

Economic Development & Transport Policy & Scrutiny Committee

10 May 2017

Report of the Managing Director, Make It York

Make It York Update Report

Summary

1. This report and its annex updates Members of the Economic Development & Transport Policy & Scrutiny Committee (EDAT) on the progress being made by Make it York (MIY).

Background

2. In November 2016 the Committee received a report from the managing Director of Make It York which provided an update on the progress of MIY and its plans for the future. The Committee asked for a further update report in six months time.

Activity

3. The information in Annex 1 provides information on MIY activity across five key areas within its Service Level Agreement (SLA):
 - i. High value jobs growth initiatives:
 - Work with expanding businesses to be anchor tenants on key sites
 - Hold key accounts with 100 high value companies
 - Deliver improve web and digital marketing if the city to a business audience
 - Target inward investment through senior advocates and intermediaries
 - Brokerage to private sector/regional business support and funding opportunities
 - ii. Initiatives making a fresh statement of cultural and visual identity
 - Creative marketing and PR to change perception of city

- iii. Initiatives bringing people together in creative low-cost ways
 - Enable sustainable private/voluntary sector cultural events and festivals
 - Director forums and/or private sector-led sector networking
 - Rollout of Bishopthorpe Road model
- iv. Events and city centre management
 - Market management
 - City centre, events and festivals management
- v. Visitor economy developments
 - Visitor economy produce development
 - Visitor information and marketing
 - Business tourism

Options

- 4. This report is for information only and there are no options to consider.

Analysis

- 5. As this report is for information only there is no analysis.

Council Plan

- 6. This report relates to 'A Prosperous City for All' element of the Council Plan 2015-19.

Risks and Implications

- 7. This report is for information only and there are no risks or implications to consider.

Recommendations

- 8. That Members note and comment upon the information provided in this report and its annex.

Reason: To ensure Members are aware of the progress of Make It York

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Wards Affected:

All

For further information please contact the author of the report

Annexes

Annex 1 – Update on MIY Activity

Abbreviations

ASFF – Aesthetica Short Film Festival
BAFTA – British Academy of Film and Television Arts
CYC – City of York Council
EDAT – Economic Development & Transport policy & Scrutiny Committee
FERA – Food and Environment Research Agency
KAM – Key Account Management
MIY – Make It York
PAPI – Product and Process Innovation
PBS – Public Broadcasting Service
SCY – Science City York
SIAFS – Stimulating Innovation in the Agri-Food Sector
SLA – Service Level Agreement
SME – Small and Medium Enterprises