







Quarterly narrative report

Progress recorded through commentary and RAG (red/amber/green) rating





MakeItYork

Description	2015/16 - Q4 Jan to Mar Q4 Progress to date/latest activity		Q4 RAG rating
Business Support, Information And Signposting			
<p>Front door for signposting: To be the 'single front door' in York for businesses and start-ups seeking a range of support, including a 'front door' for businesses accessing Council services, with high quality response, signposting and support.</p>	<p>The efforts around this initiative continue. We have worked with 156 businesses to support flood recovery and deliver seminars, including a joint CYC procurement seminar attended by over 60 local businesses. Administering the recent Flood Recovery grant has significantly benefited our engagement with a number of business and we are seeking to further build on these relationships. We continue to regularly signpost to other business support agencies.</p>		A
<p>Raise awareness: To make York businesses and start-ups aware of the export provision / grants and finance / property in York / events / business support available to them, including provision through relevant regional bodies, such as the Local Enterprise Partnerships and Combined Authorities.</p>	<p>We continue to meet regularly with networking groups and intermediaries throughout the city and use this as a means to get access to a wide range of business to raise awareness of our services. This is in addition to distributing the business support brochure to business parks and high business concentration areas. We also continue to use social media, York Means Business website and newsletters. York Business Hour has recently launched in conjunction with Vale Radio.</p>		A
<p>Property database: To provide an online searchable property database of business accommodation in York or equivalent.</p>	<p>The two database search facilities are now working properly and we are actively promoting the service including the website and social media.</p>		G
<p>Student startups: To work with Higher York, and other partners, to ensure students looking to start a business are able to harness the offer.</p>	<p>The University project is still being developed but we continue to work with students through other programmes including the Enhance Programme.</p>		A
Key Account Management For Particular Businesses			
<p>Strategic key accounts: To define, develop and hold key account relationships with at least 100 companies from a spread of: medium-sized high value businesses; foreign owned companies; high-growth companies; and those within priority sectors. To deliver this in a coordinated way with the Council and other providers.</p>	<p>Members of the team are now working with the Key Accounts and we have had meaningful contact to date, including in some cases prolonged intervention, with more than half of our Key Accounts. We are currently fine tuning the reporting process and are set to have full engagement by June.</p>		A
<p>Support on large businesses: To support the Council in relevant key account follow up activity for large businesses in the city.</p>	<p>Continuing to support large company Key Accounts as needed.</p>		A

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Sector Development			
<p>High value sector networks - To ensure there are supportive private-sector led networks and profile for priority sectors (as decided by York Economic Partnership via York's Economy & Place Strategy; but including high value science & technology, visitor & retail, and creative & cultural industries) with supportive activities and events.</p>	<p>Translational Science Projects are based on business and innovation challenges and will be showcased at Venturefest 2016. Film York is up and running and has early stage functionality. The GAMBIT app project is progressing and SCY are continuing to engage with local businesses on this project. SCY have confirmed that they will be main sponsors for DotYork - a digital conference for curious minds. We have made the decision not to host BioSynergy 2016 as a stand-alone event, but instead to integrate into Venturefest Yorkshire 2016. All of the planned content will take place plus more and it will be part of a bigger event with a much bigger audience >10x bigger. We have recruited a new member to the team, Rachael Drew, who is the Creative & Cultural Development Manager. Rachael will support and deliver Illuminating York, Mediale and Guild activities.</p>		G
<p>Named contact - To provide a named individual as a key contact for businesses from priority sectors.</p>	<p>As quarter 3</p>		A
<p>Director's Forums - To deliver Directors' Forums for high value 'Science City' sectors.</p>	<p>Successful Director forums took place for each of the three sectors. Discussion points were: - Creative - Crossover Projects, Venturefest, York Hive and Creative Cultural Development Manager - IT/Digital - Gambit, Hiscox Business Club, Skills and Venturefest - Bioscience - BioSynergy 2016, Innovate UK Funding, Technology Digests and Venturefest.</p>		G
<p>Advisory boards - To maintain appropriate advisory boards or groups for key sector groupings and brands (e.g. Science City, Visit York).</p>	<p>SCY Advisory Board met on the 27 January 2016, with another meeting in April 2016. The second VY Advisory Group met in early March 2016 and will expand through the next 6 months to represent tourism sectors not currently covered. The last meeting looked in detail at the redevelopment of www.visit-york.org. Paul Kirkman chairs the Group and reports back to the MIY board.</p>		G

