle Gateway, a name which is both more descriptive and meaningful to the people of York. It references that this was the historic Castlegate ward, and builds on the geographical association with key cultural assets in the area.

8. The Castle Gateway area covers the length of Piccadilly, the Coppergate Shopping Centre and the Eye of York and runs through to St George's Field and the Foss Basin (see Annex 1). Much of the area has significant dereliction and underdevelopment, and yet the area has great potential in both its location and its historic and cultural assets. The area sits largely within the city walls and within the Historic Core Conservation Area, at the confluence of two rivers, the Ouse and the Foss.
9. The area contains a range of private landowners and a substantial amount of public estate with three museums/attractions (Castle Museum, Fairfax House and the Jorvik Viking Centre), three court buildings, many listed structures and a historic monument of international significance (Clifford's Tower). The whole Castle including the Eye of York and the Museum site are all part of the scheduled monument. A map showing the varied ownership, and setting out the extent of the Castle Gateway area, is attached at Annex 1.
10. Piccadilly and the Eye of York have been the subject of previous unsuccessful redevelopment projects. A major retail-led scheme was rejected in 2003 following a Public Inquiry. The land was subsequently sold to LaSalle UK Ventures who in 2008 entered into a partnership agreement with the council to pool assets in an attempt to achieve a holistic scheme. LaSalle worked up high level proposals for the area based upon a retail scheme on the Castle Car Park but they were never agreed with the council and the partnership fell away when the scheme was no longer felt to be viable due to the economic downturn.
11. In June 2014 LaSalle UK Ventures Property 8 S.A.R.L went into administration and officers were involved in discussions with the Administrators to explore future plans for the assets. There have been a number of commercial transactions since then, and the assets were recently acquired by Steamrock Capital and now sit in the single ownership of a company who have expressed their keenness to work with the council to develop them. This raises the possibility that holistic area regeneration may once again be feasible.
12. Since June 2014 there has been significant commercial activity in the area including the sale of Stonebow House, United House, the former Fire Station at Clifford Street, and the County Court freehold. Residential schemes at Piccadilly Lofts and behind Reynard's Garage are on the market, or under construction; the Primark store has opened in the

Coppergate Centre and English Heritage have been granted planning permission for a Clifford's Tower visitor centre as part of major restoration works (subject to judicial review). The council-owned 17-21 Piccadilly (Reynard's Garage) has been demolished and in November the Executive approved the offer of a three year tenancy to Spark:York who are seeking planning permission for a meanwhile development. The proposal offers a vibrant and active destination of start-up space and street food on a vacant city centre site and, subject to planning, will open in spring 2017. This would generate footfall in to the neglected Piccadilly area, encouraging redevelopment of neighbouring vacant private sector sites and potentially increase land values and the council's revenue returns from the future redevelopment of the site.

13. As a principal land holder the council has a major role to play in ensuring that successful and sustainable area regeneration occurs, maximising the economic benefits for the city. The council has an opportunity to shape a new vision for the area; to exert influence on how commercial interests operate within the area; to capture planning gain to contribute to uplift of the amenity and accessibility of the area; and to generate much needed financial returns from the proactive management of our property assets. Without any council intervention it is likely that this will lead to incremental development along Piccadilly which, though potentially an improvement on the current state, may not achieve any broader aims of improving the city centre – missing a vital opportunity to regenerate this important gateway to the city to a high standard.
14. The initial development of Castle Gateway was included in York's One Public Estate programme sponsored by the Cabinet Office and the Local Government Association, to explore more effective use of public sector assets. As part of this programme a grant of £70k was awarded to fund a dedicated project manager.

Defining the Castle Gateway

15. The Castle Gateway can be split into 3 different areas (see Annex 1):
 - 1) **Castle Piccadilly** – The Castle-Piccadilly area includes the Castle precinct, the upper section of Tower Street and the section of Piccadilly south of the River Foss. It is the main area of opportunity for investment in the Castle Gateway and incorporates a number of redevelopment sites suitable for high quality mixed use development. The River Foss is a barrier to pedestrian movement through the area, and better integration between Piccadilly, the Castle precinct and the City Centre is a key issue.

Sitting in the shadow of Clifford's Tower, the Castle Car Park provides an inappropriate setting for such a significant historic monument. However, it is one of the busiest car parks in the city and creates an essential income stream for the council. The car park and access roads are a barrier to pedestrian access to both Clifford's Tower and the Castle Museum. Despite the presence of beautiful buildings, cultural attractions, and one of York's largest areas of open public realm, footfall into, and utilisation of, the public space is relatively low.

Across the River Foss sits Piccadilly, a street that has a high level of empty, unattractive and derelict buildings. Footfall down the street is low compared to its potential and the River Foss acts as a barrier to movement. Piccadilly would be vastly improved with better buildings and streetscape and greater integration with the city centre and the Eye of York.

Asset ownership is diverse. The council own 17-21 Piccadilly and the Castle Mills Car Park, and a range of undeveloped assets are now in the sole ownership of Steamrock Capital as part of their development portfolio, principally the Banana Warehouse and Ryedale House. The NCP car park, which sits between these buildings, is in the separate private ownership of Northminster who have signalled their intention to bring forward the site for a hotel with an element of residential accommodation.

- 2) **Foss Basin and the Ouse Riverside** - The area includes the Foss Basin and St George's Field, the Ouse Riverside, Tower Gardens, Clifford Street, the section of Tower Street to the west of the Castle, and part of the dualled inner ring road. The area is strategically important but under-utilised. With excellent proximity to the historic heart of the city, fantastic views, bounded by the Rivers Ouse and Foss, there is significant, albeit less clearly defined, development opportunity. This must, however, be balanced against some of the development constraints, as the site lies in the functional floodplain and hosts the Foss Barrier which is essential to the city's flood defences.

Occupancy rates for the car park are medium, depending on seasonal variations, and the car park adds little to the surroundings. The inner ring road acts as a barrier to pedestrian and cycle movement and vehicular exit from the car park can be difficult in heavy traffic. The historic 'New Walk' and the tow path are attractive but benefit little from current uses of the adjoining area. When 'New Walk' is in flood this also results in pedestrians utilising the vehicle exit on to the difficult and dangerous to cross inner ring road. The Foss Basin is underused and unattractive and the water asset is not embraced or exploited.

The council own the freehold of the area. There are some short-term leases for moorings on the Foss Basin and the Foss Barrier is held by the Environment Agency. They currently have a temporary extended land take within St George's Field car park to undertake emergency works to the Foss Barrier, and also have a live planning application for a permanent redevelopment of the barrier which will slightly increase the footprint of the previous building.

- 3) **Coppergate/Fossgate** – The area includes Coppergate, the Coppergate Centre, north Piccadilly and the resurgent Fossgate, connecting the central shopping area with the rest of the Castle Gateway. A main transport route through the city centre runs from Ouse Bridge to Pavement, separating the Coppergate/Fossgate area from the central shopping area. Pedestrian movement between the areas is hindered by busy crossroads, high volumes of traffic, and narrow pavements.

The Coppergate Centre has struggled to generate footfall and is disconnected from the Eye of York to the south and the main city centre shopping areas by the Coppergate road junctions. It is successful for major retailers but has struggled to retain businesses in smaller retail units and is in need of investment to improve the retail offer.

The council own the freehold of the Coppergate Centre and the leasehold is held by Steamrock Capital.

Shaping the vision

16. The principles for the regeneration of the area were established in the inception report to the Executive in October 2015. This established the aims of the project, which are set out below:
- 1) To improve the quality of the Castle Gateway and contribute to the economic vibrancy and prosperity of the city
 - 2) The area could include quality public space that will increase footfall, and create a culturally, socially and economically vibrant area of the city
 - 3) Development will respect and augment the heritage and cultural assets
 - 4) Development will be environmentally sustainable
 - 5) Development will exploit and celebrate the important river setting
 - 6) Provide new homes and release pressure on green belt land

- 7) Maximise financial return from council assets to reduce pressure on ongoing budgets
 - 8) Improve quality of car parking provision and promote the use of sustainable modes of transport
 - 9) Improve pedestrian and cycle routes and accessibility throughout the area with better access and permeability, particularly across the River Foss and Tower Street
 - 10) Improve the setting of Clifford's Tower
 - 11) Improve the quality of the streetscape particularly along Piccadilly.
17. These principles have been refined over the last year to form an overarching vision for the Castle Gateway through discussion with landowners and stakeholders, consultation with Executive and ward Members, and exploration of the detail of the development opportunities and infrastructure.

The Castle Gateway vision

18. The vision for the Castle Gateway interprets the above aims to provide a tangible and deliverable vision of how the regeneration of the Castle Gateway can be delivered. It is an exciting and ambitious plan which will reshape the area and realise the significant potential of this important part of the city. The Executive is asked to approve this vision which would:
- I. Seek to relocate the existing surface level Castle Car Park away from Clifford's Tower
 - II. Replace the lost car parking capacity through alternative options such as underground car parking on the same site or a purpose built multi-storey car park in an alternative location
 - III. Create a high quality mixed use commercial development on the banks of the Foss on the site of the Castle Car Park, respecting a build line that follows the historic line of Castlegate
 - IV. Create a new public space on the Castle Car Park to link with the area in front of the Castle Museum and the Crown Court to create a re-imagined Eye of York area that would articulate the varied historical narratives of this important area of the city
 - V. The redevelopment of the Castle Museum and Clifford's Tower as the anchor cultural attractions for the Castle Gateway area

- VI. Create a new pedestrian cycle bridge across the Foss which will connect the area to Piccadilly and on to Walmgate and Fossgate creating new lateral routes across the city centre
- VII. Create new riverside walkways along one or both banks of the Foss to improve access to St George's Field/Foss Basin and into the city
- VIII. Enable the revitalisation of the Coppergate Centre's retail and residential offer by extending the leasehold term
- IX. Redevelop the low quality sites on Piccadilly (including Ryedale House, Banana Warehouse, NCP car park, Castle Mills Car Park and 17-21 Piccadilly)
- X. Explore long term options to realise the potential of St George's Field and the Foss Basin

Transport Plan

19. In determining the vision, consideration needs to be given to the scope for any change to the transport network. This needs to be given due consideration in the master planning process and is an ongoing and evolving process that will both drive changes to, and be shaped by, the vision.
20. There are existing capital budgets set aside for junction/signal improvements in the City Centre area and enhancements to the foot streets area and peripheral streets surrounding the core pedestrianised area. In addition to these measures the following opportunities have been identified for further exploration:
 - Piccadilly – opportunities to reduce the width of the carriageway and improve the foot streets and bus stop arrangements.
 - Piccadilly coach drop off point – as part of a wider strategy for coach parking to be housed out of town with designated drop off points this location could be considered.
 - The southern end of Tower Street – should car parking be relocated away from Castle Car Park this may reduce the need for the size of carriageway between Tower Gardens and Clifford's Tower, facilitating better pedestrian routes.
 - Castle Mills Bridge/Fishergate area - Opportunities for improving cycle/pedestrian (and vehicular) access to the Castle Gateway area from south of the ring road.

- Coppergate/Pavement – opportunities to reduce vehicular flow and enhance pedestrian movement between the city centre and Castle Gateway area

Challenges to the vision

21. There are a number of key challenges to the delivery of the vision. It is important that these are recognised and clearly articulated to stakeholders and the public. An understanding of the implications of these challenges amongst interested parties will be helpful in building a consensus in support of the proposals.
22. **Planning and conservation** - Both the area as a whole and the proposed development sites are subject to a number of constraints and challenges to delivering this vision. It is an area of significant historical importance and as a consequence has a very high level of public interest, investment, and attachment. It is also subject to a number of conservation and archaeological considerations, and a failure to address these planning considerations in the past has resulted in the failure of previous proposed schemes. However, the outcomes of those failed planning processes have provided important and useful clarity as to the form and type of development that is likely to be acceptable in the area, and resulted in realistic expectations from prospective commercial partners as to what scale of development is acceptable and achievable.
23. **Car parking revenue** - The use of council land assets as redevelopment opportunities is vital to the regeneration, particularly the sites of Castle Car Park, which acts as a detractor to the area, as well as the potential afforded by St. George's Field. One of the key constraints on redeveloping all the council's assets is that all but one are functioning car parks. Although they often experience low levels of occupancy they collectively generate £1.9m per annum in net revenue which is vital in funding and delivering wider council services. Easily the most used of these, and indeed all council car parks, is Castle Car Park which generates £1.2m per annum. The council cannot afford to lose this revenue which as a minimum must be replaced, and a key aim of the project is to actually increase council revenue from its commercial assets in the area. Consequently, the closure of any car park will need to be allied to a re-provision of the resulting loss of income.
24. At this stage there are two options that would allow the closure of Castle Car Park whilst potentially mitigating the loss of revenue by re-providing the same number of council owned car parking spaces. Option one is to turn Castle Car Park into a two level underground car park, allowing a new building and high quality public realm to be built at surface level. Arup has undertaken engineering and financial viability work to consider this option and concluded that it would be viable to engineer and construct an

underground car park providing 380 spaces at a cost of £17.9m (see Annex 7).

25. Option two would allow the development of Castle Car Park through relocating the car parking in to a new 360 space multi-storey car park on the site of the existing surface level car park at Castle Mills. The estimated costs of this proposal would be approximately £7.5m, although it would also result in the loss of any alternative development value that could be realised from that site. Having established that both are achievable options it is proposed to fully explore each option in further detail and undertake public consultation to allow the Executive to make an informed decision at a future date.
26. **Commercial realities** - A final key point to note is that at this stage there is no external funding identified for the project, and there are no developments of significant value and scope that will generate sufficient uplift to contribute huge investment through planning gain. Fundamental to the Castle Gateway vision is the creation of new high quality public spaces and pedestrian routes, which will be expensive. Achieving the vision relies on commercial viability, and creative solutions will be needed to ensure land value is extracted from the development opportunities to fund the public spaces, and the council's highest value development asset would be a building on part of Castle Car Park.

Delivering the Castle Gateway Vision

27. These are wide ranging and ambitious proposals and the vision depends upon a concerted approach to combine commercial, design, and heritage considerations and ensure that the public are fully engaged during this exciting development stage. This report therefore proposes that there are three key strands needed to overcome the challenges and deliver the Castle Gateway vision:
 - enshrining the principles of the vision in the planning process
 - forming an advisory group to develop the masterplan for the council's assets, infrastructure and public realm and spaces
 - creating commercial partnership(s) to deliver redevelopment

Planning – Draft Area of Opportunity Policy for the Local Plan

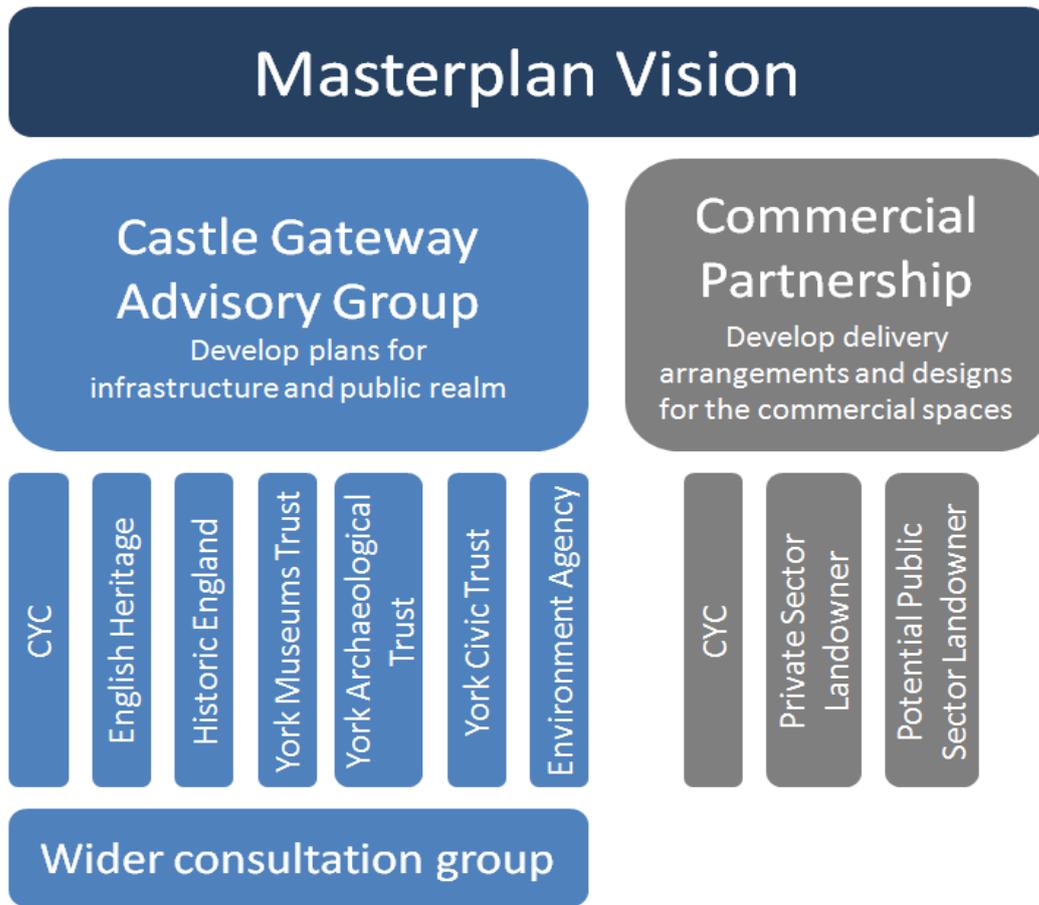
28. It is vital that the vision is translated into meaningful planning policies that ensure the council is able to guide the development principles for the area. It has long been recognised that a comprehensive planning approach is

needed to secure high quality regeneration in this significant and sensitive historic environment and draft policies to guide development of the area are contained within the Local Plan Development Control Draft 2005 and the Draft Local Plan, supported by other non statutory Planning Guidance and evidence bases (see list in Background Papers). The previous draft Area of Opportunity Policy for the 2014 draft of the plan focussed specifically on Castle Piccadilly. Now that the regeneration area has been expanded to incorporate the whole of the Castle Gateway and the vision has been further refined it is necessary to recast the Area of Opportunity Policy for the latest iteration of the emerging Local Plan.

29. A key challenge for the local planning authority is to ensure that the planning guidance for the area safeguards this important historic environment whilst allowing stakeholders and land owners to make the most of heritage and commercial assets and the council to maximise planning gain. Wherever possible the council will seek to work in partnership with developers and build a consensus, but it is also vital to provide a planning framework for the area that has sufficient weight to ensure the parameters set out in the vision are met.
30. The proposed draft Area of Opportunity Policy is set out in Annex 3, and will be considered by the Local Plan Working Group (LPWG) on Monday 23rd January in advance of the Executive with the minutes circulated to the Executive. The policy will relate directly to the vision and has been written in consultation with the Local Plan team, conservation, and development management. The key elements of the policy are set out in the map in Annex 8. If approved by the LPWG and Executive it will have limited weight in terms of dealing with development management decisions in advance of consultation on the latest Local Plan, but any evidence base that is developed can be a material consideration in any decision making process.

A partnership approach

31. The Castle Gateway project incorporates both commercial development to regenerate the area and respond to the commercial pressures, and the creation of a new revitalised area of public realm in a highly sensitive historic area. Both of these elements need to be combined in a cohesive design but they are subject to very different drivers. In order to make progress with the scheme it is proposed that two partnerships are created that join these elements together to deliver a cohesive masterplan design.
32. The diagram below sets out how the partnership approach would operate:



Castle Gateway Advisory Group

33. The Castle Gateway straddles a large area with significant public spaces which are underused. A number of landowners of heritage assets that surround this area have a keen interest in making this area work better for the city. It is proposed that a targeted working group is formed to develop proposals for the public spaces and infrastructure in the area which are then taken forward for wider consultation. This partnership would include:

- English Heritage
- York Museums Trust
- York Civic Trust
- Historic England
- York Archaeological Trust
- Environment Agency

It would also engage with a broader group of stakeholders in the area such as the Ministry of Justice, Guildhall planning panel, local businesses, and Ward councillors. This will lead to a series of public engagement events which will shape proposals to be brought back to Members.

34. It is an important consideration for this group that any proposals should be financially deliverable, whether through external grant funding or from the capital and revenue income generated by the scheme as a whole. The council would procure design and technical advisors to develop a conceptual masterplan and detailed design of the public realm, focusing on conservation and urban design rather than the commercial development elements of the Castle Gateway. The commercial elements will also need to meet the quality criteria and vision for the area, but will be designed separately. The masterplan will shape the key elements of the development on Castle Car Park, including the bridge across the River Foss. To fund this work a 2017/18 CRAM bid of £100k has been made as part of a wider council funding programme to support an ambitious York Museum Trust Heritage Lottery Fund bid for the Castle Museum. This bid would lead to an exciting redevelopment of the museum showcasing new exhibits and creating a new visitor experience and improved access, and is outlined in Annex 4. As part of this masterplanning work and consultation, further work will be undertaken to explore the two car parking options set out in paragraphs 24 and 25.

Commercial Partnership

35. At project inception the Executive instructed officers to approach adjoining landowners to discuss taking forward the redevelopment of the area. The largest of these is Steamrock Capital, as the owners of a long-term lease of the Coppergate Centre (of which the council own the freehold) and as the landowner of key undeveloped properties on Piccadilly. These discussions have explored how our combined assets in the area might be cohesively developed. These discussions have taken place having sought legal advice to ensure that there were no legal implications arising from undertaking discussions with a party who holds neighbouring land assets. The advice was that these discussions could take place, as we are exploring what opportunities are available. It may be possible to structure a joint venture in such a way that would mean the council may not need to publically tender for the opportunity. However, this will depend on the final proposed deal and the procurement issues will need to be carefully managed and kept under review as the project progresses. Legal advice will continue to be obtained as part of any ongoing discussions to consider any issues of EU procurement law and State Aid.
36. **Steamrock proposal** - Steamrock has expressed significant interest in forming a partnership with the council and have proposed early Heads of

Terms for a potential commercial agreement. The proposals are broadly aligned with the vision set out in this report and present potentially realistic and tangible options for delivering the regeneration of the Castle Gateway and developing out the council's land assets in a cohesive and commercially viable manner. The proposal would result in the council forming a partnership with Steamrock. The council's investment would probably be in the form of its land assets in the Castle Gateway, minimising the capital investment and risk undertaken by the council. There would however be the option for the council to invest capital should it represent a good commercial deal and generate favourable returns on investment.

37. **Protecting the council's position** - The key to determining the benefits and attractiveness of the Steamrock proposal to the council is in understanding the value of our land assets as these represent our primary investment. To that end we have commissioned independent consultants to provide commercial valuation advice, support the development of a business case, and provide guidance in structuring any potential agreement. This is in the process of being procured through a competitive tender process under the HCA framework agreement. This will cover all elements of the proposal, including the regearing of the head lease of the Coppergate Centre which is a significant and complex piece of work. It will also allow the proposal to be considered alongside alternative delivery models.
38. **Exploring the proposal** - It is proposed that officers, supported by the appointed commercial consultants, undertake further negotiations with Steamrock to work up a clear financial appraisal of this and alternative delivery options to be brought back to the Executive in late 2017. This is to allow an exploration of the preferred car parking options to be undertaken and consulted upon, the outcome of which will impact on the structure of any delivery model.
39. **Extension of the Coppergate head lease** – Steamrock have indicated the importance to their business plan of this extension and are keen to ensure that negotiations to extend the term of the Coppergate head lease are not delayed by this timetable. Without an extension of their leasehold interest they are unable to undertake any meaningful investment in the Coppergate Centre. This is an important part of improving the retail offer and increasing footfall to the shopping centre, which in turn helps the Castle Gateway vision. The council also has a commercial interest in doing so as the freeholder of the building in order to provide a continued and potentially higher rental income stream. This is seen as a discrete piece of work that would be taken forward regardless of whether or not the council enters in to a formal partnership agreement with Steamrock. It is a substantial piece of work that could take a number of months to agree and consequently it is proposed that these negotiations commence immediately to run along side

the negotiation of the proposed partnership. The terms of any proposed head lease extension would then be brought back to the Executive at a future date for approval.

40. **Closure and demolition of Castle Mills Car Park** - It is also proposed that an immediate decision is taken regarding Castle Mills Car Park. Castle Mills is a very poor quality surface level car park housed in two rapidly deteriorating light industrial buildings on Piccadilly. It currently provides 84 spaces, 42 of which are leased to Hotel 53, generating a total of £92k per annum at a general low level rate of occupancy. It is in need of significant emergency repairs that have health and safety implications and cannot be delayed, with an estimated £45k needed by the end of January, and a further c.£100k in the next 6 months. These are not long-term solutions but short-term interventions to a building that will continue to deteriorate. Given that the annual income is significantly lower than the cost of repairs it is proposed to close Castle Mills Car Park and seek to demolish.
41. The car park is in the Piccadilly area conservation area. Whilst not considered to be a contributor to the quality of the area, the principle is that demolition in a conservation area should only be permitted where a future use is identified. As we are not yet in a position to identify the future long-term use of the site (as this will form part of the car parking options appraisal) it is proposed to implement a temporary meanwhile use on completion of the demolition. The proposed use will be delegated to the Director of Economy and Place in discussion with the Executive Member for Finance and Performance.
42. There is already an identified capital budget in the 2016/17 programme of £180k set aside for the demolition of the existing car park. It should be noted that the closure of Castle Mills Car Park will have revenue implications. As noted above the car park generates £92k per annum. It is assumed that some of the car parking will be displaced to alternative council owned car parks in the area which will offset some of the financial impact. The assumption is that there will be a loss of £19k per annum from the 42 spaces leased to Hotel 53 and a further 20% reduction on the £73k generated from the publically available spaces, resulting in an anticipated reduction in revenue of £34k per annum.

Timetable

43. An indicative project plan is set out in Annex 5, which provides anticipated timescales for delivering the actions highlighted in this report and sets these in the context of the wider private sector development proposals for the area. The plan identifies that there are significant work streams to be taken forward concurrently over the next 10 months. The intention at this stage will be to return to Executive in August to agree the terms of the extension

of the Coppergate Centre head lease, and to bring a major decision report in December. This will outline the outcome of the masterplanning process and public consultation, report the findings from further assessment of the car parking options, and set out detailed analysis of the Steamrock proposal and alternative delivery models.

Project finances and resourcing the delivery of the vision

44. On inception of the project an initial budget of £255k was identified for development of the scheme. This was funded through the external One Public Estate programme (£70k) and New Homes Bonus funding (£185k). The anticipated expenditure until the end of 2017/18 is identified below, and covers the feasibility work undertaken by Arup, the commercial valuation advice that is currently being procured and staffing costs. The staff costs relate to one full time project manager and from January 2017 further project support (0.6 FTE) from within the council's Major Projects Team:

	2015/16	2016/17	2017/2018	Total
Expenditure	£10,900	£68,300	£158,900	£238,100

The identified expenditure of £238k will therefore nearly exhaust the existing budget of £255k, and does not account for new work streams identified in the recommendations in this report, particularly to undertake further exploration of car parking options, the implementation of a meanwhile use at Castle Mills Car Park, and the extensive public consultation work. At this stage it is anticipated that a meanwhile use would cost in the region of £50k and further technical advice on car parking options approximately £30k. Consequently, Executive is asked to recommend that an additional budget of £80k is drawn down from council contingencies to advance these actions.

