

Schedule 1

Part 2) SERVICE SPECIFIC REQUIREMENTS

1 General

- 1.1 Deliver initiatives and programmes within the remit of economic development, tourism and culture that further the council's relevant strategic priorities. These initiatives and programmes should further articulate York's narrative, fill identified gaps in provision not addressed by other providers and must not duplicate or displace other existing or potential provision
- 1.2 Develop a detailed annual business plan for Make It York, liaising with the Client and Economic Development lead to ensure that all activities are consistent with the Council's priorities
- 1.3 Provide regular and timely advice for Council senior managers as required on remits relevant to business growth, tourism and culture and summarising what has been submitted in a quarterly report
- 1.4 Represent York on operational working groups relevant to business growth, tourism and culture as agreed with the Client and Economic Development lead
- 1.5 Undertake research and business intelligence required in order to successfully fulfil the obligations set out in the Agreement
- 1.6 Facilitate and promote an agreed coherent image / brand for York nationally and internationally, including relevant promotional materials across the remits, aligning with and contributing to the Council's approach to city branding
- 1.7 Ensure coherent local communications and press releases that further articulate the narrative, in alignment with the Council's Marketing & Communications team, including, where appropriate, the acknowledgement of local elected members as civic leaders in communications and at events
- 1.8 Work cooperatively in areas where the Council or commissioned partners remain the lead organisation responsible, but the remit is overlapping with business growth, tourism and culture
- 1.9 Work with both Leeds City Region and York, North Yorkshire & East Riding Local Enterprise Partnerships to ensure that delivery by both organisations includes York, participating in shared programmes and seeking to meet match funding requirements

- 1.10 Participate in and convene as appropriate city-wide partnerships relevant to initiatives in the areas of economic growth, tourism and culture
- 1.11 As part of the City's agreed strategic approach, and subject to budgets, respond to and coordinate inbound VIP international visits to York as requested by the Council and in conjunction with the Lord Mayoralty for remits relevant to economic development, tourism and culture
- 1.12 Proactively contribute ideas to the Council for ideas and initiatives for potential development sites in the city
- 1.13 Make business cases to the Council in writing for activities, initiatives or investment proposals that Make It York considers would support the Objectives and which would add to or enhance the Service Specific Requirements set out here

2 Business Environment

- 2.1 Recognising the need not to duplicate the work of others, develop a 'single front door' approach in York for businesses and start-ups, with high quality response, signposting and support which allows businesses to choose where to access support, which networks to join, and how to grow. Make it easy for all businesses to access this front door
- 2.2 Take steps to promote a positive business environment in York through supporting and developing appropriate networks and other initiatives
- 2.3 Provide support to trader groups to constitute themselves as associations using templates previously developed
- 2.4 Promote York as a business location
- 2.5 Respond to inward investment enquiries in York, including from intermediaries, with high quality response and support facilitating contact with the Council as appropriate
- 2.6 In liaison with the Council, provide a "red carpet" service to prospective investors in York ensuring that all aspects of York's "offer" are effectively communicated
- 2.7 Welcome and help new businesses to embed within York
- 2.8 Provide tailored support to business start-ups

2.9 Ensure that information is designed/made available/provided to businesses and start-ups in relation to:

- (a) export provision;
- (b) grants and finance;
- (c) property in York;
- (d) events; and
- (e) business support available,

including provision through the relevant Local Enterprise Partnerships.

2.10 Provide a property database of business accommodation in York

2.11 Participate fully in LEP business support programmes, managing match funding requirements, and working collaboratively with all delivery partners

2.12 Coordinate a city-wide network of business support practitioners, including those in private sector intermediaries and consultancies, maximising the impact that such support can have on businesses

2.13 Contribute to the Council's retail strategy as required including attracting appropriate new retail operators to the city

3 **Visitor Economy**

3.1 Drive the development, refresh and implementation of a tourism strategy, which is compatible with the direction of travel of the city's economic strategy

3.2 Maintain and develop Visit York as a membership body supporting and developing the tourism sector

3.3 Work with the visitor economy sector, the BID and other partners to ensure that a quality 'product' is offered to visitors and residents, and that it is accessible and welcoming to all.

