

SLA ACTIVITY	MIY ACTIVITY TO DATE (April 2016 to March 2017)
High value jobs growth initiatives	
WORK WITH EXPANDING BUSINESSES TO BE ANCHOR TENANTS ON KEY SITES	<ul style="list-style-type: none"> • Over the 12 months (April – March), Make It York received 287 commercial premises enquiries. Enquiries have spanned a broad spread of sectors including financial and professional services, creative and digital, retail, manufacturing, and biotechnology. Promotion of key sites has been limited due to CYC development progress. However opportunities across the wider city are actively being pursued/promoted. • MIY have worked with several key indigenous businesses to support key longer term expansion plans at various sites across the city. This includes working closely with CYC planning and local plan teams where relevant to determine future opportunities. • MIY has worked closely with a number of upcoming developments including Yorkshire House, Hudson House, Stonebow and Guildhall. • MIY attended MIPIM UK in October alongside the team from the Leeds City Region, promoting key inward investment and development opportunities.
HOLD KEY ACCOUNTS WITH 100 HIGH VALUE COMPANIES	<ul style="list-style-type: none"> • Make It York has identified over 100 businesses across a range of key sectors with which it is developing KAM relationships. Regular meetings are taking place and will inform regular business insight reports going forward. The first report covered the final quarter January – March 2017. • MIY hosted the first of a series of special business events in February. Andrew Percy MP, Northern Powerhouse Minister addressed an invited audience of 100 senior business and political leaders from across York and North Yorkshire. The event brought the audience together to network and hear about the latest Northern Powerhouse plans and how businesses can get involved.

	<ul style="list-style-type: none"> • Science City York ran their director forum dinner series for 90 key accounts in Creative, Bioscience and IT & Digital business sectors. These take place quarterly. Science City York is also developing a new network of Agri-food and Agri-tech businesses through the SIAFS project, working with FERA.
<p>DELIVER IMPROVED WEB + DIGITAL MARKETING OF THE CITY TO A BUSINESS AUDIENCE</p>	<ul style="list-style-type: none"> • A new 'Invest in York' website was launched as a part of the Make It York website. • A soft landing package and guide to living in York have been developed. These offer easy access to tailored professional, legal, recruitment and accountancy support alongside interim easy terms property offers and provide useful information to help relocating staff find the information they need to settle in quickly. • An Inward Investment App is in development. The App will provide easy offline access to key Inward Investment data and information. It will initially be targeted at our 20 new Inward Investment ambassadors, allowing them to carry a full suite of relevant information in their pocket. More standard collateral in the form of printed and online brochures and leaflets are also available. • Twitter and Linked in are being proactively used to target business messages. @York_Means_Biz twitter handle is being used as the primary business feed and now has 3,097 followers. This is showing a steady increase year on year. • A new and improved York Means Business brand website www.yorkmeansbusiness.co.uk is now live as part of a soft launch. This is more flexible and modern and will allow better access to relevant information for York's businesses. The website will be developed further over the coming year. • Science City York have refreshed their web site www.scy.co.uk and now have 2,260 twitter followers on @sciencecityyork, 5,393 followers on @creativeyork and 5721 on @illuminateyork

TARGET INWARD INVESTMENT THROUGH SENIOR ADVOCATES AND INTERMEDIARIES	<ul style="list-style-type: none">• An Inward Investment ambassador’s programme has been formally launched. The programme has initially attracted 20 influential business leaders in the city. The ambassadors have been furnished with the latest information and marketing collateral, to enable them to consistently sell the city to prospective investors as part of their national and international business. The scheme will run as a ‘pilot’ for 6 months with the aim of rolling out more widely with further recruitment of ambassadors. The aim is to grow the scheme to 50 over the coming year.• MIY has built a strong relationship with the National Agri-Food Innovation Campus on the edge of York, working closely with them to attract new sector-specific businesses to the site. Recent success includes the location of drug development business, Covance taking 17,000 sq ft of space. A number of other live opportunities are currently being followed up.• Work has begun, in conjunction with Leeds City Region and across Leeds, Bradford and Harrogate, to promote the strong investment proposition within financial technologies. MIY has partnered with the LEP to attend a number of targeted trade shows including Fintech Connect (Dec), Finnovate Europe (Feb) Innovate Finance Global Summit (10/11 April) and Fintech North in Leeds (26 April).• Make It York has helped facilitate visits from Department for International Trade overseas leads for the Digital Software and IT and Agri/Biotechnology sectors and overseas business delegations for both Biotechnology and Digital and IT technologies• York’s proposition has been promoted to international audiences at several sector specific business events including events in Industrial Biotechnology, Biorenewables and Insurance.• Working with local partners and with the Leeds City Region China Business Club, MIY has hosted several delegations of senior business people from China,
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	<p>supported the Lord Mayors Visit to China in November and supported the formal visit from York's official sister city Nanjing in March, building business to business relationships.</p> <ul style="list-style-type: none"> • An initiative to attract fresh, contemporary retailers to the city is underway. 80 prospects have been identified and contact is being made with all of them. The ambition is to try and create a pipeline of new retailers interested in York. Initial response has been positive.
<p>BROKERAGE TO PRIVATE SECTOR/REGIONAL BUSINESS SUPPORT AND FUNDING OPPORTUNITIES</p>	<ul style="list-style-type: none"> • Over the course of the year Make It York has assisted 382 businesses across a range of sectors to access growth support and advice. Support has been wide ranging including access to finance, skills and recruitment support, start up advice and property search assistance. 81 of those businesses were start-ups and those meetings have generated 94 referrals into other, mostly York based, providers. For example, 4 businesses were referred into Hiscox Business Club to discuss their needs for office space, 23 were introduced to local accountants and 13 were referred for start-up loan support. • Over the same period, 18 of those businesses have been supported to successfully secure investment finance of £339,000. • 69 companies have been introduced into the LEP Skills Service, helping them to secure £166,000 of funding to help meet the cost of training and developing their staff. • Delivery of targeted business masterclass events continues with 18 delivered across the financial year in partnership with local service providers has attracted over 400 delegates. 5 masterclasses are already published for the next financial year with a target of delivering 2 per month across the year. We have developed a strong network of service providers, eager to use our events as a method of marketing their services. Events are regularly fully booked days in advance and waiting lists set up to manage over capacity.