45. As identified in paragraph 34, the council intend to support York Museums Trust in preparing an ambitious Heritage Lottery Funding bid to better showcase the Castle Museum collection and improve the visitor experience. Support for this project will be considered as part of the 2017/18 budget. The proposal also includes funding of £100k for the council to appoint masterplanning consultants for the Castle Gateway, which is the next key step in the delivery of the project.
46. The report sets out a significant amount of complex work to advance the project to a masterplan stage and to identify the preferred delivery model(s) for the regeneration. Once these have been agreed it is likely that future funding will be required to achieve successful project delivery. The type and

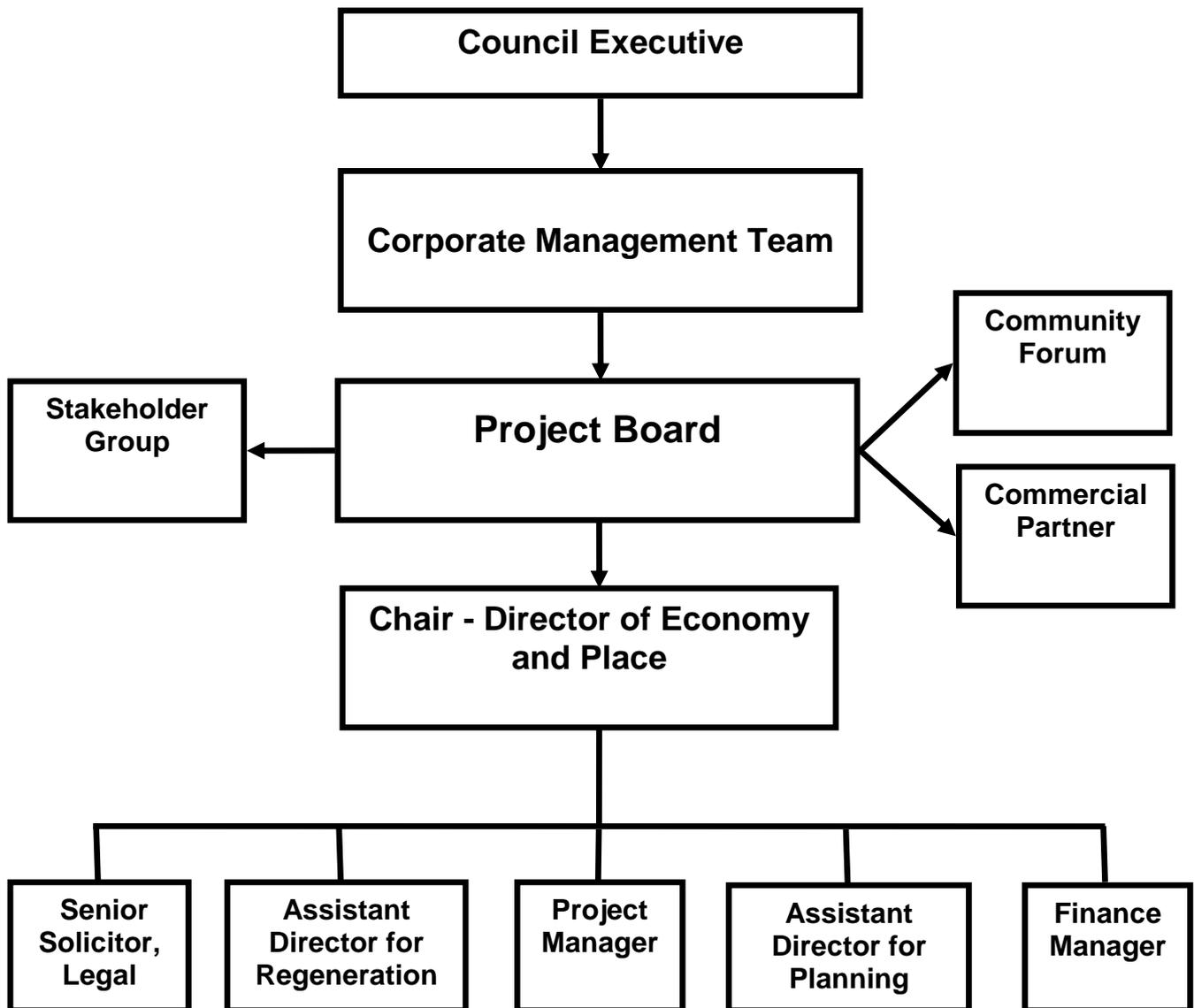
level of resource will not become clear until the next major decision point in late 2017, and it is at that point that funding will be sought. The Executive is however asked to note the likely need for future resource and budget to drive forward the comprehensive regeneration and to deliver the development of the council's land assets.

Consultation

47. The proposed scope of regeneration set out in this report has been discussed with stakeholders and land owners in the area. This report has been discussed with ward councillors from Guildhall and Fishergate Wards, and presentations were delivered to those ward committees on the emerging vision.
48. A comprehensive public consultation will help to shape and develop proposals that emerge from this vision. It is proposed that this should be developed through a community forum approach as employed on the York Central project.

Project governance

49. The project will be overseen by a project board, formed by relevant council officers and chaired by the Director of Economy and Place. The board will report directly to Corporate Management Team and the Executive. The project board will have direct links to the Castle Gateway Advisory Group, the Community Forum and any commercial partners. The proposed structure, with roles to be confirmed, is set out below:



Council Plan

50. Under the draft council plan objectives the project will assist in the creation of a Prosperous City for All, and vision to be a Council that listens to residents, particularly by ensuring that :

- Everyone who lives in the city can enjoy its unique heritage and range of activities.
- Visitors, businesses and residents are impressed with the quality of our city.
- Local businesses can thrive.
- Environmental Sustainability underpins everything we do.
- We are entrepreneurial, by making the most of commercial activities.

- We engage with our communities, listening to their views and taking them into account.
- We celebrate and champion the diversity of our population and encourage everyone to play an active role in the city.

Implications

51. **Financial** – *The report (paragraph 44) highlights additional resource requirements totalling £80k. It is proposed that this is funded from the council's contingency. The contingency currently stands at £671k and this release of £80k will reduce the ongoing value to £591k.*

The report highlights that there is a potential loss of income from the closure of Castle Mills Car Park. The forecast reduction of £34k equates to less than 0.5% of the overall parking account. It will be necessary to monitor income levels closely within this area of the city and report back to Members through the usual monitoring timetable whether this cannot be contained within the parking account.

Human Resources (HR) – *There are no implications.*

Equalities – *As proposals for a scheme are developed Community Impact Assessments will be undertaken.*

Legal – *CYC should ensure that it obtains best value/full open market consideration for any land which it disposes of (whether by freehold sale or grant of lease) as otherwise this may amount to unlawful State Aid.*

If CYC wish to appoint a third party/external entity to carry out construction works (whether on land owned by CYC or someone else) then relevant applicable procurement laws will need to be adhered to. This includes complying with the Public Contracts Regulations 2015 (PCRs) if the value of the works will exceed the relevant threshold stipulated in the PCRs.

As noted above, a joint venture may be structured in such a way that would mean CYC may not need to publicly tender for the opportunity. However, this will depend on the final proposed deal. The procurement issues will need to be carefully managed and kept under review as the project progresses. Legal advice will continue to be obtained as part of any ongoing discussions, and will consider any issues of EU procurement law and State Aid and whether any mitigating actions are needed to reduce the risk of a procurement challenge.

Information Technology (IT) - *There are no IT implications.*

Crime and Disorder - *The detailed design of any future scheme will need to look at making the riverside more publicly accessible and will require detailed consideration of crime and disorder implications. There will be structured input from the Police Architectural Liaison officer.*

Property – *All property implications are covered in the report.*

Risk Management

52. Failure to take action to shape the Castle Gateway may lead to uncontrolled and undesirable development along Piccadilly or a continuation of the underperformance of the area. The recommendations identified in this report will enable the first stage in the implementation of a planning policy to provide a framework for determining applications, and ensure the development of a masterplan for the public realm and infrastructure of the area. It also sets out the process for establishing a delivery model to redevelop council land assets in the area which are vital to achieving the regeneration aims.
53. Developing out the council's assets presents considerable opportunities and potential rewards, but also significant risks. Any development carries intrinsic commercial and planning risks, and generally requires upfront investment with a degree of uncertainty over commercial return. Deciding on the right delivery model will be crucial in protecting the council's position. To guide this process officers are in the process of procuring commercial and valuation advice. It is also vital that clear and consistent legal advice is sought to ensure that the selection of any joint venture partner (or other delivery model) complies with procurement law and that the structure and terms of any deal are beneficial to the council.
54. The majority of the council's land assets needed to deliver the vision are car parks that currently generate a revenue stream for the council of approximately £1.9m per annum. The revenue provides a vital income to the council and wherever possible the aim will be to replace and replicate this revenue. However, it should be noted that whilst the location of these car parks are detrimental to achieving the vision for the Castle Gateway, car parking has a very high commercial value which is difficult to achieve through alternative uses. The financial impact of the redevelopment of these car parks will form a significant part of the exploration of the different delivery models and will be reported regularly to the project board and Executive.
55. The regeneration of the Castle Gateway will be delivered by, and impact on, a wide range of stakeholders and will generate significant public interest. Stakeholder management and public engagement will be vital in ensuring

the success of the project and will underpin all elements of the project work streams.

56. All future plans will require planning permission. A full risk register will be developed by the project and will be regularly reviewed by the project board as the project progresses.

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All

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Background Papers:

Report to the Executive, 'York's Southern Gateway', October 2015

Annexes

- Annex 1 – Scope of Castle gateway and sub-areas
- Annex 2 – Site map showing land ownership and development opportunities
- Annex 3 – Proposed Local Plan draft Area of Opportunity Policy
- Annex 4 – York Museums Trust statement of aspiration
- Annex 5 – Castle Gateway indicative project plan
- Annex 6 – Sketch identifying vision opportunities
- Annex 7a – Arup feasibility study for Castle Car Park
- Annex 7b - Arup feasibility study for Castle Car Park - Appendices - online (copy available on request)
- Annex 8 – Castle Gateway Development Principles

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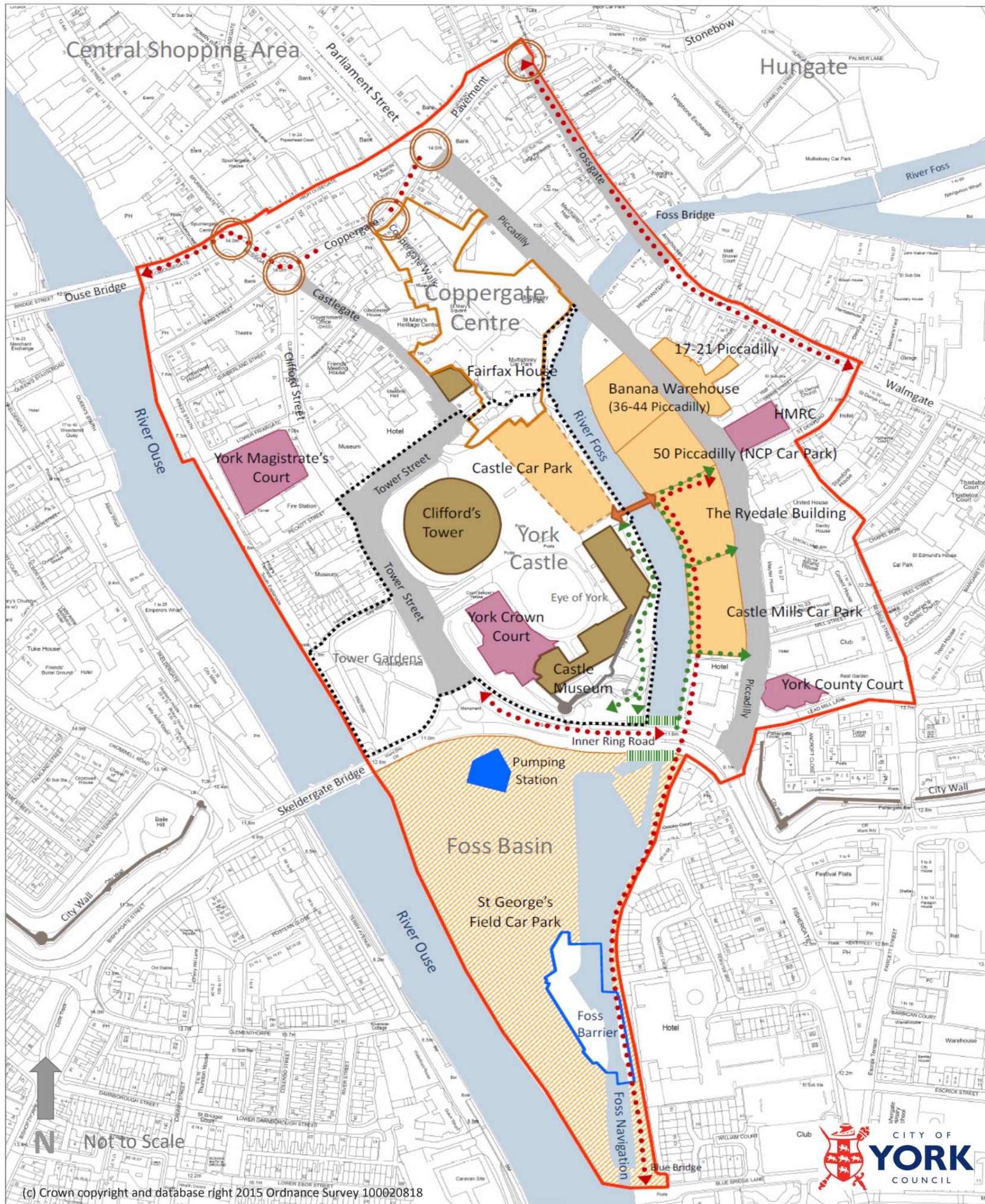


KEY

- New high quality mixed use development opportunity.
- 1. 17-21 Piccadilly
- 2. Castle Mills Car Park
- 3. Banana Warehouse
- 4. 50 Piccadilly (NCP Car Park)
- 5. Castle Car Park
- High quality public realm.
- Indicative building line.
- New landmark River Foss pedestrian/cycle bridge. Indicative line.

Castle Gateway: Vision Opportunity

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- KEY**
-  Boundary of York Castle Gateway.
 -  New high quality mixed use development opportunity.
 -  Coppergate Centre commercial opportunity.
 -  Commercial/residential/leisure opportunity.
 -  Public Estate opportunity.
 -  Cultural asset.
 -  Foss Barrier (Environment Agency).
 -  Castle Mills Pumping Station (Yorkshire Water).
 -  High quality public realm.
 -  Indicative area for contemporary new building on the site of the existing Castle Car Park.
 -  Vehicular dominance of highway reduced and quality and/or size of pedestrian area improved.
 -  New landmark River Foss pedestrian/cycle bridge. Indicative location.
 -  New pedestrian walkways along one or both banks of the River Foss with new pedestrian connections to the wider network.
 -  Proposed strategic cycle route network.
 -  Possible new pedestrian/cycle access under the Inner Ring Road.
 -  Gateway connections to the central shopping area for pedestrians improved.

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Castle Gateway: Development Principles

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Economic Development & Transport Policy & Scrutiny Committee**8 March 2017**

Report of the Assistant Director – Legal & Governance

Access Fund York Project and CITS Grant – Cover Report**Summary**

1. This report and its annex outlines key elements in York's Access Fund Project (Annex 1) and identifies ways in which the work to be undertaken will enable better traffic flow, reduce pollution and support modal shift to sustainable forms of transport.

Background

2. In January 2017 the Government approved a £64 million package of local transport funding to encourage more people to walk or cycle to work. The funding will support local projects over three years from 2017 to 2020.
3. All English transport authorities (outside London) were invited to bid for the funding and York was one of 25 successful local authority bidders to receive a share of the £60 million Sustainable Travel Access Fund for 2017 to 2020. York's share is £1,312,000.
4. The funding will help iTravel York deliver a comprehensive and broad ranging programme of innovative schemes focused on employment centres, education facilities and the engagement of communities and target groups. This involves the use of cutting edge technology through 'app' dashboards, smart traffic lights and integration of sustainable travel behaviours into cultural behavioural norms in York.
5. The aim is to work in partnership with communities and workplace 'champions' to increase walking and cycling rates, effectively targeting not only those who commute to and from work, but hard to reach groups who are socially disadvantaged. Active travel improves health and wellbeing, builds confidence and improves access to employment. These benefits will reduce the demand on costly public health services, The

measures proposed proactively tackle the increasing problem of obesity in society with associated illnesses such as heart disease and diabetes.

6. The objective of iTravel York is to achieve an increase in walking and cycling by providing a holistic range of integrated revenue activities to support capital infrastructure schemes such as:
 - £4.5m Scarborough Bridge access development to open a major walking and cycling link to the York central railway station.
 - £2.5m investment in the upgrade of traffic signals including the provision of thermal imaging 'magic cameras' to be used on 30 city centre traffic light junctions to identify cyclists and change lights to green on detection of which £0.75m was apportioned to the bid.
 - £585k cycling and walking route schemes, 'Safe Routes' to school from LTP funding and public transport upgrades.
7. The programme is designed to embed cultural change towards sustainable travel in York and achieve the optimal benefits from the capital investment. It will also complement and enhance the major capital investments planned from 2017-2020 into walking and cycling infrastructure which will improve journey times for sustainable modes, improve safety and provide high quality links and places where alternatives to car become the main mode of travel.
8. Amongst other things, the Sustainable Travel Access Funding will enable CYC's iTravel York programme to continue to work with the City's business community and educational establishments to encourage the take-up of sustainable travel modes by its employees and students. The programme includes work-streams to support access to Apprenticeship schemes and to continue the 'Travel to Campus' project, working with all four of the City's higher education providers.
9. In addition CYC has won a £300k bid to the Department of Transport to try out new ways of managing traffic flows. The funding from the Cooperative Intelligent Transport Systems grant (CITS) will be used to gather intelligence and data in York over a two year period, starting in April, based on the connectivity between vehicles and infrastructure
10. It will focus on the A59 corridor from the Park & Ride site to Holgate Bridge, and will use location data collected from vehicles monitored by INRIX Ltd.

11. By 2020, it is anticipated that 25% of vehicles will be 'connected' – which means they will be able to communicate with each other and their surroundings, including traffic signals and Urban Traffic Control Systems.
12. The data will help analyse what this means for traffic management in the city and what benefits it can bring for travellers. As yet there are not enough connected vehicles on the road to undertake tests so the £300k grant will allow CYC to use existing fleets of vehicles tracked by GPS to test what the effects of connected vehicles could be, and what opportunities they could offer.
13. CYC will use data from the millions of UK vehicles tracked by INRIX to test ways of controlling traffic. It is the first time in the UK that 'big data' has been used to control traffic signals. As part of the trial York will also test the actual vehicle to signal communications that connected vehicles will use to help set the UK standard for this type of technology.
14. The project aims to make traffic signals more efficient and free up road space that can be used to provide better, more reliable public transport. It will also give the Government useful data that will help other councils deliver this technology in the future.

Analysis

15. This report is for information only.

Council Plan

16. This report and its annex are linked to the Prosperous City for All and a Council that Listens to Residents elements of the Council Plan.

Risks and Implications

17. There are no risks or implications arising from the recommendation in this report.

Recommendation

18. Members are asked to note and comment on the information in this report and its annex.

Reason: To inform Members of Access Fund York 2017-2020 and the Cooperative Intelligent Transport System.

Contact Details

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Report Approved Date 28/02/2017

Wards Affected:

All

For further information please contact the author of the report

Background Papers:

Annexes

Annex 1 – Access Fund York 201-2020



Access Fund York 2017-2020





Department
for Transport

Access Fund for Sustainable Travel Revenue Competition - Application Form

Applicant Information

Local transport authority name(s):

City of York Council

Bid Manager Name and position:

Derek McCreddie i-Travel York Programme Manager

Contact telephone number: 07876 710386

Email address: derek.mccreadie@york.gov.uk

Postal address: West Offices
Station Rise
York
YO1 6GA

Website address for published bid: <http://www.itravelyork.info/about>

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Travel to school
Make a healthy start to your children's day

Travel Planning
FREE advice & financial support for your business

Park & Ride
Fast & frequent services to the heart of the city

Visiting York
Getting around York easily

Latest Events

Balance Bike Sessions For Tots
05 AUGUST - 02 SEPTEMBER 2016
LOCATION: YORK SPORT VILLAGE, LAKESIDE WAY, YORK, YO10 5FG
Balance Bike Sessions are available for 3 - 5 year olds in a traffic free, safe environment at York Sport Village Cycle Circuit. [MORE](#)

Sky Ride York 2016
11 SEPTEMBER 2016
VARIOUS JOINING POINTS IN CITY CENTRE
Join us for a fantastic traffic-free ride in York this September. [MORE](#)

Festival of Cycling 2016
11 SEPTEMBER 2016
ROWNTREE PARK, YORK.
10am to 4pm. Everyone's favourite free cycling event! The Festival of Cycling is back for a one-day special event in Rowntree Park on Sunday 11...

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21°C
Three Day Forecast
T W T
23°C 20°C 19°C
Source: bbc.co.uk

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SECTION A - Project description and funding profile

A1. Project name: i-Travel York

A2. Headline description:



The i-Travel York objective is to achieve an increase in walking and cycling by providing a holistic range of integrated revenue activities to support capital infrastructure schemes.

These are designed to embed cultural change towards sustainable travel in York and achieve the optimal benefits from the capital investments.

Key strategic elements –

- 1 **Employment:** Enabling and supporting sustainable travel “Champions” within businesses to galvanise sustainable access for commuters.
- 2 **Education:** Increasing sustainable travel to schools and higher education for pupils, students and staff.
- 3 **Engaging:** Increasing active health and wellbeing across all age groups through events, challenges and community groups.

A3. Type of bid

a) This bid is:

Revenue only, and I confirm we have made provisions for a minimum additional 10% matched contribution

Revenue & Capital, and I confirm we have sourced the capital funding locally and have made provisions for a minimum additional 10% matched contribution.

b) If your bid is reliant on capital funding, please select one of the following options:

Reliant on new bid to Local Growth Fund. This bid is reliant on capital funding from the Local Growth Fund and work cannot progress if LGF funding is not secured. (If so, please indicate the page number(s) in the Strategic Economic Plan that corresponds with the relevant capital investment(s):

Contains Local Growth Fund contribution, but not reliant on it. This bid contains a local contribution from the Local Growth Fund, but the work can still progress as planned if LGF funding is not secured.

Scarborough Bridge is a £4.5m major walking/cycling infrastructure investment opening up access across the river to York train station and the York Central Enterprise Zone with a dedicated walking/cycling bridge. £1m is funded through LTP funding, £2m through Cycle City Ambition Grant funding. The project is currently awaiting the outcome of a £1.5m YNYER LEP Local Growth Fund bid.

A feasibility study is being undertaken to assess possible alternative designs at lower cost and the likelihood is that the Scarborough Bridge project will progress. The elements in this bid are not reliant on the LGF funding as the major infrastructure project would be able to progress in some form given most of the funding is already in place.

In addition there are many other capital funded infrastructure elements in plan from 2017-2020 from LTP funding which are not reliant on Local Growth Fund which will improve access for walking and cycling in York outside of the major Scarborough Bridge project.

Does not contain any Local Growth Fund contribution. The local contributions in this bid have been secured from sources other than a new bid to the Local Growth Fund, and there are therefore no relevant links to the LGF.

A4. Total package cost (£m): 2.080

A5. Total DfT revenue funding contribution sought (£m): 1.312

**A6. Local contribution (£m): 0.768 revenue
(£m): 5.835 capital investment in walking/cycling
infrastructure schemes and cycle detection
traffic light priority systems**

£768k supporting revenue funding has been committed that we will be able to leverage to Access Funding through a successful bid including:

- £145.5k Local government contribution
- £135k Quality Bus Partnership
- £120k University of York Facilities
- £120k Section 106 developer funding
- £75k Business contribution match funding and event sponsorship
- £66k Public Health contribution
- £52.5k York Teaching Hospital NHS Foundation Trust
- £40k Virgin Trains East Coast
- £14k Elm monitoring project

Additionally there is over £5.835 million in match funding through combined capital contributions, non-guaranteed revenue funding and funding in kind.

This programme of work achieves synergies with a number of capital projects which directly benefit and enable the uptake of walking and cycling including;

- £4.5m Scarborough Bridge access development to open a major walking and cycling link to the York central railway station.
- £2.5m investment in Thermal imaging 'magic cameras' to be used on 30 city centre traffic light junctions to identify cyclists and change lights to green on detection of which we have apportioned £0.75m to this bid.
- £585k cycling and walking route schemes, 'Safe Routes' to school from LTP funding and public transport upgrades.

Funding in kind (not included in above total) will also be provided by:

- £160k through 10000 hours value of time donated by 200+ volunteers and community led contributions to associated walking/cycling programmes:

In addition there are a number of additional proposed capital items in the local LTP plan and Leeds City Region SEP for cycle route improvements and bus priority measures that are linked to the objectives of this Access Fund bid.

Given the importance of i-Travel York to City of York Council, in the event of any of the partner funding not coming forward, we are happy to underwrite the scheme to provide a match funding of 10% and will continue to provide revenue funding support to the programme to enable its maintenance into the future.

A7. Equality Analysis

Has any Equality Analysis been undertaken in line with the Equality Duty?

Yes No

A8. Partnership bodies:

York has established excellent working relationships with a comprehensive range of supportive partners to effectively deliver the i-Travel York initiatives:

Employers

Workplace Personal Travel Planning, York introduced offer through the Workplace Travel Plan Network. Nestle, Aviva, TSYS, NHS York Teaching Hospitals, Shepherd Group, Best Western Hotels, Benenden Health Care and the Universities.

Business parks: Clifton Moor Business Association and Business Park, Holgate Business Park, Minster Business Park.

Retail parks: Monks Cross, McArthur Glen, Vangarde Retail Park
Workplace Travel Plan and Challenge network.

Education sector

University of York

York St John University

York College – the number one source of apprenticeships in York

Askham Bryan College

Over 50 local primary and secondary schools.

Community organizations

Bike Belles

Step Right Up active health walks

Sustrans

Cycle shops

York Environment Forum

Joseph Rowntree Foundation

Cycle groups

Safer York Partnership / North Yorkshire Police

York Environment Forum

York Cycle Campaign.

Bus operators

Through the York Quality Bus Partnership, we are transforming York's bus network to meet the challenges of development led growth, with delivery of a Better Bus Area Fund programme as well as a more general programme of operator and authority led investments. Work has included extensive improvements to bus stops with real time information around York, development of five "interchanges" in the city centre, new stretches of bus priorities, an "All York" multi-operator ticket and provision of free taster tickets to offer individuals through workplace programmes.

Rail operators

Virgin Trains East Coast
Network Rail
Transpennine Express
Arriva Rail North and Cross Country.

York is currently working in partnership with Network Rail and the Train Operating Companies to bring forward the York Central development (120,000m² commercial, 2,500 homes) and major improvement to York railway station.

