

**Notice of a public meeting of  
Economy & Place Policy & Scrutiny Committee**

- To:** Councillors S Barnes (Chair), Daubeney (Vice-Chair), Baker, Douglas, Hook, Pearson and K Taylor
- Date:** Wednesday, 10 July 2019
- Time:** 5.30 pm
- Venue:** The Thornton Room - Ground Floor, West Offices (G039)

**AGENDA**

**1. Declarations of Interest**

At this point, 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 - 4)

To approve and sign the minutes of the Economy and Place Policy and Scrutiny Committee meeting held on 12 June 2019.

**3. Public Participation**

It is at this point in the meeting that members of the public who have registered to speak can do so. The deadline for registering is **5.00pm on Tuesday 9 July 2019**. Members of the public can speak on agenda items or matters within the remit of the Committee. To register to speak please contact the Democracy Officer for the meeting, on the details at the foot of the agenda.

## **Filming, Recording or Webcasting Meetings**

Please note this meeting may be filmed and webcast, or recorded, and that includes any registered public speakers, who have given their permission. The broadcast can be viewed at <http://www.york.gov.uk/webcasts> or, if recorded, this will be uploaded onto the Council's website following the meeting. Residents are welcome to photograph, film or record Councillors and Officers at all meetings open to the press and public. This includes the use of social media reporting, i.e. tweeting. Anyone wishing to film, record or take photos at any public meeting should contact the Democracy Officer (contact details are at the foot of this agenda) in advance of the meeting. The Council's protocol on Webcasting, Filming & Recording of Meetings ensures that these practices are carried out in a manner both respectful to the conduct of the meeting and all those present. It can be viewed at [http://www.york.gov.uk/download/downloads/id/11406/protocol\\_for\\_webcasting\\_filming\\_and\\_recording\\_of\\_council\\_meetings\\_20160809.pdf](http://www.york.gov.uk/download/downloads/id/11406/protocol_for_webcasting_filming_and_recording_of_council_meetings_20160809.pdf)

4. **Attendance of the Executive Member for Economy and Strategic Planning - Priorities and Challenges for 2019-20** (To follow)  
The Executive Member for Economy and Strategic Planning will provide an overview of the priorities and challenges for 2019-20.
5. **Attendance of the Executive Member for Transport- Priorities and Challenges for 2019-20** (Pages 5 - 8)  
The Executive Member for Transport will provide an overview of the priorities and challenges for 2019-20.
6. **Annual Report of the Executive Director of York Business Improvement District (BID)** (Pages 9 - 24)  
This report updates Members on the activities of York Business Improvement District 2018-19 and outlines the BID priorities for the year ahead.

**7. Bi-Annual Update Report from the Managing Director of Make It York (MiY)** (Pages 25 - 74)

This report updates Members on the progress and activities of MiY as at July 2019.

**8. 2018/19 Finance & Performance Outturn Report** (Pages 75 - 90)

This report provides details of the 2018/19 outturn position for both finance and performance across the Economy and Place Directorate.

**9. Work Plan 2019-20 and work planning for the year** (Pages 91 - 96)

Members are asked to consider the Committee's work plan and work planning for the 2019-20 municipal year.

**10. Urgent Business**

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

Democracy Officer

Angela Bielby

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Email: [a.bielby@york.gov.uk](mailto:a.bielby@york.gov.uk)

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

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

Contact details are set out above.

**This information can be provided in your own language.**

我們也用您們的語言提供這個信息 (Cantonese)

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

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

Bu bilgiyi kendi dilinizde almanız mümkündür. (Turkish)

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

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City of York Council

Committee Minutes

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Meeting	Economy & Place Policy & Scrutiny Committee
Date	12 June 2019
Present	Councillors S Barnes (Chair), Daubeney (Vice-Chair), Baker, Douglas, Hook, Pearson and K Taylor

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### **1. Declarations of Interest**

Members were asked to declare, at this point in the meeting, any personal interests not included on the Register of Interests or any prejudicial or discloseable pecuniary interest that they might have in respect of the business on the agenda. Cllr K Taylor declared an interest as a Non Executive Director of City of York Trading Board in relation to the Make it York and Yorwaste elements of the Committee's remit.

### **2. Minutes**

Resolved: That the minutes of the Economy and Place Policy Development Committee meeting held on 5 March 2019 be noted as a correct record and then signed by the Chair.

### **3. Public Participation**

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

### **4. Arrangements for Policy and Scrutiny in York**

Members considered a report that highlighted the structure for the Council's provision of the scrutiny function and the resources available to support it. The report also detailed the current terms of reference for the individual Policy and Scrutiny Committees.

Following an overview of the report by the Scrutiny Officer, he was asked and explained:

- The rationale for the new scrutiny arrangements, in particular the pre decision process which allowed Scrutiny Committees to make

contributions at an earlier stage. An explanation of the role of task groups was also given, including how recommendations would be made to the Committee and, if endorsed, be recommended to the Executive.

- The Chair and Vice Chair of the Committee would be advised of matters of priority and would decide which matters would come to the Committee for consideration.
- The work plan included details on Executive Members attending Committee meetings to update Members on their portfolios.
- Members were encouraged to put forward their ideas for scrutiny areas, including ideas of external partners that could be invited to attend future meetings.

Mike Slater (Assistant Director Planning and Public Protection) and James Gilchrist (Assistant Director Transport, Highways and Environment) provided Members with an outline of their areas of responsibility in the Directorate of Economy and Place. In response to questions, Members were advised that:

- The question of welfare policy being under the Head of Economic Growth would be reported back to the Committee.
- Streetworks came under the responsibility of the Assistant Director Transport, Highways and Environment.

Following discussion, the Scrutiny Officer confirmed that he could produce a one page synopsis of the Committee's work over the past year.

Resolved: That Members note the contents of the report and the specific remits of the individual Policy and Scrutiny Committees.

Reason: To inform Members of scrutiny arrangements.

## **5. Draft Work Plan 2019-20 and work planning for the new municipal year**

Members considered the draft Work Plan 2019-20 and work planning for the new municipal year. During discussion regarding potential items for the work plan, the following suggestions were out forward:

1. High value jobs. How York has performed in recent years and whether we can make the most of the developments at York Central to ensure growth of high-skilled jobs and growth of high-skilled jobs in the green sector.
2. A raft or work around an inclusive economy in York:

- Pay in work poverty;
  - Gender pay gap;
  - Apprenticeships and skills – how we use apprenticeship levy in the council and also its use around the city;
  - Low paid industries – hospitality and tourism – and how we encourage career progression in those industries
  - Graduate retention;
  - Stem the loss of skilled people;
  - Sustainable growth and social values;
  - Community wealth
3. Performance on road repairs. This is an unavoidable issue across the city. Deep dive into repairs – road surfaces, not just pot holes
  4. Review of Business rates system to see if it is fit for purpose
  5. Bus services in outlying areas
  6. Parking across the city. Increasing use of park and ride to reduce the number of people parking on city centre streets.

Resolved: That the above items for the Committee's work plan for the 2019/20 municipal year be considered at the next meeting.

Reason: To keep the Committee's work plan updated.

Cllr S Barnes, Chair

[The meeting started at 5.30 pm and finished at 6.45 pm].

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**Economy and Place Policy and Scrutiny Committee**

10 July 2019

**Executive Member for Transport Priorities for 2019-2020****Climate emergency and local transport**

As a lifelong transport campaigner it is an honour to be taking on this challenging role at a time when our council along with about 100 others has committed to slowing climate breakdown by rapid cuts to carbon emissions. Whether or not we achieve zero carbon by 2030, early wins achieve greater savings and can have the added health, social and independence benefits of active travel as a lifestyle choice for the next generation growing up in York.

The 'Zero Carbon Britain' report from The Centre for Alternative Technology estimated the potential to cut energy demand from transport by 78% by 2025 through reducing the need to travel and changing how we do it. Transport is still the fastest growing source of emissions and with York expanding we have a greater potential than many communities to lock in benefits of attractive walking, cycling and public transport options, while at the same time tackling challenges of air quality, congestion and potholes.

**Electric vehicles for park and ride service and York's clean air zone**

In the coming year we will continue to develop our electric charging network with the addition of the hyper hub facility. The introduction of 21 electric double decker park and ride buses from November this year will be a major step forward in preparing us for the bus-based clean air zone for the city centre next year.

The anti-idling message for diesel and petrol engine vehicles was well promoted on Clean Air Day backed up with the signs at key bus stops – a long time coming but now in place. We do now benefit from some evening park and ride services including some additional intermediate stops to help enhance our evening services to suburban areas en route and we will shortly be considering the outcome of tenders for the subsidised evening and No 20 routes. I am keen to work with parish councils, ward councillors, bus operators and businesses to do more to promote public transport, explore cost effective ways to respond to

changing demands and promote access to a wider range of services and destinations.

The new park and ride hospital service is an example of how work with major employers and key destinations can help to reduce the need for car travel into our city. Similarly I have recently met with officers and ward councillors to look at the plans to ensure that fans going to the new stadium later in the year will have shuttle buses from the station and potentially from other park and ride sites on key match days.

Work on expanding the capacity of roundabouts on the outer ring road will continue, helping to prepare for extra traffic that might be created with the opening of the stadium and related facilities there. I am also keen to explore the potential for creating wildflower verges to help biodiversity and pollinators, following on from examples in Lincolnshire and Rotherham.

### **City centre access**

In the city centre I expect to be working closely with the Business Improvement District, officers and representatives of disability groups to secure vehicle access control to the footstreets to keep residents and visitors safe but also ensure that everyone who needs mobility support can access shops and services. This may also provide opportunities to develop better wayfinding and use the Castle Gateway and Minster Neighbourhood Plan work to secure safe and clearly defined cycle routes across the city centre.

### **Walking and cycling**

Work on our local cycling and walking infrastructure plan in consultation with our West Yorkshire Combined Authority partners will I hope put us in a good position to secure funding beyond March 2020 for the essential travel planning and sustainable travel promotion work of the itravel York team.

Their expertise and involvement in major developments such as York Central, British Sugar site etc will be vital to help us to reduce congestion and promote walking and cycling as preferred modes of travel across the whole council area. We have a number of opportunities to really make a step change in walking and cycling as a travel mode with the new Scarborough Bridge route and links beyond to the station and through Bootham Park to the hospital and beyond.

## **Working towards Local Transport Plan 4**

Likewise the Castle Gateway project promises to provide a better crossing point of the inner ring road, a new bridge over the Foss and transformation of Piccadilly to a people-friendly street. The new multi-storey car park will unlock the creation of a public open space around Clifford's Tower and enhancements to this important heritage focal point, free of parked cars.

I would like to see the my castle gateway approach to consultation developed more widely to find the key locations where we need to create people-friendly walking and cycling crossing and access points, for schools, major workplaces, shopping areas etc. I would hope that some of this work could be assisted by the work planned in the coming year by York Civic Trust Transport Advisory Group in advance of our preparation of LTP4 to underpin the Local Plan.

I believe that an independent city-wide survey such as planned by the Trust will help to achieve the wide ranging consultation which was in manifestos recently and help residents to understand the transport implications of our planned 20% growth in population by 2030.

The coming year will also see progress on the station frontage project to transform our gateway to the city, eventually to be matched with work to create a new western entrance to serve York Central and the National Railway Museum. Hopefully, Housing Infrastructure Funding will be announced and we will also see a start on construction of the access bridge and spine road that will unlock development of housing and commercial space on this large brownfield site, connected with enhanced walking and cycling infrastructure from surrounding areas.

## **Residents' parking review**

The scrutiny review of Residents Priority Parking Scheme which I led last year was approved by the outgoing Executive in March and this is a priority for me to see the waiting list cut and online systems explored further to streamline administration processes. I would also like to see a wider conversation with residents, businesses and key stakeholders about the merits of a wider zoning scheme within the ring road to include all terraced streets, but with annual permit charges comparable to the much lower rates in other Yorkshire towns and places like Sheffield. I believe such a move would be more equitable and also compliment our transport strategy by moving commuter traffic either onto using public transport or using council car parks rather than inner city streets.

## **Highway maintenance**

Alongside this work of course we also want to see the backlog of highway maintenance issues tackled to keep drivers and cyclists safe. It is also a timely opportunity to review our winter maintenance schedules and consider options for addressing the risks of ice on key strategic cycle routes that are most heavily used to access schools, universities, colleges, workplaces and the city centre.

I am sure you will appreciate it is early days for the new administration but I am keen that the changes we need get underway as soon possible while being open to input from a broad cross section of people travelling around York and the organisations and businesses that depend on access for suppliers and customers. My portfolio also includes responsibility for digital communications, fleet and emergency planning.

**Andy D'Agorne**

**Executive Member for Transport**



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**Economy and Place Policy and Scrutiny Committee****10 July 2019**

Report of the Interim Assistant Director – Legal &amp; Governance

**Overview of York Business Improvement District activities****Summary**

1. This report is to update the Economy and Place Policy and Scrutiny Committee on the activities of York Business Improvement District 2018-19 and to outline the BID priorities for the year ahead.

**Background**

2. The York BID was launched in April 2016 and is now just over three years into its first five-year term. Business Improvement Districts are specifically designated areas where businesses within them work together to invest in services special projects and events with the aim to increase economic development and growth.
3. York BID projects and programmes are in addition to services provided by City of York Council and are funded by an annual contribution from businesses within the BID area. In York the BID area includes streets that are within and surrounding the city walls.
4. Prior to the BID's launch a consultation with businesses identified four key areas for improvement in the city centre:
  - Cleanliness and Environment
  - Safety and Security
  - Events and Festivals
  - Business Support
5. As well as being a substantial levy payer CYC aligns its activities to help the York BID bring about improvements to the city centre. The BID is not used to replace core public services and there is legislation in place to

ensure the BID provides additional or enhanced services. The Council has a baseline agreement with the BID outlining the statutory services that it will continue to provide.

### **Facts and Figures**

6. The BID Annual Review 2018-19 at Annex 1 details the progress the BID has made against its four key objectives and its priorities for 2019-20. Headline figures include:

- £700,000 of public money leveraged for wayfinding and car parking projects
- £93,000 worth of savings identified for local businesses
- 6,663 reports of biowaste cleaned up
- 5,750 vouchers downloaded during York Restaurant Week
- 320,000 pieces of gum removed
- 15,318 business visits conducted by street rangers
- 10% increase in secure cycle parking in the city centre
- 93 new floral planters and hanging baskets installed
- 16km of winter lights during the festive period
- 961 pieces of graffiti and fly posters removed
- 1.9% increase in York footfall
- 1,544 criminal incidents prevented
- 1,484 cases of anti-social behaviour deterred
- £24,000 of stolen stock recovered
- 206 instances of first aid administered by rangers

### **The Year Ahead**

7. In 2019-20 the BID will also focus in:

- Wayfinding implementation: The BID team will work to install around 50 wayfinding signs around the city

- York Gift Card: To encourage more spending in the city centre
- Piccadilly Car Park: Work with the Council to install the best technology at the car park, along with enhancing signage, opening hours and general customer experience
- Trade Waste: A new trade waster service for city centre businesses that will offer value for money and greater recycling options
- City Performance: Investing in technology to help understand not only how many people are coming to York, but where they are coming from, where they go and how long for.

