

## Online Business / E-Commerce Scrutiny Review

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

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

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