Local Enterprise Partnerships

The City of York is an integral economic driver for two Local Enterprise Partnership (LEP) areas, namely the Leeds City Region and York North Yorkshire and East Riding. The LCR SEP emphasizes the importance of increasing the quality of the city region's transport system and the promotion of sustainable modes as key priority aims.

The Access Fund programme supports and complements significant capital schemes provided through council resources. The LCR SEP includes a range of proposed infrastructure investments to provide the right environment for economic growth and job creation for existing highway capacity problems in the York area. The capital measures to be progressed include:

- Cycle Network Improvements
- Bus Priority measures
- Transport interchange improvements at the Railway Station
- Traffic Signal upgrades along the target A19 South area which use new thermal technology to identify cyclists at smart traffic lights to reduce their journey time.

Further major schemes will all benefit from the support and additionality that the proposals include such as new housing developments for 600 homes on the forthcoming Germany Beck development.

The York North Yorkshire East Riding LEP identifies congestion in York as a significant impediment to economic activity and growth potential in the area. The Access Fund and the i-Travel York programme more broadly address these issues by encouraging the uptake of more sustainable modes of transport.

SECTION B – The Business Case

B1. Project Summary

i-Travel York will deliver a comprehensive and broad ranging programme of innovative schemes focussed on employment centres, education facilities and the engagement of communities and target groups. This involves the use of cutting edge technology through 'app' dashboards, smart traffic lights and integration of sustainable travel behaviours into cultural behavioural norms in York.

By working in partnership with communities and workplace 'Champions' we will increase walking and cycling rates, effectively targetting not only those who commute to and from work, but hard to reach groups who are socially disadvantaged. Active travel improves health and wellbeing, builds confidence and improves access to employment. These benefits will reduce the demand on costly public health services, The measures proposed proactively tackle the increasing problem of obesity in society with associated illnesses such as heart disease and diabetes.

York has a growing population and needs an ambitious programme of walk/ cycle capital schemes to support this growth. In taking these schemes forward, we need complementary revenue funding to raise awareness of the measures and make walking and cycling the default choice for as many trips as possible. Through LSTF funded schemes York has demonstrated a capability to deliver these revenue interventions with excellent results. Access Funding will allow York to raise the bar of sustainable travel uptake and, most importantly, embed cultural change towards active lifestyles and travel.

The programme is designed to complement and enhance the major capital investments planned from 2017-2020 into walking and cycling infrastructure which will improve journey times for sustainable modes, improve safety and provide high quality links and places where alternatives to car become the main mode of travel.

We want to continue to invest in cycling to help deliver the Cycling Revolution that is well underway in York. The city's 'Travel with Tots' and 'Bike Belles' projects encouraging more women and children to take up cycling, have proved to be very successful. These projects can be taken to a new level, working specifically to encourage older cyclists through a 'Silver Riders' campaign. The Access programme will build on successful measures which are targeted at improving sustainable connectivity to educational opportunities, such as the successful 'Bike It' programme and will also deliver new opportunities, such as the proposed 'Access to Apprenticeships' scheme. This project will open doors to new apprenticeship opportunities, giving more young people access to the skills they need to build a successful career. Partnerships with Higher Education will leverage greater value for money and uptake of walking/cycling on campus. Major events will be held that permit mass participation and celebration of cycling as a mode of transport in York.

Please see programme summary table with description of activities, costings and key delivery outcomes included on the next page:

Summary of strategic elements:	Description:	Total Cost (£k)	DfT contribution (£k)	Local contribution (£k)	Key delivery outcomes:
1. Employment Sustainable Travel uptake		408	272.5	135.5	
Workplace active travel support	Delivering a workplace and jobcentre support service to offer ongoing promotion and assistance with sustainable travel modes, train the trainer and personal travel planning events working with target groups.	135	120	15	10% increase in modal shift to sustainable modes
Active Travel Dashboard	Promotion of new 'Moves' app which provides smart monitoring of travel behaviour, intelligently identifying modal split and distance travelled, provides encouragement and support to users.	20	20	0	1000 active users sharing travel data
Workplace Travel Network & Travel Plan Assistance	Establishing key "Champions" network and offer of travel plan support service to assist businesses in writing / implementing travel plans to enable better transport business practices	117	64.5	52.5	Grow TPN membership to over 150 organisations and 15000 employees.
Apprenticeship discounted travel scheme	Free bike loans and discounted bus travel via smartcard ticketing, role created for an apprentice to supervise the apprentice schemes	70	62	8	300 apprentices receiving sustainable travel discounts and support.
Travel Planning software	To enable businesses to achieve greater sustainable travel uptake through the use of user friendly software tools	6	6	0	30 businesses delivering travel plans
Install cycle shelters at businesses	Cycle shelters installed with package of support measures to enable cycling uptake	60	0	60	30 businesses with new cycle shelters
2. Education Sustainable Travel uptake		490	308.5	181.5	
Travel2Campus	Higher Education sustainable travel forum, Dr Bike workshops, led rides, staff and student events on campus, promotion of sustainable transport on campus	240	120	120	10000 students and staff participating in campus events and promotions
Bike It	Bike It officer working intensively with primary schools to promote walking and cycling	120	90	30	18 new schools (7,500 pupils), plus supporting 50 existing schools (25,000 pupils)
School Travel Planning	Walk to school promotion, parents parking promise, school action groups, mode shift in schools	90	75	15	50 schools engaged on sustainable travel
Clean Air Champions	Educating volunteers and schools on the benefits of	35	21	14	5 schools participating in air pollution monitoring

	sustainable travel and reducing exposure to air pollution				programme.
Parking challenge	Develop a cartoon to parody the frequently encountered inconsiderate driving and parking by parents that children experience on their journey to school. The cartoon should appeal to children and adults alike. The cartoon will also be put onto the i-Travel York website and social media	5	2.5	2.5	Each school to include on assembly plans and parents evenings. Target reduction in car use of 10% at schools, increases in walking and cycling
3. Engaging Sustainable Travel uptake		717	506	211	
Bike Belles & Travel with Tots	Promoting take-up of cycling amongst women and consultation of local ideas for cycling expansion	96	96	0	500+ women and children directly engaged in cycling and wider promotion
Green Neighbourhoods	Innovative community place making scheme. For local people to help create better public spaces for people to spend time in and move through	20	20	0	200+ people engaged
Community Champions	Identifying key community 'champions' to lead community groups	15	15	0	30 'champions' and 30+ community groups
Big Challenges	6 week active promotion of cycling in September plus a winter promotion of safe cycling	90	90	0	3000+ participants and sustained modal shift
Festival of cycling	Delivery of the nationally acclaimed York festival of cycling annually	45	30	15	Attracting 15,000+ visitors each year
Switched on	Promotional events for ultra low emission vehicles and e-bikes	6	6	0	1000+ visitors and regional media coverage of event
Led rides and Big York Ride	Led rides and annual Big York Ride event coinciding with Festival of Cycling	120	60	60	To directly involve 8,000 participants
Silver Riders	Promotion of active health cycling for senior riders to improve wellbeing including safety awareness training	30	30	0	300+ participants and reduction in casualty statistics
Inclusive cycling uptake	Uptake of cycling for physically or mentally disabled people, accessibility friendly local rides.	96	36	60	300+ participants and improved inclusion within communities
Active Leisure led walks and rides and GP referral	Step Right Up' active health walks, led by volunteers	15	9	6	150 led walk and cycle events in target corridor with 500+ participants. GP referral to led walks and activities
Cycle training	Cycle training to be offered to adults and families to provide confidence and support to new cyclists	42	42	0	1200 hours of cycle training to be offered to adults and families.
Road safety promotion	Road safety promotion in community, urban cycling skills, full life safety training.	72	42	30	Cycle training and education for 2000+ people.
Living streets	Community consultation and redesign of streets to enable safer streets	30	30	0	6 communities engaged and solutions delivered
Cycle Storage Scheme	New cycle locker facilities for rail commuters to enable easier use of rail to bike transport	40	0	40	New cycle locker facilities for rail commuters

4. Better Bus Promotion		195	45	150	
Better Bus information services	Bus wardens, and network monitoring officers ensuring day to day reliability of bus operations	120	15	105	Consistency of journey times
Park&Ride promotion	Improved communication of location, prices, convenience	45	15	30	Increase in Park&Ride journeys
Bus network enhancements	Improved wider promotion of local bus services to residents	30	15	15	Increase in local bus use
5. Communication, Promotion and Project Management		270	180	90	
City promotional campaign	Promotion of i-Travel York brand, including campaign on 'city-level' benefits of walking and cycling, flexi-mobility, engaging social media, efficient driving, ultra low emission vehicles	75	45	30	50,000 people engaged with i-Travel York promotions
Website development	Enhancement of website, redesign to adopt new programme streams	30	15	15	150,000 people accessing the website and travel information
Project management	Project management and monitoring and evaluation	165	120	45	4 monitoring and evaluation packages
Total		2080	1312	768	

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B2. The Strategic Case

Strategic context of local transport

York is a Science City and regional centre of learning. The knowledge-based and tourist economies are dependent on protecting the city's special environment. York's economic growth potential is unique in the North of England and there is high demand for development growth and employment growth. York's forthcoming Local Plan aims to provide 1,100 homes per year and 1,000 jobs per year over the next 15 years to accommodate this demand.

The historic nature of the York streets mean the city transport network is highly constrained and any rise in traffic congestion risks constraining economic development, as well as adversely affecting the environment. For over 25 years, York has championed a policy of maximising the facilities for and uptake of sustainable travel modes, in order to try to manage traffic levels so that growth can be accommodated without causing unacceptable congestion and negative environmental impacts.

York is a pioneering transport city in this regard – implementing its network of city centre footstreets in the 1980s, developing a comprehensive Park & Ride network, recognised as one of the best in the country and carrying over 4m passengers per year. York continues to invest in cycling and has become an exemplar city in terms of mode share, with levels of cycling to work exceeding 15%. York has increased the number of Park & Ride sites around the city to six through the ongoing Access York strategy which has expanded the capacity of the Park & Ride network by 1,150

spaces (30%). York is also a Better Bus Area, resulting in significant improvements to the bus network in terms of real time information provision, bus priority measures and waiting/interchange facilities.

City of York Council is also the first local authority to develop a holistic Low Emissions Strategy. Through this, there is an ambition to move to a predominantly electric / low emissions bus and taxi fleet over the next 5 years, as well as to develop a freight consolidation centre to serve the City Centre via electric vehicles. The on-line and mobile travel information systems that the first LSTF phase has helped to deliver are transforming the quality and availability of transport information.

i-Travel York has enabled York continue with many of these schemes and to step up the marketing and promotion of sustainable travel options. In 2017-2020 i-Travel York will continue and intensify this programme further, concentrating on successfully delivered elements from the LSTF programme, as well as new and innovative schemes that further deepen the engagement with participants and help put many of these initiatives on a long-term, sustainable footing.

The original LSTF programme was developed in close alignment with the Council's Local Transport Plan and strongly supports three of York's five LTP3 key themes, namely:

- Providing quality alternatives to the car to enable more trips to be undertaken by sustainable means;
- Encouraging behavioural change to maximise the use of walking, cycling and public transport options;
- Tackling transport emissions to reduce the release of pollutants harmful to health and the environment;

The i-Travel York Access Fund programme will support the local economy by supporting access to new and existing employment, education and training:

- Working intensively with employers, tackling peak-hour commuting which will help combat congestion and improve productivity of the workforce by reducing disruption to the working day caused by parking problems.
- Reducing congestion on key access corridors where high levels of employment growth are occurring.
- Reducing the costs of business travel to employers who participate in the pilot of electric vehicles and car club vehicles.
- Improving the health of the population with impacts on productivity as well as increasing access to employment opportunities through the promotion of sustainable and active travel modes.
- York's knowledge-based and international tourist economies are dependent upon the City's environmental assets. Reducing congestion and promoting sustainable travel modes protects and enhances these essential properties.
- Promoting the uptake of sustainable and active travel modes through channels used by jobseekers and apprentices.
- Delivering comprehensive, engaging, educational initiatives across all education sectors and age groups.
- Offering discounted travel and bike loans for jobseekers/apprentices to enable affordable travel using sustainable modes.

- Working with employers to promote sustainable access to centres of employment and provide cycling infrastructure to enable this.

The i-Travel York Access Fund programme will actively promote increased levels of physical activity through walking and cycling:

- The promotion of sustainable travel and active alternatives to the car.
- Encouraging key target groups such as senior citizens, women and children to take up more physical activity while travelling.
- Hosting major events such as the Big York Ride and the annual Festival of Cycling which 8000+ people participate in to give exposure to cycling and shift cultural norms in the city to that of sustainable modes.
- Embed active modes by promoting walking and cycling in primary schools.
- Supporting new cyclists by providing training, bike buddies, community groups and sporting activities.
- Work closely with community groups to create networks of champions and volunteers to achieve sustainability of investment.

Enabling infrastructure

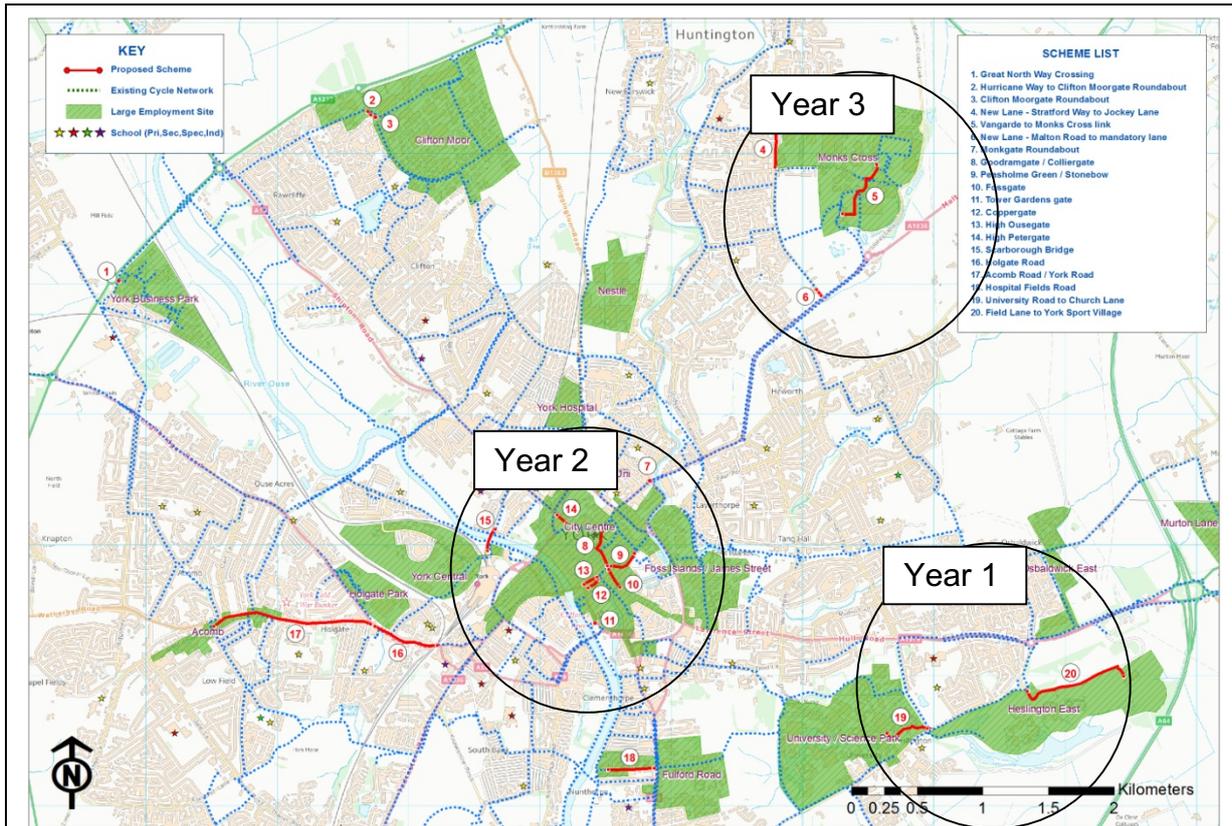
Access funding for i-Travel York will also enable a wide ranging and integrated package of supporting measures for cycling, walking and broader sustainable travel which will compliment and embed adoption of the £5.835m major capital investments in walking and cycling taking place over the 2017-2020 period:

The principal scheme, to redevelop Scarborough Bridge, has a project cost of £4.5m, of which we are awaiting the results of a Local Growth Fund bid for the final £1.5m to permit the scheme to be delivered as designed. This is a new dedicated pedestrian/cycling bridge alongside the existing railway bridge leading directly into the York central railway station. This will provide a high quality, high volume access corridor for the busiest commuting hub in the city and will be a catalyst for multi-modal travel in York.

The i-Travel York programme of employment, education and engaging measures will be amplified to fit with the proximity and delivery timescales of the main capital investments in walking and cycling infrastructure:

Year 1 – Eastern York
 Year 2 – York Central
 Year 3 – North East York

Please see map on the next page for locations of infrastructure projects and a list of planned interventions:



ID	Capital Scheme	Total Cost (£k)	Pedestrian benefits	Cyclist benefits	Major employment sites within cycling distance (5km)	Major employment sites within walking distance (2km)	Schools within 5000m
1	Great North Way Crossing Improvement	20	Y	Y	10	2	40
2	Hurricane Way to Clifton Moorgate Roundabout	10	Y	Y	12	1	46
3	Clifton Moorgate Roundabout	10		Y	12	1	46
4	New Lane (Hunt.) Stratford Way to Jockey Lane	10		Y	16	2	44
5	Improved links Vanguard and Monks Cross	100	Y	Y	16	2	44
6	New Lane - Malton Road	15	Y	Y	16	4	49
7	Monkgate Roundabout	15	Y	Y	16	5	53
8	Goodramgate / Colliergate vehicle ban	5	Y	Y	16	9	54
9	Hiscox / Hungate / Stonebow House	100	Y	Y	16	9	55
10	Fossgate reverse flow	5	Y	Y	16	9	55
11	Tower Gardens	5	Y	Y	16	9	55
12	Coppergate scheme	100	Y	Y	16	9	55
13	High Ousegate	10		Y	16	9	55
14	High Petergate	10	Y	Y	16	8	55
15	Scarborough Bridge	4500	Y	Y	18	9	57
16	Holgate Road	10		Y	16	8	55
17	Acomb Road / York Road	50		Y	16	5	57
18	Hospital Fields Road	10		Y	17	5	54
19	University Road / Deans Acre link to Church	50	Y	Y	16	5	45
20	Field Lane to York Sport Village	50	Y	Y	16	4	36

Year 1 links up critical pedestrian/cycling routes to Eastern York. The University of York is located in this area and has over 20,000 students and staff.

There is major development planned in York in through the forthcoming 'York Central' Enterprise Zone, a 72 hectare development area on the edge of the city centre, between York Railway Station and Water End. York Central Enterprise Zone is expected to deliver significant employment opportunities with up to 120,000 square meters of office, leisure and retail space and 2,500 new homes. The site is planned to be available for the first new businesses and residents from 2018. This will generate considerably more trips through the city centre area.



View from Proposed Bridge

(Scarborough Bridge design image)

The objective of the major Year 2 capital scheme, the £4.5m Scarborough Bridge for walking/cycling, is to provide an improved pedestrian/cyclist accessible bridge linking the surrounding areas of the city directly into the York Central railway station and enabling pedestrians, cyclists and people with disabilities to avoid the congested, vehicle-dominated section which runs past the front of the station.

Providing this dedicated walking/cycling link will encourage modal shift away from motorised transport, mitigating congestion in the areas near the station, improving air quality, improving the health of users switching to active modes of travel from motorised modes and increasing the accessibility of the station. The potential of the scheme is to double the current levels of cyclists and pedestrians in the area and enable Dutch levels of walking/cycling uptake in York.

Year 3 links up routes to the large Monks Cross retail and business park area which is expanding in premises and greatly increasing in trip generation. This has been identified as a growth region and thus offers substantial opportunity for intervention measures to support sustainable travel activities.

‘Magic cameras’

York is also beginning an innovative programme using cutting edge technology to roll out 30 above ground detecting traffic light cameras more widely across the city. These ‘magic cameras’, typically mounted onto traffic signal poles, replace traditional inductive carriageway loops.

These cameras work through either video or thermal imaging analytics, with an algorithm detecting the progress of a bike through a ‘virtual’ loop, which is a region defined through the camera software.

These thermal imaging cameras are much better at detecting cyclists. Traditional loops can be missed by cyclists, or the loop may not be sensitive to detect them, particularly with more and more people riding carbon fibre bikes. Thermal imaging detection is a much more robust solution on cycle corridors and allows cyclists to cross both quicker and safer than traditional alternatives.

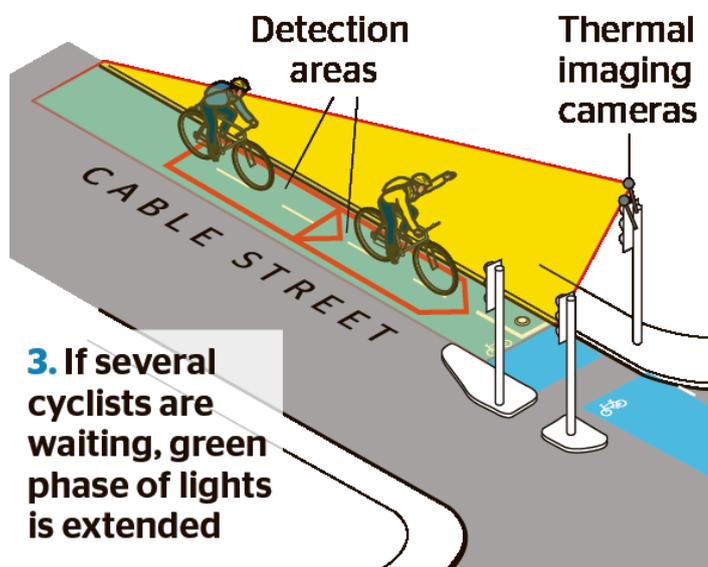
The cameras also have detection by vehicle type. The algorithm can also tell the difference between different vehicle types and place demands accordingly – e.g. for bus priority measures. With traditional loops, a vehicle overtaking a cyclist or parked car might trigger a loop on the other side of the road, placing a spurious demand. The camera eliminates this resulting in smarter, faster access for cyclists.

The first ‘magic camera’ in the 30 junction Traffic Signals Asset Renewals (TSAR) programme has already been installed and is currently being evaluated.

It has been identified there is a degree of behaviour adaptation for the success of these, as cyclists need to be aware of the cameras and to ensure they are in the cycle lane when approaching these for the software to recognise them. This will have the additional benefit of improving safety for cyclists at junctions.

The i-Travel York programme will deliver the supportive communication messages to ensure the early adoption of this exciting technology is as successful as the potential.

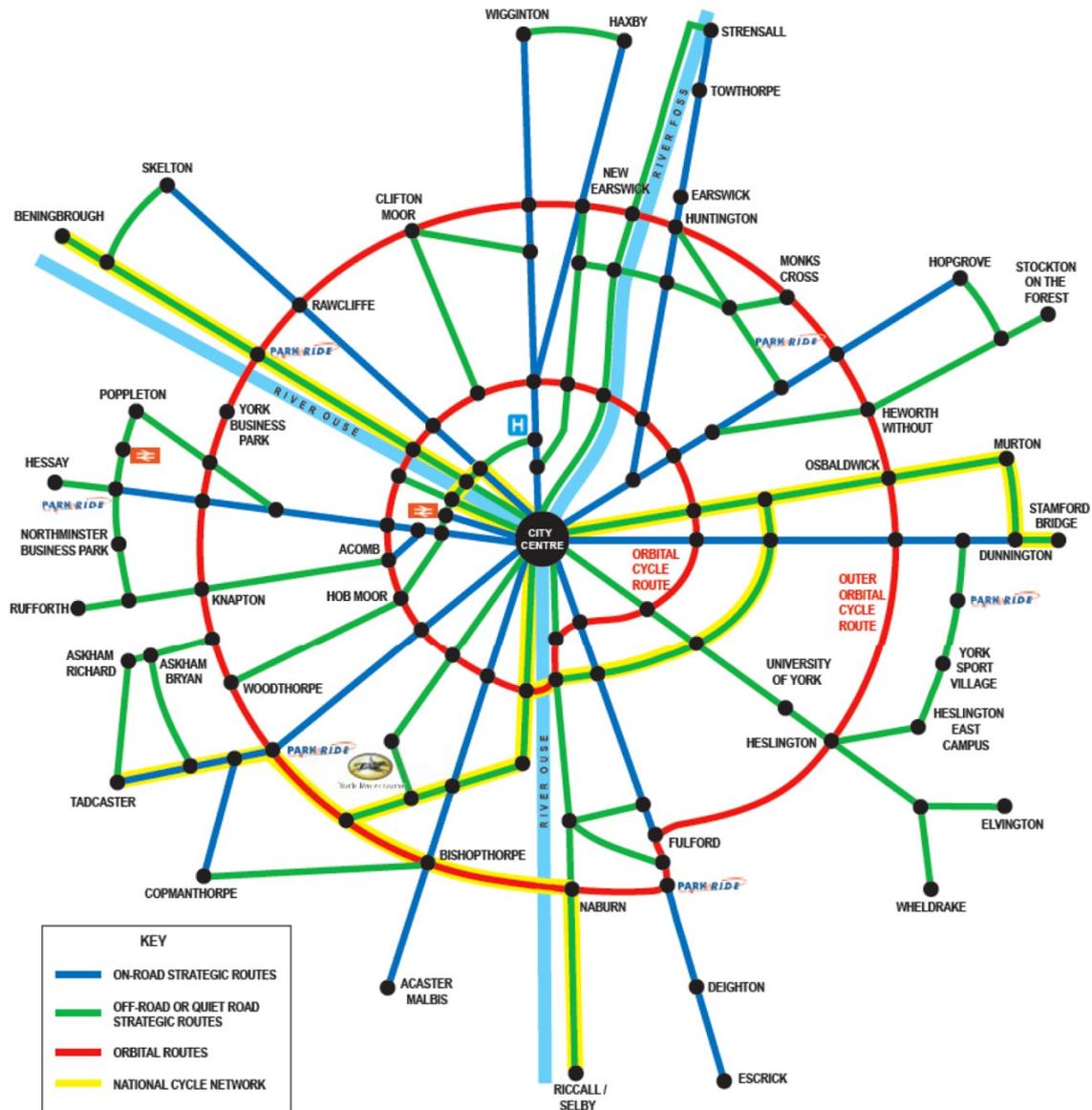
- 1. Cyclists enter traffic light's detection areas**
- 2. Camera monitors number of cyclists using their body heat**



- 3. If several cyclists are waiting, green phase of lights is extended**

The additional capital infrastructure schemes previously listed are expected to deliver outputs of increased uptake of sustainable travel by strategically connecting known gaps in links across the city walking/cycling network which have been prioritised to open up access both across and around York.

The York walking and cycling route network design:



Although there will be thematically applied focus to the year 1, year 2, and year 3 locations, many of the activities apply city wide and are intended to realise an increase in levels of walking and cycling to rival many European cities.

York has worked tirelessly for decades on building a city-scale infrastructure of both on and off road routes which provide the foundation for this ambitious vision.