### **Consultation**

8. No consultation was necessary in the compilation of this report. The Executive Director of York Business Improvement District will be in attendance at the meeting to answer any questions Members may have.

### **Options**

9. The effectiveness of scrutiny relies on establishing positive relationships with partners. While there are no specific options before Members in relation to this report it is always open to the Committee to choose to involve York BID in discussion and dialogue around its priorities for the city, making sure York BID's activities and progress are fully understood.

### **Analysis**

10. There is no analysis in this report.

### **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.

### **Implications**

12. There are no financial, human resources, equalities, legal, crime and disorder, information technology, property or other implications associated with the recommendation in this report.

### **Risk Management**

13. There are no risks associated with the recommendation in this report other than scrutiny failing to engage with or monitor BID activities if it chose not to receive this report.

### **Recommendations**

14. Members are asked to note the contents of this report, its annex and the verbal information provided by the Executive Director of York BID and make a positive contribution to York BID's priorities.

Reason: To inform members of the progress of York BID's activities.

### **Contact Details**

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**Chief Officer Responsible for the report:**

Dawn Steel,

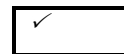
Head of Democratic Services.

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[dawn.steel@york.gov.uk](mailto:dawn.steel@york.gov.uk)

**Report Approved**  **Date** 1/07/2019

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



**For further information please contact the author of the report**

### **Annexes**

Annex 1 – York BID Annual Review





Annual Review

2018 - 2019

[www.theyorkbid.com](http://www.theyorkbid.com)



# Message from our Chair & Executive Director



**Michael Hjort**  
Chair & City Restaurateur

I was part of the City Team York business group that believed a business improvement district would be beneficial for our city. I am pleased to say that three years into the journey, the BID is delivering on its business plan and is viewed as a credible body to deliver and consult on important city matters.

Evidence from BIDs in other cities shows it often takes time to reach full delivery capacity. This is because like York, most BIDs start with limited resource, but a full and varied work portfolio. It is not easy to develop solutions to complicated issues involving the public realm; and then convince stakeholders and partners to work with you.

It is for this reason that Year 3 has been seen as a breakthrough for the York BID. After two years of planning, the BID has been successful in leveraging circa £700,000 of public money for new signage and wayfinding, and new car parking technology projects; two keynote objectives of the business plan. The goal now is to implement these projects in the next two years.

It is also pleasing to see that established projects are being recognised for their quality. North Yorkshire Police have recognised the contribution of the BID Street Rangers by granting them a selection of CSAS (Community Safety Accreditation Scheme) powers. Also, in February 2019, the Rangers featured in national press coverage regarding their efforts to reduce low level crime in York.

We will continue to try and strike the correct balance between day to day project delivery and achieving the strategic aims set out in the business plan. We are conscious that with limited resource, this does not always allow large amounts of time for business networking. We want to do this better going forward, but I would urge you to speak to the BID team and engage with its programmes. It really is making a difference for York.



**Andrew Lawson**  
BID Exec Director

2018 started with a lot of business uncertainty in relation to the UK's withdrawal from the EU and the challenges facing major high street retailers. Those uncertainties have not gone away, but York did receive a lot of positive news coverage during 2018, including being listed as Sunday Times best place to live in the UK.

Footfall in the city was +1.9% up on 2017 (compared to a national average of -2.5%). This is testament to the hard work and brilliant offer that York businesses produce. The city witnessed the launch of Bloom!, Mediala and Shakespeare's Rose Theatre, demonstrating that York is a city event organisers believe in.

One area the BID is making an impact is with partner working/connecting people together. We engage regularly with Make it York, York Retail Forum and the local authority along with the various business groups in the City. The BID is a consultee on major projects such as Castle Gateway, York Central and Hudson House and feedback we get from property investors is that they see York as a viable growth market.

During Business Week November 2018, we brought retail guru Bill Grimsey to speak to 100 people about how to tackle high street challenges. This helped galvanise partners to submit a bid for the government's Future High Street fund. We are subsequently beginning to connect private business with the local authority, with a view to having a long term plan for the city centre; Coney Street in particular.

Alongside strategic work, we are conscious that we need to show delivery against business plan objectives. During this financial year we increased cycle parking in the city centre by 10%; introduced Restaurant Week; and partnered with First buses to extend Park & Ride opening hours, to support the early evening economy.

We are a small team, but committed to getting things done. The BID can offer something for each of its levy payers and we encourage you to stay engaged with our programmes.

# Year 3 in Facts & Figures

**3,028**

cases of crime and ASB prevented or detained

Cleaned up  
**6,663**  
reports of bio-waste

Leveraged circa  
**£700,000**  
of public money for wayfinding and car parking projects

Rangers administered  
**206**  
instances of first aid

**Over £24,000**  
of stock recovered or deterred

Removed over  
**320,000**  
pieces of gum

Rangers conducted  
**15,318**  
business visits or engagements

Removed  
**861**  
pieces of Graffiti and fly posters

**16km**  
of Winter Lights dressed the city streets over the festive period

**5,750**  
vouchers downloaded during York Restaurant Week worth £77,000

In 2018 York footfall was up  
**+1.9%**  
(UK average -2.5%)

Installed  
**93**  
new floral planters and hanging baskets around the city

The Savings Advisory Service identified  
**over £93,000**  
worth of savings for local businesses

Increased secure cycle parking storage in the city centre by

**10%**

York Ice Trail saw an estimated

**41%**  
increase to footfall year on year

# Appearance & Environment

York is regarded as one of the UK's most beautiful cities. The BID has ongoing programmes such as enhanced street cleansing to keep the city looking its best. It is also delivering ad-hoc projects that add a 'splash of colour' and visually enhance tired looking parts of the city.

## Signage & Wayfinding

As part of the BID's remit to improve wayfinding in the city centre, a trial sign was erected in St Helen's Square. Feedback from public consultations was overwhelmingly positive, with many visitors saying the signage assisted them in finding points of interest within the city. This successful trial has resulted in a £350k match funding pledge from the local authority, which will allow for the roll out of a further 50 signs within the next 2 years.



## Street Cleansing

The BID undertakes enhanced cleaning, in addition to what the local authority carries out. In 2018/19, the BID deep cleansed 41,520 m<sup>2</sup> of the city centre, removing circa 320,000 pieces of chewing gum. The rapid response team are in the city centre from 6am to clean the 'hot spot' areas, before businesses open and visitors arrive. During this time, they also responded to 173 call outs from businesses.

## Floral Displays & Bloom!

Last Summer, the BID worked with Make it York to bring an explosion of colour to the city centre through Bloom! festival, marking the 250th anniversary of the Ancient Society of York Florists. The BID funded the post of Lotte Inch, the festival curator. A number of installations transformed familiar spaces, encouraging people to visit but also dwell. This complimented the 93 floral planters and hanging baskets the BID installed around the city centre for summer 2018, a programme that will be repeated for 2019.



## Traffic Brick Signage

A number of concrete blocks were placed in the city centre by the local authority, as part of mitigation against moving vehicle attacks. These blocks are unsightly, so the BID gained permission to dress them in a more aesthetically pleasing casing, that also encourages people to explore the city.



## Public Realm Changes

The BID has worked with the local authority to fund the removal of the redundant Parliament Street fountain and the dilapidated toilet block on St Sampson's Square. Both projects would not have happened without BID intervention and both have removed visual eyesores and created better spaces for visitors to enjoy.

# Safe & Secure

This continues to be a priority area for the BID. York's reputation as a safe city is vital to attract investment, retain workers and draw visitors. This can only be done through strong partnerships. Over the past 3 years, the BID has become a key delivery partner in helping York remain one of the safest cities in the UK.

## Secure Cycle Parking

In line with the business plan, the BID increased the amount of cycle racking in the city centre. BID investment added 88 spaces which increased overall city centre capacity by 10%, benefiting business commuters and residents.



## Safe Places Scheme

York BID partnered with York CVS to join the national Safe Places Scheme. Safe Places are located in open and accessible public buildings, like information centres, cafes, shops and museums. They provide a welcoming, safe and supportive space for vulnerable people who are in need of help and/or assistance whilst out and about in York.



## Taxi Marshals

This has proved to be a great collaborative project led by the BID, but with financial contributions from CYC Licensing, residents and businesses at Duncombe Place. The taxi marshals work Friday and Saturday nights at the busy Duncombe Place taxi rank, helping marshal an orderly queue and reduce noise and anti-social behaviour. 84% of rank users surveyed felt safer and welcomed the service.



## Street Rangers

The York BID Street Rangers continue to work with city partners to deter anti-social behaviour. The Rangers are often the first to respond to businesses reporting low level crime. In 2018 they engaged with businesses 15,318 times, prevented 1,544 criminal incidents, deterred 1,484 cases of anti-social behaviour, recovered over £24,000 of stolen stock, providing first aid on 206 occasions.

## Safety Training

Working with Eboracum security we have been delivering reduced price Safety training for Levy Paying businesses. So far, we have successfully delivered 1-day emergency first aid courses. Going forward we will be looking at moving into health and safety, food hygiene and possibly even conflict management.



## Business Support

The BID was created by businesses, for businesses. Every year we deliver programmes designed to offer support, whether it be for promotion, increasing footfall or reducing overheads.

### Big Screen for Wimbledon

The BID worked with Coppergate Shopping Centre to place a big screen in the forecourt during the Wimbledon fortnight 2018. This was well received by traders and public alike, as the seating area encouraged people to take time out to enjoy the tennis, alongside the great retail.



### Love Yor-k High Street

The York BID supported a campaign fronted by local businesswoman Stef Green, to raise awareness of the need to support the high street. The campaign involved a roadshow and petition that received 2,000 signatures, allowing the York central MP to raise the issue in Parliament.



### Indie York

York BID is the main sponsor behind Indie York, as it believes a thriving independent scene is crucial for the local economy. Since 2016, Indie York has grown from 50 to 200 members, over 45,000 maps highlighting the location of Indie's have been handed out to the public and its website has received over 117k page views. In 2019, the BID is funding a part time post to help grow the membership; increase member engagement; and coordinate further promotional activity.

### Extended Park & Ride Services

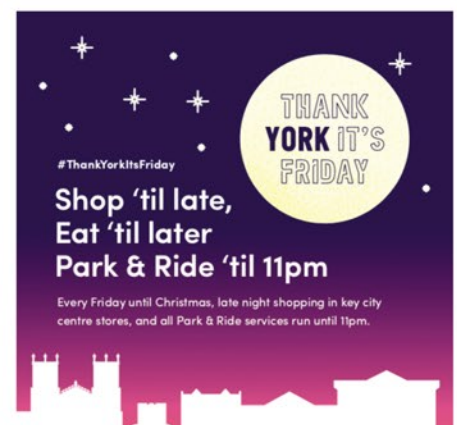
As part of the 'Thank York its Friday' campaign, York BID subsidised late-night Park & Ride services from August to December 2018. As a result of this trial, First buses have changed their 2019 timetable to run late night Park & Ride services from all its sites (except Poppleton Bar where demand was low), every night of the week bar Sunday. This should boost the evening economy in general allowing professional workers in particular to remain in the city longer during the week, should they require.

### Business Cost Savings

2018/19 saw the BID partner with business savings consultants Meercat Associates. The Savings Advisory Team can review business utility contracts and look to save money through their preferential service rates. In the first year, Meercats have helped local businesses identify over £93k of savings.

### Car Park Strategy

In 2018, the BID submitted a car parking strategy to the local authority that pressed the case for upgraded technology in city centre car parks, to encourage people to stay longer. As a result, the local authority commissioned a report into the appropriate technology for York. More crucially, it set aside £330k to put new technology into one/two of its car parks, to undertake a proof of concept exercise. Piccadilly multi-storey will be the recipient of this investment, as it requires updating and is the closest car park to the city centre.



## Events & Festivals

Events and Festivals add to a city's vibrancy and attractiveness. The BID is committed to running a mix of its own bespoke events, along with supporting high quality events that entice local residents to interact with the city centre.

### York Ice Trail

York BID was the main sponsor of the 2018 Ice Trail, an event organised by Make it York. The BID specifically funded sculptures to be placed in 'periphery' streets. An estimated 17,000 visitors took part in the trail, which was deliberately moved to February, boosting footfall at a time of year when it is traditionally low.



### Micklegate Run Soapbox

This truly unique event inspired by Micklegate traders returned for its third year in August 2018 with York BID as headline sponsor. Thousands of spectators turned out to watch the race, particularly families and residents who frequented the businesses along the street and across the city centre.

Some other events the York BID supported during 2017/18 are; 'York Mediale' festival of media arts, 'York Minster Stone Carving Festival', 'Shakespeare's Rose Theatre' and 'York Pride'.



### York Fashion Week

With York BID funding, this celebration of York fashion businesses and talent has grown from a 4 day event, to a full 7 day festival, made up of 50 different shows and spectacles. This year's event mixed local talent with star guests including designers Scott Henshall and Lady Victoria Hervey.

### Christmas & Lights Switch On

The York BID continues to work in partnership with Make it York to enhance the Christmas experience. 2018 saw thousands of people attend the winter lights switch on which coincided with St Nicholas's market. The BID once again funded 'Mince Pie Non Stop', a pop up radio station promoting the city centre Christmas offer. It had 32,530 listeners via streaming and thousands more on DAB.