- Our Insomnia events started in March. This monthly programme brings together a small cohort of business owners with facilitation from Make It York and a local mentor to encourage knowledge and experience sharing to help owners work towards solving business issues that keep them awake at night. The programme will run for 6 months and, if successful, we will roll out more widely.
- MIY is working with the Hoteliers Association in York to address the acute skills shortage currently being felt in the sector.
- MIY supported York Business Week 14-18th November 2016. The event had over 30 registered events. MIY hosted 2 Masterclasses alongside running Venturefest Yorkshire. Planning is underway for a stronger involvement in York Business Week 2017 including development of a York 'top 100 companies' initiative in conjunction with York St John Business School.
- MIY has worked with Leeds City Region to develop the Ad;Venture start up programme. The programme offers funding and support to people running early stage (up to 3 years) or wishing to start a business across Leeds City Region including York.
- Considerable work went into delivering Venturefest Yorkshire on 16th November at York Racecourse. In advance of the event, SCY ran a series of roadshow events across the region, contributing to the marketing of the main event. The main conference had a packed programme of business speakers, investment competitions, workshops, seminars and exhibitors attracting almost 1000 delegates and over £100k of sponsorship. Over £1m of business was created on the day and a number of companies took part in two investment competitions; Pitchfest and Innovation Showcase. The winners of these competitions went on to take part in a national pitching event to 85+ investors in London in February, supported by Science City York.
- In addition to our core activities the team provide regular mentoring support in

	<p>partnership with organisations / events including York St John University, Venturefest, Archbishop Holgate School and Young Enterprise. Two members of the team are also in the process of applying to be mentors with the Prince's Trust.</p>
<p>Initiatives making a fresh statement of cultural and visual identity</p>	
<p>CREATIVE MARKETING + PR TO CHANGE PERCEPTION OF CITY</p>	<ul style="list-style-type: none"> • MIY has supported the Great Yorkshire Fringe, Illuminating York, ASFF, the Literature Festival and all the other festivals in York. • MIY has worked on an initiative with York St John University to encourage students to make more of the city while they are here : “100 things to do in York before you graduate.” • Taking place in Autumn 2018, and every two years thereafter, plans for the inaugural York Mediale festival are being developed by Creative Director Tom Higham. This festival will build on York's designation as a UNESCO City of Media Arts and will be an important platform to showcase York as a dynamic, creative, contemporary city. This re-positioning of York is vital to attracting students and inward investment and is important for projects such as York Central.
<p>Initiatives bringing people and businesses together in creative low-cost ways</p>	
<p>ENABLE SUSTAINABLE PRIVATE/VOLUNTARY SECTOR CULTURAL EVENTS + FESTIVALS</p>	<ul style="list-style-type: none"> • The York Food and Drink Festival taster took place in early June and the main festival was held in September. An extended Great Yorkshire Fringe was held from 15-31 July 2016. ASFF took place in November 2016 and the Literature Festival in March 2017. All events were strongly supported by MIY. • MIY supported the BAFTA qualifying ASFF in November as a main sponsor, also hosting the festival and ticket office within the VIC in the run up and during the event. • A new events strategy/framework is being finalised in consultation with the BID, Welcome to Yorkshire and CYC.