The i-Travel York principal revenue implementation measures are designed to enhance the investment in this infrastructure and provide the psychological interface between places and travel behaviours based on three key strategic elements:

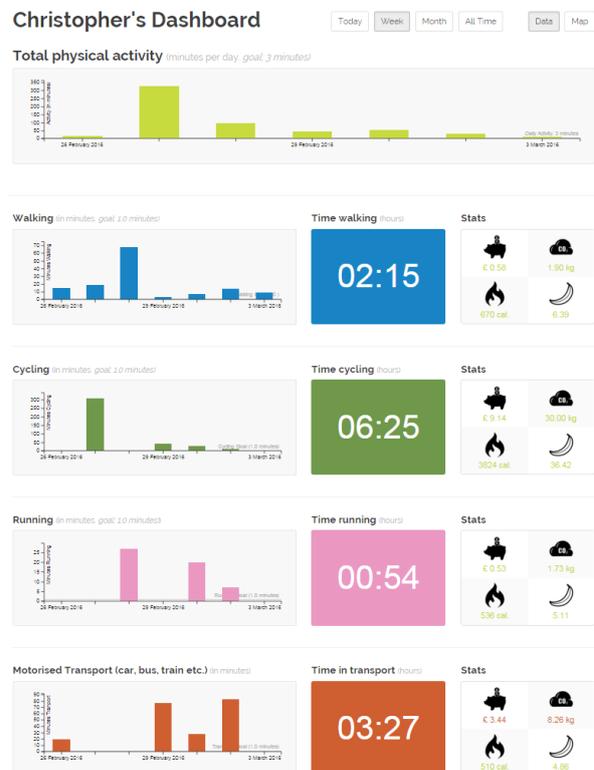
1 Employment sustainable travel uptake

Workplace active travel support

- Utilizing a thriving business travel plan network created in the initial phase of i-Travel York, we will offer workplace Personal Travel Planning (PTP) consultations with employers and their staff across the city. Additionally a full suite of further travel plan services will deepen employers' engagement in travel planning, including assistance with developing travel plans, travel plan support, promotion of car club cars and advice and support on implementing car park management strategies to have an immediate effect on reducing car use to work. This initiative enables inbound commuters from outside York, who have a much higher car based modal split, to be targeted more effectively and improves wellbeing and productivity for employees. 'Train the trainer' techniques will also be used to expand resources within local job centres. In meeting with employers to plan the workplace PTP sessions, we will introduce our broader travel plan services and discuss which elements they would like to engage with us on, including:
 - Assistance with developing aspects of their travel plan
 - Advice and support on how to deliver certain travel plan measures
 - Signing up to using travel planning software and initial support in starting to use the tools and accreditation of their bespoke business travel plan
 - <https://www.youtube.com/watch?v=-MNeJwH7ICg>

Active Travel Dashboard

- Active Travel Dashboard is a fantastic new motivational tool with a free app for participants. It's completely automatic, all users need to do is sign up then carry their smartphone or a Fitbit with them. Their data will then be uploaded straight to the Dashboard which will:
 - A) Enable users to view their overall physical activity, walking and cycling levels
 - B) Help users set physical activity goals and see if they have achieved these. Establishes money and CO₂ saved and how many calories burned by travelling actively. A Project Officer can work with them to provide tailored support and encouragement. The Dashboard also enables high quality monitoring of collective outputs to ensure interventions are working as effectively as possible.



Workplace Travel Network & Travel Plan Assistance

- Car park management advice - from our discussions with employers to date, we have observed that many have significant parking problems, but are unsure how to address them. By offering the workplace PTP and associated services, the scheme will have a swift impact on mode share, showing that car parking demand can be effectively managed. We will then offer advice on implementing longer-term measures to manage car parking, such as the introduction of permit schemes or incentive schemes to provide a modest reward for employees who use alternative modes to get to work. Employers will be helped to devise an appropriate scheme for their circumstances, which they will then implement.

Access for Apprenticeships

- A new and innovative scheme offering specific travel advice and support, discounted bus travel, and bike loans for 300+ apprentices. In keeping with the scheme, an apprentice will be employed to deliver this project bringing direct awareness of the issues people entering the workplace encounter with making travel choices. This scheme will also engage local businesses and employment centres to achieve increases in sustainable transport while providing access to employment, training and skills. New Smart bus travel products will enable these new features to be established and the project will establish the business case for private sector investment into apprenticeship travel schemes to give sustainability to the scheme.

Cycle shelters

- Cycle shelters will be offered to local businesses to provide supportive infrastructure for modal shift. This is a successfully existing scheme and enables 50% match funding investment from local businesses. This will deliver 30 cycle shelters and there is currently a waiting list for the delivery for the installations.

Travel planning software

- Tools which are intuitive, easy to use and enable businesses to achieve greater sustainable travel uptake by formulating a bespoke travel plan and monitoring progress. 30 businesses have already shown interest in travel planning and the software will provide consistency and efficient use of resource time.

2 Education sustainable travel uptake

Travel2Campus

- Continuation of the successful Travel2Campus project which engaged over 3000 students and staff on campus in 2015/16 with Dr Bike workshops, travel advice and cycle promotion. Over 15% of the population of York is either a student or higher education staff member so this is an essential target group where high levels of engagement can be achieved. Key stakeholders are the University of York, York St John University, Askham Bryan College and York College - to increase cycling rates to campus amongst students and staff. This will be achieved by a University 'Champions' network, roadshows of engagement activities, promotional activities, training and the support of staff and student volunteers.



Bike It

- Active travel promotion and the successful Bike It scheme recruiting a further 18 schools in York, as well as continuing to work with the 20 schools already engaged during the initial phase of the LSTF programme to achieve the earliest possible adoption of sustainable and healthy modes of travel.



School travel planning

- Working with over 50 local schools to deliver travel planning to schools plus work in partnership with the Children's University run by 'York Cares' of University of York. Student volunteers will be trained to deliver travel planning to increase resource so that children can travel safely and sustainably as their journeys change from primary to secondary schools.

Clean Air Champions

- Bringing volunteers, schools and Universities together to create better knowledge and understanding of pollution and what everyone can do to reduce emissions and exposure. Local schools will participate in research projects with students and 25 volunteers will become 'champions' to outreach to 2000 people in the community. A 'Cleaner Air campaign' and community consultation will result in better understanding of travel issues and a new sustainable travel vision for York.

Parking Challenge

- Develop a cartoon to parody the frequently encountered but inconsiderate driving and parking by parents that children regularly experience on their journey to school. This behaviour is potentially harmful to children with a direct risk to safety. The approach will be light hearted but with a serious message, finishing with a call to action of safe responsible, considerate driving and parking. The cartoon should appeal to children and adults alike. Each school will be sent a hard copy on disc and a lesson plan to use in assemblies, lessons etc. The cartoon will also be put onto the i-Travel York website and social media channels. Success and we can monitor how often references are made on social media and whether parking outside schools improves.



Traffic Inducing Traffic

3 Engaging sustainable travel uptake

- Support for the 'York Bike Belles' and 'Travel with Tots' initiatives aimed at getting more women and children to cycle. This addresses the relatively low uptake of cycling amongst women (only 25% cyclists in the UK are women). In championing women's cycling, the project seeks to identify barriers to cycling so that City of York Council can address these and identify positive messages to enhance cycling take up and provide appropriate cycling activities for women to begin to participate.



- Building on outstanding community engagement levels and outcomes, York will continue to deliver and develop an innovative programme of communications, activities, community engagement and volunteer development to increase levels of physical activity through walking and cycling in hard to reach groups. Building on excellent relationships with the community and voluntary sector, projects will be community-led and include the development of integrated volunteering opportunities across the city. The Green Neighbourhood programme will create better public spaces for people to spend time in and move through.
- There is an extensive York Active Health Walks programme where volunteer walk leaders expand resource and engage large numbers of the community to be more active. There will be 50 walk and bike ride events per year, with over 500 regular participants. The employment programme will also encourage new target groups of jobseekers and those NEET to walk and cycle more often and develop employability skills through city-wide volunteering programme. Outputs will be 5000 beneficiaries, 50 volunteers, 1500 volunteering hours and 50% of beneficiaries increasing their level of walking and cycling.
- Silver Riders is a new promotional campaign to encourage activity in senior cyclists to improve health and wellbeing. This offers substantial opportunity for community involvement of volunteers and ride leaders in a key group for improving health, wellbeing and inclusion.



- Promotion of the i-Travel York and One Planet York brands with campaign messages across York. Enhancing the on-line services and website to provide a one-stop shop for travel information and ongoing communications with residents and visitors. i-Travel York has been highly successful to date at communicating the benefits of sustainable travel and sustainable living at the individual level. York will continue to

build brand awareness and create 'Green Neighbourhoods' of sustainable living.. This linkage between the promotion of sustainable travel and the broader ambitions of the city will be communicated effectively across a range of media channels to stakeholders to build support as we move forward with more ambitious parts of our transport strategy and economic growth strategy. This will include a holistic PR strategy, identification of appropriate 'city-level' and target area messages to communicate and brokered discussions with stakeholders to build their support and integration with all communication across the programme. The brand will continue to be promoted through the full range of media and social media channels to continue to build brand awareness.

- Inclusive cycling initiatives will promote accessibility for travel to people with disabilities in the community. Accessible friendly events will be coordinated which are also suitable for supporters and a range of suitable bikes with special adjustments and design are already available and ready to be used.
- York will continue to run the hugely successful and nationally recognized annual Festival of Cycling in September each year. This fun family friendly event attracts over 15,000 people and offered cycle try outs, bike maintenance, displays and is an important affirmation of the positive role cycling plays in York.
- A winter cycling promotional campaign will tackle the seasonality of cycling where rates decline with bad weather. Promotion of correct clothing, equipment and techniques will enable safer, year round cycling.
- Cycle try-out sessions and cycle shop: bringing a number of bikes to the workplace for people to try out and experience cycling.
- Cycle training will be actively promoted to improve new rider confidence either as sessions run at the workplace during the PTP week, or by registering staff with the York cycle trainers;
- Dr Bike session and cycle maintenance classes will improve knowledge of maintenance and improve bike usage rates and safety.
- York Cycle Challenge – an annual competition where individuals and teams compete to log the most cycle miles over the course of a month. Last year saw a 56% reduction in car use over the promotional period recorded by participants.
- Cycle support service: we will offer employees an ongoing cycle support service through a membership scheme which the employer makes a small contribution to. This will give ongoing access to the above services, including purchasing discounted equipment and bike maintenance.
- Promotion of City Car Club to reduce the need for car ownership.
- Green wheels events to engage and educate the public about e-mobility.

- Big York Ride is a major annual event attracting 8000+ cyclists in September and also run a series of local rides, coinciding with the Festival of Cycling.



- Road safety and Bikeability: The principal barrier to uptake of cycling is concerns over safety (both real and perceived). The road safety programmes in York aim to make this as safe as possible. Adult cycle training and urban cycle skills has been recognised by the Government and Local Road Safety Partnerships as being of key importance in tackling cycle casualty rates. 'Full life' safety training will be offered from children to senior citizens.
- York will be offering health checks to residents which will identify adults who could benefit from more active travel. We will be supporting these people into active lifestyles by overcoming the barriers to uptake of walking and cycling.
- Living Streets will consult with communities to identify what measures they would suggest to improve the accessibility to non-car modes of transport. Often these are low cost measures which can enhance the sense of place and community.
- York will also continue with the programme of bus enhancements, including improving information services and awareness of key messages for local bus services.

The i-Travel York website is an excellent platform to communicate with the public receiving 150,000 visitors per year. i-Travel York also has an active Twitter feed and Facebook account with over 2000 followers which has proved essential at times of peak traffic and in during recent flooding events. The journey planner tool is able to advise visitors and newcomers to the city of the most sustainable and quickest ways to travel through York.

Platform for change

The i-Travel York programme is designed to have a strong and consistent brand presence in York. This has considerable momentum and will be at the core of sustainable transport promotion following 2020. The period up to the end of this decade is one of further transition. York has been successful in migrating funded community projects to volunteer led travel initiatives such as the Active Health Walks which was previously LSTF funded and now only require support for materials. By taking a 'champion' and community led approach many schemes will become self sustaining and achieve benefits greater than we are able to directly measure. York will also use this time to explore new funding mechanisms for sustainable travel which internalise the costs of transport in the city and promote the benefits of sustainable living with commercial partners for 2020-2025.

B3. The Economic Case – Value for Money

The appraisal makes the following assumptions:

- It is assumed that all expenditure linked with the work undertaken on this programme will take place in the 3 financial years between April 2017 and the end of March 2020
- The scheme is appraised over an eight year period, with the benefits of the scheme realised starting in 2017, then decaying from five years after the work is complete in March 2020.
- No optimism bias has been applied to costs because nearly all activities are continuations of existing activities. Engagement with external suppliers in the preparation of this bid means that CYC already has outline agreement about costs and outputs for almost all of the workstreams
- The local contributions which are stated are funding which will be unlocked by a successful Access Fund bid. In the event that the bid is not successful this funding will not be committed to the stated projects. As such, this bid has the potential to unlock a further £768k over the three year period of local investment in sustainable travel uptake in York
- Linked projects and programmes in York which a successful Access Fund bid will assist have been excluded from the appraisal.
- Benefits from additional bus passengers have been excluded, although it is likely that there would be positive benefits from this source.

As such, the appraisal has been undertaken on the additionality coming from the revenue measures funded by the Access Fund interventions alone. It contains a number of conservative assumptions (please also see the Economic Appraisal Summary note appended) which gives confidence that the bid appraisal is robust.

Appraised over the eight year period of the bid:

PVCs of £1,226,069 for the DfT funded elements (after discounting)

PVBs of £8,617,690

NPV of £7,391,621

Overall BCR of 7.03:1

Wider Economic Benefits

Agglomeration benefits, benefits from people choosing to work longer hours or from people being able to work in a more productive location as a result of the interventions in this bid have not been considered in this appraisal. However, as York is a relatively productive location in the north of England, and as there is significant growth occurring in the sectors of York which this bid focuses on, it is assumed that the wider economic benefits from implementing this programme will be significant, potentially doubling the conventional benefits presented above.

B4a. The Financial Case – Project Costs

Before preparing a scheme proposal for submission, bid promoters should ensure they understand the financial implications of developing the scheme (including any implications for future spend and ongoing maintenance and operating costs), and the need to secure and underwrite any necessary funding outside the Department's maximum contribution.

Please complete the following tables. **Figures should be entered in £000s** (i.e. £10,000 = 10).

Table A: Funding profile (Nominal terms)

£000s	2017/ 18	2018/ 19	2019/ 20
DfT funding sought	451	435.5	425.5
Local Authority contribution	527.5	1517	502
Third Party contribution including LGF	174.5	3714.5	167.5
TOTAL	1153	5667	1095

Notes:

- 1) Department for Transport funding must not go beyond 2019-20 financial year.
- 2) Bids must identify a local contribution (local authority and/or third party) towards the project costs. The local contribution should be at least 10% of the DfT revenue. The breakdown of this local contribution should be provided in section A6.

B4b. Management Case - Delivery

i-Travel York is able to begin delivery of Access funding from 1st April 2017. We are already working with employers, community groups and education establishments and will ensure smooth continuity into the Access Fund programme of activities.

Please see project plan Gantt chart appended.

Table C: Construction milestones

Scarborough Bridge	Estimated Date
Planning phase	Sept 2016
Start of works	Jan 2018
Opening date	Dec 2018
Completion of works (if different)	N/A

B5. Management Case – Statutory Powers and Consents

- a) Please list separately each power / consents etc obtained, details of date acquired, challenge period (if applicable) and date of expiry of powers and conditions attached to them. Any key dates should be referenced in your project plan.

No statutory powers are required to deliver the programme.

- b) Please list separately any outstanding statutory powers / consents etc, including the timetable for obtaining them.

N/A

B6. Management Case – Governance

Access funding will be implemented using new governance arrangements, creating a new steering group comprised of city 'champions' to provide greater integration into the York walking and cycling networks.

The programme of works will be led by the Director of Highways, City and Environmental Services acting as Senior Responsible Officer. Project Management will be provided by the existing i-Travel York Programme Manager who will use resources from partners and existing teams across the Council including transport planning, sports and active leisure, highways and environmental protection. Project Leads will be responsible for delivering the packages of measures. The governance structure will be centred on the new steering group to guide the programme and ensure the schemes are implemented in the most effective way possible. Delivery of the programme and escalation of key issues will be reported on a regular basis to the Executive Member for Transport in the Council.

This governance structure for i-Travel York provides cross cutting integration led by passionate advocates of sustainable travel. Communication is excellent within the programme and the team is greatly looking forward to delivering the Access Fund schemes.

Please see Organogram appended.

B7. Management Case - Risk Management

All schemes will be expected to undertake a thorough risk assessment and a detailed risk register should be included in the bid. The risk assessment should be proportionate to the nature and complexity of the scheme.

Please see Risk Management strategy appended.

B8. Management Case - Stakeholder Management

a) Can the scheme be considered as controversial in any way?

Yes No

If yes, please provide a brief summary (in no more than 100 words)

N/A

b) Have there been any external campaigns either supporting or opposing the scheme?

Yes No

If yes, please provide a brief summary (in no more than 100 words)

N/A

B9. The Commercial Case

Please provide evidence that you are able to mobilise and begin to deliver at the start of the funding period if successful.

The access fund scheme elements proposed are extensions to existing delivery streams. Internal staff and third party suppliers will be in place to continue these and are eager to begin the new phase of sustainable travel promotion in April 2017.

The PR and communication workstreams, schools programmes and Better Bus promotion are all currently being delivered by City of York Council.

Multiple external delivery partners are prepared to deliver other aspects of the programme, including:

- Bike It, Travel2Campus, Active Health Walks and Bike Belles programmes, in association with a network of volunteers.
- Get Cycling – York-based community interest company, assists with running the annual Cycling Festival.
- Castlegate IT – York-based IT firm, developed the i-TravelYork website and is retained by the Council for ongoing maintenance and further development.

These organisations have contributed their expertise and assessment of costs for delivering the next phase of the programme and are available to deliver the scheme elements. Where it is necessary or desirable to open up delivery elements to competitive tenders, we have the experience of procuring this work from delivery of the LSTF in line with local authority financial regulations.

It is the promoting authority's responsibility to decide whether or not their scheme proposal is lawful; and the extent of any new legal powers that need to be sought. Scheme promoters should ensure that any project complies with the Public Contracts Regulations as well as European Union State Aid rules, and should be prepared to provide the Department with confirmation of this if required.

SECTION C – Monitoring, Evaluation and Benefits Realisation

C1. Monitoring and Evaluation

Monitoring and evaluation are an essential part of scheme development and should be considered and built into the planning of a scheme from the earliest stages. Evaluating the outcomes and impacts of schemes is important to show if a scheme has been successful. See page 11 of the Guidance document for more information.

Since the commencement of i-Travel York in 2011, City of York Council has been committed to monitoring the progress of the delivery and outcomes of the programme.

In 2012, a Monitoring and Evaluation Framework was prepared to assist all i-Travel York project managers and partners to ensure that monitoring and evaluation was an integral part of the programme's delivery. The objectives for the monitoring and evaluation process are:

- To enable continuous improvement in project delivery processes;
- To demonstrate the value for money (or lack thereof) of each intervention to learn lessons for future delivery of sustainable transport projects in York;
- To demonstrate the value of i-Travel York to funders and key local decision makers;
- To demonstrate the value that i-Travel York provides to York residents and visitors.

For each programme component of i-Travel York – employment, education and engaging activities – we will measure progress against the set objectives using indicators and output values.

Existing datasets owned by City of York Council and its partners are being utilised to provide context and help us understand what other changes to travel occur over the i-Travel York intervention period.

Annual progress reports will be available to DfT of the key findings from monitoring exercises.

By submitting this bid, I agree to work with the Department to provide a reasonable level of monitoring to enable the measurement of outputs and, where appropriate, evaluation of outcomes.

Yes No

SECTION D - Declarations

D1. Senior Responsible Owner Declaration

As Senior Responsible Owner for City of York Council I hereby submit this request for approval to DfT on behalf of City of York Council and confirm that I have the necessary authority to do so.

I confirm that City of York Council will have all the necessary statutory powers in place to ensure the planned timescales in the application can be realised.

Name: Neil Ferris	Signed: 
Position: Director of City and Environmental Services	

D2. Section 151 Officer Declaration

As Section 151 Officer for City of York Council, I declare that the scheme cost estimates quoted in this bid are accurate to the best of my knowledge and that City of York Council

- has allocated sufficient budget to deliver this scheme on the basis of its proposed funding contribution;
- accepts responsibility for meeting any costs over and above the DfT contribution requested, including potential cost overruns and the underwriting of any funding contributions expected from third parties;
- accepts responsibility for meeting any ongoing revenue and capital requirements in relation to the scheme;
- accepts that no further increase in DfT funding will be considered beyond the maximum contribution requested and that no DfT funding will be provided after 2019/20;
- Confirms that the authority has the necessary governance / assurance arrangements in place and the authority can provide, if required, evidence of a stakeholder analysis and communications plan in place.

Name: Ian Floyd	Signed: 
Position: Director of Customer and Business Support Services	





West Offices
Station Rise
York
YO1 6GA

Access Fund Bids
Rabina Nawaz
Zone 2/14
Department for Transport
Great Minster House
33 Horseferry Road
London
SWIP 4DR

Thursday 8th September 2016

Dear Rabina,

City of York's submission to the Access Fund for Sustainable Travel 2017-20

We are delighted to submit our 2017 - 20 Access Fund for Sustainable Travel proposal. York has been an exemplar of sustainable transport policy and delivery, from our pioneering foot streets, our award winning Park and Ride, our Cycling City Programme and more recently to the achievements made possible through the Local Sustainable Transport Fund (LSTF) programme. The Access funding will enable us to build on our success to date and will provide us with the opportunity to make step changes to continue to implement long term sustainable transport policies.

Sustainable travel is central to York's long term success which is based on knowledge-based industries, a major tourism offer and which is a regional economic driver with population and employment growth. To maintain this economic growth and to protect the historic and environmental asset of the city requires us to manage congestion and promote alternative and more sustainable travel options.

York's Access Fund bid will build on the success of the LSTF and will retain the established 'iTravel York' brand which has served the City so well for the past five years as the natural home for York's sustainable travel offer. The Access programme will build on successful measures which are targeted at improving sustainable connectivity to education and employment, such as the 'Bike It' programme but will also deliver new opportunities, such as our proposed 'Access to Apprenticeships' scheme. This project will open doors to new apprenticeship opportunities, giving more young people the opportunity to access the skills they need to build a successful career.

Using the LSTF as a catalyst, York now has a number of well established, volunteer led, initiatives such as our successful 'York active health walks' programme. Through the fostering of community and business sustainable travel 'Champions', we believe that many of

the projects will secure improvements to the health and wellbeing of our residents not just for the duration of the Access fund, but for years to come.

We want to continue to invest in cycling to help deliver the Cycling Revolution that is well underway in York. The city's 'Travel with Tots' and 'Bike Belles' projects, encouraging more women to take up cycling, have proven to be very successful. We will take these projects to a new level and amongst other things, will work to encourage older cyclists through our 'Silver Riders' campaign.

Each additional pound spent in York will be focused on high value delivery and with the intention, where possible, of instilling change which lives beyond the funding period. To invest in York is to invest in a city where cycling, by virtue of a combination of terrain and culture, is already an established and accepted mode of transport. We can build on a strong base, delivering a marked contribution towards the Department's 'Cycling and Walking Investment Strategy' targets.

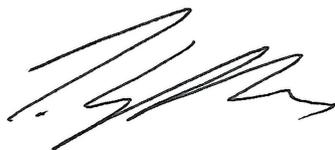
We have the experience to deliver the projects presented in this bid to the Access Fund within the prescribed timescales and the vision and ambition to ensure that this project provides a sound footing delivers benefits beyond the life of the programme. We will work with the DfT to effectively monitor and evaluate, but also to share best practise with other authorities. As we have been to date, we will continue to be an exemplar for other towns and cities to emulate across the country.

York has a good track record of service delivery and aims to be a model for sustainable travel investment. We commend this bid to you.

Yours faithfully,



Cllr. David Carr,
Leader of City of York Council



Cllr. Ian Gillies,
Executive Member
for Transport and Planning



Cllr. Andrew Waller
Executive Member
for Environment



Your ref: CYC Access Fund

James Farrar, COO

York, North Yorkshire & East Riding
Local Enterprise Partnership
County Hall, Northallerton
North Yorkshire
DL7 8AH

Contact: James Gilroy

Tel: 01609 535660

Fax: 01609 779722

E-mail:

james.farrar@businessinspiredgrowth.com

05 September 2016

Dear Neil

Re: Access Fund for Sustainable Travel Bid 2017 - 2020

I am writing to express my support for City of York's bid to the Department for Transport's Access Fund (2017-2020).

The York, North Yorkshire and East Riding Local Enterprise Partnership covers a large geographic area and is committed to double house building and creating 20,000 new jobs by 2021. If this ambition is to be delivered, this must happen in a sustainable fashion and the success of York, as our flagship City is therefore pivotal.

Enhancing transport links in and around York is a key priority for the LEP. York has developed a proven delivery record and this bid builds on the success of the Local Sustainable Transport Fund programme, 'iTravel York'. The bid will also capitalise on the significant economic growth which will be delivered through the development of the 'York Central' Enterprise Zone. Access funding will assist the promotion of sustainable travel to this busy city centre location. Further, this crucial revenue funding will complement and assist in the promotion of the proposed new 'Scarborough Bridge', which will transform access for pedestrians and cyclists to York Central and York railway station from the north and east of York.

Delivering these activities will improve economic growth and access to education, increase employment and the health and quality of life of residents in the City of York area. I commend the bid from City of York Council to you.

Yours Sincerely

A handwritten signature in black ink, appearing to read 'JP Farrar', is written over a light blue horizontal line.

James Farrar
Chief Operating Officer
York, North Yorkshire & East Riding Local Enterprise Partnership

Neil Ferris
Director of City and Environmental Services
City of York Council
West Offices
Station Rise
York
YO61 6GA

8 September 2016

Dear Neil

Re: Access Fund for Sustainable Travel Revenue Bid 2017 - 2020

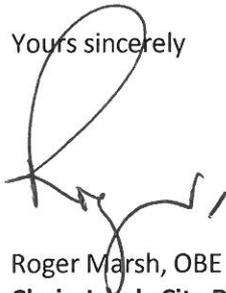
I would like to offer our support for the City of York's bid to the 2017-20 Access Fund which is being submitted to the Department for Transport.

The Leeds City Region Enterprise Partnership is committed to delivering Sustainable Transport Interventions and we have shown this commitment through our Strategic Economic Plan. Priority Area 4 *Creating the Environment for Growth* expresses this commitment and to support this we have included a number of projects that improve the offer of sustainable transport to work as a mechanism to generate economic growth.

York has developed a proven delivery record and this bid builds on the success of the Local Sustainable Transport Fund programme, 'iTravel York'. The bid will also capitalise on the significant economic growth which will be delivered through the development of the 'York Central' Enterprise Zone. Access funding will assist the promotion of sustainable travel to this busy city centre location. Further, this crucial revenue funding will complement and assist in the promotion of the proposed new 'Scarborough Bridge', which will transform access for pedestrians and cyclists to York Central and York railway station from the north and east of York.