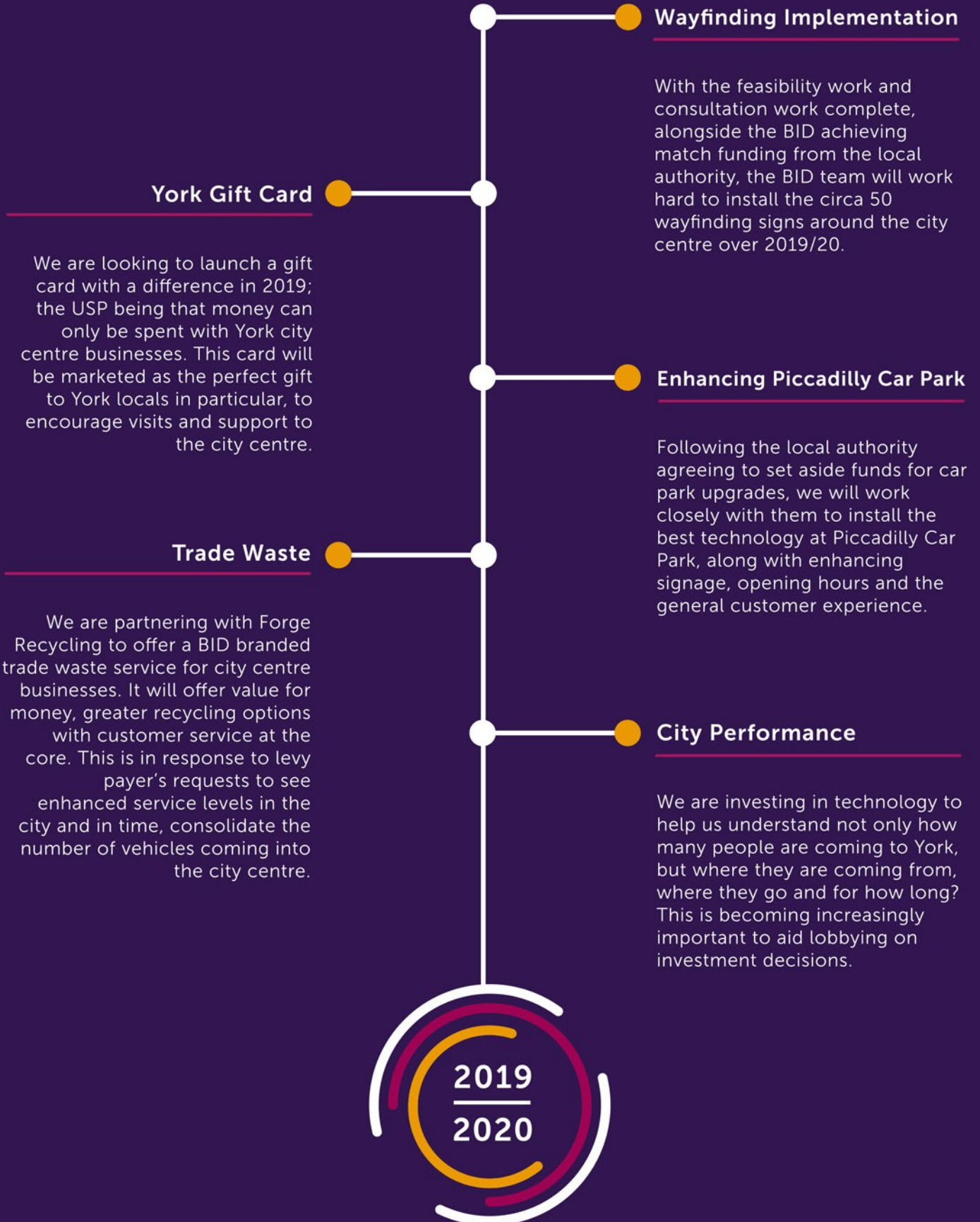


### York Restaurant Week

York Restaurant Week was aimed specifically at encouraging residents to engage with city centre eateries. The event, which ran 1-7 April, boosted trade at a quieter time of year, with participating venues offering set menus at £10, £15 or £20. The dedicated website had over 200,000 unique visitors, with 5,750 vouchers downloaded, equating to £77k of business for York restaurateurs.



# The Year Ahead





# Finances

The York BID Company Limited is funded by a levy based on business rates which, under legislation, is collected by the Local Authority. Financial performance is monitored closely by the BID Exec Team throughout the year and reported on a monthly basis to Board and Sub-Committees.

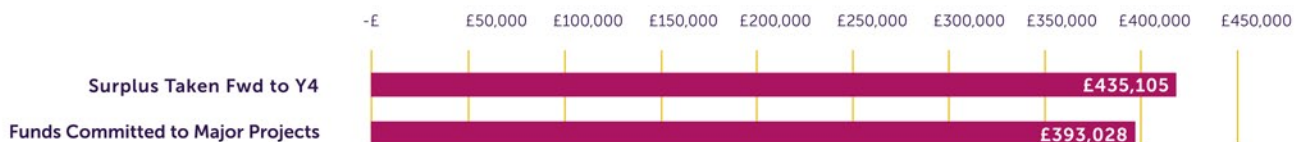
## Annual Income



## Expenditure



## Surplus / Committed Funds



## Notes

These figures are presented as accurate at the time of writing. Full company accounts are prepared by HPH Chartered Accountants and are available at [www.theyorkbid.com](http://www.theyorkbid.com)

The levy collection rate for Year 3 was 98% (1% above budget).

\*Includes £45k contribution from Make It York for Winter Lights during 2018.

\*\*Major Projects refers to expenditure for large scale projects spanning the 5 years of the BID first term, namely Wayfinding, Car Parking and Public Realm Works.

## Governance

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York BID is a not for profit company that is solely accountable to its members. The company is governed by a voluntary Board of Directors and Advisors who are representative of the different sectors, organisations and businesses in the BID area.

The York BID Board meet bimonthly as do its sub-groups focused on steering each of the programme areas. BID members, partners and stakeholder are often invited to attend meetings and participate in specific projects. BID members receive regular updates from the Exec team on the company's projects and are invited to an annual general meeting each year to have their say in the company's activity.

### Year 3 Board Directors & Advisors

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**Michael Hjort – Chairman**  
Walmgate Ale House & Bistro

**Neil Setterfield**  
Fenwick York

**Sean Bullick**  
Make It York

**Colin Crawford**  
Aviva

**Phil Pinder**  
York Retail Forum

**Chris Price**  
Make It York

**Robert Onyett**  
Harrowells Solicitors

**Dawn Argyle**  
Luxury Ice Cream Company

**Stuart Page**  
York St John University

**Frank Wood**  
R A Braithwaite Jewellers

**Cllr Ian Gillies**  
Leader of City of York Council

**Andy Shrimpton**  
Cycle Heaven

**Neil Sanderson**  
York Minster Trust

**Cllr Keith Aspden**  
Deputy Leader of City of York Council

**Alistair Graham**  
Residents Representative

**Philip Bolson**  
Grand Hotel & Spa

### BID Exec Team

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**Andrew Lawson**  
Executive Director

**Carl Alsop**  
Operations Manager

**Chris Bush**  
Business Manager



# Thank you

Working with partners is key to the BIDs success. We'd like to take this opportunity to thank our 1000+ levy paying businesses and the organisations stated below for their ongoing engagement and support. All working together for a stronger York.





### General Contact

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The York BID  
The Red House  
1 Duncombe Place  
York  
YO1 7ED

**Email** [info@theyorkbid.com](mailto:info@theyorkbid.com)

**Phone** 01904 809970

**Web** [theyorkbid.com](http://theyorkbid.com)

**Social Media** @theyorkbid

### Street Rangers

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0780 990 0794  
[rangers@theyorkbid.com](mailto:rangers@theyorkbid.com)

### Rapid Response Hotline

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01904 866 143

### Savings Advisory Service

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01444 416529

### Forge Trade Waste

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0345 50 50 905

### Credits

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Images provided by Visit York,  
York Mix, Olivia Brabbs and Andy Little.

Designed by Sarah Shiple Design

# Make It York

Economy and Place Policy and Scrutiny Committee

Progress and activity update July 2019

## **Background**

Make It York (MIY) is constituted as a private limited company with a single shareholder, the City of York Council (CYC). While the company is therefore wholly owned by CYC, this legal status allows MIY to operate in a flexible and entrepreneurial manner, something difficult for public sector organisations to do, constrained as they are by additional regulation. Make it York was established by CYC in 2015 with this opportunity very much in mind.

MIY has an independent Board of Directors to provide strategic advice and oversight, and an executive team, tasked with delivering its wide-ranging programme. This programme has included delivering marketing, inward investment, city centre management and cultural development for the city, and while the company fully recognises its commercial imperatives, the Board remains thoroughly committed to MIY's wider social purpose.

With the arrival of a new Managing Director in January 2019, MIY has revisited its mission and strategic priorities. The Board has agreed its mission as being "to grow York's economic prosperity and wider well-being" and has restated its priorities as:

- City positioning and profile raising
- Network-building and inward investment
- Ensuring an exciting city centre
- Delivering the Cultural Strategy

## **Recent Company Restructuring**

In order to enable the most effective delivery of these strategic priorities and to facilitate further growth, the Board of MIY recently approved a restructure of the executive team, together with a consolidation of the brands used by MIY. There are now five main departments of the company: Business and Networking; Culture and Wellbeing; City Centre

# Make It York

Management and Markets; Communications and Marketing; and, Commercial and Revenue Generation.

MIY's economic development, and wider, work will be conducted under the MIY brand, while consumer facing, tourism-related activity will continue to be carried out using the Visit York brand.

## **Financial and Revenue Generation**

For the financial year 2018-2019 MIY revenues amounted to £4.8m. This was generated from the following sources:

- City centre activity and St Nicholas' Fair (33%)
- York Pass and Leisure Marketing (13%)
- Publications and Advertising (10%)
- Conference and Business events (2%)
- Visit York membership (8%)
- Visit York Tourist Information Centre (15%)
- Science City York (3%)
- City of York Council (17%, Net 6.7%)

With respect to the current financial year, MIY remains on budget in relation to costs and revenues. As well as the annual audit, we have asked to Auditors to return at the mid-point of this financial year to spot-check the position in September.

Within the context of likely-decreasing funding support from CYC over the coming three years, further developing existing and new revenue streams remains a priority for MIY (and will benefit from increased impetus by the appointment of a Head of Commercial and Revenue Generation).

## **Recent Activity and Highlights**

City positioning and profile: MIY has been working closely with CYC and a wide range of businesses and stakeholders on this hugely important project. While there is no doubt that the brand "York" is strong, this initiative is about developing a clear proposition for the city, incorporating consistent key messages for core audiences: residents; employers; investors, academics; researchers; and, students.

# Make It York

CYC has, very much to its credit, commissioned the “A Team” to deliver this work; *For the Love of Place* and *Hemingway Design* have exceptional track records and are acknowledged as world leaders in the place-branding field.

This work will have a significant impact on our ability to present ourselves as the dynamic, modern, international city we know York to be. As part of this, it is central to the profile-raising and inward investment work MIY, CYC and other key players are delivering. That work, in turn, is ultimately about meeting the key city objectives of changing perceptions of the city and providing additional high value jobs.

Network-building and Inward Investment: Again in support of the pursuit of high value jobs, MIY’s work in this area will increasingly focus on the economic sectors where York has acknowledged world-class strengths. These are: Tourism; Bio-Science; Rail-Tech; Digital; and, Financial Services. Supporting existing businesses and encouraging new ones to come to the city in order to strengthen these clusters is the priority.

Suitable space does however remain an issue for the city, making the York Central opportunity especially important to the city’s future economic prosperity. MIY is currently working with a small number of its business Ambassadors to produce a suggested Occupier’s Strategy for CYC. The early sense of this is that, as with many such developments, there will be commercial challenges. However, there is support for a mixed tenant base which is conducive to “organic” business growth.

MIY is very conscious of the need to ensure its work compliments that of the other organisations active in this field: CYC, the LEPs, and central government agencies. Here we believe, with its agility and existing contacts, MIY is especially well-placed to spot, and quickly take, opportunities as and when they arise. Examples could include hosting trade and investor delegations, working with the Commercial and Cultural Sections of key Embassies, and further raising York’s profile in Whitehall and Westminster.

A need to reinvigorate MIY’s Key Account Management function has been highlighted by the Board and this is something that the Managing Director will take personal responsibility for in future.

# Make It York

Meanwhile, MIY will continue to support businesses to secure growth funding, working closely with both the LEPs and using in-house expertise to direct applications. MIY will also be providing businesses a new, dedicated service aimed at helping them to navigate CYC by making relevant departmental introductions and personal recommendations.

## Ensuring an exciting city centre:

York is a beautiful city and is already home to a hugely successful programme of quality events and festivals. MIY staff know the city inside out and so the company is well-placed to help further develop this use of the city centre as a “stage”. In part this is about MIY putting on events: The Residents’ Festival; The Ice Trail; Bloom, and in part it is about facilitating third party events such as Aesthetica, Mediale, The Vikings Festival and The Great Yorkshire Fringe.

Combined with this activity is MIY’s responsibility, working with CYC and the BID, to ensure that the physical environment and city centre atmosphere are as high quality and positive, respectively, as possible. This is perhaps an area where this committee and MIY could work more closely together to good effect.

## Delivering the Cultural Strategy:

As a commercial business with a social purpose, MIY sees its role as helping to drive the Cultural Strategy as a particularly good fit, and one which will be boosted by the upcoming appointment of a Head of Culture and Wellbeing. In part, this is likely to involve helping to establish where there is most overlap between the priorities of individual cultural institutions and those of the Cultural Strategy, thereby enabling a delineation of delivery responsibility.

The other key element of MIY’s role will be to use its business, educational, health and wider stakeholder networks to embed culture as central to the well-being of York’s residents, and, in particular, of its young people.



# Make It York

## **Potential Collaborations between MIY and this Committee**

There are a number of important areas in respect of which MIY would like to work closely with this committee. In particular, the upcoming *My City Centre* consultation will highlight residents' priorities, many of which may well relate to the city centre physical environment and ambience.

Equally, MIY would like to work closely with the committee in relation to York Central. As noted above, as an initial step we are using our networks to help inform an Occupier's Strategy for this development which, of course, falls firmly under this committee's scrutiny remit.

Finally, MIY hopes to be able to collaborate with the committee on embedding and promoting the consistent use of the key messages to investors which will come out of the current city narrative work.

## **Annexes**

Annex 1 – Make It York Annual Review 2018-19

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**MakeItYork**

York is  
what we  
Make It

Annual Review  
2018 — 2019





**Jane Lady Gibson**  
Chair

I am very pleased to report on another successful year for Make It York and, on behalf of the board, to make a promise to you that we are striving even harder to help your business, your sector and your community thrive in these very challenging times.

As directors we are charged with pursuing the success of the company and in our case this means, wherever possible, generating a surplus which is then used for the public good of the city.

We continue to relish our partnerships and our excellent stakeholder relationships and we certainly value honest feedback if our performance is ever under par.

I would like to thank Steve Brown, our founding MD, who left Make It York at the end of December 2018 and to welcome Sean Bullick who joined in early January. From one SB to another, and no pun intended. Sean has a wealth of experience in developing cities and helping them punch above their weight and what better time for York to mobilise those skills and connections.