DIRECTORS FORUMS AND/OR PRIVATE SECTOR LED SECTOR NETWORKS	<ul style="list-style-type: none">• The first York Food and Drink Conference was held at the Park Inn on 28th September. Hosted by Chris Stott, KPMG's national sector lead for food and drink, with speakers including Food and Drink Federation, Harrogate Water Brands, Nestle and Morrison's, the event was attended by over 100 delegates. The next conference is now being planned and will take place on 14 September 2017.• MIY is working with a number of partners including Deliciously Yorkshire, Leeds City Region Food Group, Food Innovation Network and the Food Industry Network to identify gaps in the supply chain for food and drink production, and the barriers to growth, in particular issues that inhibit scalability.• MIY working through its Science City York brand established the 'Agri-Food Yorkshire' platform and network which brings together over 15 of the region's food and farming networks.• MIY is working with the Rail Alliance, National Skills Academy for Rail, and the Rail Industry Association to establish a regional apprentice/company matching service, helping to address entry level skills recruitment issues in the sector, particularly for SMEs. MIY also continues to work with York based rail companies to bring them together and understand the further needs of the industry.• Science City York has partnered with FERA Science Ltd to develop and launch the ERDF funded £1.6m Stimulating Innovation in the Agri-Food Sector programme. The programme which launched in October is aimed at encouraging investment and growth in the agri-food sector and will provide access to specialist support and grant funding to catalyse business innovation. The programme will provide innovation grants of between £2k and £5k and deliver 48 workshops and networking events over the coming 2 years. The project has also generated 3 new part-time posts in Science City York.• Science City York has continued to engage strongly with Bioscience and Creative, Digital and IT Businesses. Several Directors Forum have taken place and a
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	<p>number of supplementary events have also been run to engage the business community including Dot York, Tech Scene York, Digital Catapult partnership event, Agrifood Yorkshire events, and Technology Digest, collectively attracting over 500 delegates.</p> <ul style="list-style-type: none"> • Make It York/Science City York has strategically partnered with the University of York to develop and deliver the Product and Process Innovation programme. PAPI is an EU funded small capital grants scheme that will provide financial support to regional SMEs, helping them to innovate through the development of new products and processes. The first round of funding has now been completed and the second opened on 13th March 2017.
<p>ROLLOUT OF BISHOPTHORPE ROAD MODEL</p>	<ul style="list-style-type: none"> • Work is continuing to support a number of initiatives including Fossgate, Micklegate, Acomb, and the Shambles traders. • MIY have also had initial discussions with Haxby and Wigginton to assess how we might help them establish their own groups. • The aim in 2017/18 is to develop a ‘toolkit’ that can be used by any local trade/retail organisation.
<p>Events, city centre and market management (funded by license agreements with City of York Council)</p>	
<p>MARKET MANAGEMENT</p>	<ul style="list-style-type: none"> • Work is ongoing to improve the Shambles Market environment and footfall, including new infrastructure in the Shambles Food Court, which has become a major driver of footfall into the market. • A new weekly food zone, operating under the brand Taste York was launched in Shambles Market in July. This will be developed in the new financial year with support from the York Food and Drink Festival team who will be putting on weekly cooking demos and activities in the market. • A review of the monthly Farmers’ Market was undertaken and The Farmers’ Market contract has been awarded to Yorkshire Farmers Markets. This will deliver a

	<p>monthly Farmers' Market in St Sampson's Square. The first Market took place in February 2017 with 20 traders.</p> <ul style="list-style-type: none"> • As mentioned above, the development of the new Shambles Food Court saw the installation of undercover seating and festoon lighting in the area. The Shambles Food Court was officially launched during the Illuminating York Festival in October alongside a night market in the main market area. This was a successful event beneficial to our food vendors, market traders and the line-up of local buskers who performed to the crowds in the space. • The first summer evening event 'Shambles Street Feast' was held in June. Further Street Feast events took place over the summer attracting up to 300 people each evening. The event will resume in summer. • The Shambles Market Christmas Party weekend attracted increased footfall in the Shambles Market during the last weekend of the St. Nicholas Fair. Minster FM's roadshow vehicle and set list of activities and entertainment helped create a vibrant, festive atmosphere for traders and shoppers. Shambles Market trader feedback was very positive compared to the previous Christmas. • Ongoing work with local charity, Edible York, has seen the installation of community planters in the market during March.
<p>CITY CENTRE, EVENTS & FESTIVALS MANAGEMENT</p>	<ul style="list-style-type: none"> • Organised by MIY, Illuminating York took place October 26th to 29th. With one ticketed and 7 free installations around the city, the event was well received with feedback much improved over 2015. There were approx. 20,000 visitors to the festival generating around £1.1m for the city. • The York Christmas Festival took place 17 November to 23rd December. The market housed over 100 chalets with over 140 different traders taking part over the 5 weeks throughout Parliament Street, St Sampson's Square and Coppergate, feedback from a number of small local businesses involved was extremely positive. • A 'Small Business Christmas' area ran very successfully at Judges Lodgings