Delivering these activities will improve economic growth and access to education, increase employment and the health and quality of life of residents in the City of York area.

Yours sincerely



Roger Marsh, OBE
Chair, Leeds City Region Enterprise Partnership



Derek McCreddie
i-Travel York Programme
Manager
City of York Council
West Offices
Station Rise
York
YO1 6GA

Communities &
Neighbourhoods

Public Health
City of York Council
West Offices
Station Rise
York
YO1 6GA

Tel: 01904 553224

Email: sharon.stoltz@york.gov.uk

5 September 2016

Dear Derek,

RE: Letter of Support for City of York Council's bid to the Department for Transport Access Fund

As Executive Member for Adult Social Care and Health and Corporate Director of Public Health for the City of York we would like to offer our full support to the City of York Council's bid to the Department for Transport Access Fund for the next three years.

The aims and objectives of the previously Local Sustainable Transport Funded i-Travel York programme have provided many opportunities to engage with communities to promote active travel as a sustainable transport mode. By working in partnership we have delivered numerous walking and cycling initiatives, effectively targeting not only those who commute to and from work, but also those hard to reach groups who are socially disadvantaged and for whom active travel helps improve their health and well being, builds confidence and improves access to employment. These benefits have added value in that they reduce the demand on costly public health services. The measures proactively tackle the increasing problem of obesity in society with the associated illnesses of heart problems and diabetes.

In-line with the aims of the Transition Fund we will be able to commit, during the period of the fund, the following support from Public Health;

- Our ongoing partnership with British Cycling (delivering community led rides in York designed to target those who do not currently have the confidence to cycle independently for recreation).
- Our commitment to supporting mass participation walking and cycling events in the city, to show case the opportunities and facilities available and to continue to encourage cycling and walking for leisure.
- £20k annually in officer hours supporting walking, cycling and Nordic walking programmes.
- £6k of sports capital to community groups and sustrans to enhance recreational cycling facilities.

Director: Sally Burns

www.york.gov.uk

We have identified that our current targeted populations who are low participants are those on low incomes, older people, those with a long term medical condition and women and girls. Having carried out local population profiling, we will be working in specific neighbourhoods in the city to create and promote opportunities for these groups to be active and capitalise on the physical and mental benefits of group and individual activity. We are confident that this will also improve access to employment and education for people in these groups as it will increase their independence and confidence.

If we are successful in receiving the fund we will work together to provide targeted walking and cycling activities in York through the support of the York Health Walks and targeted inclusive cycling programmes and to incorporate this into their daily lives and have the confidence to use our extensive walking and cycling network.

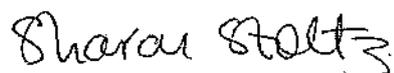
We wish you every success with the bid which will make a 'step change' to address the complementary aims and objectives of the public health agenda and the continuation of the i-Travel Programme.

If you have any additional questions please do not hesitate to get in touch.

Yours sincerely,



Clr Carol Runciman
Executive Member for Adult Social Care and Health



Sharon Stoltz
Corporate Director of Public Health

York Teaching Hospital

NHS Foundation Trust

Chairman & Chief Executive's Office
The York Hospital
Wigginton Road
York
YO31 8HE

26 August 2016

Brian Golding, Director of Estates and Facilities
Direct Line: (01904) 725075
Email: brian.golding@york.nhs.uk
cheryl.gaynor@york.nhs.uk

Derek McCreadie
i-Travel Programme Manager
City of York Council
Sustainable Transport Service
West Offices
Station Rise
York
YO1 6GA

Dear Derek

City of York Council access funding bid

We write to confirm our support of the City of York Bid for inclusion in the above funding initiative.

As one of the major employers in the area (employing around 9,000 people) and, as an acute hospital services provider (with over 1000 patient beds and over 1million patient contacts per year), we are aware that our activities have a significant impact on transport in the area.

We have worked with the City of York Council over a number of years to promote sustainable travel options and to implement and deliver a range of activities with patients, visitors and staff. Most recently we have employed their Travel Planning Coordinator on a fixed term 2.5 day per week secondment to do some travel planning work for the Trust. This has forged a stronger link between the two organisations and one that will prove fruitful in the future.

Going forward, we would be interested in collaborating with CYC on the following initiatives:

- Continued promotion of sustainable transport options and benefits to our staff and patients / visitors through the CYC iTravel scheme

- Collaborative work on expanding the York Liftshare scheme for the benefit of both the CYC and the Trust
- NHS funding / staff time towards CYC-endorsed cycle schemes for staff
- Collaborating on any potential match funding opportunities i.e. for improvements to the York Hospital infrastructure to benefit staff and patient / visitor cyclists
- Joint transport showcase events
- Continuing CYC input into Trust travel and transport meetings
- Joint project planning, such as looking into the possibility of a train stop being built at York Hospital
- Any other collaborative working opportunities that may arise, such as the recent 'One Planet York' initiative where both organisations were represented.

We hope therefore that the City of York Council is successful in their bid and that we can continue to enjoy a good working relationship and the synergy in delivering a common agenda.

Yours sincerely,



Brian Golding
Director of Estates and Facilities

NOT PROTECTIVELY MARKED



Derek McCreddie
i-Travel Programme Manager
City of York Council
Sustainable Transport Service
West Offices
Station Rise
York
YO1 6GA

29th August 2016

Dear Derek,

City of York Council DFT Access Fund bid

I am writing this letter in support of the above funding bid.

North Yorkshire Police enjoy a productive relationship with City of York Council and we are keen for this partnership to continue. York has many unique pressures on its' existing transport infrastructure and the only way these can be resolved is by effective collaborative approach between all its' residents. A strong link between the Council and the Police can only be beneficial to this.

We have recently worked with the Road Safety Team on a cycle scheme concerned with educating cyclists about cycling safely. We also actively encourage cycle security in regards to having cycles individually marked via the 'dot peen' marking system and have/will work in conjunction with the Council to promote this along with other security and safety initiatives.

Going forward we are keen to do more work with the York universities and Colleges. It is a priority for both the Council and the Police to ensure that sustainable transport options are encouraged and promoted – the student body in York accounts for a large percentage of the population. By working together on council-led projects targeted towards universities we can realistically encourage a positive modal shift for York.

Regards

Lee

Inspector Lee Pointon
York North
Collar number 1051
North Yorkshire Police

NOT PROTECTIVELY MARKED



Fiona Macey
Estates Services
Providence House
2 Innovation Close
York
YO10 5ZF
Tel: 01904 322046
Email: fiona.macey@york.ac.uk

Our Ref: FM/C

**Department for Transport
C/o Sustainable Transport Service
City of York Council
West Offices
Station Rise
York
YO1 6GA**

1 September 2016

Dear Sir / Madam

City of York Council's bid for the DFT Access Fund bid

I am writing to confirm University of York's support for City of York Council's bid for the above.

The University of York is the largest provider of education in the City and is also a major employment hub. The University has undergone significant growth over the past few years, delivering new jobs and expanding the range of courses and qualifications offered. To manage the expansion, the University has been actively involved with the City in promoting sustainable travel and this has resulted in significant modal shift away from the private car.

Over the last year we have engaged with the Council on the 'Travel2Campus' project in an aim to promote and increase uptake of sustainable transport amongst the four major HE/FE colleges in York. We wish to continue our involvement in this scheme and are willing to contribute £30k towards match-funded collaborative projects, plus





work collectively on cycle safety projects and the promotion of sustainable travel to the student population of York.

Our two campuses are situated in close proximity to the A19 Fulford Road. Many of our students, staff and visitors access the University using this route, using a number of modes of transport. We are wholly supportive of any activity taken to improve the congestion situation in this area and will make a direct contribution, not only through our promotion of the various University bus services, but also through the provision of a 'Bike Doctor' maintenance scheme and cycle training.

In addition to the above, we will commit to making a £10k contribution towards the support of bus services and the expansion of our smart ticketing offer. This will assist in the delivery of the Apprenticeship discounted travel scheme which forms a part of City of York's bid.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Fiona Macey'.

Fiona Macey
Sustainable Travel and Transport Manager, University of York





Derek McCreadie
City of York Council
West Offices
Station Rise
York
YO1 6GA

07 September 2016

Dear Derek

I am writing in support of your funding application to support promotion of sustainable travel in York. As a large college on the edge of York the travel decisions of our 700 staff and 3500 full time students have a significant impact on congestion in the area. The college has received significant support from the council over the years developing and implementing our travel plan and our website www.yorkcollege.ac.uk refers those interested in our courses to consult the excellent itravelyork.info website established during the Local Sustainable Transport Fund programme. As with many businesses and organisations, we have pressure on our limited parking spaces which can impact on relations with those living in surrounding residential areas. Promoting walking, cycling, public transport and car sharing are therefore all important to us as an organisation.

During the past year York College has been a partner in the Travel2Campus programme which has funded a range of activities this year. Some of our international students enjoyed taking part in lunchtime fitness walks and an evening social bike ride. We also hosted 'Doctor Bike' sessions to check the safety of staff and student cycles, and confidence building bike repair workshops. With cycling in York being so popular we provide over 500 cycle parking spaces while the Travel2campus activities have enabled us to promote the cycle to work scheme to staff and provide free cycle maps and safety bands to students and staff. A number of staff also helped to promote the car-share scheme launched last year.

We have tried to maintain momentum, particularly important in affecting the travel choices made by the thousands of young people attending York College each year which will have a lasting impact as they progress onto further study and careers. Longer term funding is therefore particularly important in order to enable us to build on the work to date and to take this work forward.

Yours sincerely

Glenn Miller
Head of Student Services



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Lord Mayor's Walk
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01904 629 816

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@YSJSU 

/YSJStudentsUnion 

Derek McCreadie
i-Travel Programme Manager
City of York Council
Sustainable Transport Service
West Offices
Station Rise
York
YO1 6GA

31.8.16

Dear Derek,

DFT Access Fund bid

Please accept this as a letter of support for City of York Council's application for the above funding bid.

York St John University is located in the centre of York and is one of the major HE/FE providers in the city. We have very limited car parking on campus and our staff and students can access the site by walking or cycling. We are situated in one of the most congested road networks in the City and therefore can appreciate the strain the York road network is under.

To help alleviate this we do all we can to promote sustainable travel and healthy lifestyles to our student body. This is often done through our Students' Union activities and our 'YSJ Active' programme. We (the YSJ Students' Union) have engaged with City of York Council in the last 12 months on the Travcel2Campus project. A joint effort with other education providers in the city, we enjoyed a high level of engagement with our students and held travel advice stalls, training sessions, organised rides and bike maintenance workshops.

We are keen to keep this momentum going and work with our Travel2Campus partners in the future. As a result of the last years' engagement we have a new student-led bike scheme that will prove very popular. We may be willing to look at match-funding options and would certainly be happy to host further events that will benefit our staff and students.

"Enabling our students to have an exceptional experience"

VAT Number: 171 0799 58 | Company Reg No: 07250320 | Registered Charity No: 1136905

Please note that York St John University will not be liable for any breach of the law or contract by the Students' Union, its Executive Officers or employees, nor for making good any debts or other liabilities incurred by or on behalf of the Students' Union.

Derek McCreadie
i-Travel York Programme Manager



CITY OF YORK COUNCIL

Bishopthorpe
Infant School

Discover Grow Succeed

Headteacher: Miss J Langley

5th September 2016

'ACCESS' FUNDING SUPPORTING LETTER

Dear Derek,

I am writing to support the bid from City of York Council for 'Access' funding to enable the Bike It Scheme and other similar projects to continue for another year and hope that the information I have included supports this application.

We have been fortunate to be a Bike It School for the last two years and look forward to taking part again in the coming year. The scheme has enabled the school to promote safe cycling, scooting and healthy journeys to school and increase parental awareness of the congestion issues surrounding our school at pick up and drop off times.

Activities which we have participated in as part of the Bike It scheme have included:

- An Infant Travel Action Group has been set up with representatives from school, parents, the local community, Christine Packer from the local authority and a Sustrans representative. It liaises closely with the junior school and is able to plan and promote activities which are suitable and appealing for children in EYFS and Key Stage 1.
- A Travel Ambassador group has been set up with representatives from Year 1 and Year 2 who organise a weekly 'golden lock' competition.
- Erin from Sustrans regularly works with the children; sessions have included Mrs Armitage story activities as part of the Big Pedal and assemblies focusing on road safety and visibility.
- A 'Bike It' breakfast was organised for children and parents who came to school on a bike or scooter.
- Stabiliser sessions where parents who attended were amazed at how quickly the children were successfully riding their bikes without stabilisers.
- Balance Bike training for EYFS children was run by CYC and the trainers were training other people to undertake the sessions at other schools.
- 'Dr Bike' sessions taught children how to look after their bikes.
- The Sustrans wrist band travel scheme was very successful in promoting walking, scooting or cycling to school.
- Bling your Bike where children decorated their bikes and scooters with Christmas decorations!
- The Big Shift where we were highly commended for the number of children cycling, scooting and walking to school.





CITY OF YORK COUNCIL

**Bishopthorpe
Infant School***Discover Grow Succeed*

Headteacher: Miss J Langley

The activities described are examples of the many opportunities which we have been able to provide for all of our children through the Bike It scheme. They have enabled us to promote learning through both curriculum lessons and extra-curricular activities focusing on safety, health and physical development. We have also been able to increase our involvement in the local community through the Infant Travel Action Group. The development work that we have done focusing on travel has enabled us to achieve the silver award on the Modeshift Stars Scheme which would not have been possible without the support from the Bike It scheme.

I hope that this information is helpful in supporting the bid for funding and would be pleased to provide any further information should you need it.

Yours sincerely

Miss J Langley
Headteacher





Our Lady Queen of Martyrs Roman Catholic Primary School

Hamilton Drive YORK YO24 4JW

Tel: 01904 555222 Fax: 01904 793501

Web: www.olqmpriaryschoolyork.co.uk Email: olqm.primary@york.gov.uk

Chair of Governors Marek Lichtarowicz - Executive Head Derek Sutherland

6 September 2016

Derek McCreadie
i-Travel Programme Manager
City of York Council
Sustainable Transport Service
West Offices
Station Rise
York YO1 6GA

Dear Derek

On behalf of Our Lady Queen of Martyrs School we wanted to express our backing for your bid for funding from the DFT.

As a School we are committed to improving the health and wellbeing of not only our pupils but also the surrounding community. We actively promote sustainable travel for our pupils, parents and staff.

We work closely with a variety of different agencies in this field and have close links with the City of York Council who are actively engaged with our school through many different projects. This team are engaged in helping us to promote sustainable travel through walking, cycling and scooting initiatives. We use the i-Travel website to help our pupils in their transition from primary to secondary and intend to introduce it further down the school to help our pupils to see alternative routes they could use to arrive at school. We have recently joined the stars initiative and have already achieved our bronze award.

At the moment we are working closely with our school Travel Plan Coordinator and hoping to become involved in a project that highlights the adverse effects of pollution around the School areas at drop off and pick up times due to the excessive volume of cars.

We therefore hope that your bid is successful and we are able to continue to have the support and expert knowledge that we receive from this agency?

Yours sincerely

Derek Sutherland
Executive Head



St. Wilfrid's RC Primary School
Monkgate
York
Tel. 01904 659726

7/9/2016

To Mr McCreadie,

Department of Transport Funding

I am writing in support of City of York Council's bid for access funding from the Department of Transport. Our school has worked closely with the council on a range of Bike It projects which have helped support sustainable travel and get our pupils more active. These projects have included:

- Sessions to get younger children off stabilisers
- Sessions to improve bike confidence of older primary pupils
- Sessions to help children maintain bikes and scooters
- Scooter safety sessions
- Themed events to encourage children to scoot/cycle to school (Christmas / breakfast mornings)
- Workshops where children investigate how classes travel to school and the implications of these choices on the community. Routes plotted on Google maps.
- Supporting the school in the early stages of its Free Our Field campaign, aimed at securing part of a nearby, underused council car park. This included counting cars and looking into the possibility of a trial day

If you require any more information about the projects, or the impact they have had on our school, please don't hesitate to contact me.

Yours sincerely,

Mr D Jones
Year 5/6 teacher and PE co-ordinator
St Wilfrid's RC Primary
York
(07815 698 578)

Archbishop of York's Church of England Junior School



Headteacher: Jonathan Green

Copmanthorpe Lane
Bishophthorpe
York
YO23 2QT

8th September 2016

Dear Mr McCreadie

Telephone: 01904 551630
Email: ayjs@york.gov.uk
Website: www.ayjs.co.uk
Reg. Charity No. 1126734

I am writing a letter of support for 'Access' funding from the Department for Transport to promote active travel through the Local Authority.

The Archbishop of York's CE Junior School has benefitted enormously from the work of the LA, in particular through the work that Christine Packer has been involved in. This has added so much value to our school and our community. It can be seen in so many aspects of the life of AYJS, right from children and parents travelling to school, to engagement in class, to attitude and the added confidence.

We totally immerse ourselves in all the opportunities that come our way, realising and understanding how this benefits the school and our community. It is not something that stops at the school gates and has always been something that the children have taken home and grown with other family members and friends.

The Archbishop of York's CE Junior School has been incredibly fortunate. We also know that any additional funding will benefit our school even more and also all the other schools in York.

I do hope that this brief letter adds weight to the application.

Yours sincerely

Jonathan Green
Headteacher





Virgin Trains East Coast
East Coast House, 25 Skeldergate
York YO1 6DH

virgintrainseastcoast.com

Derek McCreadie
i-Travel York Programme Manager
Derek.McCreadie@york.gov.uk

05th September 2016

Dear Derek

APPLICATION FOR FUNDING FROM DEPARTMENT FOR TRANSPORT

I am happy to let you know that Virgin Trains East Coast endorses and supports the application being made by City of York Council to the Department for Transport for Access funding. Ensuring that our customers access train services using, where possible, sustainable transport, is a key objective of our franchise business plan. We are investing in additional cycle storage space at all our station including York and we will be developing Station Travel Plans which will help to identify ways we can work with local stakeholders to encourage rail users to walk, cycle or use public transport to get to the station.

We have a great track record of working with City of York Council on joint projects including new cycle and pedestrian entrances for York Station and a Conservation Management Plan identifying its key heritage significance. We are currently working closely with CYC and network Rail on the York Central Project and how we can bring more investment into the station itself.

I know that the initiatives identified by City of York Council for this funding will be beneficial not just for rail users but also for everyone who lives in York and Virgin Trains East Coast is pleased to support this application.

Yours sincerely

A handwritten signature in black ink that reads 'T. Hedley-Jones'. The signature is written in a cursive style and is underlined with a single horizontal stroke.

Tim Hedley-Jones
Major Projects Director

Neil Bailey
Operations Manager, First York
Unit 1A
20 George Hudson street
York
YO1 6WR
Tel: 07850 216846
neil.bailey@firstgroup.com

Date 6th September 2016

Ref: Access Funding – CYC Sustainable Transport.

To whom it may concern,

I am just writing in support of the City of York Council application for Access funding.

We have worked as partners with City of York Council for a long time now. Their support of projects promoting sustainable transport in York has been invaluable to the continued promotion of the use of Public Transport in York to the benefit of both customers, businesses and the City of York.

The funding has been instrumental in continuing the iTravel scheme, a valuable source of information for anyone wanting to travel around York by various modes of transport.

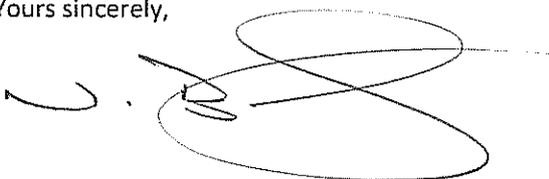
It has also been used successfully for educational and safety programmes being delivered to different groups across York. First have been involved in the delivering of these sessions promoting the safe use and travel on our buses.

The vital work they do with Travel planning support for residents and visitors to York as well as the advice and support made readily available to local businesses is a great asset again in the promotion of the use of Public Transport in York.

The use of this funding to support travel and transport services especially in rural areas has been a great lifeline to those who live and work in these areas.

The funding given to City of York Council has been well utilised and targeted for its specific use. We at First York are supporting this application for the continuation of the great work that has been done in promoting Public Transport in York, making it more accessible and available to all, working to make York a more travel friendly and environmentally conscious City.

Yours sincerely,



Neil Bailey
Operations Manager



Linda Capel

Travel Plan Officer
Sustainable Transport Service
City of York Council
West Offices
Station Rise
York
YO1 6GA

[https://d.docs.live.net/fb8a85f70d6806a1/Documents/Admin/Partnerships/York Environment Forum/Access Fund support letter.docx](https://d.docs.live.net/fb8a85f70d6806a1/Documents/Admin/Partnerships/York%20Environment%20Forum/Access%20Fund%20support%20letter.docx)

01 September 2016

Bid for Access Funding

Dear Linda

I am writing to say that York Environment Forum would very much support York's bid for Access Funding.

The Forum membership comprises representatives of environment-focused organisations along with individuals with their own interests in a sustainable future for the city. Sustainable transport is a major concern for Forum members, as it has an impact on such a wide range of aspects of life in the city – from public realm and air quality through to patterns of employment and economic success.

We have had regular meetings with the council's officers regarding travel and transport and have on each occasion emphasised our wish that more be done to encourage the move from private cars to other forms of transport. We are aware that resources are tight, and that doing this sort of work properly requires funding. i-Travel was a major step forward and we would very much support efforts to build upon it.

If the council is able to gain additional funding we would be keen to work alongside any new initiatives to help ensure their success.

Best wishes

A handwritten signature in black ink, appearing to read "Phil Bixby", with a large, sweeping flourish at the end.

Phil Bixby (Chair)

Contact:- 70A Holgate Road, York, YO24 4AB Tel:- 07875 570476

26th August 2016

Dear Derek McCreadie,

I am writing to show St Nicks support for the City of York Council's application for the 'Access' funding from the Department for Transport.

St Nicks is York's centre for nature and green living who share a similar ethos and goals with the i-Travel York initiative. Over the last few years St Nicks has benefitted from the i-Travel initiative through shared promotion and using i-Travel York as a reference point for people to get expert help with adopting a personal sustainability travel plan.

This funding over the next three years would continue to benefit the residents and businesses in York, helping to meet York's air pollution targets, supporting the One Planet York initiative as well as St Nicks. With particular reference to our own organisational objectives through the following elements:

- Specially-tailored events for schools, businesses and the public
- Continuation of the i-Travel York website and journey planner
- All year round initiatives to support walking and cycling; rides, walks etc.

St Nicks would be able to directly contribute to the iTravel York initiative through promotion and referring residents and businesses to the initiative.

Kind regards,

TJ Waring

Chief Officer

St Nicks Environment Centre, Rawdon Avenue, York YO10 3ST

01904 411821 | info@stnicks.org.uk | www.stnicks.org.uk

Joseph Rowntree Foundation
The Homestead
40 Water End
York

Derek McCreddie
i-Travel York Programme Manager
City of York Council
West Offices
Station Rise
York
YO1 6GA

19th August 2016

Dear Derek,

Letter of support – City of York Council Access Fund application

The Joseph Rowntree foundation and Housing Trust are a major stakeholder in the city in terms of community housing, care homes and employment. The issue of sustainable travel is a priority for us and we have an excellent relationship with city of York Council as we continually strive to promote and embed a sustainable culture throughout our organisation and the city of York.

Our long-standing relationship means we are willing to accommodate council schemes and input into our various projects and initiatives. Successful collaborative projects in the last few years include working together on the Derwenthorpe housing site and the installation of an electric vehicle charging point at our main office. We would be keen to work together in the future and would be very much interested in any match funding opportunities, travel planning support for our sites or any cycling initiatives that may be available as a result of this bid.

Please accept this letter as the Joseph Rowntree Foundation's support for your DFT Access Fund bid.

Yours sincerely,

K Oliver

Kent Oliver
Facilities Manager

[Joseph Rowntree Foundation](#) | [Joseph Rowntree Housing Trust](#)

T 01904 615985



Derek McCreadie
City of York Council
City and Environmental Services
West Offices
Station Rise
York YO1 6GA

3rd September 2016

RE: Access Funding - Letter of Support from Vangarde Shopping Park, York

Dear Sir

I am writing to support the bid for access funding by City Of York Council.

As part of our planning consent we were required to prepare a travel plan covering the shopping park and continue to monitor this going forward. The support we have had here on the shopping park from the CYC travel plan co-ordinators has been invaluable and they have assisted us greatly over the last two and a half years in getting this up and running.

They have also held travel plan events for both staff and customers on our site which again helps us towards fulfilling our travel plan obligations.

Our site is located in a major access point for cars, buses, pedestrians and cyclists. We recognise that York has many pressures on its existing road infrastructure and the importance of sustainable travel promotion to both staff and customers.

As one of the major shopping parks in the area we are keen to work with the council going forward and would consider involvement with any CYC-endorsed schemes that may arise should this bid be successful.

Yours faithfully

A handwritten signature in black ink that reads 'D. O'Donnell'.

Deborah O'Donnell DipSCM
Centre Manager

E: Deborah.o'donnell@workmanfm.co.uk
T: 01904 238309 / 07590 976510

Vangarde Shopping Park
Management Suite, Vangarde Way,
Huntington, York, YO32 9AE
T 01904 238309

www.vangardeshopping.co.uk



Monks Cross Shopping

30th August 2016

Derek McCreddie
City Of York Council

Monks Cross Drive
Huntington
York
YO32 9GX

Dear Derek

Monks Cross Shopping Park would like to support your bid for 'Access Funding' from the Department of Transport.

I am co-ordinating the Travel Plan for the Shopping Centre, which has involved working closely with the CYC Travel Planner. I have received assistance and support such as regular iTravel meetings and one to one meetings. The aim of the plan is to reduce car usage in the area and promote sustainable transport services.

The York Liftshare Scheme will be a valuable asset to the centre and contribute towards the reduction of cars, we already have a large number of staff members interested in joining the scheme.

Cycle initiatives and training will also play a part in the objectives of our travel plan, these are available through the iTravel website, along with information on other transport services i.e. bus services, cycle routes.

It is also important that a travel network should be established for universities and colleges in the city as the students are a large part of retailers employment.

I have found the assistance of CYC Travel Plan department extremely helpful and a valuable asset when putting together the Travel Plan and hope to continue to work alongside the Department of Transport in the next year and onwards.

Yours sincerely



Anne Sanderson
Centre Administrator/Travel Plan Co-Ordinator
Monks Cross Shopping Park

Tel: 01904 623374
Fax: 01904 623825



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Fulford Road
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YO10 4EY
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Fax: +44 (0) 1904 562038
www.tsys.com

1 September 2016

To Whom It May Concern

Letter of Support for City of York Council Access Funding Application

Dear Sirs

TSYS is a global organization offering issuer services and merchant acceptance for credit, debit, prepaid, healthcare and business solutions. Our European Headquarters is based in York, where we employ more than 350 team members from our office on Fulford Road.

We work closely in partnership with the City of York Council and the i-Travel York team to introduce and promote new sustainable travel initiatives that benefit our staff.