I would also like to thank Sally Joynson from Screen Yorkshire who retired from the board at the end of 2018. Sally's role in helping to bring Channel 4 to the region is well recognised and we are lucky to be able to keep close links with her as this project develops. Cllr Ian Gillies has also retired from the board with our thanks.



**Sean Bullick**  
Managing Director

Make It York has had another great year, as I hope you can see. This is down to the hard work of our highly supportive Board of Directors, and of the fantastic team running the business and delivering the programme. It is also of course due to my predecessor, Steve Brown, whose drive and leadership allows me to find myself in the fortunate position now of inheriting a dynamic, highly-respected business with a solid financial base.

And speaking of good fortune, as I have said before, it is a fantastic time to be coming to York. The city feels like it is on the cusp of great things, with the York Central project having secured outline planning approval, the closely-related branding work being undertaken by internationally-renowned For the Love of Place and Hemingway Design, and all the potential the UNESCO City of Media Arts designation offers.

That's not to say, of course, that York isn't already great; the city was voted Best Place to Live in Britain by the Sunday Times precisely because it sets the bar incredibly high. The enthusiasm of those I have met in York to raise that bar further still is inspiring and has been invaluable as we consider Make It York's future strategic priorities. These are still being finalised as we talk to key partners, but will include working on the positioning and national and international profile of York, playing our part in network-building and attracting inward investment, making sure the city centre is a vibrant, exciting place to be throughout the year, and helping to deliver the city's Cultural Strategy.

Thank you all very much for your support to date, and I very much look forward to working with you.

“From a Make It York perspective, continuing to strengthen our key strategic partnerships is our priority. That means working ever more closely with; City of York Council; the two universities; businesses, large and small; York Teaching Hospital Trust and key players beyond the city, including investors and property owners, the two Local Enterprise Partnerships, and officials and politicians nationally.”

# Our strategic priorities:

## City positioning and profile-raising

With the current positioning work there is a fantastic opportunity to strengthen the York brand and to develop a clear proposition for the city. Incorporating consistent key messages for a range of core audiences will have a significant impact on our ability to present ourselves as the modern, cosmopolitan and international city we know York is.

## Network-building and inward investment

Attracting new business and inward investment, as well as supporting the growth of those already here, is key to York's future prosperity. Make It York, working with city partners including City of York Council, the LEPs, and the universities, will play a vital role in this, both in relation to York Central as it rolls out, and to the wider city opportunity.

## Ensuring an exciting city-centre

York is already a hugely successful visitor destination, with a quality festival programme, delivered across the year. Make It York's role is to continue to drive that daily 'wow' factor, for anyone visiting the city; visitors, residents and students, and to help attract ever-more world class events to the city.

## Delivering the Cultural Strategy

Make It York is able to help provide a city centre "stage" for a highly visible cultural offer, combining historic heritage and contemporary installations and performances. Maximising the potential of the UNESCO City of Media Arts designation and York's place in the UNESCO Creative Cities Network will be central to this.

# Making York an exceptional place to do business

An aerial photograph of a modern building complex in York, England, during the golden hour. The building features a prominent glass facade on the right side, revealing an interior with a curved staircase and a lounge area. The rest of the building is constructed from dark brick with a grid of windows. In the background, other city buildings and a clear sky are visible.





## Make It York:

# Supporting tech driven creative, IT & digital, agri-food and bioscience businesses

### Highlights

- Completed the three year £1.6m ERDF funded SIAFS programme in partnership with FERA Science Ltd.
- Launched the five year Creative Industries strategy for the city with a large number of our creative businesses.
- Supported TEDxYork in the city around the theme 'Blurred Realities'.
- Delivered the five day Bloom! Science Zone as part of this new festival.

### How we can help

- Connect you with our specialist business networks.
- Supply you with the latest opportunities and news in your area of business.
- Channel your voice to the people making policy.

## Key SIAFS figures



1.6 million  
ERDF funded programme



274 jobs  
created in the region by 2021



£26.4 million  
Gross Value Added




TEDx events are devoted to ideas worth spreading and invite the world's leading thinkers and doers to spread their knowledge.



“York's thriving digital community has allowed us to expand rapidly, as part of the flourishing technology scene here.”

Anthony Main  
Owner, The Distance

Top 10 UK Mobile App Development Company



10 // Making York an exceptional place to do business

Make It York:

# Securing inward investment

## Highlights

- ◉ Worked on 30 detailed national and international investment enquiries across sectors from IT & digital to green energy and medical technology.
- ◉ With key partners and businesses, promoted York as a great place to do business, through events such as London Tech Week and Smart City Expo World Congress.
- ◉ Further developed our York Ambassador programme, and increased collaboration with property owners, professional services firms and investors.
- ◉ Supported bringing forward major commercial development schemes including York Central and Hudson Quarter.
- ◉ Worked closely with Local Enterprise Partnerships, helping secure major investments such as Channel 4's presence in the region.

## How we can help

We offer a comprehensive service to investors from point of enquiry right through to soft landing and aftercare, including:

- ◉ Market intelligence, local insights and expertise.
- ◉ Help to find the right land or property.
- ◉ Help to find and recruit talent.
- ◉ Support for setting up in business, including access to finance.



“Make It York's support through all of our business growth plans has been incredible, enabling us to create 25 jobs and grow our business performance.”

Kevin Lumley,  
Compliance Director, Green Energy Consulting

Leading independent UK commercial energy consultancy



## Make It York: Supporting existing businesses

We helped secure over  
£375k of business finance.

### Highlights

- Worked with 135 companies to help them find the right premises to grow their business.
- Provided intensive support for 27 of the city's larger businesses, including support on planning applications and introductions to supply chain partners.
- Supported 320 businesses with access to funding, skills and growth support.
- Supported the creation of the York Rail Innovation Community (YoRIC) to promote York as the rail capital of the UK.
- Delivered the York Food & Drink Conference, welcoming 148 delegates to hear from keynote speakers including the Food and Drink Federation, Department for International Trade and Heck Sausages.
- Promoted and celebrated York's Top 100 businesses.
- Delivered 20 Business Masterclasses to 300 delegates.
- Delivered York Business Week with events attracting over 1,700 delegates.

### How we can help

We offer businesses access to a wealth of information, advice and support, including:

- ⦿ Start up and growth.
- ⦿ Access to finance and funding.
- ⦿ Skills and training.
- ⦿ Property search.
- ⦿ International trade networks.

“Working with Make It York, we secured £60K funding that will help us propel our business forward.”

Steven Walter,  
Operations Director, DJ Assembly Ltd

Leading UK provider of electronic manufacturing services



2,500 people  
attended our  
business events



£1.6 million  
investment unlocked for  
York projects



400  
Businesses supported

A woman with dark hair, wearing a black shirt, is seated in a conference room. She is looking upwards and pointing her right index finger towards the ceiling. Other people are visible in the background, some looking towards the front of the room. The lighting is warm and focused on the woman.

Make It York:

# Attracting conferences to York

## Highlights

- Generated 120 new leads and 15 enquiries for York with six partners, at The Meetings Show 2018.
- Showcased York at Meet GB 2018, the UK's international business events showcase, connecting international MICE planners to some of the UK's best suppliers.
- Hosted familiarisation visits for incentive professionals, promoting York with visits to The Grand, The Principal, National Railway Museum and the McArthurGlen Designer Outlet.
- Continued working with the International Congress and Convention Association (ICCA) enabling us to bid for future events for York.
- Published the annual York Conference Guide.

## How we can help

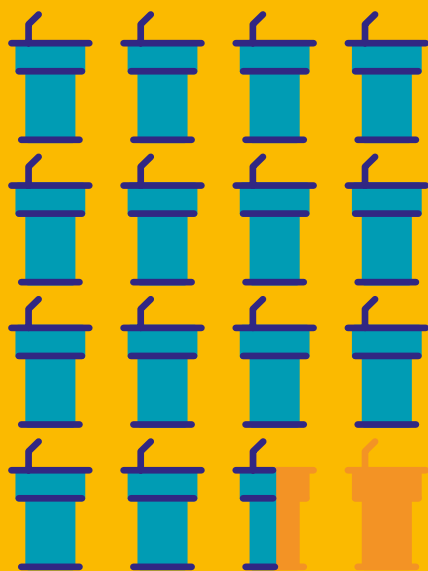
We make planning an event in York straightforward, creating memorable experiences for delegates:

- Free venue finding service.
- Familiarisation visits for clients.
- Accommodation booking service.
- Free city guides and maps.
- Help creating bid documents and support with event management.



“Conference business is crucial for the museum, like the 100 delegates who attended the \*BAUS annual meeting.”

Helen Beresford-Boyse  
Event Sales Manager – North, Railway Museum  
\*British Association of Urological Surgeons



15,400  
business events in York



\*£1 in every £5  
comes from business visitors  
\*out of £564m total visitor spend



£124.4 million  
business tourism spend



730,000  
delegates visited York

Make It York:

# Celebrating York's hospitality sector

We organised the York Hospitality Awards, a new celebration to showcase the talent and skills of people working within the sector.

“Social responsibility matters a lot to us, so as an upcoming tech business, we feel that it's our job to put a bit back into the city we call home – in this instance by becoming a sponsor.”

Phil Kendall  
Digital Marketing Executive, RotaCloud



# City Centre and Visitor Economy







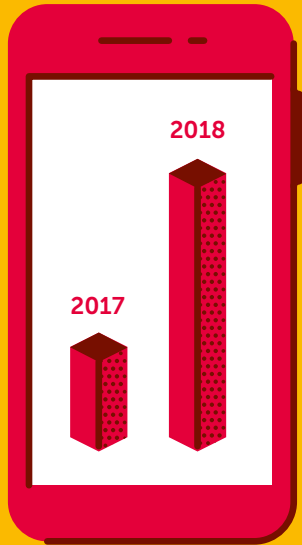
## Make It York:

# Promoting York as an exciting place to live, visit, work and study

2018 was another strong year for tourism in York.

### Highlights

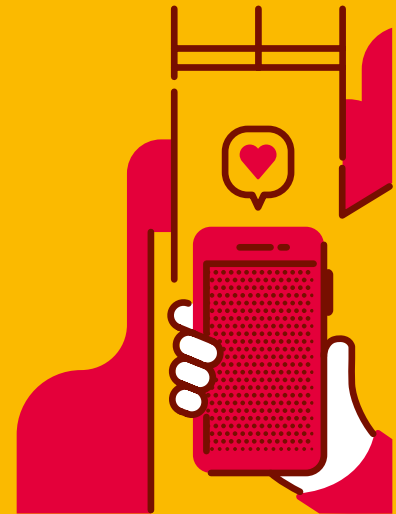
- ◉ We launched Only In York. This new tourism marketing campaign promotes 70 experiences that are unique to the city.
- ◉ For all our audiences; residents, businesses, visitors and students, we also worked hard to entertain and surprise, supporting city centre events.
- ◉ We continued our dedicated marketing campaign for China and this is now York's second overseas market.
- ◉ We launched the brand new [visityork.org](http://visityork.org), York's new tourism website.
- ◉ We delivered on four new initiatives, in partnership with VisitEngland, developing bookable product for international markets.
- ◉ With the North York Moors, we launched a new two-centre campaign, promoting York and the North York Moors National Park.
- ◉ We re-launched the York Pass, to include a one day York city pass and two, three and six day York & beyond explorer pass.
- ◉ The Visit York Information Centre scooped the Gold Award in the Visit England Awards for Excellence and York's St Nicholas Fair was named Best Large Speciality Market in the annual NABMA Awards.



**246%**  
increase in mobile traffic  
for visityork.org



**176%**  
traffic increase to the  
York Christmas pages



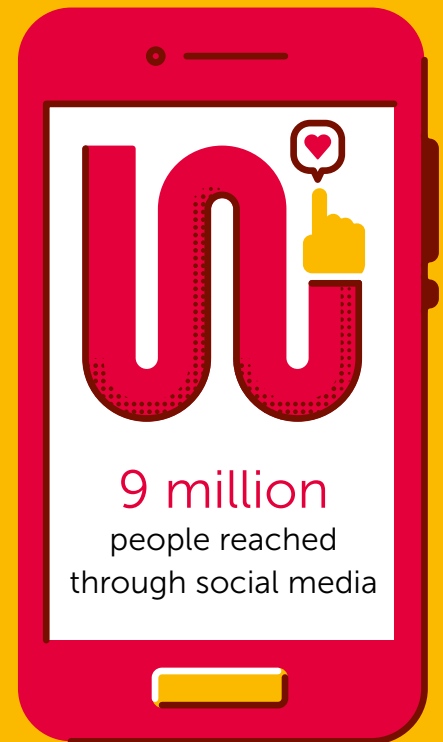
**1 million**  
customers reached  
through influencer PR



spend generated by  
overnight visitors



**6.9 million**  
visitor numbers



**9 million**  
people reached  
through social media



## Make It York:

# Attracting high profile events

### We supported York's festival programme including:

- JORVIK Viking Festival
- York Literature Festival
- York Early Music Festival
- York Food Festival
- York Fashion Week
- York Chocolate Festival
- York Easter Festival
- York racing season
- Eboracum Roman Festival
- York Festival of Ideas
- Aesthetica Short Film Festival
- York Cycle Rally
- Cinema in the Park





Parliament Street was transformed once again by the Great Yorkshire Fringe.

