

Make It York Business Plan Chairman's Foreword

Make It York formally came into being in April 2015 but planning really began in late 2013. Extensive consultation took place in 2013/14 and the emerging organisation's mission and key objectives were established:

Mission

To improve York's competitiveness and effectiveness for the benefit of its citizens, communities and businesses.

Overarching Objectives

- To capture more value for the city of York and its functioning economic area, by providing a market-facing organisation promoting York, in a joined up way, to residents, visitors, businesses and students
- To promote and sustain collaborative working, avoiding duplication of effort across York's stakeholders, alighted around a shared interest in the success of York.

The business model, that is, how Make It York can create value for those it serves, also assumes that it can capture some of that value as revenue to offset costs and deliver a surplus which in Make It York's case is then used for the public good.

Make It York, for the first time, brings together the activities of city centre management, destination management, inward investment, high-growth sector support and culture and creativity for the benefit of York's audiences: residents, businesses, visitors and students. It does this in order to join up and enhance services whilst also marketing such services more effectively to local, national and international audiences.

It has 3 core operating principals; innovate, operate and align

Innovate – creating new products and services which leverage additional benefit for York and its environs. A key focus is on identifying organisations, both public and commercial, who would invest in York as a means of furthering their objectives. This includes government agencies (UK central, local and EU); inward investors (UK and foreign); other organisations which would benefit from a more competitive and effective York and organisations that partner with us to share the benefits of collaborative working.

Operate – deliver marketing and business development services

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Align – alignment and coordination across the city to ensure that all stakeholders stay focussed on mutually beneficial ends.

Make It York is focussed on helping to fulfil the ambitions of the York Economic Strategy 2016 - 2020 and works with both the Leeds City Region and York North Yorkshire and East Riding LEPs on their Strategic Economic Plans. The company is also feeding into UK government on both the Brexit plans and inputting into the Industrial Strategy Green Paper.

The third year of the agreement with City of York Council will concentrate on moving forward a number of key initiatives that will deliver the mission:

- A major focus on business support including working with the LEPs on the last few years of EU funded programmes
- Contributing to all inward investment opportunities including York Central and the Guildhall
- Working on a new cultural strategy and a new events strategy for the city
- Further improving our tourism coordination including a new website and enhanced use of social media platforms
- Supporting the delivery of a major new international Media Arts Festival in 2018
- Continuing to build and develop the Shambles Market

Jane Lady Gibson
Chairman
Make It York
21 March 2017