We have a very active cycling community and a recent team member (staff) survey found we have almost 21% of our employees who cycle into work 3 or more times each week. We continue to support and develop this cycling culture and, with matched-funding from City of York Council, we have recently replaced two existing small cycle shelters with a new shelter providing space for 40 bikes. This takes our on-site covered cycle shelter space to 85, which matches the number of parking spaces in our grounds.

We use the i-Travel Workplace Travel Planning networking opportunities to meet with and learn from other companies, which helps us continue to develop our own travel planning. i-Travel York also helped us promote sustainable travel by coordinating a travel workshop in August 2015 which helped our team members consider alternative travel methods to their personal cars, focusing on public transport and encouraging cycling as well as helping us re-launch our own intranet based Car Share Scheme. This association with and support from i-Travel is invaluable to us.

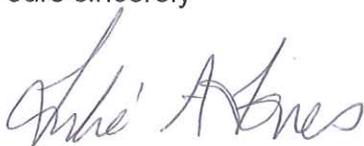
Our enthusiasm for all of the above is very evident in our participation levels in fun competitions such as Love to Ride's York Cycle Challenge (which we won in 2014) and more recently the 2015 York BIG Challenge. This saw alternative transport modes and journeys opened up to include running, walking etc and saw our participation in 2015 to 52% of team members! We are hoping if York City Council are successful with gaining Access funding this will allow them to continue to develop this Challenge and help us promote all different sustainable travel activities within our workplace.

TSYS also encourage these initiatives internally as we refund all Park & Ride costs, we cover the secure cycle shelter hire cost for team members wanting to participate in the Park & Pedal Scheme. This is in addition to TSYS encouraging our team members not to travel to work by car by paying an incentive of either cash or two additional days annual leave to staff who choose not to park at our office.

We are also working to support the City of York Council spread the word about electric vehicles and have recently taken delivery of our first ever company cars – 2 fully electric Renault Zoes. Again, the City of York have provided funding to help establish our first electric vehicle charging point. TSYS have taken the decision to make this free to use to our team members to encourage them to adopt new technologies.

Lastly, I would like to mention that TSYS have just commenced a £4.7m refurbishment of our York office, which confirms our commitment to this City. The City of York Council offer valuable support to us as a business and we hope they are successful in securing Access funding to enable them to continue to work not just with ourselves, but with other local businesses in the York area. We look forward to strengthening our partnership with them and helping deliver more sustainable travel initiatives to benefit both our team members and the residents of York.

Yours sincerely



Julie A Jones
Facilities Manager



Moorgate House
Clifton Moorgate
York
YO30 4WY

Derek McCreadie
i-Travel Programme Manager
City of York Council
Sustainable Transport Service
West Offices
Station Rise
York
YO1 6GA

16 August 2016

Dear Mr McCreadie

Re: York's Bid for the Department for Transport (DfT) Access Funding

I can confirm that the Clifton Moor Business Association supports the Council's efforts and endorses the above submission that is to be made to the Department of Transport.

The Association's Board and I (as Chairman) will be happy to work with the City of York Council both prior to and after the submission of the bid in any way possible to promote the adoption of sustainable transport, both at Clifton Moor and throughout the York area as a whole.

In the last twelve months, representatives from CYC Sustainable Transport have engaged with CMBA members at our meetings, including giving a presentation on the adoption of electric vehicles and sustainable transport options.

We wish to continue this productive relationship for the benefit of both parties and the CMBA members, especially in regard to improving public transport between the city centre and Clifton Moor.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'J P Lewis Ogden', is written over the typed name.

J P Lewis Ogden
Clifton Moor Business Association



Nestlé UK Ltd

Rowan Drive

Fawdon

Newcastle Upon Tyne

NE3 3TR



TEL: (0191) 2024200

6th September 2016

To Derek McCreadie

i-Travel York Programme Manager

Re: Letter of support from Nestle

I am writing this letter in support of the City of York Council's application for funding to support the further development of the i-Travel York initiative.

Nestle UK Ltd believes that a strong 'Green Transport Plan' is core to delivering effective employee engagement in driving down environmental impacts, enhancing the individual's health and wellbeing and promoting social cohesion. Our Green Transport Plan focusses on developing and promoting opportunities for our employees to use effective and appropriate methods of transport not only for their daily commute, but as part of their total transport needs.

Although we are already supporting our employees through initiatives such as the promotion of discounted deals on electric vehicles, installation of charging infrastructure at our sites, enhancement of cycling facilities, and incentivised cycling schemes, we recognise that to ensure a truly effective Green Transport Plan, this needs to be delivered within the context of, and in partnership with the broader local transport infrastructure.

Nestle UK has a number of facilities based in York, including its second largest manufacturing site, our international Confectionary R&D site and one of our main office areas. We have a longstanding relationship with City of York Council and have worked together on a number of projects / initiatives.

We support all of CYC's aspirations to enhance their i-Travel York scheme, with their plans to further develop the i-Travel York website and journey planner, promotion of the York Liftshare scheme, commuter challenges and promotion of alternative methods of transport combined their existing transport infrastructure, being of particular relevance to ourselves.

Due to the aligned nature of CYC's and our own plans, we see opportunities to work in partnership to help promote and embed CYC's i-Travel York plans, engaging our own employees both as users and advocates.

With kind regards,

Andy Griffiths

Head of Environmental Sustainability
Nestlé UK Ltd

Rowan Drive, Fawdon, Newcastle upon Tyne, NE3 3TR

Mobile: +44 (0) 7921 933289

andrew.griffiths@uk.nestle.com





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Department for Transport
C/O Daniel Braidley
West Office
Station Rise
York
YO1 6GA

2nd September 2016

Dear Sir/Madame,

Access Fund Bid

We write in support of the City of York bid for inclusion in the above bid.

As one of the major employees in the area with a manufacturing plant covering 60 acres and employing approximately 650 people, we have worked with the City of York Council over 15 years to promote sustainable travel options.

We encourage our employees to make good decisions on travel modes based on the benefits to their own health, the local community and the wider environment. To this end we promote walking, running and cycling to work as being low cost and healthy with the result that over 20% of our employees cycle to work. This September we are encouraging our people to cycle to work through the National Cycle Challenge. We will be able to support the programme by advertising volunteering opportunities to our people and, when available, use of our conference venue.

We hope therefore that the City of York is successful in their bid and that we can continue to enjoy a good working relationship between business and Local Government.

Yours faithfully,

A handwritten signature in blue ink, appearing to read "S Falcus".

Sandra Falcus

Head of HR, L&D and CSR

Innovation Centre
 Innovation Way
 Heslington
 York YO10 5DG
 T +44 (0)1904 435100
 F +44 (0)1904 435135
 E enquiries@yorksciencepark.co.uk



Derek McCreddie
 i-Travel Programme Manager
 City of York Council
 Sustainable Transport Service
 West Offices
 Station Rise
 York
 YO1 6GA

30th August 2016

Dear Derek,

I'm writing in support of your bid to the Department for Transport because the services and support provided by the City of York Council to local companies are vitally important to the wellbeing of the city, in terms of both health and environment.

Parking around this vicinity is at a premium so we very much need to continue to promote alternative and sustainable means of travel.

For us, the availability of the Council's *iTravel* and *Liftshare* Schemes are important to our Residents and we appreciate the support and advice provided to promote sustainable travel planning within the area. We have warmly welcomed your *iTravel* visits to our premises on several occasions so that sustainable travel is continuously promoted to our 1500 Residents.

Thank you also for your previous fund-matching that enabled the upgrade to one of our bike stores. This is something that should funding again permit, we'd very much like to undertake at our other premises.

Hopefully, funds may be made available to fund-match the installation of a car charging point on the Science Park, as recently specified. As we don't have one in proximity this would be a major coup for us, but at the moment we don't have the budget to fund the project exclusively ourselves.

Good luck in the bid.

Yours Sincerely

Nick Sutton
 Facilities Manager



INVESTORS
 IN PEOPLE

Silver





2nd September, 2016

To: Derek McCreddie, i-Travel York programme

City of York Council is currently in the process of applying for 'Access' funding from the Department for Transport.

This funding would be used over the next 3 years (April 2017 onwards), to support a range of projects to promote the adoption of sustainable transport in York. The funding will enable work City of York Council have been doing very successfully over the last few years with the i-Travel York initiative, as well as providing more focus on schemes to increase accessibility to education and employment.

Enterprise Car Club and Enterprise Rent-A-Car are long standing partners of City of York Council providing car club and car rental services to the council, to businesses and to private residents across the city. A fleet of 30+ low emission car club vehicles already serve over 900 individuals and many businesses travel more sustainably, and the proposed "Access" funding will assist to grow our activities and deliver the associated benefits.

Yours faithfully,

A handwritten signature in black ink, appearing to read 'K Kelly'.

Keith Kelly
York Manager and Head of Locations

Enterprise Car Club, 75 Low Rd, Leeds LS10 1RH
Tel: 0345 266 9290
www.enterpriseclub.co.uk



Derek McCreddie

iTravel Programme Manager

City of York Council

Sustainable Transport Service

05/09/16

I am writing to today to confirm our support for the City of York Council in its application for Access funding from the Department of Transport. We believe this could be a strong force for good in our city.

We personally use sustainable transport to get to work, as does a large part of the workforce in York. I personally cycle to and from work and for personal reasons within and around the city.

As a former resident of Utrecht in the Netherlands, I have seen first-hand the benefits of enhanced cycling provisions and a sustainable public transport system. I am convinced that sustainable transport is the only way forward for York.

As an organisation we would substantially benefit from continued support for cycling and walking as forms of commuter transport and would also appreciate business support on transport issues.

We would be happy to offer volunteer time to help support the programme as we feel it is essential to the economic and social future of the city.

Kind Regards,

Bethan Vincent

CEO Bright Ethics

Bright Ethics
Hiscox Business Club
The Hiscox Building
Peasholme Green,
York
YO1 7PR



Biomimicry UK

richard@biomimicry-uk.org

www.biomimicry-uk.org

6 September 2016

Derek McCreddie
iTravel Programme Manager
City of York Council
Sustainable Transport Service

Sent by email

Dear Mr. McCreddie,

RE: LETTER OF SUPPORT - YORK SUSTAINABLE TRANSPORT

We would like to offer our support to the application for funding for the Department of Transport to continue the work that the Sustainable Transport Service offers in our region.

We are a new business to the city and as such have had limited contact directly with the initiatives already in place. That said, workshops that we have run in the past focusing on landscape architecture and urban design that have delved into nature-inspired solutions for sustainable transport.

We would be very much willing to assist with the educational elements, support outreach events and assist developing active walking and cycle trails.

I wish you success with the funding application for the continuation of the work in our region.

Yours sincerely,

Richard James MacCowan
Founder Director



Liftshare.com Ltd
4 Duke Street
Norwich
NR3 3AJ
01953 451166
info@liftshare.com
www.liftshare.com

1 September, 2016

Derek McCreadie
i-Travel Programme Manager
City of York Council
Sustainable Transport Service
West Offices
Station Rise
York
YO1 6GA

Dear Derek

City of York Council DFT Access Fund bid

Please accept this as a letter of support for the above funding bid.

We have worked with City of York Council for the last ten years via our Liftshare scheme, as the Council have purchased a licence. In the last 12 months the council have worked closely with us with a view to 'refreshing' the scheme, particularly concentrating on expanding the existing York Teaching Hospitals NHS Trust scheme, with an initial focus on York Hospital. We hope to make York a flagship area by utilising a unique collaborative approach to car sharing and its' many benefits.

This collaborative approach between the organisations has produced a good partnership that will no doubt prove beneficial for the strained transport infrastructure in York. We are currently working on city-wide promotional campaigns as part of the upcoming National Liftshare week.

We are also discussing the use of our award winning personal travel planning service (myPTP). These provide bespoke plans for individuals that cover all options with walking and cycling at the top of the list. The recent evolution of our software enabling the service to be

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Queen's Award for Innovation | Ashden Award for Sustainable Travel | Catalyst Award for
Social Technology | BITC National Award for Environmental Excellence
VLS001/ALT/11/2012



embedded in an organisation's intranet or internet provides an exciting opportunity for us to help to ramp up the levels of sustainable travel in York.

In the future we would be interested in continuing this partnership for the benefit of City of York Council and, more importantly, its residents. Increased funds would release the potential to dramatically improve the promotion of transport options to York residents and businesses and thus encourage positive modal shift.

Kind regards,



Mark Hand
Business Development Director
Liftshare.com

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Queen's Award for Innovation | Ashden Award for Sustainable Travel | Catalyst Award for
Social Technology | BITC National Award for Environmental Excellence
VLS001/ALT/11/2012



Derek McCreadie
i-Travel Programme Manager
City of York Council
Sustainable Transport Service
West Offices
Station Rise
York
YO1 6GA

20 August 2016

Dear Derek

Re: Letter of Support - York Access Fund bid 2016

Love to Ride has been working in partnership with City of York Council since 2011. Using our proven behaviour change platform and programmes to grow cycling in the city, we have achieved some fantastic outcomes over the longer term. Last year, despite not having funding, we were able to clearly demonstrate the legacy element of our work, engaging 850 people and 100 new riders during the 2015 National Cycle Challenge and other national promotions.

Over this time, the Love to Ride York programme has engaged 156 organisations and 5,649 people, including 911 'new riders'. The behaviour change outcomes in York have already been great, bringing benefits in a number of ways, from improving health to improving air quality and economic development and access to employment by working closely with so many employers and groups across the city.

Love to Ride have also worked with the i-Travel York Team to create and support workplace and community events, Workplace Cycle 'Challenges' and other key promotional events - reaching into residential areas, employer hubs and communities within the city and the outlying urban locations.

We are delighted to support the York Access Fund bid through delivering an enhanced programme to promote the continued growth of cycling in the area, specifically working with new riders to help them to overcome their barriers to riding and discover cycling for transportation.

The Love to Ride York project has so far demonstrated the potential of our projects to help shape sustainable travel and achieve measurable behaviour change. We welcome the impact that the DfT's investment has had on cycling in the region so far and that this investment can be continued, enabling the most successful projects to continue delivering the best possible outcomes and return on investment.

Yours sincerely,



Sam Robinson
General Manager
+44(0)7734 833451
www.lovetoride.org



Ross Butcher
National Chair
Modeshift,
Business Central Darlington,
2 Union Square,
Central Park,
Darlington, DL1 1GL
www.modeshift.org.uk

Derek McCreadie
iTravel York Programme Manager
City of York Council
West Offices
Station Rise, York
YO1 6GA

1st September 2016

Dear Mr McCreadie

Subject: Support for iTravel York Access Fund bid

I confirm that Modeshift is delighted to support the City of York Council bid submission to the Department for Transport's Access Fund. We welcome the opportunity to work in partnership with the Council in the delivery of your bid. Modeshift will continue to provide support through our travel accreditation schemes Modeshift STARS.

City of York Council is a member of Modeshift, the national sustainable travel organisation. Membership of Modeshift provides a range of benefits including regional support, access to best practice and entitlement to use STARS and STARSfor. STARS has helped to reward and recognise schools for the work they do whilst enabling them to leave a lasting legacy that successfully embeds sustainable travel as the norm. STARSfor builds on the travel planning experience of 23 local authorities for settings other than schools.

We have set out below how the STARS and STARSfor initiatives will help meet the Access Fund criteria:

- Supporting the local economy and facilitating economic development by creating strong communities that deliver and support sustainable travel initiatives
- Reducing carbon emissions, bringing about improvements to air quality and increased compliance with air quality standards and wider environmental benefits such as noise reduction
- Helping to deliver wider social and economic benefits through delivering better access to employment, education and services
- Actively promoting increased levels of physical activity through increases in walking and cycling

If you wish to discuss the above further please do not hesitate to get in touch. I can be contacted via email at chair@modeshift.org.uk or on 07809 655624

Sincerely



Ross Butcher,
National Chair of Modeshift



York Bike Belles
Community Organisation
50, Trafalgar St
York
Y023 1HZ
yorkbikebelles@gmail.com
www.fb.com/yorkbikebelles

Derek McCreddie
i-Travel York Programme Manager
City of York Council

8th September 2016

Dear Derek

We are writing in support of City of York Council's application to the Department for Transport's Access Fund.

York Bike Belles has been supported by LSTF funding and the City of York Council for the last 3 years. This support has enabled us to make a huge success of the York Bike Belles initiative, with over 8000 people in York attending our activities during that time - 75% of whom have gone on to increase their everyday cycling levels, 81% to increase their general level of physical activity and 66% to reduce their car use. We are a leading women and cycling community in the UK – we have co-organised two national Women and Cycling conferences, presented at several Cycle City events, co-founded a national women and cycling group, WE Cycle (Women's Equality in Cycling), and regularly share best practice with other areas of the UK to encourage more women to cycle every day.

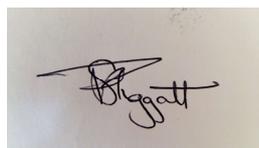
We are now an independent community organisation. Our aim is to work with local partners to make York the best and most inclusive cycling city in the UK. We currently deliver a range of volunteer-led community activities with monthly social rides, bike maintenance workshops, bike buddying, bike loans and online social media support. We have 25 local volunteers who contribute approximately £18,000 volunteer time per year to increasing cycling in York. We would like to develop our work in the future to young women in secondary schools, older women, the development of community cycling hubs and targeting of lower income communities in York.

We urge the Department for Transport to continue to provide walking and cycling funds to York. We see the value of cycling support activities everyday with daily requests for support and guidance and by high attendance on and demand for our activities. This is backed up by regular positive feedback from beneficiaries testifying to the impact of this support, not just on their cycling, but also on their health, confidence and quality of life. York has a transient population with constant newcomers to the city and suffers from severe congestion and air pollution. Year-round cycling support is needed to give local residents the skills, motivation and confidence to start and continue everyday cycling.

If York is not awarded further funding, there is a question-mark over whether we will be able to continue our cycling support activities from 2017, both in York and across the UK.

We therefore very much hope that the City of York Council's application is successful and we can continue our positive working relationship with them to make York the best and most inclusive cycling city in the UK.

Warm regards



Sheridan Piggott
Chair
York Bike Belles
Community Organisation



Access Fund York 2017-2020





Economic Development & Transport Policy & Scrutiny Committee**8 March 2017**

Report of the Assistant Director – Legal & Governance

Air Quality**Summary**

1. This report presents information on a Motion around Air Quality submitted to Council for consideration in accordance with Standing Order 23.1.

Background

2. At a full Council meeting on 15 December 2016 Cllr D'Agorne submitted a Motion around air quality and Council agreed to refer the issue to Corporate & Scrutiny Management Policy & Scrutiny Committee (CSMC) for further examination.
3. While CSMC has an overarching responsibility to oversee and co-ordinate the work of the four standing Policy & Scrutiny Committees, the Motion as presented does not fall into the remit of CSMC. Specific elements of the Motion – air quality, carbon reduction, Local Plan, environment strategy and transport strategy – all fall within the service plan area of the Economic Development & Transport Policy & Scrutiny Committee (EDAT).
4. As such, at a CSMC meeting on 13 February 2017, the committee agreed to refer the motion to EDAT with the proviso that if the EDAT workload did not allow the Motion to be reviewed in a timely manner it should be referred back to CSMC.
5. The Motion stated:

Council notes:

- that improving air quality is a key objective in the Council Plan and a matter of significant public concern;

- that recent data shows that between 94 and 163 people die prematurely in York each year due to the impacts of poor air quality (Local Air Quality Management Status Report 2016, City of York Council);
- that 50-70% of nitrogen dioxide pollution in York is from vehicle traffic, largely diesel vehicles and the annual average air quality objective for NO₂ is still being breached at numerous locations around the inner ring road (Local Air Quality Management Status Report 2016, City of York Council)
- a report by the Royal College of Physicians and the Royal College of Paediatrics and Child Health in Feb 2016 estimated that the adverse impact on public health caused by air pollution costs the UK economy more than £20bn per year – around 16% of the current annual NHS budget.
- the publication in December 2016 of draft guidelines by NICE (National Institute for Clinical Excellence) calling on local authorities to take a range of actions to reduce the impact of road traffic related pollution on health including putting air quality at the centre of Local Plans, introducing Clean Air Zones and reducing emissions from public transport.

Council further notes:

- that with the measures listed in York's Third Air Quality Action Plan (AQAP3) **in place**, together with the emission reduction measures through modal shift included in the Third Local Transport Plan (LTP3), the health based national air quality objectives for NO₂ would be met by 2021 in all the current air quality 'technical breach' areas in York.
- However, that while York has successfully secured 'Go Ultra-Low City' status and is making progress on establishing an electric charging network, there are significant actions identified in AQAP3 where a great deal still needs to be done to achieve targets. These include making tangible progress towards establishing a freight transhipment facility to keep delivery vehicles out of the city centre/urban areas, enforcement of anti-idling zones such as Rougier St, implementation of procurement requirements for council contracts, and firm plans for the establishment of a city centre Clean Air Zone by 2018.

- that the AQAP3 plan makes no strategic assessment of the likely growth in traffic by 2021 and beyond arising out of housing growth within the draft Local Plan.
- that the Council has a statutory public health responsibility to 'improve the health of the local population', with the overall management of air quality allocated to the Executive (section 3A, para. 2.1, no. 6 of the constitution).

Council therefore resolves to:

- request an annual joint strategic report to Executive by the Director for Place Services and the Director of Public Health on the progress towards targets and further actions proposed for all the elements of the Third Air Quality Management Plan (AQAP3), including the proposed Clean Air Zone for public transport, the Low Emission Strategy and the elements of the Third Local Transport Plan which relate to improving air quality.
- request a report to the Local Plan Working Group and Executive setting out how the emerging Local Plan will ensure that development does not detract from improvements in air quality in York. The completion of the city-wide transport model should include a cost/benefit analysis of the options for investment in a tram, light rail or guided bus way system to facilitate very low emission/zero carbon development, drawing on the experience of other cities in the UK and abroad.'

Options

6. Having considered the Council Motion, as detailed above, Members can:
 - i. Agree the Motion raises issues that require further and more detailed scrutiny and agree to initiate a scrutiny review or;
 - ii. Agree that a scrutiny review of the issues raised in the Motion would be appropriate but agree to refer the Motion back to CSMC on the basis that there is insufficient capacity within the current work plan to undertake a timely review of this matter.
7. Alternatively, Members may agree that the requested actions contained within the Council Motion are an appropriate response to the air quality issues detailed within the Motion, and therefore choose to recommend that Council reconsider the Motion in full as originally presented.

Analysis

8. The Economic Development & Transport Policy & Scrutiny Committee receives regular detailed update reports on air quality, the Air Quality Action Plan and the council's Low Emissions Strategy. It considered a pre-decision call-in of the Air Quality Action Plan 3 and the views of the committee were fed into the Executive report. Air pollution and Sustainable Travel comparison figures are standing elements of the committee's quarterly performance monitoring reports.
9. There is already a legal requirement for all local authorities to produce an 'annual report on progress towards measures and actions', it's called the Annual Status Report and the first one went to the Executive Member Decision Session 5 September 2016. Air quality improvement / deterioration is also reported in the LTP3 progress report via the specific air quality indicator (based on city centre diffusion tube monitoring).
10. A Members' briefing session on the impact of air quality and people's health is being organised for later this month and the joint presentation by public protection and public health teams will detail the situation in York.

Council Plan

11. This report is linked to A Prosperous City for All, A Focus on Frontline Services and A Council that Listens to Residents elements of the Council Plan.

Risks & Implications

12. There are no risks or implications arising from the recommendations in this report.

Recommendations

13. Having considered the information and analysis above the Committee is asked to decide whether:
 - (i) A scrutiny review of the issues raised within the Council Motion is required;
 - (ii) This Committee has the capacity within its current workload to prioritise that review over its other commitments.

14. If the Committee decides it has insufficient capacity within its current workload to prioritise the required review, Members are recommended to refer the issue back to CSMC.
15. Alternatively the Committee may decide the requested actions within the Motion are an appropriate response to the air quality issues it raises, and decide therefore to refer the Motion back to Council for its full and proper consideration.

Reason: To ensure air quality issues affecting this city are given the due consideration they require.

Contact Details

Author:

Steve Entwistle

Scrutiny Officer

Tel: 01904 554279

steven.entwistle@york.gov.uk

Chief Officer Responsible for the report:

Andrew Docherty

Assistant Director – Legal & Governance

Tel: 01904 551004

Report Approved Date 21/02/2017

Wards Affected:

All

For further information please contact the author of the report

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Economic Development & Transport Policy & Scrutiny Committee**8 March 2016**

Report of the Assistant Director – Legal & Governance

Impact of the Arts and Culture Sectors on the Economy of York Update Report**Summary**

1. This report provides the Economic Development & Transport Policy & Scrutiny Committee (EDAT) with all the information gathered to date by the Task Group set up to examine the Impact of the Arts and Culture Sectors on the Economy of York.

Background

2. At a meeting of the Economic Development & Transport Policy & Scrutiny Committee (EDAT) in late June 2016 Members discussed potential topics for scrutiny review during the current municipal year. Members expressed an interest in a scrutiny review on the impact of the arts and culture sectors on the economy of York and asked for a feasibility report to help them decide whether such a review would add value to work already ongoing in the city.
3. This feasibility report was considered by the Committee in July 2016 when Members agreed it was a topic worthy of review and appointed a Task Group comprising Cllrs Cullwick, Looker and K Myers to undertake this work on their behalf. The Task Group was asked to agree a draft remit for the review, with an aim, objectives and timescales and report back to the Committee.
4. The Task Group met for the first time in August 2016 when Cllr Looker was appointed Chair. They also agreed a draft remit and resolved to work towards submitting an Interim Report for EDAT by February 2017. The draft remit is:

Aim

To understand the value and impact of the arts and culture sectors on the economy of York and examine how they can further increase their impact on economic development and create additional high-value jobs in the city.

Objectives

- i. To promote cultural amenities in the city for the purpose of attracting economic investment, leading to an increase in high-value jobs and the retention of high-quality employees.
 - ii. To examine the City Council's role within these sectors and assess what further interventions the Council could undertake to support these sectors.
 - iii. To identify ways to facilitate more and better joint working among cultural organisations.
5. The Task Group agreed that the focus of the review was not the quality and content of the city's arts and cultural offer, but the economic benefits they bring, particularly jobs. The arts and cultural offer is a driver for job relocation and York is keen to attract businesses to the city. The Task Group agreed that one of the things that helps encourage people to relocate is the attractiveness of the place they look to locate to. The intention is to maximise the benefits the city already has and seek to take that forward to develop these sectors over the next decade.
6. The draft remit was endorsed by the full committee at a meeting in early September 2016.

Consultation

7. To progress the review the Task Group agreed to invite representatives from various city organisations for discussions, and have already met with representatives from York@Large; Make it York; York Museums Trust; York Archaeological Trust; York Theatre Royal, City of York Council, the Arts Council, the Guild of Media Arts. The would also like to meet with representatives of other city organisations including the Chamber of Commerce; York Business Improvement District, the National Centre for Early Music, Explore Libraries, Borthwick Institute of Archives, York Minister, the National Railway Museum and Welcome to Yorkshire.