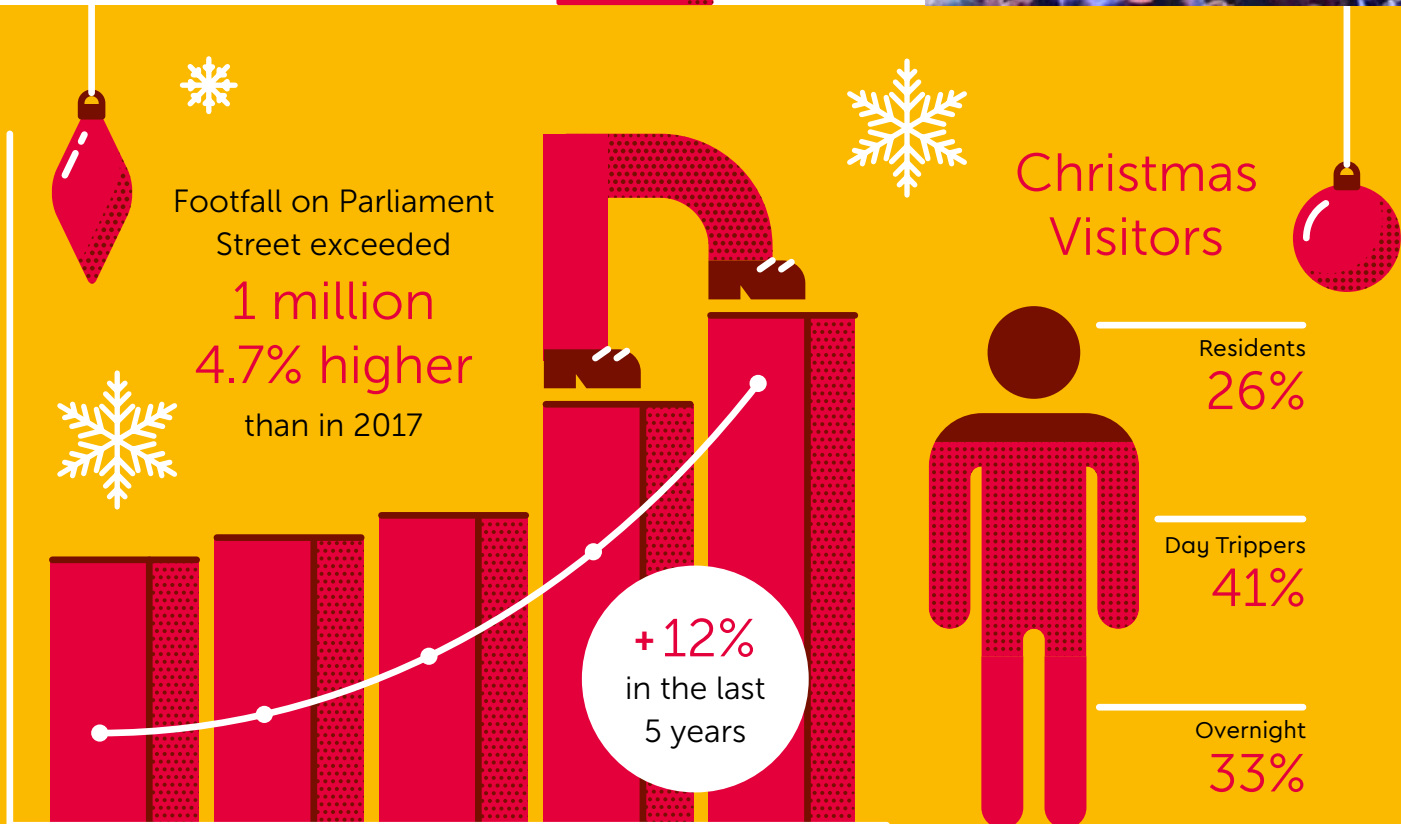
The first pop-up Elizabethan theatre in Europe, Shakespeare's Rose Theatre, appeared in the city.

### Make It York:

# Delivering an award winning St Nicholas Fair

#### Highlights

- York St Nicholas Fair was named 'Best Large Speciality Market' in the NABMA annual awards.
- York was named 'Britain's Most Festive City'.





£

**£57.7 million**  
Christmas visitor spend



**62%**  
of people visited  
especially for the Fair



**99.5%**  
would recommend  
the festival



## Make It York:

# Celebrating our UNESCO City of Media Arts status, with the city's inaugural York Mediale

**M York  
Mediale**






The ambition is to be widely considered as a top 5 international digital culture festival.

“This feels like the first day of a revolution”

Professor Damian Murphy  
University of York

### Highlights

-  £1.3 million total economic impact. £757,159 turnover represented a 7:1 return on Arts Council England's £99,000 investment.
-  65,000 audience – York Mediale became the UK's largest media arts festival.
-  113 international calibre artists created 79 new works across 25 venues.



“YM2018 represented a huge leap of faith. The team created an international festival from scratch, taking bold artistic risks, some of which created tensions for York’s audiences and venues.”



# York Literature Festival

sponsored by Baillie Gifford

We took the lead in organising York Literature Festival. 80 events over 17 days. Workshops, debates, including authors' talks and poetry performances in 19 city centre venues.

## Some top names took part

- ⦿ Joanna Trollope OBE  
Bestselling author of over 20 novels
- ⦿ Kate Mosse  
Author of the multimillion selling Languedoc Trilogy
- ⦿ Alan Johnson  
Award-winning author and former Home Secretary
- ⦿ Liz Lochhead  
Poet and former "Makar" National Poet of Scotland



## York Culture Awards

The York Culture Awards celebrate outstanding innovation, creativity and quality.

Local talent was showcased with an excerpt of the Noughts & Crosses production (co-commissioned by Pilot Theatre), an original piece by York Youth Dance and Hyde Family Jam performed on stage. Delma Tomlin, Creative Director, National Centre for Early Music, was named Cultural Champion.

Award-winning film director and writer Mark Herman (Brassed Off, Little Voice and The Boy in the Striped Pyjamas) was our patron and presented on the night.

## Bloom!

We created the idea for Bloom! A brand new festival. Four floral themed days in July transformed York into a riot of colour and plans are now in place to create a biennial Bloom! event for York.



## York Residents Festival

sponsored by **Grand Central**

We organised the biggest York Residents Festival yet, as a continued thank you for the warm welcome given to the city's 6.9 million visitors. Ninety attractions, shops and restaurants took part.





"I love the Ice Trail. I feel very lucky living in York, there is always something to do."

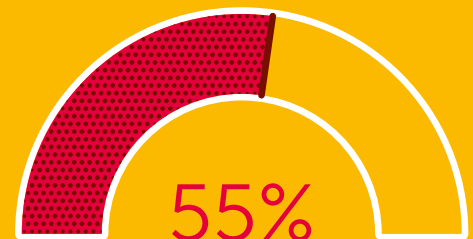
York Resident

Footfall was equal to a summer weekend



41%

increase in city centre footfall, 17,000 people took part



55%

were first timers to York Ice Trail

# York Ice Trail

sponsored by the York BID

York Ice Trail returned with fifty stunning sculptures across the city, making a cold February weekend come alive.

"Sponsorship of events is a great way for us to be involved with the local community and support great causes."

Steven Graham  
Community Liaison Manager, Hungate York Regeneration



## Make It York:

# Transforming Shambles Market

Over the last three years we have transformed Shambles Market into a vibrant venue for residents and visitors. It's now one of the few markets in the UK showing year on year growth.

### Highlights

- ◉ We created a thriving Food Court, featuring produce from around the world.
- ◉ New businesses such as the Market Cat and Source Deli have sprung up and do good daily trade.
- ◉ Three new city centre restaurants all started life in the market.
- ◉ Shambles Market is now a platform for talented businesses to prosper and grow into the future.
- ◉ We have secured significant investment to take the market to the next stage.
- ◉ Shambles Market is now producing finalists for the National Young Traders Awards.

**Make It York:**

# Visit York Membership

## A world of opportunity for your business

Visit York is a part of Make It York and is the leisure tourism brand. We market York as a must-see world-class destination to the leisure visitor, ensure investment in tourism and support local businesses.

The support of 900 members is invaluable, enabling year round marketing campaigns, benefitting York and beyond.

133 new members joined us in 2018, bringing the total Visit York membership to 980.

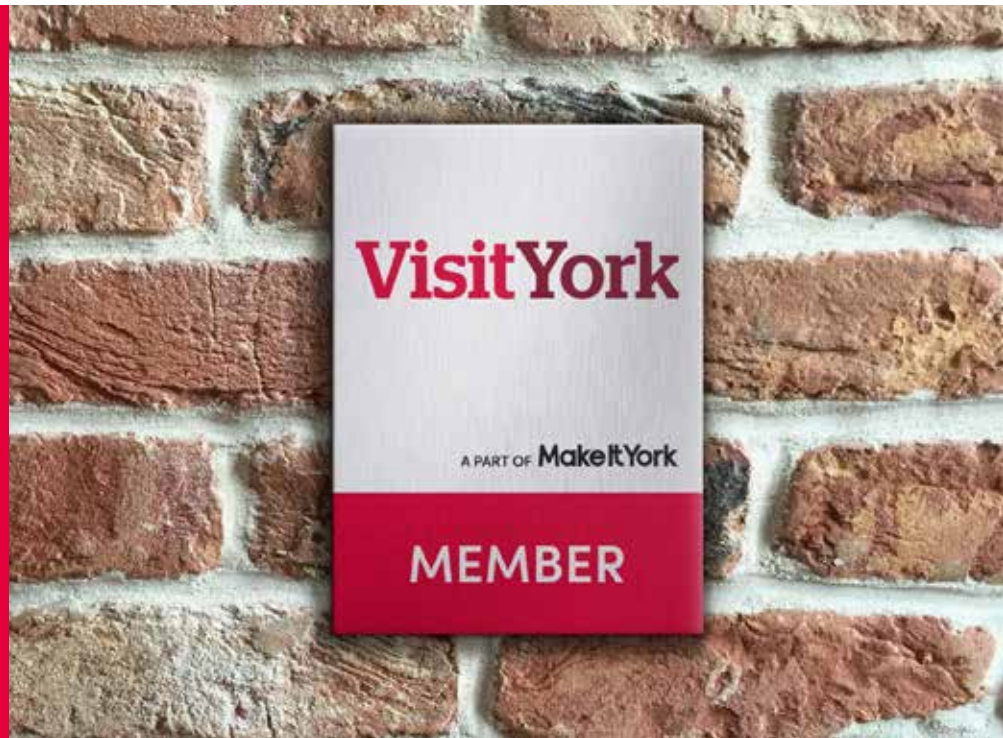
**How we can help**

Your business can benefit from our award-winning marketing campaigns:

- ⦿ We offer a range of marketing opportunities at [visityork.org/members](http://visityork.org/members)
- ⦿ We can promote your events and special offers through our digital marketing activity.
- ⦿ Benefit from the expertise of our tourism team.

Keen to join or make more of your membership?

**PJ Edgar**  
**Membership Executive**  
[pj.edgar@makeityork.com](mailto:pj.edgar@makeityork.com)  
[visityork.org/members](http://visityork.org/members)



## Make It York:


# York in the News

We inspired millions of potential visitors through our year-round PR activity. Features were published in a variety of on and offline publications, including national titles such as The Times, The Telegraph and The Guardian. We reached an audience of 23 million readers through our PR activity.

“Skosh, York: Local York ingredients with a global twist. Some of the recommendations on the menu seem downright whacky.”

Nicholas Lander  
FT Magazine



**Giles Coren**  @gilescoren · Jan 26

London is over for me. Haven't reviewed in the old hole all year. Centre of my food universe is now York. Cheese custard for your bread? Forced rhubarb ceviche? Lamb fat Bao? They've got it all going on.  
Hats off [@TommyBanks8](#)





## Make It York:

# Working with York BID

York BID does a fantastic job, delivering a variety of projects to improve the city environment. The York BID invests in projects that deliver real monetary return to its members.

### Making York Cleaner and Safer

- ⦿ Deep cleaned 11,153 sq/m of city centre pavements.
- ⦿ Cleaned-up 8,321 reports of bio-waste.
- ⦿ Removed over 3000 pieces of graffiti and fly posters.
- ⦿ The BID city dressing programme has improved the appearance of empty shop fronts around the city, making them more attractive to new retail investors.

### Supporting Local Business Communities

- ⦿ York Restaurant Week generated 5,770 voucher downloads for dining in local restaurants.
- ⦿ The Savings Advisory Service has helped to identify over £92,000 worth of savings for local businesses.
- ⦿ York BID was the headline sponsor for the Micklegate Run Soapbox Challenge, which attracted over £1million additional spend in the city.

### Supporting Retail and Hospitality

- ⦿ The winter lights display delivered with Make It York, consists of more than 160,000 lights stretching 15km end-to-end.
- ⦿ The BID 'Thank York It's Friday' campaign helped secure permanent late night Park & Ride services in support of the early evening economy.

“We have sponsored York Ice Trail over the past three years as it brings huge benefits to city centre businesses.”

# Make It York Board of Directors



**Jane Lady Gibson**  
Chair



**Sean Bullick**  
Managing Director



**Mark Fordyce**  
Managing Director  
York Data Services



**David Horne**  
Managing Director  
LNER



**Cllr Ashley Mason**



**Professor Karen Stanton**  
Vice Chancellor  
York St John University



**Professor Chris Bailey**  
Cultural Policy Consultant  
Arts Interlink



**Peter Clinker**  
Head of Property  
& Facilities Management  
UK & Ireland, Nestlé



**Joan Concannon**  
Head of External Relations  
University of York



**Leader**  
City of York  
Council

## Board Advisors

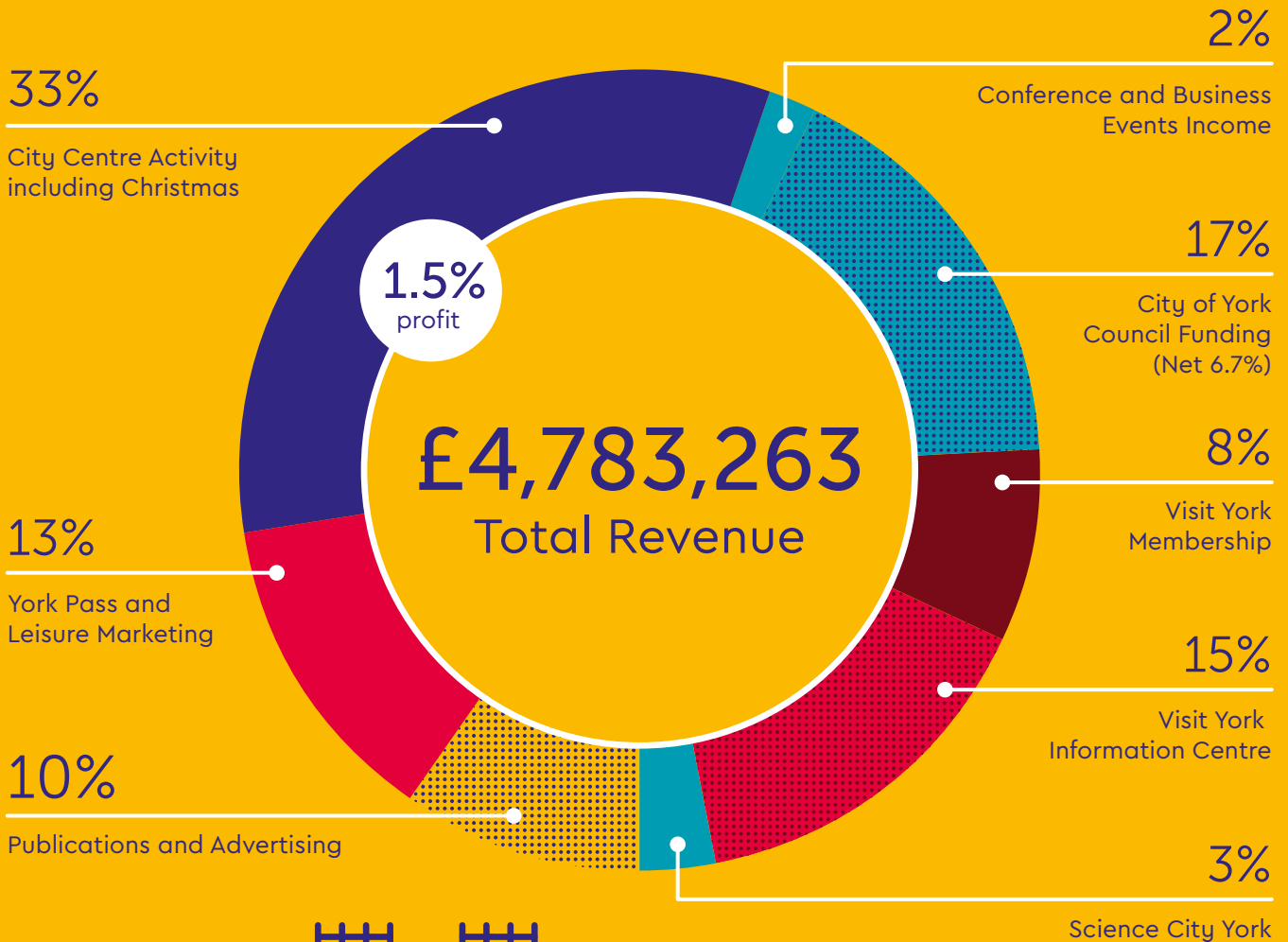


**James Farrar**  
Chief Operating Officer  
YNYER Local Enterprise  
Partnership



**Lyndsey Turner Swift**  
Head of England  
Planning & Delivery  
VisitEngland

# Make It York Revenue Breakdown



Every penny generated in revenue including any profit goes back into the city.