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Inward Investment			
<p>Proactive & reactive inward investment - To seek proactively to attract new businesses to the city, including providing a clear and effective process for responding to inward investment enquiries in the city, including from intermediaries, with high quality response and support.</p>	<p>Continuing to build inward investment enquiry pipeline through engagement with intermediaries, LEPs, commercial property agents, UKTI. Exploring new routes to leads, for example via university alumni x 2, key account management and partnering VY4M. Developing a 'Proposal' document with inhouse designer to create bespoke proposals for enquirers.</p>	●	A
<p>Toolkit - To update and refresh the York inward investment 'story' and develop a 'toolkit' of resources to promote locating in the city</p>	<p>Inward investment brochure sent to print (2,000 copies). Draft copy available of soft-landing brochure, to be stored and sent electronically. Inward investment postcards - draft copy ready. Currently editing text for 'Living in York' and 'Facts and figures' booklets.</p>	●	A
<p>Anchor tenants - To seek proactively anchor tenants for key employment sites such as York Central and Heslington East.</p>	<p>We continue to identify and explore potential future opportunities working closely with the York Central Team in CYC. Further site development is required before we can fully engage potential occupiers.</p>	●	A
<p>Embed new businesses - To welcome and help new businesses to embed within the city.</p>	<p>Continuing to firm up soft-landing offers from intermediaries with intention to build for wider support to embed businesses. As part of development of key account management programme, the services provided by MIY as a whole and Business Team in particular, have been more clearly articulated, and form part of the offer to new businesses.</p>	●	A
Visitor Economy Product Development			
<p>To work with the visitor economy sector and city centre businesses to ensure a quality 'product' is offered to visitors and residents, and that it is accessible and welcoming to all.</p>	<p>Activity in the fourth quarter has focussed on post flooding recovery. MIY has supported businesses directly and indirectly affected by flooding. January and February showed a marked drop in visitor numbers in both hotels and attractions, although early indications are March and April are showing signs of recovery.</p> <p>MIY delivered the new Easter Family Festival providing additional family friendly activities. Footfall figures increased by 32% on the previous weekend and qualitative feedback from residents and visitors was extremely positive.</p> <p>Plans for Christmas 2016 are developing with increased marketing and promotional plans underway. VY Tourism Awards will take place in May with over 120 entries from York's tourism businesses. The</p>	●	G
Business Tourism			
<p>To attract new business tourism to the city, with a particular focus on priority sectors; including providing a clear and effective process for responding to enquiries with high quality response and support.</p>	<p>Activity in Q4 includes the publication of the 2016 York Conference Guide, development work on the VisitYork4Meetings web pages and recruitment of five private sector partners for the June 2016 Meetings Show.</p> <p>VisitYork4Meetings hosted the second Spring Liberal Democrat conference in York with over 2,000 delegates visiting the city in March.</p>	●	G

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Visitor And Cultural Information			
<p>To ensure there are clear and effective ways for visitors and residents to find out about the city, including face-to-face and through digital media, with high quality information and support.</p>	<p>2016 Destination Guide is available online and as a hard copy. New distribution channels include a partnership with Pavers shoes and through national travel agents via agreement with Superbreaks. Social media activity continues to develop and now includes an Instagram channel. There is a commitment to redevelop www.visitthecity.org in 2016/17.</p> <p>The Vist York Information Centre will operate an on street information service throughout the summer holiday period and also take space in Shambles Market.</p>		<p> G</p>
Resident Benefits From The Tourism and Cultural Offer			
<p>Residents - To encourage, communicate with and provide all residents with the opportunity to enjoy the tourism and cultural offer of the city</p> <p>Students - To work with Higher York, and other partners to ensure activities and information are beneficial for students</p>	<p>Residents' Festival took place 30-31 January with residents and students visiting a choice of over 70 attractions, restaurants and shops. Media coverage emphasised the chance to get back into the city post flooding.</p> <p>The Easter Festival was delivered in partnership with Little Vikings whose local audience of families helped ensure a very high proportion of resident participants.</p> <p>7 Days in York continues to be distributed locally and new networks are being recruited to share it more widely.</p> <p>This continues to be an area where MIY has had less impact that we would like and current plans include developing a student 'bucket list' for new students coming to the city.</p> <p>The '7 days in York' newsletter is well received by University of York students and we will be discussing how this is shared with York St John students with their new student union team.</p> <p>Students were encouraged to participate in Residents' Festival and this will be monitored more carefully for future events.</p> <p>MIY is supporting the University of York Students Union Community Awards.</p>		<p> G</p> <p> A</p>