Information Gathered

8. York's heritage continues to be the centrepiece of its cultural offer. York attracts more than 7 million visitors per year with associated economic benefits to the city and its residents.
9. In December 2014 York was designated as a UNESCO City of Media Arts and a member of the Creative Cities Network. Creative industries represent York's fastest growing sector and add balance to its heritage assets and identity.
10. Data collected by the Business Register and Employment Survey released in September 2016 show that 3,100 are employed in creative industries in York – based on the department of Culture, Media and Sports definition¹ – a slight reduction on the 3,300 employed in the sector in 2014.
11. The figures do not capture the overall impact of these sectors on the local authority. For example, a proportion of the 7 million visitors to the city each year are drawn here by our museums and cultural attractions.
12. In mid-September 2016 the Task Group met with the Chairs of Make It York (MIY) and York@Large.
 - **Make It York** is the city's destination management organisation and has the overarching remit to market the city and its surroundings as an exciting place to live, study, visit and do business. Its remit covers leisure and business tourism, city centre management, festivals and events, business support and inward investment. Visit York is a part of MIY and is the leisure tourism brand. Under the brand Visit York, MIY's aim is to market the city as a must-see world-class destination to the leisure visitor and ensure investment to develop the quality of tourism in York.
 - **York@Large** is the city's cultural partnership. Its members work together to communicate what's happening in York as a way of increasing participation. They also encourage investment in the city's attractions and new events in order to support the local economy and to make York a more lively, creative and active city. The operational plan of York@Large has two general objectives – to raise the wider awareness of contemporary culture and creative

¹ The Department of Culture, Media and Sports defines the creative industries sector as including advertising, architecture, design, media, IT and computer services, music and publishing.

industries as strengths of York, and to build more effective structures for delivery.

13. York@Large has a remit which defines the cultural sector as three mutually beneficial sub-sectors – heritage, arts and creative industries.

➤ Heritage

Heritage is positioned as main driver of tourism in York, but is over dependent on declining markets, with cultural tourism its biggest opportunity;

➤ Arts

York has an active and vocal arts community, including both individuals and organisations, but this is highly vulnerable to public funding cuts.

➤ Creative Industries

The city is strong in innovation and talent and has some star companies, but the sector is fragile as York lacks support for growth in a company's early stages.

14. The Task Group also learned about the newly formed 'Cultural Leaders Group' which pulls together high-level creative and cultural leaders and managers from the larger organisations in York, including English Heritage, York Museums Trust, Aesthetica, Make It York, the National Trust and the National Railway Museum.
15. Also included in the Cultural Leaders Group is the Guild of Media Arts which was York's first new guild in around 700 years when it was launched in 2015 and now has more than 200 members, including media artists, the heritage sector, cultural makers and creative industries.
16. It was created to recognise and build on York's status as the first UNESCO City of Media Arts in the UK. The Guild's aim is to unlock the full benefits of UNESCO designation and to champion York's growing creative credentials, while providing a platform for members to help solve each others' problems.
17. One of the primary objectives of the Guild, working with Make It York, is Mediale, a major international biennial festival to showcase media arts. This flagship initiative of York's UNESCO designation is due to take place in autumn 2018 and every two years thereafter. Plans for the

inaugural festival include major light commissions alongside interactive pavilions and exhibits that utilise the backdrop of the city. Its 20-day programme will be underpinned by year-long development activity with schools, communities and businesses.

18. The Task Group also noted that collaboration between arts and culture partners had led to events such as Vespertine, a two year project to stimulate the early evening economy through a series of musical performances, light projections and art installations which come to life as shops are closing. The aim is to provide more reasons for people to spend more time in the city in the early evening to get to know its culture in greater depth.
19. This initiative, launched in May 2015, is the result of a partnership established by York@Large, York Theatre Royal and Make it York encompassing 20 of the city's cultural organisations and managed by York Archaeological Trust.
20. Such an event was held in October 2016, combining architecture, archaeology, technology, music and art in a virtual reality experience at the National Centre for Early Music at St Margaret's Church in Walmgate.
21. The Task Group agreed that the city's heritage sector was a main motor for tourism and there is a need to look more at visitor enjoyment. This is being marred by incidents of anti-social behaviour in the city. However, the Task Group noted that when there have been family events in the city, such as Sky Ride, instances of anti-social behaviour were greatly reduced.
22. They agreed that the city needs to be more ambitious and co-ordinated in terms of its arts and cultural offer and these need to be programmed better.
23. However, the offer is incredibly strong with numerous heritage attractions. But, this could also be one of the problems as the city has such an array of riches. If the city has just one heritage asset then all the focus would be on that, but it has many – the city walls, the minster, Clifford's Tower, the Shambles, museums, art gallery and historic buildings – as well as more recent additions to the offer such as the National Railway Museum and the Jorvik Centre.
24. Data produced by Make It York, using the latest annual data available, shows that:

- There were 3,057,097 visits to York's attractions;
- 207,706 were educational visits (7.37%);
- 57% of York's residents have visited a museum / gallery in the last 12 months (51.5% is national average);
- 91% of leisure visitors to York enjoy the ambience of the city;
- 71% visited the attractions;
- 10% took in a festival of event while in York;
- 4% went to a cultural performance;
- 190,000 attended performances at three of York's National Portfolio Organisations (NPO)² – York Theatre Royal, the National Centre for Early Music and the Pilot Theatre Company;
- 50.3% of adults in York attended / participated in an arts event / activity at least three times in the last 12 months (national average 43.8%);
- Annual investment in York Theatre Royal, the National Centre for Early Music and the Pilot Theatre Company is £5,092,608 of which 57% is earned income, 8% is private giving and 37% is public subsidies;
- 71% of York residents say that cultural opportunities are important in making somewhere a good place to live;
- York's cultural, sporting and recreational economy is annually worth £75,092,608;
- £8.81 is the median hourly wage for someone working in arts, entertainment or recreation in York (compared to £8.50 in the retail sector, which employs more people than any other sector in York);
- 55% of residents have volunteered in the last 12 months;
- 33% do so at least once a month;
- Across 21 attractions there are estimated to be 2,100 volunteers in the tourism sector in York;
- There were 1,700 volunteers in the 2012 Mystery Plays and more than 700 in both Blood and Chocolate in 2013 and Fog and falling Snow in 2015;
- There were 1,483 full time equivalent places on further / higher education courses relating to culture in York's universities, 677 of the students graduated;

² There are five NPOs based in the city. In addition to York Theatre Royal, the National Centre for Early Music and the Pilot Theatre Company, the city is the headquarters of the National Rural Touring Forum and J-Night, one of the leading producers of world jazz in the North of England.

- 412 businesses in heritage, creative industries and art sub sectors (6,489 York businesses = 6.4%)
- 3,200 jobs in heritage, creative industries and arts sub sector (101,300 total employee jobs = 3.2%).

25. Make It York also found that:

- 77% of visitors return to York;
- £84.8 is the average spend per staying visitor per day;
- There are more than 2,000,000 visitors to visityork.org annually;
- 500,000 visitors a year use the Visitor Information Centre.

Creative Industries

26. Creative Industry is the fastest growing sector in York with more than 250 creative companies employing 3,000 people. More than £100 million has been invested in media arts facilities and resources to support the sector by York's two universities, including the new Department of Theatre, Film and TV in the University of York Campus. In addition the University of York launched the Digital Creativity Labs (DC Labs) in April 2016 – a major £18 million initiative for innovative research in the convergent area of digital and creative technologies.
27. However, figures released on 29 September 2016 show a small decline in the overall number of creative sector jobs:

Business Register and Employment Survey

Creative Industry – based on Department of Culture, Media and Sports definition

	2014	2015
Public relations and communication activities	0	0
Advertising agencies	300	500
Media representation	0	200
Architectural activities	200	300
Computer programming activities	300	200
Computer consultancy activities	1700	1200
Book publishing	0	0
Publishing of directories and mailing lists	0	0

Publishing of journals and periodicals	0	0
Other publishing activities	0	0
Publishing of computer games	0	0
Other software publishing	0	0
Specialised design activities	100	100
Photographic activities	0	0
Translation and interpretation activities	0	0
Museum activities	500	400
Motion picture, video and television programme production activities	0	0
Motion picture projection activities	100	100
Sound recording and music publishing activities	0	0
Cultural education	0	0
Support activities to performing arts	0	0
Artistic creation	100	100
Total	3300	3100

28. Figures used in the development of York's Economic Strategy, which was launched in July 2016, show that:

- According to Business Register and Employment Survey (BRES) data from 2014, 3% of York's population were employed in the creative, digital and media sectors. This accounted for around 2,470 people;
- This sector has higher wages than the national average, typically over £15 per hour;
- The creative, digital and media sectors make up 8% of York's Gross Value Added (GVA)³ ;
- 700 graduates per annum in York from this sector making up part of a growing network;
- York's digital, creative and media sector (information & communication) is forecast to grow by over 20% during the five year period of the plan;

³ Gross Value Added (GVA) measures the contribution to the economy of each individual producer, industry or sector in the UK. It is used in the estimation of Gross Domestic Product (GDP). GDP is a key indicator of the state of the whole economy. In the UK, three theoretical approaches are used to estimate GDP: "production", "income" and "expenditure". When using the production or income approaches, the contribution to the economy of each industry or sector is measured using GVA.

- Leading facilities for film production at University of York, with over 100 graduates and postgraduates each year from leading courses.

City of York Council (CYC)

29. In October 2016 the Task Group met with City of York Council's Corporate Director Children, Education and Communities, to gather information to support Objective (ii) of the review.
30. The Task Group was specifically looking at strategies that could be put in place to help enhance the impact of the arts and culture sectors on the city's economy and noted that CYC once had a significant arts and culture team, but this was no longer the case. However, arrangements are in place with other organisations and it is important for CYC to have a voice to avoid a situation whereby provision was too disparate.
31. Members were aware that although it was not the Council's responsibility to provide a cultural offer, it should have an overarching brief. CYC had a role in ensuring that a more coherent approach was taken. The biggest risk would be if the Council did not continue to have an influence in the arts and culture sector – as it was of pivotal interest for the city.
32. The Task Group noted that a lack of a strategy affected the ability to attract funding from organisations such as the Arts Council. When the Arts Council allocated funding it expected a financial contribution from the Council to demonstrate its commitment. The Task Group recognised that it needed to find out more about the form that this match funding might take.
33. Members agreed that the arts and culture sector was important not only for tourism and as an employer, but also in attracting jobs to the city. Whilst the sector in the city is "bumping along" in traditional ways, Members questioned whether York was underperforming in the arts and culture sector and agreed that the city's aspirations and profile should be raised.
34. Initiatives such as Mediale were one of the ways in which different types of people might be attracted to the city but established events, such as the Mystery Plays, are not connected to anything else going on in the city and the Council needs to facilitate a co-ordinated, joined up approach.

35. Members considered whether it would be beneficial for a conference to be arranged to bring together those working in the arts and cultural sectors and encourage more coherent working.
36. They also considered what additional support can be given to start-up businesses in the media arts field and how media arts can be used to look at heritage in a different way. To help achieve this they agreed it would be useful to consider the city's skills strategy.
37. The Task Group agreed on the importance of CYC making a statement of commitment to the arts and culture sector – an articulated vision to recognise its importance to the economy of the city.
38. Subsequently, on 20 December 2016, the Task Group met with the Chief Executive of City of York Council and the Assistant Director Communities and Equalities. The Task Group noted that traditionally the Council had had a defined leisure and culture function with a dedicated team delivering these services. This was no longer the case and its role was now as a participant and collaborator – influencing and linking into the networks that were in place. The Council has a service level agreement with Make it York which is developing a cultural strategy for the city. This includes identifying core priorities for the city and how these can be presented to bodies such as the Arts Council. However, the Task Group recognised that heritage, culture and leisure are more complex in the modern world.
39. Members also noted that the Cultural Leaders group is emerging as a vibrant leader in the cultural sector. While the cultural sector in York, as in other cities, is quite competitive developments had been made in areas such as the sharing of data and the Council's success in helping make that happen is notable. However, it is not realistic for the Cultural Leaders Group alone to set a shared vision and the Council had an important role to play. Even though the Council is no longer a grant-giver it provides a strategic steer for the city. It has signed up to the York Economic Strategy, of which this is a part, and can influence clear priorities. However, it is acknowledged the benefits and outcomes are difficult to measure.
40. The Task Group recognised that one of its objectives is to identify the role played by the Council in these sectors and that it has a huge role in shaping the overall vision. Members were encouraged to note that the Council is showing leadership through the design and master planning of regeneration projects and has a strong custodial role to ensure the quality of the product is not lost. Make It York has a crucial role to play in

strengthening these relationships and productive talks are taking place to evolve the Council's service level agreement. When MIY was established the core message had been that York is a brand and there was a need for city organisations to show greater collaboration. The strong view now is that a key is to tie together modernity and the contemporary cultural offer with the city's heritage, as evidenced by initiatives such as UNESCO, Mediale and the development of digital arts.

41. The Chief Executive stated that she had been having discussions as to whether the city could do more to maximise the benefits of working on a regional basis to promote tourism. This could involve consideration as to how York joined up with Hull, Harrogate and other destinations and how it could benefit from major events on offer in other cities. It was noted that Leeds would be bidding to be the European Capital of Culture for 2023. There is a need to be outward facing as well as remaining aware of what is happening in York. It was important to look at the opportunities to be gained through the Yorkshire brand without losing York's own brand.
42. The Task Group noted there was huge potential in developing the early evening economy and that there are also aspects of the city's heritage which could be better promoted including the city walls, St Leonard's Hospital, an exploration of York's Roman history and further initiatives to increase footfall on the Micklegate side of the river.
43. While tourism underpins many of the city's opportunities, driven by international and wider national visitors, York needs to extend the range of its visitor experiences. There is a worry that the city is not setting its sights high enough and that if it is not agile enough it will be left behind.

York Museums Trust

44. In early November 2016 the Task Group met with the Chief Executive of York Museums Trust (YMT), which runs York Art Gallery, York Castle Museum, Yorkshire Museum, St Mary's and Museum Gardens.
45. Two of York's museums, the National Railway Museum and York Castle Museum, are rated among the best cultural attractions in the country and are included in Trip Advisor's top ten museums. None of the others in the top ten are outside London.
46. However, the Task Group was informed that it was the Arts Council's view that York was not doing enough. Revenue funding was dropping, and whilst the Arts Council understood the reasons for this, there were

concerns. YMT was seeking to persuade the Arts Council that the CYC contribution was reasonable but they were concerned about the situation.

47. The Arts Council do not view York in the same way as some other cities, for example those with high unemployment. YMT is making it clear that York is, however, a low income city. The Arts Council believe that they contribute a lot in view of the size of the city's population and YMT had to make clear that the city also has over 6 million visitors. Organisations working together is the best way to unlock funds and the approach needs to show strong collaboration and that York is a city that values culture.
48. The Task Group noted:

YMT's value and impact on the economy of York

- YMT employs about 100 FTE staff at any one time and all staff are paid the Living Wage.
- In 2015 the impact of spend was more than £13m and YMT had an indirect impact on the local economy worth more than 40 jobs.
- 70% of visitors to York Art gallery come from more than 20 miles away, bringing spend to the city.

YMT's direct impact on the visitor economy

- In 2015 the impact on the tourist economy was worth more than £15m.
- The five significant tourist attractions run by YMT mean visitors, businesses and residents are impressed by the quality of the city.
- YMT uses its assets to enable significant partnership events that bring people to the city:
 - Illuminating York 2015 culminated in Museum gardens
 - Eboracum Roman Festival, based in Museum gardens, was attended by 28,000 people
 - Playing a full part in the UNESCO City of Media Arts Mediale.

YMY's impact on inward investment – making the city a desirable place to live

- 1.7m people a year use Museum Gardens, which have won a Yorkshire in Bloom award four years running.
- Museum Gardens, Art Gallery, Yorkshire and Castle Museums are cultural attractions that impact on investment decisions.

49. It was noted that one of the challenges in York was property prices. The use of heritage buildings for businesses rather than apartments has a beneficial impact on the economy. More investment to create work space will benefit the economy, transforming them into flats will not.
50. The Task Group agreed that developing, shaping and retaining a knowledge base is vital for the city and this is where arts and culture play a part. Major infrastructure and capital projects that create anchor attractions have been shown to support regeneration and growth. Arts and cultural businesses, as compared to other tourism businesses, commission the creative industries such as exhibition designers, engineers, architects designers, IT and digital creative, set designers, and film producers. YMT events and commissions help develop scientific, business and creative talent.
51. By partnering with cutting edge businesses and universities, arts and culture can provide testing grounds for products and the creative environment that enables ideas to be developed for markets.
52. YMT plays a role in commissioning high value jobs such as designers, architects and engineers while helping develop talent through initiatives such as Aesthetica and Mediale and by working with universities and businesses. These projects provide a safe testing ground to help develop scientific and creative talents, such as the collaboration between YMT and the University of York to create a Viking Virtual Reality environment.
53. The Task Group agreed that York had been branded “City of Festivals” and questioned whether this was a good thing. The Food Festival, for example, which although popular with local residents, did not attract visitors in the way that events such as the Ludlow Food Festival achieved. It was acknowledged that the festivals may be useful as a tool for community engagement but consideration could be given as to whether it would be better to hold fewer but better quality festivals. Quality control was important. Members suggested that festivals that may disappoint devalue other festivals. It was noted that many of them were not known outside of the city, although others like Aesthetica did bring in visitors, as did events such as the Liverpool Biennial Festival and the Manchester International Festival.

54. YMT believes in strong collaboration between Arts and Culture organisations and they were working with York Chocolate Story and York Cocoa House on a project for the Castle Museum. However, they considered that Make It York was so big that it was not always the appropriate forum for decision making.
55. It was noted that consideration could be given to establishing two separate groups, one of which would be a broad group of representatives and another smaller group based around Arts Council funding. Make it York has an important role in terms of drawing people to the city. CYC needs to take a strategic role and decide what the city should be like. It is important not to just “let things happen” but rather to set the direction in order to inform decisions. As such it would be useful to appoint someone who can identify funding opportunities and then is able to bring a group together with the relevant skills.

York Archaeology Trust

56. In late November 2016 the Task Group met with the chief executive of York Archaeology Trust (YAT). The YAT portfolio includes city attractions such as the Jorvik Viking Centre, York DIG based in St Saviour’s Church, Barley Hall, the Richard III Experience at Monk Bar and the Henry VII Experience at Micklegate Bar.
57. The Jorvik Viking Centre attracts around 400,000 visitors a year with the combined portfolio attracting around half-a-million visitors a year. The Trust also runs the annual Viking Festival, Europe’s largest Viking festival, which attracts an estimated 40,000 visitors to the city.
58. To extend the scope and reach of its activities into Yorkshire, the Trust merged with the Sheffield archaeological unit, ArcHeritage, and in 2011 the Trust became even larger with the inclusion of Northlight Heritage in Glasgow and Trent & Peak Archaeology in Nottingham under its ownership, allowing it to spread its expertise across Northern Britain. YAT employs around 200 people across the Trust with some 110/120 being employed in York itself.
59. The Task Group noted that while the trust was set up in 1972 to help preserve the vast collection of archaeological deposits in response to threats posed to the city’s archaeological heritage at the time, most archaeology happens in relation to developments and the Trust works with developers on the cultural impact of these developments.

60. Indeed, the Jorvik Viking Centre came into being as a result of a major development in Coppergate which gave archaeologists the opportunity to excavate an area of 1,000 square metres through 2,000 years of history. The Jorvik Centre is located on the very site of the Coppergate dig.
61. The Task Group agreed that York is a world-class archaeological city and it should use this as a driver for economic development as the past is a huge enabler of the future. York is an extraordinary example of a city with a rich history that is also modern and vibrant with a vision for the future. As such the Trust is not about stopping change, it is about managing change.
62. And while York is a flourishing heritage and destination tourism location the offer is not joined up. There needs to be more collaboration in promoting the city as a place of world-class importance.
63. The YAT Chief Executive stressed that the Trust is happy to collaborate with other city organisations and that was reciprocated after the Jorvik Centre suffered badly in the Christmas 2015 floods and other attractions such as the Minster, YMT and the opera house all offered their help.
64. But collaboration and joint promotion is key if the city is to continue to flourish as a destination. For example, YAT decided to promote the attractions at two bars – the Richard III Experience at Monk Bar and the Henry VII Experience at Micklegate Bar – on one ticket and the result was that footfall at Micklegate Bar increased enormously.
65. To help take things forward YAT is looking for a supportive local authority on projects that will be favourable for the city. At the forefront of this is the challenge of trying to understand – and uncover – the city's Roman history.
66. York's international status is build on its Roman foundations and it is believed the city walls stand on the original Roman walls, although this has not been tested for a long time. A project to raise the profile of York's Roman past could have huge benefits for the city.
67. YAS consider it unlikely that a city in which Constantine the Great was acclaimed emperor of the Roman Empire in 306AD would not have had a major palace somewhere in the city, although any remains will be around nine metres below the current ground level.
68. And work to redevelop the city's Southern Gateway could open up exciting possibilities as the banks of the Foss would have been used by

the Vikings and would have been an international gateway during York's Viking era.

69. However, YAT is also concerned about instances of anti-social behaviour in the city centre, particularly at weekends.
70. The Task Group agreed that York is a place of vision and its rich heritage is not a barrier to change but is a driver for further development and that there is space for much more creative dialogue for using the past.

York Theatre Royal

71. York Theatre Royal (YTR) was built on the site of the medieval St Leonard's Hospital and dates back to 1744, which makes it the oldest producing house outside London.
72. At a meeting in early January 2017 the Task Group learned that YTR's core relationship is with the citizens of York and 70-75% of visitors are people from the city. The most recent data puts YTR visitor spend at £3.75m with day and overnight visitors who said YTR was the main reason for their visit contributing £1m. YTR employs 91 FTE staff with 70% living in the CYC area and provides indirectly employment for an additional 21 FTE positions.
73. YTR procures as much as possible from the city area with 55% of goods and services, some £1.6m, are bought locally. The cafe is stocked exclusively by suppliers in the county. Last year YTR reopened after a £6m restoration and the main contractor responsible for the redevelopment was a local company.
74. In addition, YTR hosts theatre companies from around the UK and when they perform they live and spend money in the city. This equates to 950 nights in the city for visiting companies, bringing £800,000 spending into the local economy.
75. The Task Group noted that YTR has developed a creative economy in the city through working with other, such as visiting theatre companies and designers while young theatre companies have been born out of working with YTR. Students graduating from the universities who want to stay in the city are drawn to YTR. It has developed ways to support young companies at no cost to YTR and helps with cash flow and box office management with the aim of making sure talented young people stay in the city.

76. While it is accepted that York is a good city for creative businesses YTR feels, along with arts and culture colleagues, there is a need to shift from traditional to contemporary activities as there is a danger of the city becoming complacent. There are some dynamic places around Yorkshire and York has to compete against them. The Task Group agreed that the authenticity of the city is fantastic but it has to be imaginative in using these unique settings to create memorable cultural events.
77. The Task Group noted that arts and culture expertise had largely disappeared from the council. YTR gets no revenue support from CYC and has lost discretionary rate relief. However, it is important that CYC continues to demonstrate its support of arts and culture in other ways, such as making space assets available, or risk losing financial support from the Arts Council. It also needs to facilitate, through Make it York, greater co-ordination, co-operations and collaboration in the city. The Cultural Leaders Group can also take a leading role in co-ordinating activities in the city.
78. CYC needs to show it has a strategic view with regards to arts and culture and Make It York should be the glue that holds all this together by providing a co-ordinating role for joint funding bids and making sure we make the most of what is available.

The Guild of Media Arts

79. The Guild of Media Arts was created to recognise and build on York's status as the first UNESCO City of Media Arts in the UK and became the first entirely new guild in York for around 700 years. It began holding formal meetings in late 2015 and now has more than 200 members.
80. The Guild's mission is unlock the full benefits of UNESCO designation and to champion York's growing creative credentials and its stated aim is: *"To strengthen York's cultural and creative industries; to nurture the Media Arts designation by ensuring that the UNESCO obligations are met in full and to ensure all our citizens benefit from the opportunities offered by being part of the global Creative Cities Network."*
81. When York was designated UNESCO City of media Arts in December 2014 the motivation was to raise the social, cultural and economic standing of York. The bid promoted York as a place that is culturally-rich and creatively-pioneering, a place where technology and art is used to breath new life into its heritage, where this strength has been cultivated through £100m investment in media arts infrastructure and by becoming

one of the first UK's first Super-Connected Cities, and described how York was committed to using creativity and culture to develop the city further.

82. At a full meeting of the Economic Development & Transport Policy & Scrutiny Committee in January 2017 the Guild clerk and Deputy Master gave a presentation about the work of the Guild and its hopes for the future. During the course of the presentation they were asked specifically by Task Group members about the impact of the arts and culture sectors on the city's economy.
83. The Committee was told that the Guild has links with other UNESCO cities throughout Europe and this international framework provided York with the opportunity to be seen, via the Guild, as a city capable of the creative sector alongside its culture.
84. The Guild was described as a body able to cross technology and the arts to create a strong way forward for economics and business. The kind of jobs it tries to promote are in the high wage bands and includes a lot of women, although many of its members are self-employed so are not captured through PAYE data.
85. The Committee heard that the Guild is creating an environment in which businesses and creative enterprises can flourish using culture and creativity as a driver. Big companies are involved but a focus is also at grassroots level of business that needs help to grow and develop. The city's universities attract incredibly talented people and the aim is to keep them in York.
86. The Guild considers that the city's Local Plan is strong on heritage but less strong on culture and it wants to join that up. The Council has an important role to play in creating the right policy framework to bring additional resources into the city and by being a great facilitator through developing jobs and employment opportunities and promoting the city as a brilliant place to live.
87. The Guild also feels the Council needs to be more rigorous about understanding why people leave the city. York is a small and beautiful city with a good quality of life that people want to live in and businesses value being in York because they can find good, talented recruits. However, many younger people leave the city to pursue their careers. The Guild considers that one of the barriers to keeping young start-up businesses in the city is the ability to provide good premises with the capacity to grow and develop.

Arts Council

88. In late January the Task Group met with the Regional Director of the Arts Council and explained that one of the issues that the TG was keen to explore was the impact that CYC's decision to reduce its contribution to the arts and culture sector could have when the Arts Council were determining funding applications.
89. The Arts Council invests £27 per head of York's population. If capital expenditure is removed (an average of £4m a year) the investment per head of £20.41.
90. The Task Group learned that the Arts Council funded NPOs for four-year periods and had:
 - Provided funding of £1.2m per year for YMT
 - Granted funding of £250,000 per year to the Music Education Hub in the city
 - Given capital funding of £6m to YMT and York Art Gallery
 - Provided funding of more than £26.7 over the past five years, an average of £5.3m a year
91. However, the Task Group noted that the amount of funding granted by the Arts Council was dependent on the city's ambition and commitment, the match funding it was prepared to put forward and the quality of the bid. The financial contribution that the Local Authority was prepared to make to a project was one of the factors that was taken into account when bids were assessed, although other factors were also considered.
92. York has quite high levels of engagement against the national average and this reflects education, the economic situation in the area and childhood experiences. Therefore, in terms of engagement, York is not a priority. However the Arts Council still invests more funding in York than in places such as Doncaster, which is in the bottom 10% in terms of engagement.
93. The Task Group recognised that the speed at which CYC had pulled out of funding for some institutions had caused real concerns for organisations such as York Theatre Royal. While it was recognised that this was because of the financial situation nationally, the Arts Council feels that CYC does not pay sufficient regard to the impact that this will

have on the organisations. It was also noted that funding of arts and culture is very small when compared to other areas of council funding.