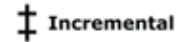
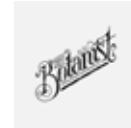




# Grateful thanks to all our sponsors and partners

Many thanks to all the sponsors and partners for their generous support throughout the year. Over £100,000 of sponsorship was generated over the last year, enabling a range of new initiatives and events, enjoyed by thousands of residents, visitors and students alike and benefitting the city's economy.





# Grateful thanks to all sponsors of the annual Make It York Stakeholder Meeting





## Entrepreneurial

We will champion new ideas  
We will deliver great results  
We will always be improving



## Collaborative

We will thrive on partnerships  
We will share our resources  
We will empower our teams



## Respectful

We will put customers first  
We will do what we say  
We will be true to our city



## Ambitious

We will help make York the best place it can be  
We will make MIY the best company it can be  
We will become the best team we can be



# Ways to stay in touch:

Visit us online at [makeityork.com](http://makeityork.com)

Follow us on Twitter @makeityork

Email us at [info@makeityork.com](mailto:info@makeityork.com)

Visit us at 1 Museum Street, York YO1 7DT

## **MakeItYork**

Make It York is the city's Destination Management Organisation. Our purpose is to develop and promote the city and its surroundings - nationally and internationally - as a vibrant and attractive place to live, visit, study, work and do business.



## Agenda Item

## Economy and Place Scrutiny Committee

10 July 2019

Report of the Corporate Director of Economy and Place

## 2018/19 Finance &amp; Performance Outturn Report

## Summary

1. This report provides details of the 2018/19 outturn position for both finance and performance across the Economy and Place Directorate.

## Analysis

Finance

2. A summary of the services within Economy and Place is shown below and further detail is provided in Annex 1:

	Budget £'000	Outturn £'000	Variance £'000
<b>Economy and Place</b>			
Transport	7,918	7,903	-15
Fleet	-32	526	+558
Highways	3,685	3,703	+18
Parking Operations	1,412	1,291	-121
Parking Income	-6,719	-7,207	-488
Waste	11,980	11,902	-78
Public Realm	2,982	2,887	-95
Emergency Planning	139	141	+2
Development Management	506	506	0
Forward Planning	913	907	-6
Building Control and Land Charges	-71	-6	+65
Environmental Management	541	520	-21
Environmental Health & Licensing	1,230	1,205	-25
Asset and Property Management	-2,767	-2,725	+42
Economic Development	564	500	-64
Management and Support	282	228	-54
<b>TOTAL</b>	<b>22,563</b>	<b>22,281</b>	<b>-282</b>

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

3. The outturn position for Economy & Place is an underspend of £282k, an improvement from the Monitor 3 report which forecast a spend on budget.
4. A review of maintenance and safety arrangements, alongside the management and administration of fleet, has resulted in additional expenditure being incurred to ensure the continuing operation of a compliant service in line with the standards as directed by operating licence requirements, health and safety and duty of care to transport users. This has resulted in an overspend of £558k primarily on additional staff brought in to deliver the service more effectively. The introduction of more preventive maintenance will deliver a more efficient fleet which will, over time, bring costs down.
5. Overall parking income was £488k above budget. Income from council car parks was 4% above budget, resulting in a surplus of £232k. Whilst the first quarter of the year was slightly below budget, income over the summer was strong as the Rose Theatre and good weather attracted visitors to the city centre. The Christmas and New Year period also saw parking receipts ahead of forecast. There has also been additional income from season tickets of £144k and additional income from Respark permits of £108k. Within Parking Operations there was a one off business rates refund for St George's Field car park (£150k) and additional income from Penalty Charge Notices (£59k). These were offset by additional equipment and telecom charges of £105k.
6. There was an overall underspend on Waste Services totalling £78k however there are some variations within this overall total. There was an overspend of £228k in waste collection. Additional staffing has minimised the impact that sickness levels have had on the waste and recycling collections and reduced the necessity to co-mingle recycle. It has also enabled necessary staff training to be completed without impacting the service.
7. There was an underspend of £247k (-4%) on the budget for disposal of waste at Allerton Waste Recovery Park. The tonnages delivered to the facility were lower than forecast resulting in savings to the councils as well as an opportunity for additional income to the councils from Yorwaste who delivered additional tonnes of their commercial waste into the facility (£150k). There



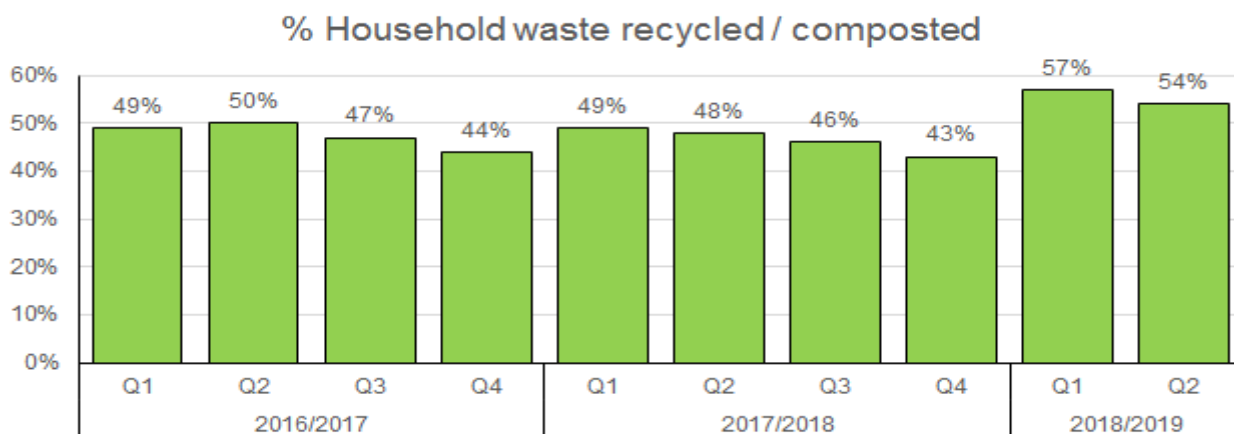
was also a saving on procurement costs (£50k) and one off saving from backdated business rates at the facility (£39k).

8. A number of other minor variations make up the overall directorate

### Performance Update

9. The 2018/19 scorecard for Economy and Place is attached at Annex 2. The data annex contains the current data available for indicators that have previously been supplied to both the Economy and Place scrutiny committee, and Economy and Place policy committees. In light of a new Council plan being adopted, and ongoing discussions with chairs of all the scrutiny committees around finance and performance information, an updated set of indicators will be provided the next time finance and performance information is discussed by the committee. Other key performance information is included in the following paragraphs.

10. **Household waste recycled / composted (YTD) - this measure gives an understanding of a key outcome of the Council plan**



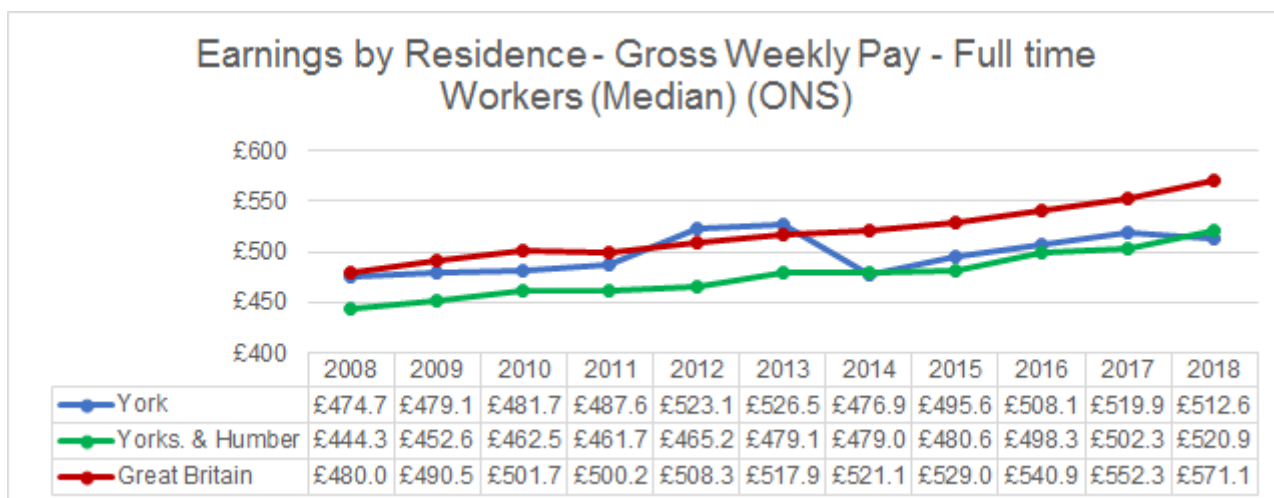
11. Provisional figures for Q3 suggest the amount of household waste recycled in 2018-19 has increased slightly from 46% in the same period in 2017-18. It is worth noting that recycling rates are usually higher in the first half of the year and therefore could fall by the end of the year.
12. The amount of waste sent to Allerton Waste Recovery Park (in order to divert from landfill) in Q3 2018-19, has increased to 38,516 tonnes from 35,870 tonnes during the same period in 2017-18.
13. Residual waste (i.e. non recyclable) per household has increased to 427kg per household (410kg in Q3 2017-18) but this should

also start to decrease from the initiation of the voluntary pledge, by supermarkets, to eradicate single-use plastics from packaging, with any remaining plastic in use will have to be totally recyclable by 2025.

**% of residents who think that the Council and partners are doing well at improving the quality of streets/public spaces - this measure gives an understanding of residents' satisfaction with frontline service delivery and the Council's responsiveness to residents' views**

- In the latest (Q3 18/19) Talkabout survey, panellists responded positively to one area indicating they believe the council are doing well in conserving York's heritage. Responses continued to reflect that panellists thought the council and partners could do more to reduce air pollution, improve the quality of streets/public spaces and encourage the use of low emission vehicles. The Low Emission Strategy (LES), introduced in 2012, has proved particularly effective at tackling emissions from service vehicles such as buses, taxis and Heavy Goods Vehicles which contribute to poor air quality in York. Work to improve the air quality includes the introduction of more electric Park & Ride buses, the continued roll-out of the new taxi licensing policy that specifies minimum emission standards for new or replacement taxis and the delivery of the Strategic Electric Vehicle fast charge network in the city.

**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 April 2018, the median gross weekly earnings for full-time resident employees in York were £512.60, a decrease of 1.4%

(excluding inflation) from £519.30 in 2017. Since the economic downturn of 2008 to 2009, growth (excluding inflation), has been fairly steady, averaging approximately 1.1% per year up to 2017. Nationally the increase was 1.5% and regionally, 1.3% over the same period.

16. As our Economic Strategy recognises, York has high levels of employment in low paid work such as retail, food and leisure, and tourism. To make housing in the city more affordable for residents, we need to grow more high paid jobs and support lower paid industries to be commercially successful so that they can increase pay. Our current strategy focuses on growing more jobs in better paid industries, while our city centre economy is driven by tourism, retail, food and leisure. During 2017 there were 5,000 additional jobs created. The majority of these jobs were in the professional, scientific, technical businesses and food and drink sectors.

### **City Centre Jobs**

17. In 2016, there were a total of 20,500 people employed in York city centre, around 18% of all jobs in the city. Over the past 15 years, a net 4,250 jobs have been lost from the city centre, although the overall total number of jobs in the city was static. Public administration was the biggest loser among sectors in that period, with over 1,700 jobs lost, 50% of the 2003 total. Retail was the second biggest loss, with a 20% reduction in employment and 1,100 jobs lost. In the same period, employment in the food and drink service sector increased by over 1,000, a 40% gain, while the cultural and creative sectors gained a total of 800 jobs, a 700% increase.

### **Job Seekers Allowance (JSA) Claimants**

18. The JSA figures should be viewed in the context of the number of people receiving Universal Credit in York increasing from 4,889 in February 2019 to 5,005 (provisional) in March 2019 (of which 2,014 were not in employment). Figures from the Office for National Statistics showed that;
  - There were 180 JSA claimants in York in March 2019 which is a decrease from 185 in February 2019 and a decrease from 285 in March 2018.
  - The claimant count for York represents 0.1% of the working population, which is lower than both the regional and national figures of 0.8% and 0.6% respectively in March 2019.

- Recent figures also highlight a fall of 10 in the youth unemployment count since March 2018. The youth unemployment figure is lower than both the regional and national figures of 0.6% and 0.3% respectively.