	<p>courtyard with 6 small chalets providing opportunity for 26 small businesses from across York and North Yorkshire to showcase their products and promote small businesses and independent traders. Following last year's success Judges Lodgings courtyard will once again host Small Business Christmas in 2017. The application process for this year's 'Small Business Christmas' is now open, available via yorkmeansbusiness.co.uk. The Ice Trail was a particularly popular event from the content programme.</p> <ul style="list-style-type: none"> • The 2017 Easter Family Festival and York Chocolate Festival took place over the Easter period. Feedback to date has been very positive. • 2 new requirements have been added to the SLA and will be reported on in future documents : • MIY will produce a "cultural framework" for the city identifying priorities, strategies and funding models for the city's cultural product to deliver on the York Economic Strategy "To Do": <i>Make a fresh loud statement of cultural and visual identity</i>. MIY will lead and resource this activity, working in collaboration with the Council (through Charlie Croft) and the Cultural Leaders Group. The framework will seek to provide practical co-ordination of the sector as well as a clear statement of the city's strategic priorities for the benefit of external funders such as the Arts Council (England) • MIY will produce an "events framework". This will mirror the "cultural framework", focussing specifically on the development of events for the city.
<p>Visitor economy development in addition to the above initiatives (funded by other income streams and shareholder subsidy to move towards long term self-sufficiency)</p>	
<p>VISITOR ECONOMY PRODUCT DEVELOPMENT</p>	<ul style="list-style-type: none"> • Substantial progress has been made in uplifting the quality of marketing collateral for Visit York. • Visit York continues to work closely with the Hoteliers Association, Visit York

	<p>members and partner organisations to enhance the overall visitor experience</p> <ul style="list-style-type: none"> • Through the Visit York Advisory Board, the tourism strategy for York is going to be reviewed and refreshed.
<p>VISITOR INFORMATION & MARKETING</p>	<ul style="list-style-type: none"> • The ‘Original City Adventure’ campaign has now been shortlisted for 2 key awards. CIM Awards and Travel Marketing Awards. • The York video has now had over 300,000 known views to date across various channels. • The ‘York Christmas’ marketing campaign was a huge success with over 450 coaches booked in over the season. We targeted regional and national visitors with a £30k marketing programme. • Visit York is working closely with Marketing Manchester and Manchester Airport on China activity, supporting Hainan Airlines new Manchester Beijing route, a familiarisation trip with Hainan staff and Chinese Tour operators was organised. • Visit York met with all VisitBritain overseas tour operators at the recent VisitBritain Explore GB event in Brighton and attended the VisitBritain organised China Sales Mission in November meeting with key operators already using and considering Britain and the North of England • Attended the New York Times and Travel Show with Visit Leeds promoting Yorkshire as a great destination for filming, including Victoria which is now showing on PBS in the USA. • Partnered with the House of Britain in the Netherlands for the Dutch market. • Launched the Year of the Viking theme. Including the annual Viking festival and details of the re-opening of JORVIK in April and the new VIKING legend exhibition at the Yorkshire Museum. • Visit York has hosted numerous Press Visits from across the globe. The Yorkie PR initiative has generated extensive coverage in 71 publications to date from local, regional, national and international publications and newspapers –securing

	coverage in, among others, France, Pakistan and South Africa and China.
BUSINESS TOURISM	<ul style="list-style-type: none"> • The VisitYork4 Meetings team continue to refocus activity on targeting high value association conferences aligned with key York business sectors. Both enquires and confirmations through VistYork4meetings continue to grow year on year. • A new conference guide detailing York’s offer was published in March 2017 with a sector specific focus, to be distributed at all trade shows and online and to our client database • A business tourism short film was launched, showcasing the city for conferences and business events and including footage of the cities areas of expertise. • VisitYork4Meetings attended The Meeting Shows show at London Olympia, generating 163 new leads and 5 enquiries including a conference for over 1,000 delegates. The team also attended the Square Meal Venues and Events show in London on 21/22 September. • Working with partners, VisitYork4Meetings attended The Associations Forum targeting York relevant sector specific associations to bring their events to York. Enquiries were generated for biosciences and digital conferences. • The Liberal Democrats held their spring conference in York for the third time in 2017, attracting 1,400 delegates. • In the final stages of being implemented the new enquiry handling facility, the GRATIS venue finding system enables venues to log on and respond to enquiries online meaning a faster turnaround for the proposal to client. The client proposal also includes more detailed information including maps. • Working with Visit Britain, the VisitYork4 Meetings team is providing ongoing support for the 2016/17 campaign “Incentive England” to promote York in this high end corporate market. • VisitYork4Meetings Twitter channel @VisitYork_4M was launched and continues to grow with industry specific followers