94. The Arts Council has publicly stated that it will stand by cities which are investing in arts and culture as local authorities are bigger funders of arts and culture than the Arts Council. It is likely that instances will occur where a complete withdrawal of funding by a local authority will lead to closures as the Arts Council cannot meet the funding gap. In York there is much less matched funding than in some other areas.
95. The Arts Council agreed that impact of arts and culture on the quality of life was a factor that had to be recognised. A major company in Huddersfield had relocated from the city as it did not believe that there was a sufficient cultural offer to attract good staff. The impact of culture on the quality of life could not be disaggregated.
96. It was important for York not to be complacent because of its historical offer. Venice had recognised the need to hold a collection of major international festivals throughout the year even though it had much to offer in terms of history and environment, and the Amsterdam Light Festival, which from 26 November 2015 to 17 January 2016 attracted 850,000 visitors, had been driven by the Chamber of Commerce to increasing hotel bed night occupancy during the winter.
97. In York the budget for Illuminating York had remained static and while the quality had gone up the critical mass had gone down and was spread very thinly over many more high-quality destination points than in other cities. There is a need to make much more of it.
98. The Arts Council stated that if CYC gave a commitment and was prepared to invest, the Arts Council would have to respond, but there has to be commitment and ambition. It was important to ensure that the city does not become complacent – it is a competitive environment and the city cannot rest on its laurels. The Task Group noted:
 - The light festival in Durham is the premier such event in the country. It has become so successful that it was now ticketed, although entry is free.
 - Attendances at events in Hull to mark its City of Culture status had already greatly exceeded expectations. The city has been successful in securing private investment and local businesses have been supportive, recognising its benefits for the city and its

reputation. Consideration could be given as to whether York could look to businesses for support and funding.

- The Bradford Literary Festival has a major private sector investor, but the entry level costs of staging a festival of this scale requires investment of at least £250,000.
- Liverpool has invested heavily in culture but there are concerns as to whether this level of investment can be maintained. A suggestion has been put forward that a hotel bedroom tax of £1 per night should be introduced to be spent on culture.

99. The Arts Council also stated that while the intentions of setting up Make it York had been good, and it was important to look at new models of working, it has been seen as an abdication of ambition by the local authority and its responsibility for culture. It said its relationship with MIY has been “rough” in terms of a lot of funding, with the exception of NPOs.

100. Asked what three things CYC could do to support the arts and culture sectors and their impact on the city’s economy, the Arts Council suggested:

- The city should have real aspirations around culture and what it can do for the city, not just economically but educationally and socially.
- It should have a much clearer strategy about where it wished to focus.
- There should be an understanding of CYC’s role, and the part that it played in investment in arts and culture.

Regional

101. In October 2016 Historic England published Heritage and the Economy 2016 presenting key facts and figures which illustrate the benefits the historic environment brings to the economy.

102. The publication noted that the historic environment is intrinsically linked to economic activity with a large number of economic activities occurring within it; dependant on it or attracted to it. The headline statistics are:

- Heritage directly contributed over £756.5m in GVA in Yorkshire and the Humber in 2013;
- In 2013, there were over 14,400 people directly employed in

heritage in Yorkshire and the Humber ;

- In 2014, heritage tourism generated nearly £1.1 billion in spending by domestic and international visitors in Yorkshire and the Humber;
- Repair and maintenance of historic buildings in Yorkshire and the Humber directly generated £682m in heritage-related construction sector output in 2015.

103. Historic England found that heritage directly contributed over £756.5m in GVA in Yorkshire and the Humber in 2013. This figure increases to over £1.6 billion when direct, indirect and induced heritage GVA is combined. This is equivalent to 1.6% of total GVA in Yorkshire and the Humber.

Total GVA (m) (Direct, indirect and induced

Area	2011	2012	2013
Yorkshire & the Humber	£1,980.7	£1,724.4	£1,638.4
% of total GVA for Yorkshire & Humber	2.0%	1.7%	1.6%
England	£21,363	£21.116	£21,697
% of total GVA for England	1.7%	1.7%	1.6%

104. In 2013, there were over 14,400 people directly employed in heritage in Yorkshire and the Humber. Including indirect and induced employment, this number increases to over 28,900. The number of people employed has declined from 32,600 in 2011 primarily due to a decline in heritage construction employment.

105. In 2014, heritage tourism generated nearly £1.1 billion in spending by domestic and international visitors in Yorkshire and the Humber. In total, it is estimated that there were 1.6m domestic overnight trips, 15.5m domestic day trips and 710,000 international visits to Yorkshire and the Humber in 2014.

Heritage-related visitors (2014)	Heritage -related spend (m)	Heritage-related trips/visits (m)
Domestic overnight		
Yorkshire and the Humber	£342	1.60
England	£3,549	15.94
Domestic day		
Yorkshire and the Humber	£457	15.5
England	£4,978	156.43
International		
Yorkshire and the Humber	£295	0.71
England	£9,856	17.38
Total (domestic & international)		
Yorkshire and the Humber	£1,094	17.8
England	£18,383	192.7

106. Compared to the national average, as shown in the figures below, heritage-related domestic visit spending provides a proportionally higher source of tourism income in Yorkshire and the Humber than nationally. Consequently, heritage-related international visitor spend accounts for a significantly lower proportion of tourism income in the region.

Distribution of total heritage spend

% of total domestic and international spend

	England	Yorkshire and the Humber
Domestic overnight	19%	31%
Domestic day	27%	42%
International visits	54%	27%

Heritage Construction

107. Heritage-related construction plays an important part of Yorkshire and the Humber's construction industry and the historic environment forms a vital part of our nation's infrastructure, providing premises for

businesses; homes for residents; and amenities and utilities for communities and visitors.

108. Repair and maintenance of historic buildings in Yorkshire and the Humber directly generated £682m in heritage-related construction sector output in 2015. This is equivalent to 7.1% of total construction output or 22% of the repair and maintenance output.

Yorkshire & the Humber construction output (m)	2011	2012	2013	2014	2015
Heritage-related construction	£734	£705	£720	£792	£682
All Construction	£8,967	£8,573	£8,974	£10,249	£9,584
Heritage as a % of total construction	8.2%	8.2%	8.0%	7.7%	7.1%

Nationally

109. Historic England noted that while Heritage is an important source of economic growth and prosperity it is difficult to monetise and isolate the added value or net impact of heritage from the activities attracted to it or embedded within it.
110. The economic value and impact of heritage can come from a variety of sectors and functions, including: tourism; the demand from the construction sector to service heritage buildings; conservation activity; economic activity in historic buildings; investment in the investigation, research and display of archaeological sites and structures and education.
111. In 2013, heritage directly generated £10 billion in GVA in England. If indirect and induced effects are considered, heritage sectors' contribution to GVA increases to £21.7 billion. This is equivalent to 2% of national GVA. In 2013, there were 164,100 direct heritage jobs in England. If indirect and induced heritage employment is included then this figure rises to 328,700 heritage jobs or 1% of total national employment.
112. In total, domestic and international heritage-related visits generated £18.4bn in expenditure in England in 2014. This level of heritage tourism expenditure contributed £11.0bn in GDP and 285,700 jobs. If indirect

effects are included this rises to £24.2bn in GDP in 2014. Heritage tourism expenditure accounted for 22% of all tourist spending in 2014.

113. Domestic overnight visits: 17% of all domestic overnight trips in England in 2014 or 15.7 million trips were heritage-related trips. Domestic overnight visitors spent £3.6bn on heritage-related trips in 2014.
114. Domestic day visits: In 2014, it is estimated that 12% of the total or 159.4 million day visits were motivated by heritage-related activities. Domestic Day visitors spent £4.97bn on heritage-related day visits in 2014.
115. International visits: There were 15,392,000 heritage-related international visits in 2014. There has been a steady increase since 2010. International tourists spent £9.86bn on heritage-related visits in 2014.
116. Historic England noted the ways in which heritage tourism generates benefits in the local economy. These include:
- Investing in the historic environment generates economic returns for local places. On average, £1 of public sector expenditure on heritage-led regeneration generates £1.60 additional economic activity over a 10-year period.
 - Visiting heritage generates money for the local economy – for every £1 spent as part of a heritage visit, 32p is spent on site and the remaining 68p is spent in local businesses: restaurants, cafes, hotels and shops.
 - On average, half of the jobs created by historic visitor attractions are not on the site, but in the wider economy.
 - UNESCO estimates the financial benefit of World Heritage Sites (WHS) to the UK to be £85 million per year. The WHS brand is a significant marketing tool, which increases tourist numbers and spend, local employment, house prices and local economies.
 - 14% of visitors stayed in the area as a result of a historic houses/castles attraction, while 15% stayed in the area as a result of visiting other historic properties.
 - Three-quarters of adults (73.2%) in England, or approximately 40 million people, visited a heritage site at least once in 2015/ 16, compared to 69.9% in 2005/06.
 - When asked about their most recent UK holiday in 2015, 63% domestic travellers cited being able to visit a historic building or

monument as their 'sole reason' or a 'very important reason' why they took their holiday.

- Heritage tourism is more popular in Britain, compared with most of Europe – UK citizens have the 4th highest participation rates for visiting a historical monument or archaeological site in the past 12 months (65%) –13 percentage points higher than the EU average.
- 30%of overseas visitors cite heritage as the biggest single motivation for their visit to the UK – the largest single factor for non-business visitors.
- Only shopping (71%), visiting parks or gardens (54%), or going to the pub (50%) were as, or more, popular activities among visitors.
- Heritage-related construction plays an important part in England's construction industry and heritage construction output is estimated at £9.7 billion for 2016.

117. Historic England concludes that tourism is expected to grow in the future. It was estimated in 2013 that the UK tourism economy would grow by 3.8% a year between 2013 and 2018, which is higher than sectors such as manufacturing, construction and retail. By 2015, the total contribution of tourism was forecast at £324 billion and 4.6 million jobs.

118. The Culture White Paper produced by the Department for Culture, Media and Sport and published in March 2016 put the 2014 economic contribution of culture to be £5.6 billion. This contribution from museums, galleries libraries and the arts represents 0.3% of the total UK economy, up 59% (in normal terms) since 2010, a massive increase compared to total economic growth of 16% (in normal terms) over the same period.

119. The number of people employed in the cultural and creative sectors has been increasing since 2011 and now stands at 321,000.

120. The fact that the UK's culture is seen so positively around the world increases its contribution to the economy beyond its direct impact. This is evident in tourism. Research by the British Council shows that cultural attractions are the most commonly mentioned factor in terms of what makes the UK an attractive place to visit while the arts was the third most commonly mentioned reason.

121. The White paper specifically mentions Hull as an example of how cultural place-making can shape the fortunes of regions, cities, towns and villages. Having been chosen as the UK City of Culture 2017, it is now on the Rough Guide list of the top 10 world cities to visit. It is no

coincidence that Hull is attracting new business and jobs. The award of UK City of Culture is expected to be worth some £60 million to the local economy in 2017.

122. A January 2016 government briefing paper on support for the UK's creative industries and their contribution to the economy defined creative industries sector as including advertising, architecture, design, media, IT and computer services, music and publishing.
123. The economic output in the creative industries was £84.1 billion in 2014. Growth in the creative industries has been faster than the overall economy in recent years. Between 2009 and 2014 economic output (in cash terms) of the creative industries increased by 45.9% in total compared with 20.0% for the economy as a whole.
124. There were 1.9 million jobs in the creative industries in 2015, an increase of 3.2% compared with 2014 and up by 19.5% since 2011. An estimated 640,000 of these jobs are in 'IT, software and computer services', with a further 286,000 in 'music, performing and visual arts' and 231,000 in 'film, TV, video, radio and photography'. Creative industries accounted for 5.8% of all jobs in the UK in 2015.
125. 60% of jobs in the creative industries were filled by people who have at least a degree-level qualification compared to 33% for all jobs in the UK.

Heritage buildings and modern businesses

126. A Heritage Lottery Fund study "New Ideas Need Old Buildings" published in 2013 following research across 56 different towns and cities, including York, noted that historic buildings and the historic quarters of major towns and cities are the places where new ideas and new growth are most likely to happen. The research shows that the commercial businesses based in the historic buildings of major cities are more productive and generate more wealth than is the average for all commercial businesses across the whole economy.
127. The research findings back up an idea about economic development that has been understood for some decades – that innovation, new products, new services – indeed, new economic growth – flourish best in cities possessing a good stock of historic, distinctive buildings. It found that businesses can set up in older buildings with lower risk because of lower costs. Older buildings are suitable for a huge variety of business use. They have character and colour, so creating the distinctive leisure quarters of cities and an atmosphere that fosters creativity. All of this

forms to create a 'mosaic' of economic activity that is attractive to workers, visitors and to business owners alike – a rich diversity of use from which the new ideas that economic development depends upon can flow.

128. The research found that:

- More than 130,000 businesses operating in listed buildings in the UK.
- In major cities, historic buildings have a greater concentration of businesses linked to the creative and knowledge economy than across the UK as a whole.
- The areas of cities where there is a higher density of listed buildings also have a higher concentration of businesses linked to the creative and knowledge economy.
- Listed buildings are far more likely to be occupied by the types of independent non-branded business that give places a sense of distinctiveness, authenticity and diversity.
- Listed buildings are highly attractive to entrepreneurs and start-up businesses in the creative and cultural sector. Creative industry businesses based in historic buildings that were surveyed for the research included a very high proportion of start-ups – with over 60% established in the past three years.
- Listed buildings are three times more likely to be used as a fashion retail shop than non-listed.
- Historic buildings are highly suited to a great variety of uses and are now used for a wide range of manufacturing activities from publishing to jewellery and clothing factories – whilst former industrial heritage buildings have been re-used for residential, office, retail and leisure.
- Across the UK, the businesses based in listed buildings are highly productive and make an estimated annual contribution to UK GDP of £47billion and employ approximately 1.4 million people. This represents 3.5% of the UK's GVA and 5% of total UK employment. Not all historic buildings are listed – adding the non-listed would make these figures even higher.
- In the places surveyed, a commercial business based in a listed building generates an average of £308,000 in GVA per year – 4.4% higher than the average for all commercial businesses across the

UK. Rather than being a drag on productivity, listed buildings attract businesses in the most productive sectors of the economy.

- The 'heritage premium' associated with the occupation of these listed buildings – the extra GVA they generate over and above the amount generated by an equivalent number of businesses in non-listed buildings – is £13,000 per business per year.

Heritage as a selling point

129. At the meeting with YMT it was pointed out to the Task Group that the richness of York's heritage had formed a significant part in the marketing of the restored St Leonard's Place – a grade II listed Regency building within the city walls.
130. Its sales brochure states: "York is a forward-looking City that maintains a perfect balance between the charm of a rich heritage and the virtues of modern lifestyle amenities, with fantastic connectivity to London, Edinburgh and beyond. Embedded in the City's historic heart, St Leonard's Place enjoys exceptional views and is well placed to take advantage of York's best assets. The development, within the ancient Roman Walls, rubs shoulders with stunning landmarks, venues of culture, seductive eateries, quality shopping and grand parks, all within the environs of York Minster"
131. It adds: "Founded by the Romans in about AD 71, the City has a historic legacy which is of international significance. As an ancient centre for trade, York had long achieved standing as an important commercial hub. During the Georgian and Regency Periods, arising from the coming of the railways, the City rose to become one of England's most affluent social and cultural focal points, making it a grand and fine place to live. The contemporary York preserves, and builds upon, all of these qualities. It also retains much of its historic character and enjoys a vibrant community spirit.
132. "A collection of beautiful parks and green spaces provide the backdrop for the City, offering peaceful places to relax and stroll. Alongside St Leonard's Place lie the Museum Gardens, a ten-acre botanical park, which was planted as St Leonard's Place was being built and now offers a sense of "country in the City". The nearby Dean's Park, one of York's best-loved spots, offers a quiet and reflective space from which to experience the magnificent Minster. The River Ouse is just minutes away with the infamous New Walk; a stately, tree-lined avenue created during the reign of George II. An artists' garden behind York Art Gallery, linking

to the Museum Gardens, Marygate and Exhibition Square, forms part of this fine array of exquisite spaces.

133. “For those with a love of the arts, there’s much to discover on a short stroll, with York Art Gallery and its national collections of paintings and ceramics, and Yorkshire Museum, which digs deep into the City’s ancient and Roman history. The Theatre Royal, one of the country’s leading producing theatres, is so close it shares your address.”

Major Arts and Culture Related Festivals

134. **Aesthetica Short Film Festival** is a celebration of independent short film from around the world. It supports emerging and established filmmakers by giving them a platform to showcase their work. It is a hub for the film industry and a must-attend festival in the film world calendar. For those working in the industry, it provides a chance to hear from leading international film organisations, discover emerging talent and build future collaborations.
135. The BAFTA qualifying festival returned for its sixth year in November 2016 and screened 400 films as part of its Official Selection and presented a number of Showcase Screenings from leading cultural institutions.
136. **Mediale** is the flagship initiative of York’s UNESCO designation. The first is to take place in autumn 2018 and every two years thereafter. Plans for the inaugural festival include major light commissions alongside interactive pavilions and exhibits that utilise the backdrop of the city. Its 20-day programme will be underpinned by year-long development activity with schools, communities and businesses.
137. In enabling as many people as possible to experience the transformative power of culture firsthand the aim is to build media arts into everyday life in York and to reposition the profile, ambition, excellence and impact of the UK’s programming in media arts. A commitment to the next generation of talent will be at the heart of the festival as they work alongside leading artists.
138. Above all, the proposed festival is about the city coming together to make a statement about its future. A festival of partnerships, it will take a united York to the world and bring the best of the world to York.
139. Partnership with the UK Mediale 2018 offers the opportunity to present world-class arts programming, build relationships and international brand

awareness, inspire staff and customers, and be a part of an exciting moment in York's history.

140. **Vespertine** is an innovative and accessible programme of intriguing, spectacular and unique art events taking place monthly in the early evening gap between work and play. The audience of residents and visitors to York can experience a range of art forms from music and performance to light projections and art installations.
141. As well as offering inspiring experience to the audience Vespertine aims to stimulate the early evening economy by providing more reason for people to spend more time in the city to get to know its cultural depth. It emerged from a partnership established by York@Large, York Theatre Royal and Make it York encompassing 20 of the city's cultural organizations and managed by York Archaeological Trust.
142. **Illuminating York** is the city's biggest annual night-time festival. It enables residents and visitors to explore the city through the imagination of artists, using the medium of light in all its forms. The festival opens up some of York's most famous, most interesting and intriguing buildings by night, to experience them in a completely new way. Outdoors, buildings, spaces and places host installations using light and projection.
143. **York Viking Festival** is recognized as the largest Viking festival in Europe and it a city-wide celebration of York's Viking heritage. Taking place every February half-term, the festival programme of family-friendly events, lectures, guided walks and battle re-enactments attracts 40,000 visitors a year from across the globe.
144. The festival has its roots more than 1,000 years ago when York was under Viking rule and celebrations took place to herald the coming of spring and the end of winter hardships. These celebrations were long forgotten until the 1980s when York Archaeological Trust revived the tradition. It is now in its 32nd year and has become a firm fixture in the York calendar.
145. **York Mystery Plays** have entertained residents and visitors to the city since the 1300s. In 2016 the Mystery Plays returned to York Minster for only the second time in their near 700-year history and attracted more than 26,000 people over the course of a five-week run.
146. The plays are essentially a community production, featuring just one paid actor working alongside an army of volunteers, and previous years have seen outdoor performances on pageant wagons at various locations throughout the city.

147. **Eboracum Roman Festival** was first held in 2016 and saw more than 28,000 people attend. Based in the York Museum Gardens, the festival included fighting displays, children's army drills, a Roman camp showing domestic Roman life, stalls selling themed goods, book readings, guest lectures, guided walks to various venues around the city, and a Roman march through the streets of the city.
148. As part of the festival the Yorkshire Museum, home to some of Britain's most important artefacts, ran various activities and workshops. The festival is due to return to York from 1-4 June 2017.
149. **York Festival of Ideas** was launched by the University of York in 2011. The Festival is a partnership between the University and cultural, social and business organisations in the city and at a national level.
150. The objective of the Festival of Ideas is to enhance York's reputation as a city of ideas and innovation by offering the highest calibre of public events to local, regional and visitor audiences and to demonstrate to the widest possible audiences the transformative power of education and ideas.

Options

151. The Committee is asked to note the information in this report and:
- i. Agreed whether there is value proceeding with the review, and if there is;
 - ii. Identify what additional information is required and suggest any other organisations which may make a useful contribution to the review.

Analysis

152. The historic environment is intrinsically linked to economic activity, with a large number of economic activities occurring within it, dependent on it or attracted to it. There is a need to unravel the complex relationships and interdependencies between heritage and economic activity to understand and estimate the value added of heritage.
153. York is a city with a high quality of life to which millions of visitors a year are attracted by its culture and heritage offers. It is also one of the best connected cities through its ultrafast broadband network. This combination makes it idea for people working in the creative sectors who

look to their environment for creativity.

154. York is a world-renowned centre for heritage and culture. It is famous not just for its walls, museums and historic buildings but also for the diversity of its creative industries and the artists, businesses, entrepreneurs, festival organisers and retailers who make the city such an economically successful and exciting place to live.
155. The arts and culture sectors can create additional spending by tourists in two ways. Some visit York primarily to visit arts and cultural attractions, while others take part in arts and cultural activities during trips that are made for other purposes, potentially extending trips and generating additional spending as a result.
156. The direct impact of arts and culture activities has wider economic benefits to other sectors such as those businesses that benefit from spending by visitors and audiences, including shops, restaurants and hotels.
157. Make it York has an important role in terms of drawing people to the city while CYC needs to take a strategic role. Difficulties arise when people are asked to identify opportunities and are then expected to deliver. However, the richness of York's heritage makes it difficult to find a particular focus.
158. York has cultural attractions that are among the best in the UK and these can be used to attract inward investment as well as tourism. The city should also look to protect and utilise its stock of historic buildings so as to attract more growing business that will help drive the city's economic development.
159. CYC needs to be an enabler, having a strategic focus, ensuring effective structures are in place and looking to businesses for support and funding.
160. There is latent complacency in York and it is not felt there is a need for the city to raise its game. There is a belief that people will come to York because of its arts and cultural offer, but this is a competitive market and other cities are doing more to attract visitors.
161. While York has been branded City of Festivals and some of these festivals may be useful as a tool for community engagement, consideration could be given as to whether it would be better to hold

fewer but better quality festivals. Quality control is important and festivals that may disappoint devalue other festivals.

162. The Arts Council has stated that if CYC give a commitment it is prepared to invest in the arts and culture sectors, the Arts Council will have to respond. The amount of funding granted by the Arts Council is dependent on the city's ambition and commitment, the match funding it is prepared to put forward and the quality of the bid. The financial contribution that the Local Authority is prepared to make to a project is one of the factors that is taken into account when bids are assessed.

163. York needs to be more ambitious and co-ordinated in terms of its arts and cultural offer and these need to be programmed better with more effective collaboration between various organisations. CYC has an important role to play in facilitating this collaboration.

Council Plan

164. This report supports A Prosperous City For All; A Focus on Frontline Services and A Council That Listens to Residents elements of the Council's Plan 2015-19.

Risks and Implications

165. There are no known risks or implications associated with the recommendation in this report. Implications arising from the recommendations in the draft final report will be addressed accordingly.

Recommendation

166. Having considered all the information provided in this report the Committee is asked to:

- i. Note the work on the review to date;
- ii. Suggest any additional organisations which might make useful contributions to the review;
- iii. Agree with the Task Group that there is merit in progressing the scrutiny review and meeting the remaining consultees and allow the review be carried over into the new municipal year.

Reason: To enable the Task Group to proceed with work on the agreed scrutiny review.

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Report Approved Date 21/02/2017

Wards Affected:

All

For further information please contact the author of the report

Abbreviations:

BAFTA – British Academy of Film & Television Arts

BRES – Business Register & Employment Survey

CYC – City of York Council

DC Lab – Digital Creativity Laboratory

EDAT – Economic Development & Transport Policy & Scrutiny Committee

EU – European Union

FTE – Full Time Equivalent

GDP – Gross Domestic Product

GVA – Gross Value Added

IT – Information Technology

MIY – Make It York

NPO – National Portfolio Organisation

PAYE – Pay As You Earn

UNESCO – United Nations Educational, Scientific & Cultural Organisation

YAT – York Archaeology Trust

YMT – York Museum Trust

YTR – York Theatre Royal

WHS – World Heritage Sites

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Economic Development & Transport Policy & Scrutiny Committee Work Plan 2016/17

Meeting Date	Work Programme
29 June 2016	<ol style="list-style-type: none"> 1. Attendance of Executive Member for Economic Development & Community Engagement to explain his challenges and priorities for the coming year 2. Attendance of Executive Member for Transport & Planning 3. Draft Work Plan 2016/17 including ideas for potential topics for review in this municipal year
20 July 2016	<ol style="list-style-type: none"> 1. Attendance of Executive Member for Environment 2. End of year Finance & Performance Monitoring report 3. Interim Report of Grass Verges Scrutiny Review 4. Feasibility Report on impact of arts and culture sectors on the economy of York. 5. Work Plan 2016/17
7 Sept 2016	<ol style="list-style-type: none"> 1. Attendance of Executive Member for Housing & Safer Neighbourhoods 2. Attendance of York Business Improvement District (BID) manager 3. Final report of Grass Verges Scrutiny review 4. 1st Quarter Finance & Performance Monitoring report. 5. Update report on impact of arts and culture sectors on the economy of York 6. Feasibility report on modal shift in transport in the city 7. Work Plan 2016/17
14 Nov 2016	<ol style="list-style-type: none"> 1. Make It York half-year update report 2. Update report on Universal Credit 3. Six Monthly Update report on Major Projects including: <ul style="list-style-type: none"> • Major Developments within the city • Major Transport Initiatives 4. Work Plan 2016/17

18 Jan 2017	<ol style="list-style-type: none"> 1. 2nd Quarter Finance & Performance Monitoring Report 2. Update report on Wage data. 3. Update Report on York Central project 4. Guild of Media Arts presentation. 5. Work Plan 2016/17
8 March 2017	<ol style="list-style-type: none"> 1. 3rd Quarter Finance & Performance Monitoring Report. 2. Update report from the Managing Director of York BID 3. Update Report on Southern gateway 4. Update Report on York Access Fund Project 2017-19 5. Air Quality Report referred from CSMC 6. Interim report of the arts and culture scrutiny review task group. 7. Work Plan 2016/17
10 May 2017	<ol style="list-style-type: none"> 1. Annual Report from the managing Director of Make it York 2. Six Monthly Update report on Major Projects including: <ul style="list-style-type: none"> • Major Developments within the city • Major Transport Initiatives 3. Update report on Implementation of recommendations from Grass Verges Scrutiny Review 4. Draft Work Plan 2017/18

Late 2017: Update report on the implementation of Universal Credit in the city