### **Department of Work and Pensions**

19. Data released by the Department of Work and Pensions is published 6 months in arrears and the latest data relates to August 2018. The total number of claimants for either Income Support or Employment Support Allowance in York is 5,000, which is a decrease of 170 from May 2018. The claimant count represents 3.6% of the working population which is lower than both the regional and national figures of 7.6% and 6.8% respectively. Although these figures are the lowest in the region, due to the changes in the benefits system some of the data is transitional. The introduction of Universal Credit, for example, means that some people are still in the process of transitioning over. The Council provides a dedicated Universal Credit support service offering assistance with making a claim, managing a claim, support relating to monthly budgeting and any concerns over money resulting from a claim.

### **Net Additional Homes Provided – this measure gives an understanding of how many new homes have been built in the city**

20. Data for the second half of 2018-19 will be available at the end of May. The first half of 2018-19 shows that, positively, there were 1,447 net housing consents granted which represents a continued high level of approvals. Of these approvals, 98.3% were for traditional housing sites which include the Former British Sugar Corporation Site, the Former Lowfield School Site and York St John University Playing Fields Site. Between April and September 2018 there were 291 net additional homes completed (this compares to a half yearly average of 550 additional homes completed during this period over the previous five years). Of these additional homes:
  - 67.4% were completed on housing sites.
  - 13.7% were a result of off campus privately managed student accommodation schemes which comprised the Former Herbert Todd & Son site in Percy's Lane and Abbeyfields Veterinary Centre in Clarence Street.

- 9.3% resulted from 'prior approval' i.e. sites benefitting from relaxed permitted development rights to allow conversion to residential use.
- 9.6% resulted from the development of over 55's accommodation.

### **Planning Applications**

21. In the year to December 2018, the number of major planning applications processed within the required timescale (88%) has increased significantly from Q2, is above the 2017/18 year end figures, and is at the same level as the national and regional benchmarks. The number of applications has remained consistently at the same level (around 50 in the year to Dec 2018). In the year to December 2018, minor planning applications processed within the required timescale (77%) is at a similar level to previous years but is still below the national benchmark (85%). Whilst the number of applications has decreased slightly, the 83% performance in Q3 is a positive achievement.

### **One Planet Council**

22. Work is continuing with One Planet York partners to explore how the council can assist in promoting a city-wide campaign, involving existing initiatives, to reduce single use plastics and the waste that they cause and to encourage people to drink more water. There are significant environmental problems with disposing of single use plastics, which release toxic chemicals when they break down, are a non-recyclable material and therefore a waste of energy and economic value, and also contribute significantly to waterway litter in York, which can then contribute to long lasting plastic pollution on beaches and in the marine environment. As a result the Council will work with partners such as Make It York to explore opportunities (such as licensing arrangements) to reduce the use of single-use plastic cups and food trays at events held on Council land, and the possible introduction of a 'code of conduct' for such events.

### **Hyper Hubs**

23. The council has invested over a number of years in building Electric Vehicle (EV) charging infrastructure in council car parks, shopping parks and leisure centres. This has enabled the uptake of EVs in the city and the transition to cleaner fuels to be accelerated. Council owned charging points have usage rates of

over 1,500 sessions per month, and have also been a catalyst for the use of electric buses on the Park&Ride network. York is an air quality management area with regular exceedances of NO<sub>2</sub> levels in urban highly populated areas due principally to transport emissions resulting in air pollution. The transition away from polluting vehicles is one which will benefit the health of residents and visitors in York. Members have agreed to proceed with planning and procurement processes to deliver rapid charging points for electric vehicles, or 'Hyper hubs', in strategic locations across the city, following a successful bid to the European Regional Development Fund (ERDF) for funding to support this scheme.

### **Anti-Idling Measures**

24. Whilst air quality in the city is generally improving, York currently has exceedances of the annual average nitrogen dioxide objective at a number of locations around the inner ring road. The idling of stationary vehicles causes unnecessary pollution which harms public health and the environment, wastes fuel and adds to noise levels. Anti-idling awareness raising and campaigns will continue to be the primary approach to reducing stationary vehicle idling in York. Enforcement will only be used as a last option where a driver refuses to switch off an engine when asked. Anti-idling campaigns will focus on idling hotspots around the city centre and other locations such as schools and residential areas where complaints arise.

### **Implications**

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

### **Risk Management**

26. 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**

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

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

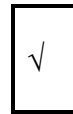
**Author:**

Patrick Looker  
Finance Manager  
Tel: 551633

**Chief Officers responsible for the report:**

Neil Ferris  
Corporate Director of Economy and Place

**Report  
Approved**



Date 27<sup>th</sup> June  
2019

**Annex**

Annex 1 – Financial Performance  
Annex 2 – Performance Scorecard

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**Variances for Economy and Place**

**Annex 1**

Service area	Gross Expenditure Budget 18/19	Gross Income Budget 18/19	Net Budget 18/19	Outturn	Variance	Monitor 3
	£'000's	£'000's	£'000's	£'000's	£'000's	£'000's

**Transport, Highways & Environment**

Highways	7,860	-4,175	3,685	3,703	18	-90
Fleet	60	-92	-32	526	558	350
Waste Collection	4,152	-624	3,528	3,756	228	200
Waste Disposal	11,467	-3,210	8,257	7,928	-329	-100
Waste Strategy	164	0	164	164	0	0
Commercial Waste	762	-1,536	-774	-692	82	100
Household Waste Recycling Centres	1,050	-245	805	746	-59	-25
Transport	11,672	-3,754	7,918	7,903	-15	0
Public Realm	3,786	-804	2,982	2,887	-95	0
Parking Services	2,094	-682	1,412	1,291	-121	25
Parking Income	130	-6,849	-6,719	-7,207	-488	-375
Emergency Planning	139	0	139	141	2	0
Management & Support	269	-269	0	-55	-55	0
<b>Total Transport, Highways &amp; Environment</b>	<b>43,605</b>	<b>-22,240</b>	<b>21,365</b>	<b>21,091</b>	<b>-274</b>	<b>85</b>

**Planning and Public Protection**

Development Management	2,040	-1,534	506	506	0	0
Forward Planning	913		913	907	-6	0
Building Control	531	-552	-21	22	43	38
Land Charges	323	-373	-50	-28	22	0
Environmental Management	597	-56	541	520	-21	0
Env Health & Trading Standards	3,328	-1,983	1,345	1,339	-6	10
Licensing	633	-748	-115	-134	-19	-15
Management & Support	198	-198	0	1	1	0
<b>Total Planning &amp; Public Protection</b>	<b>8,563</b>	<b>-5,444</b>	<b>3,119</b>	<b>3,133</b>	<b>14</b>	<b>33</b>

**Variances for Economy and Place**

**Annex 1**

Service area	Gross Expenditure Budget 18/19	Gross Income Budget 18/19	Net Budget 18/19	Outturn	Variance	Monitor 3
	£'000's	£'000's	£'000's	£'000's	£'000's	£'000's

**Regeneration and Asset Management**

Commercial Property	1,726	-4,914	-3,188	-3,076	112	-23
Property Transfer and Disposal	356	-70	286	313	27	27
Asset and Property Management	695	-560	135	38	-97	-4
Management & Support	282	0	282	284	2	0
<b>Total Regeneration and Asset Management</b>	<b>3,059</b>	<b>-5,544</b>	<b>-2,485</b>	<b>-2,441</b>	<b>44</b>	<b>0</b>

**Director's Group**

Economic Development	1,088	-524	564	500	-64	-69
Director & Business Support	168	-168	0	-2	-2	0
<b>Total Director's Group</b>	<b>1,256</b>	<b>-692</b>	<b>564</b>	<b>498</b>	<b>-66</b>	<b>-69</b>

<b>Assumed Mitigation</b>				0	0	-49
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<b>TOTAL Economy &amp; Place</b>	<b>56,483</b>	<b>-33,920</b>	<b>22,563</b>	<b>22,281</b>	<b>-282</b>	<b>0</b>
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				Previous Years			2018/2019					
			Collection Frequency	2016/2017	2017/2018	2018/2019	Q1	Q2	Q3	Q4	Polarity	DOT
1. Benefits	CJGE06	JSA Claimants: % of Working Age Population (16-64)	Monthly	0.50%	0.20%	0.10%	0.20%	0.10%	0.10%	0.10%	Up is Bad	▼ Green
		Benchmark - National Data	Monthly	1.20%	1.10%	0.60%	1.00%	0.90%	0.70%	0.60%		
		Benchmark - Regional Data	Monthly	1.60%	1.40%	0.80%	1.30%	1.20%	1.00%	0.80%		
		Regional Rank (Rank out of 15)	Monthly	1	1	1	1	1	1	1		
	CJGE151	JSA and UC (Out of Work) % of working age population (16 - 64)	Monthly	0.70%	1.20%	1.40%	1.20%	1.30%	1.20%	1.40%	Up is Bad	▲ Red
		Benchmark - National Data	Monthly	1.90%	2.10%	2.70%	2.10%	2.20%	2.30%	2.70%		
		Benchmark - Regional Data	Monthly	2.30%	2.50%	3.00%	2.50%	2.50%	2.60%	3.00%		
		Regional Rank (Rank out of 15)	Monthly	1	1	1	1	1	1	1		
2. Employment and Skills	CJGE03	York's unemployment rate below the national	Quarterly	1.70%	1.10%	-	1.20%	1.10%	1.20%	-	Up is Good	◀▶ Neutral
	CJGE05	% of Part time employees	Quarterly	31.30%	31.80%	-	33.30%	31.10%	31.80%	-	Up is Bad	◀▶ Neutral
		Benchmark - National Data	Quarterly	25.30%	25.00%	-	25.10%	24.90%	24.90%	-		
		Benchmark - Regional Data	Quarterly	27.00%	25.90%	-	26.10%	26.00%	26.10%	-		
		Regional Rank (Rank out of 15)	Quarterly	14	15	-	15	14	15	-		
	CJGE17	% of working age population qualified - No qualifications	Annual	6.20%	4.40%	5.50%	-	-	5.50%	-	Up is Bad	◀▶ Neutral
		Benchmark - National Data	Annual	8.00%	7.70%	7.80%	-	-	7.80%	-		
		Benchmark - Regional Data	Annual	9.50%	9.50%	8.50%	-	-	8.50%	-		
		Regional Rank (Rank out of 15)	Annual	2	1	1	-	-	1	-		
	CJGE71	Employment Rate (Male)	Quarterly	80.00%	76.70%	-	77.90%	80.00%	79.70%	-	Up is Good	◀▶ Neutral
		Regional Rank (Rank out of 15)	Quarterly	4	10	-	8	6	5	-		
	CJGE72	Employment Rate (Female)	Quarterly	75.10%	77.00%	-	77.10%	77.60%	78.90%	-	Up is Good	▲ Green
		Regional Rank (Rank out of 15)	Quarterly	2	1	-	1	1	1	-		
	emp1	% of working age population in employment (16-64)	Quarterly	77.50%	76.90%	-	77.50%	78.80%	79.30%	-	Up is Good	◀▶ Neutral
		Regional Rank (Rank out of 15)	Quarterly	2	2	-	1	1	1	-		
3. Business	CJGE23	% of vacant city centre shops	Monthly	9.16%	8.24%	7.19%	6.33%	6.55%	5.68%	7.19%	Up is Bad	▼ Green
	CJGE29	Business Deaths	Annual	775	-	-	-	-	-	-	Up is Bad	◀▶ Neutral
		Regional Rank (Rank out of 15)	Annual	4	-	-	-	-	-	-		
	CJGE30	GVA per head (£)	Annual	24,006	25,130	-	-	-	-	-	Up is Good	▲ Green
		Regional Rank (Rank out of 12)	Annual	2	2	-	-	-	-	-		
	CJGE31	Total GVA (£ billion)	Annual	5	5.23	-	-	-	-	-	Up is Good	▲ Green
		Regional Rank (Rank out of 11)	Annual	11	11	-	-	-	-	-		
CJGE32	Business Startups - (YTD)	Monthly	976	969	928	248	475	689	928	Up is Good	◀▶ Neutral	
TOU14	Parliament Street Footfall	Monthly	8,044,607	8,049,691	8,445,834	2,177,525	2,299,231	2,302,939	1,666,139	Up is Good	◀▶ Neutral	
4. Earnings	CJGE14	Median earnings of residents - Gross Weekly Pay (£)	Annual	£508.1	£519.9	£512.6	-	£512.6	-	-	Up is Good	◀▶ Neutral
		Benchmark - National Data	Annual	£540.9	£552.3	£571.1	-	£571.1	-	-		
		Benchmark - Regional Data	Annual	£498.3	£502.3	£520.9	-	£520.9	-	-		
		Regional Rank (Rank out of 15)	Annual	5	5	10	-	10	-	-		
	CJGE68	Median earnings of residents - Gross Weekly Pay (£) - Gender Pay Gap	Annual	£117	£117.3	-	-	-	-	-	Up is Bad	◀▶ Neutral
		Benchmark - National Data	Annual	£99.8	£99.8	-	-	-	-	-		
		Benchmark - Regional Data	Annual	£106.5	£105.1	-	-	-	-	-		
		Regional Rank (Rank out of 15)	Annual	10	11	-	-	-	-	-		
5. Resic	TAP01	% of panel satisfied with their local area as a place to live	Quarterly	89.84%	89.94%	88.61%	88.09%	NC	88.61%	NC	Up is Good	◀▶ Neutral
		% of panel dissatisfied with their local area as a place to live	Quarterly	6.18%	6.29%	8.02%	7.80%	NC	8.02%	NC	Up is Bad	◀▶ Neutral
	TAP30	% of panel who think that the council and partners are doing well at improving green spaces	Quarterly	42.80%	37.09%	38.03%	45.22%	NC	38.03%	NC	Up is Good	◀▶ Neutral