3.4 Ensure there are clear and effective ways for visitors to find out about York, including face-to-face and through web / digital media, with high quality information and support

3.5 Encourage all residents to enjoy the tourism offer of York including promotion of residents' events

- 3.6 Facilitate cross-sector work to improve York centre as a destination for business, visitors and residents including
- (a) leading on approaches to maximise private-sector led investment into city centre improvement (e.g. a business improvement district or other),
 - (b) working with businesses to stimulate a stronger evening economy.
- 3.7 Attract new business tourism to the city by providing a clear and effective process for responding to enquiries with high quality response and support

4 **Culture**

- 4.1 Drive the development, refresh and implementation of a cultural strategy, to be steered by the Cultural Leaders Group and approved by the Council, which is consistent with and delivers on the objectives of the city's economic strategy
- 4.2 Convene and provide professional advice to support a Cultural Leaders Group or equivalent to provide a forum(s) to support the sector and to articulate its voice
- 4.3 Support the sector through product development, facilitating the necessary partnership working to promote innovation and develop new initiatives

5 **Sector Development**

- 5.1 Support the development and implementation of a new sector development strategy in conjunction with the Council and making best use of all available resources and focussing on agreed priority sectors which are:
- (a) High employment sectors - Retail, hospitality & tourism, education and health/social care - work with our largest sectors to increase productivity & improve pay and conditions
 - (b) High value sectors - rail, engineering, agritech, biotech, digital tech, creative, financial & professional - focus on growth, business space, food and drink, finance and skills to increase employment and grow GVA
 - (c) Future growth - support innovators, including the Universities, to develop the sectors of the future

5.2 Maintain, where appropriate, advisory boards or groups for key sector groupings and brands, including senior Council Officers in those boards and groups.

5.3 Undertake initiatives to support increased commercial competitiveness, productivity and innovation

6 **UNESCO Designation**

6.1 Support the Guild of Media Arts as focal point for UNESCO City of Media Arts designation by facilitating and undertaking activities that maximise the potential benefits of York's UNESCO designation

7 **Market Management**

7.1 Operate the Shambles Market

7.2 Create a vibrant hub and programme around the markets in York that is a visitor destination in its own right.

7.3 Develop the market business plan in order to maximise its financial performance and continue to develop the offer

7.4 Operate York's market charter on behalf of the Council (in line with the markets policy at Appendix 1).

7.5 Maintain and update as necessary the market regulations (in consultation with the traders). (The current Market regulations are set out at Appendix 2)

8 **Events Programming**

8.1 Drive the development and implementation of an events strategy in consultation with the culture and events sectors and the BID to ensure that York has a vibrant, all-year-round programme

8.2 Create a high-profile calendar of events ensuring that partners such as the BID are enabled to contribute to the full

8.3 Programme high quality city centre festivals, activities and events

8.4 Promote the events calendar through all appropriate means including through highly visible city-centre information

8.5 Engage businesses and visitors in mass participation sporting events commissioned by the Council

- 8.6 Provide a toolkit to allow events organisers to self serve including guidance on event management and highlighting where permissions would be required
- 8.7 Manage all enquiries from any individual or organisation requiring support / guidance with regard to putting on an event in York in the first instance
- 8.8 If a proposed event falls within the Footstreets:
- (a) decide whether to permit the event
 - (b) take responsibility for ensuring that the event organiser complies with all safety and other legal requirements in the planning and delivery of the event including referring the event to SAG
 - (c) provide any appropriate management or other support to the event organiser
- 8.9 If a proposed event falls within Council land, other than the footstreets, the arrangements will be followed as set out in Appendix 5
- 8.10 If the proposed event is on land that is neither footstreets nor specified in Appendix 5 determine whether the event falls within Make It York's remit and objectives, and
- (a) if so, provide appropriate management or other support to the event organiser; and
 - (b) if not, sign post the event organiser to web-based and other information resources as appropriate
- 8.11 Work within relevant laws and regulations that exist and ensure compliance with all licenses and permissions associated with particular sites at all times

9 **City Centre**

- 9.1 Take a day-to-day overview of the user experience of the city-centre, acting as the “eyes and ears” of the footstreets areas and:
- (a) Providing a first response to presenting issues where appropriate, e.g. problem buskers
 - (b) Reporting to CYC and other relevant agencies one-off issues requiring attention / rectification
 - (c) Gathering intelligence about issues affecting the operation of the footstreets and advising the Council on them

- (d) “Holding the ring” on addressing issues where appropriate, e.g. convening buskers to discuss updating of the busking guidelines

9.2 Make proposals to the Council for any new ideas for commercial exploitation of the Footstreets

10 **Intelligence Gathering**

10.1 Collect reliable and timely data regarding the state and performance of the agreed priority sectors, tourism and culture to inform the Council and to underpin initiatives

10.2 Collect relevant data including user feedback to evidence performance against objectives

10.3 Keep in regular contact with the agreed list of key businesses in the city through the KAM process.

11 **Brand Management**

11.1 Deliver the ambition of the York brand, as defined by the council, adapting messages to different audiences and ensuring the integrity of the brand remains intact regardless of partner, channel or content.

11.2 Take every opportunity to deliver the brand experience for visitors

11.3 Mobilise the brand in order to promote the city as a place to live, work, visit, study and invest