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Cultural Development			
<p>Sector development - To take a lead in ensuring cultural and creative sectors are working collaboratively to improve cultural provision in the city, including shaping the cultural strategy for the city detailing priorities for collaborative action by the sector</p>	<p>The Creative Directors Forum dinner was well attended and local contacts shared their views on a number of topics, including; Creative Crossover, New Creative and Cultural Development Manager, Venturefest input, the Guild of Media Arts and York Hive. Continued participation in York@Large meetings and close contact with chair of York@Large.</p>		 A
<p>Support commerciality - To support increased commercial competitiveness, productivity and innovation in the sector to enable sustainable organisational and financial models</p>	<p>Commercial sponsorship (£10,000) secured for the York Literature Festival. York Culture Awards has so far achieved £15,000 of a £16,000 sponsorship target. We are now working on the commercial opportunities for Illuminating York (total value £27,000), Venturefest Yorkshire and Ice Trail (total value £30,000) 2016. Significant print advertising revenue secured: York Mini Guide - £128,000, York Conference Guide - £12,750</p>		 A
<p>New initiatives - To nurture new cultural ideas and initiatives</p>	<p>The new Guild of Media Arts is now up and running with over 130 members subscribed. Make It York supported the launch of the DC Labs at the University of York and will continue to be involved. York Hive launched in March 2016 with 5 projects initially included. Some support been secured for all 5 projects within first 2 weeks. A Crowdfunding Workshop for new projects will take place on 20th April in York. Partnerships with One and Other and Proudly York discussed to link more closely with other cultural initiatives. Support being given to York Museums Trust and their bid to secure the Poppies Exhibition in Museum Gardens in 2017.</p>		 A
<p>Measure performance - To develop an outcomes framework and a baseline measurement to enable future monitoring of performance around cultural development</p>	<p>Work ongoing with Chris Bailey, Chair of York@Large. First draft of the infographic design of the baseline has been designed, with the rest of the work scheduled for May 2016.</p>		 A
<p>Awards - To enable York cultural excellence to be recognised and promoted across the city through an annual awards event.</p>	<p>We have now received our first award entries for the York Culture Awards. Further promotion about the awards is planned in April to announce the culture awards celebrity Patron, Mark Addy. We have secured sponsorship for 10 out of 11 of the award categories, and we're in the process of applying to the Arts Council to secure an additional £10,000 to enhance the quality of the event. We're speaking to a number of artists/ producers regarding the various commissions, including trophy design, film soundtrack, contemporary art and theatrical.</p>		 A

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City Centre Management And Improvement				
<p>Cross-sector working + investment - To facilitate cross-sector work to improve the city centre as a destination for business, visitors and residents. This should include leading on approaches to maximise private-sector led investment (e.g. a business improvement district or other).</p>	<p>Initial meeting with Andrew Lawson to build productive links with the BID. Also liaising with St Nicholas market traders to gather feedback from Christmas 2015 ready for 2016.</p>		<p>G</p>	
<p>Manage city centre space - To manage the City Centre space, and develop the city centre as a safe, dynamic and active place to be enjoyed by residents and visitors alike.</p>	<p>Liaising with York Retail Forum, North Yorkshire Police and CYC to improve the congestion in the city centre and instigating the 'Room To Move' campaign to encourage more efficient delivery and service vehicle movement.</p>		<p>G</p>	
Market Management				
<p>Manage the market - To manage the Shambles Market to create a vibrant hub and programme that is an attraction in its own right, and to increase the revenue generated by this activity.</p>	<p>Start of installation of signage and graphics in the market to offer direction to visitors and to improve the environment. Implemented a very successful Easter Egg hunt through the market during the Easter Festival, and started new 'Art in The Market' event.</p>		<p>A</p>	
<p>In line with Charter - To deliver a service which is in keeping with the objectives and values of the Market Charter and Market Regulations. To take responsibility for the Market Charter and other regulations relevant to the Market.</p>	<p>Scoping actions to be taken for the market to be 'Real Deal' certified to exclude fake product.</p>		<p>A</p>	
<p>Promotion - To promote the market to key customer groups</p>	<p>Planning permission secured for signage package and this is beginning to be delivered (due for completion by May 2016). New images installed on wall of Marks and Spencers depicting heritage pictures of Shambles Market. Marketing and social media was delivered through a local agency and this will now move in house from April 2016. Revised role within the City Centre Team will focus on sales and marketing of Shambles Market to traders and customers</p>		<p>A</p>	