			Previous Years			2018/2019						
		Collection Frequency	2016/2017	2017/2018	2018/2019	Q1	Q2	Q3	Q4	Polarity	DOT	
Jent Surveys	TAP30	% of panel who think that the council and partners are not doing well at improving green spaces	Quarterly	40.77%	45.12%	49.22%	41.19%	NC	49.22%	NC	Up is Bad	▲ Red
	TAP32	% of panel who think that the council and partners are doing well at improving the quality of streets/public spaces	Quarterly	47.40%	38.26%	33.70%	35.59%	NC	33.70%	NC	Up is Good	▼ Red
		% of panel who think that the council and partners are not doing well at improving the quality of streets/public spaces	Quarterly	44.00%	52.61%	59.91%	57.84%	NC	59.91%	NC	Up is Bad	▲ Red
6. Housing and Planning	CES13	New Homes Built on Previously Developed Land (%) - (YTD)	Quarterly	82.33%	91.09%	-	NC	86.13%	NC	-	Up is Good	◀▶ Neutral
		Homes Provided on Greenfield Land (Gross) - (YTD)	Quarterly	176	119	-	NC	43	NC	-	Neutral	◀▶ Neutral
		Homes Provided on Brownfield Land (Gross) - (YTD)	Quarterly	820	1,217	-	NC	267	NC	-	Neutral	◀▶ Neutral
	CES905	% of major applications determined within 13 Weeks (NPI157a)	Quarterly	87.00%	89.00%	-	100.00%	69.00%	94.00%	-	Up is Good	◀▶ Neutral
		Benchmark - National Data	Quarterly	87.00%	86.00%	-	87.00%	88.00%	89.00%	-		
		Benchmark - Regional Data	Quarterly	92.00%	88.00%	-	89.00%	88.00%	87.00%	-		
	CES910	% of minor applications determined within 8 Weeks (NPI157b)	Quarterly	81.00%	76.00%	-	76.00%	71.00%	83.00%	-	Up is Good	◀▶ Neutral
		Benchmark - National Data	Quarterly	85.00%	85.00%	-	84.00%	85.00%	85.00%	-		
		Benchmark - Regional Data	Quarterly	86.00%	85.00%	-	85.00%	84.00%	86.00%	-		
	CES911	% of other applications determined within 8 Weeks (NPI157c)	Quarterly	91.00%	92.00%	-	84.00%	77.00%	84.00%	-	Up is Good	◀▶ Neutral
		Benchmark - National Data	Quarterly	90.00%	90.00%	-	90.00%	90.00%	90.00%	-		
		Benchmark - Regional Data	Quarterly	93.00%	93.00%	-	90.00%	90.00%	91.00%	-		
	CJGE121a	Average House Price	Monthly	£241,042	£240,743	£251,507	£247,644	£252,171	£254,412	£251,507	Neutral	◀▶ Neutral
		Benchmark - National Data	Monthly	£227,449	£235,782	£238,259	£239,921	£244,354	£242,922	£238,259		
		Benchmark - Regional Data	Monthly	£149,606	£155,251	£162,129	£160,727	£162,009	£165,119	£162,129		
		Regional Rank (Rank out of 15)	Monthly	1	1	1	1	1	1	1		
	HM01	Gross Additional Homes Provided - (YTD)	Quarterly	996	1,336	-	NC	310	NC	-	Up is Good	▼ Red
	HM03	Net Additional Homes Provided - (YTD)	Quarterly	977	1,296	-	NC	291	NC	-	Up is Good	▼ Red
HM07	Net Housing Consents - (YTD)	Quarterly	451	1,104	-	NC	1,447	NC	-	Up is Good	▲ Green	
7. Public Protection	CSPEC1	Calls for Service - Flytipping - Rubbish	Monthly	2,276	2,151	1,995	496	545	437	517	Up is Bad	▼ Green
	PHOF24	% of the population exposed to road, rail and air transport noise of 55 dB(A) or more during the night-time	Five Years	5.51%	5.51%	5.51%	-	-	-	-	Up is Bad	◀▶ Neutral
		Benchmark - National Data	Five Years	8.48%	8.48%	8.48%	-	-	-	-		
		Benchmark - Regional Data	Five Years	6.48%	6.48%	6.48%	-	-	-	-		
		Regional Rank (Rank out of 15)	Five Years	6	6	6	-	-	-	-		
	PP04	% of customers who were satisfied with the overall level of service provided	Annual	78.40%	75.00%	80.60%	-	-	-	-	Up is Good	◀▶ Neutral
PP06	% of food premises that are classified as broadly compliant	Quarterly	94.25%	93.80%	93.00%	96.00%	94.00%	94.00%	89.00%	Up is Good	◀▶ Neutral	
CAN030	The number of businesses signed up to the Eco Stars fleet recognition scheme - (Snapshot)	Quarterly	83	95	106	95	101	103	106	Up is Good	▲ Green	
CAN031	P&R Passenger Journeys - (LI 3 b) - (YTD) Indexed to 2009 baseline (3,941,852)	Monthly	4.57m	4.25m	-	0.99m (Prov)	2.07m (Prov)	3.28m (Prov)	4.24m (Prov)	Up is Good	◀▶ Neutral	
CAN032	Local bus passenger journeys originating in the authority area (excluding P&R) (LI 3 a) - (YTD) Indexed to 2009 baseline (10,832,614)	Monthly	11.5m	12m	-	2.92m (Prov)	5.73m (Prov)	8.99m (Prov)	11.93m (Prov)	Up is Good	◀▶ Neutral	
CAN032-A	Passenger journeys on local bus services (Not comparable with CAN031/CAN032 - DfT measure - BUS0109a)	Annual	16.8m	15.9m	-	-	-	-	-	Up is Good	◀▶ Neutral	
CAN033	% of non-frequent scheduled bus services (fewer than 6 buses per hour) running on time (DfT measure - BUS0902) (LI 22a)	Annual	86.50%	84.70% (2017)	(Due August 2019)	-	-	-	-	Up is Good	◀▶ Neutral	
CES03	% of road and pathway network that are grade 3 (poor condition) - roadways	Annual	NC	24.00%	23.00%	-	-	-	-	Up is Bad	◀▶ Neutral	
CES04	% of road and pathway network that are grade 3 (poor condition) - pathways	Annual	NC	5.00%	3.00%	-	-	-	-	Up is Bad	◀▶ Neutral	
CES05	% of Principal roads where maintenance should be considered (NI 168)	Annual	5.00%	8.00%	10.00%	-	-	-	-	Up is Bad	▲ Red	
	Benchmark - National Data	Annual	3.00%	3.00%	(Avail Mar 2020)	-	-	-	-			

		Collection Frequency	Previous Years			2018/2019				Polarity	DOT	
			2016/2017	2017/2018	2018/2019	Q1	Q2	Q3	Q4			
8. Transport	Benchmark - Regional Data	Annual	3.00%	3.00%	(Avail Mar 2020)	-	-	-	-			
	Regional Rank (Rank out of 15)	Annual	14	15	(Avail Mar 2020)	-	-	-	-			
	% of Non-principal classified roads where maintenance should be considered (NI 169)	Annual	18.00%	21.00%	24.00%	-	-	-	-	Up is Bad	▲ Red	
	Benchmark - National Data	Annual	6.00%	6.00%	(Avail Mar 2020)	-	-	-	-			
	Benchmark - Regional Data	Annual	6.00%	5.00%	(Avail Mar 2020)	-	-	-	-			
	Regional Rank (Rank out of 15)	Annual	15	15	(Avail Mar 2020)	-	-	-	-			
	% of Unclassified roads where maintenance should be considered (old BV224b)	Annual	12.00%	28.00%	27.00%	-	-	-	-	Up is Bad	◀▶ Neutral	
	Benchmark - National Data	Annual	17.00%	17.00%	(Avail Mar 2020)	-	-	-	-			
	Benchmark - Regional Data	Annual	18.00%	17.00%	(Avail Mar 2020)	-	-	-	-			
	Regional Rank (Rank out of 15)	Annual	3	13	(Avail Mar 2020)	-	-	-	-			
	CES14	Reported number of PEOPLE killed in road traffic accidents (Calendar Year) (LI 13a)	Monthly	5 (2016)	2 (2017)	5 (Prov 2018)	2 (Prov)	3 (Prov)	0 (Prov)	-	Up is Bad	◀▶ Neutral
	CES14i	Reported number of PEOPLE killed or seriously injured (KSI) in road traffic accidents (Calendar Year) (LI 13a (i))	Monthly	60 (2016)	52 (2017)	59 (Prov 2018)	9 (Prov)	17 (Prov)	13 (Prov)	-	Up is Bad	◀▶ Neutral
	CES16	Reported number of PEOPLE slightly injured in road traffic accidents (Calendar Year) (LI 13c)	Monthly	488 (2016)	445 (2017)	398 (Prov 2018)	105 (Prov)	89 (Prov)	97 (Prov)	-	Up is Bad	◀▶ Neutral
	CES17	Reported number of CHILDREN (0-15) killed in road traffic accidents (Calendar Year) (LI 13b)	Monthly	1 (2016)	0 (2017)	0 (Prov 2018)	0 (Prov)	0 (Prov)	0 (Prov)	-	Up is Bad	◀▶ Neutral
	CES26	Index of cycling activity (AM Peak) from 2009 Baseline (5,171) (Calendar Year) (LI 2a(ii))	Annual	118.00% (2016)	119.00% (2017)	117.00% (2018 Prov)	-	-	-	-	Up is Good	◀▶ Neutral
	CES27	Index of cycling activity (PM Peak) from 2009 Baseline (4,557) (Calendar Year) (LI 2b(ii))	Annual	122.00% (2016)	116.00% (2017)	118.00% (2018 Prov)	-	-	-	-	Up is Good	◀▶ Neutral
	CES28	Index of cycling activity (12 hour) from 2009 Baseline (31,587) (Calendar Year) (LI 2c(ii))	Annual	123.00% (2016)	116.00% (2017)	120.00% (2018 Prov)	-	-	-	-	Up is Good	◀▶ Neutral
	CES33	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	108.00%	110.00%	126.00% (Prov)	-	-	-	-	Up is Good	◀▶ Neutral
	CES34	% of customers arriving at York Station by sustainable modes of transport (cycling, walking, taxi or bus - excluding cars, Lift, Motorcycle, Train) (LI 4a)	Annual	75.00% (2016)	71.00% (2017)	73.00% (Prov)	-	-	-	-	Up is Good	◀▶ Neutral
	TSS08B	% of tenants who say car parking is not a problem in their neighbourhood	Annual	41.62%	37.19%	37.01%	-	-	-	-	Up is Good	◀▶ Neutral
YCC036	Customer Centre Tickets issued - Parking	Monthly	18,310	17,599	19,375	4,843	5,005	4,853	4,587	Neutral	◀▶ Neutral	
YCC107	YCC Number of calls offered - Parking	Weekly	20,315	17,989	17,359	4,817	5,159	4,168	3,215	Neutral	◀▶ Neutral	
9. Waste	Household waste recycled / composted - (YTD)	Quarterly	44.00%	43.00%	-	57.00%	54.00%	50.00%	-	Up is Good	◀▶ Neutral	
	Benchmark - National Data	Annual	43.70%	43.20%	-	-	-	-	-			
	Benchmark - Regional Data	Annual	42.90%	42.40%	-	-	-	-	-			
	Regional Rank (Rank out of 15)	Annual	9	8	-	-	-	-	-			
	CES48	Missed bins per 100,000 collections - (YTD) (COLI3)	Monthly	54.64	57.06	48.65	46.73	47.98	47.41	48.65	Up is Bad	◀▶ Neutral

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## Economy and Place Policy and Scrutiny Committee

### Work Plan 2019-20

Wednesday 12 June @ 5.30pm	<ol style="list-style-type: none"><li>1. Arrangements for Scrutiny in York</li><li>2. Draft Work Plan and work planning for the new municipal year.</li></ol>
Wednesday 10 July @ 5.30pm	<ol style="list-style-type: none"><li>1. Attendance of the Executive Member for Economy and Strategic Planning – Priorities and Challenges for 2019-20</li><li>2. Attendance of the Executive Member for Transport– Priorities and Challenges for 2019-20</li><li>3. Annual Report of the Executive Director of York BID</li><li>4. Bi-Annual Update Report from the Managing Director of Make It York</li><li>5. Year End Finance and Performance Monitoring Report</li><li>6. Work Plan 2019-20 and work planning for the year</li></ol>
Wednesday 11 September @ 5.30pm	<ol style="list-style-type: none"><li>1. Attendance of the Executive Member for Environment and Climate Change</li><li>2. CYC Flood defences Action Plan – Biannual Report</li><li>3. 1<sup>st</sup> Quarter Finance and Performance Monitoring report</li><li>4. Update of implementation of recommendations from York Residents’ Priority parking Scheme Scrutiny Review</li><li>5. Update of implementation of recommendations from Economic Health of York City Centre Scrutiny Review</li><li>6. Work Plan 2019-20</li></ol>

Wednesday 16 October @ 5.30pm	1. Work Plan 2019-20
Wednesday 13 November @ 5.30pm	1. Work Plan 2019-20
Tuesday 10 December @ 5.30pm	1. 2 <sup>nd</sup> Quarter Finance and Performance Monitoring Report 2. Work Plan 2019-20
Wednesday 15 January @ 5.30pm	1. Work Plan 2019-20
Wednesday 12 February @ 5.30pm	1. Work Plan 2019-20 2. Bi-Annual Update Report from the Managing Director of Make It York
Wednesday 11 March @ 5.30pm	1. CYC Flood Defences Action Plan – Biannual Report 2. 3 <sup>rd</sup> Quarter Finance and Performance Monitoring Report 3. Work Plan 2019-20
Wednesday 15 April @ 5.30pm	1. Work Plan 2019-20
Wednesday 20 May	1. Work Plan 2019-20



@ 5.30pm	
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## **Annexes**

Annex 1 – Work Plan Suggestions

### Future Areas of Policy Development

- Economic Strategy 2020–2025 - Building in Economic Metrics & Performance Assessment
- Community Infrastructure Levy
- Supplementary Planning Guidance – Priorities for York

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## **Economy and Place Policy and Scrutiny Committee**

### Work Plan suggestions

1. **High value jobs.** How York has performed in recent years and whether we can make the most of the developments at York Central to ensure growth of high-skilled jobs and growth of high-skilled jobs in the green sector.
2. **A raft or work around an inclusive economy in York:**
  - Pay in work poverty;
  - Gender pay gap;
  - Apprenticeships and skills – how we use apprenticeship levy in the council and also its use around the city;
  - Low paid industries – hospitality and tourism – and how we encourage career progression in those industries
  - Graduate retention;
  - Stem the loss of skilled people;
  - Sustainable growth and social values;
  - Community wealth
3. **Performance on road repairs.** This is an unavoidable issue across the city. Deep dive into repairs – road surfaces, not just pot holes
4. **Review of Business rates system** to see if it is fit for purpose
5. **Bus services** in outlying areas
6. **Parking across the city.** Increasing use of park and ride to reduce the number of people parking on city centre streets.
7. **Apprenticeships and skills.** To include apprentice levy and staff progression.

8. **Hospitality and tourism.** Creating a high-value offer that benefits residents and businesses.
9. **University collaboration** and graduate retention.
10. **Opportunities and barriers to business growth.** Innovation and productivity including business support services, physical constraints such as lack of office space etc.
11. **Positive growth.** Sustainable growth, social value and community wealth building.
12. **Clean air zone.** Next steps towards clean air.