

## **Scrutiny Arrangements Around Make it York**

### **Summary**

1. This report provides members of the Learning & Culture Policy & Scrutiny Committee with information on its role in scrutinising Make it York (MiY).

### **Background**

2. In early November 2013, the former Cabinet agreed to pursue the development of a new agency to deliver the marketing, tourism, cultural and business development agendas for the city of York with the aims:
  - To deliver greater inward investment, and thus market share, for York in its key growth sectors, including those sub-sectors in which the city has a strength of assets, particularly life science-related industries, high-tech industries and business services;
  - To increase the value of the visitor economy through promoting innovation and higher quality in the existing offer and encouraging high value visitor economy investment;
  - To achieve a stronger coordination and promotion of the city's profile and cultural offering underpinning that profile.
3. The input of all political parties in York was a valued part of the process of developing a commissioning agreement for the new agency, particularly through the cross-party Make it York Shareholder Committee. The Shareholder Body met in January 2015 and their views were taken into account during the subsequent drafting of the document.
4. In February 2015 the cross-party Make it York Shareholder Committee considered the most up-to-date (at the time) draft Commissioning Agreement, including a draft of all outcomes, outputs, responsibilities and requirements, giving the political groups an opportunity to comment

on the Service Level Agreement. They made suggestions of how the document could be refined/ improved, and the draft was updated to take their views into account.

5. The new organisation – Make it York – and Commissioning Agreement went live in April 2015.
6. The Commissioning Agreement clearly states that Make it York is expected to operate in keeping with a citywide ‘Team York’ approach to delivering economic growth and place-shaping. It will participate in citywide partnerships relevant to business growth, visitor economy and culture, and the development of York’s Economy & Place Strategy, including elements around tourism and culture. Through this, the commissioned organisation’s delivery approach should both inform and be informed by these citywide plans, including the priority sectors outlined in York’s Economy & Place Strategy.
7. Whilst the Shareholder Committee was happy to take on the role of scrutinising Make it York, it was recognised there could be a significant overlap with the work of both this Committee and the Economic Development & Transport Policy & Scrutiny Committee.
8. Having queried whether its remit might change due to the Shareholder Body’s role in scrutinising Make it York, the Economic Development & Transport Policy & Scrutiny Committee has already received a similar report to this at their meeting in June 2015.

### **Make it York – Respective Roles**

#### 9. The Executive

Takes important decisions concerning the company including:

- The appointment and dismissal of Directors
- Undertaking borrowing and loans
- Allocating funding to the company
- Agreeing the service level agreement with the company
- Making any changes to the nature of the company

#### 10. Shareholder Committee

- Influences the Make it York board of directors on the direction of travel of Make it York

- Scrutinises the performance and operation of Make it York
- Influences the appointment of directors including pay packages
- Makes recommendations to the Make it York board on operation of the company where appropriate
- Communicates the practical application of the Council's priorities to the Board and how the Company is able to contribute to them being attained
- Reports to the Executive on the above issues where appropriate

#### 11. Economic Development & Transport Policy & Scrutiny Committee.

Like all scrutiny boards EDTPSC may:

- Review any issue that it considers appropriate: Topics may be in the areas in which Make it York operates relevant to the scope of the scrutiny committee and focus on the strategic outcomes that Make it York is pursuing in those areas. Where EDTPSC selects a subject area to scrutinise that is in the remit of MiY then MiY will provide representation.
- Identify aspects of the Council's operation and delivery of services, and/or those of the Council's statutory partners, suitable for efficiency reviews. EDTPSC may wish to do this by:
  - Scrutinising the Company's annual business plan including capital and revenue plans which are approved by the shareholders.
  - Scrutinise how control of the Company is exercised on a strategic basis to complement the Council's objectives.
  - Seeking reassurance that the 20% Teckal threshold is maintained.

#### 12. Learning and Culture Policy & Scrutiny Committee.

Like all scrutiny boards L&CPSC may:

- Review any issue that it considers appropriate: Topics may be in the areas in which Make it York operates relevant to the scope of the scrutiny committee and focus on the strategic outcomes that Make it York is pursuing in those areas. Typically these might concern tourism, festival and events, or the markets. Where L&CPSC selects a subject area to scrutinise that is in the remit of MiY then MiY will provide representation.

- Identify aspects of the Council's operation and delivery of services, and/or those of the Council's statutory partners, suitable for efficiency reviews.

### Options & Analysis

13. This report is provided for information only.

### Council Plan

14. The delivery of Make it York relates to the Creating Jobs and Growing the Economy priority in the Council Plan 2011-2015.

### Implications and Risks

15. There are no implications or risks associated with this report.

### Recommendation

16. That the Committee note the contents of this report.

Reason: To inform the Committee of the respective roles of the Executive, the Shareholder Committee and this Committee in relation to Make it York.

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**Report Approved**



**Date**

3 July 2015

**Wards Affected:**

**All**



For further information please contact the author of the report

#### Abbreviations:

EDTPSC – Economic Development & Transport Policy & Scrutiny Committee  
MiY - Make it York  
L&CPSC - Learning and Culture Policy & Scrutiny Committee