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Events Programming Of The City Centre			
<p>Festivals & events - To support and develop high quality city centre festivals, activities and events, currently to include a festival of food and drink, Illuminating York, winter festival and Viking festival.</p> <p>New initiatives - To support and develop new events and initiatives, that deliver ambitious, high quality artistic or cultural programmes, attracting significant audiences, whilst employing a robust approach to ensuring sustainability, health and safety standards and working effectively with a range of partners and funders.</p> <p>Engagement in wider events - To engage businesses and visitors in mass participation sporting events already happening or planned in the city.</p>	<p>Plans for IY16 ongoing, Arts Council England funding bid to be submitted in April 2016.</p> <p>Plans for the 2016 St Nicholas Christmas festival are coming together with potential new partnerships with Jorvik and the creation of a childrens area. We are currently trying to secure a sponsor for the Ice Trail weekend and develop a second strongly themed weekend during the festival.</p> <p>The Viking Festival took place in the Februray half term and was well attended.</p> <p>The Easter Family Festival took place from 25th - 28th March 2016 and was really successful, with over 300 children taking part in free activities orgainised in partnership witht Little Vikings. Footfall on Parliament St over the 4 days reached 97,000, with Friday and Saturday the busiest days (30,000 each day).</p> <p>Planning and sourcing funding for the Mediale ongoing.</p> <p>Development of the Culture Awards ongoing.</p> <p>Support is ongoing for The Yorkshire Marathon/ CTC Rally/ York 10k and Race for Life/Skyride and Festival of Cycling. There are a range of smaller 10k races throughout the year booked in. Make It York are involved in discussions for the 2017 Tour of Britain and Tour de Yorkshire.</p>	<p>●</p> <p>●</p> <p>●</p>	<p>A</p> <p>A</p> <p>A</p>
Place Marketing			
<p>Marketing - To facilitate and promote a coherent image / brand for the city nationally and internationally, including relevant promotional materials across the remits.</p> <p>Brand - To manage Visit York and Science City brands liaising with partners as necessary.</p> <p>Collaboration - To work collaboratively, where mutually beneficial, with York's Universities and Colleges on the marketing of the city; acknowledging the significant resource institutions already have dedicated to attracting students and international markets.</p>	<p>High impact activity through Northern Tourism Growth Fund in 5 key international markets has resulted in 30+ media visits, 100+ tour operators visiting the city, filming in York for the Ellen Show (US viewership circa 4 million viewers per episode an repeated on itv2) .</p> <p>Post flood domestic marketing campaign in conjunction with CYC and NYCC as well as funding support from DCMS and Virgin Trains East Coast. A total of £350,000 has been secured to deliver domestic marketing activity. Phase 1 ran Feb-March and Phase 2 is in final planning to run late April-June 2016.</p> <p>As quarter 3</p> <p>Conversations with York St John and the University of York around how MIY can add value to their own marketing.</p> <p>Early discussions around the development of a toolkit that can be used by Higher York and their partners in marketing the city.</p>	<p>●</p> <p>●</p> <p>●</p>	<p>A</p> <p>G</p> <p>A</p>

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Inbound VIP Visits Relevant To Business Growth, Tourism and Culture			
<p>To respond to and coordinate inbound VIP visits to the city for remits relevant to business growth, tourism and culture.</p>	<p>We hosted twenty international media visits and five travel trade visits, from the US, China, Russia, Germany and The Netherlands. This activity is set in the wider context of the Northern Tourism Growth Fund project – delivered through VisitEngland and in partnership with destinations across the North of England.</p> <p>We attended ITB Berlin, Vakantiebeurs in the Netherlands and the Australia Sales Mission in Sydney and Melbourne, meeting with tour operators and travel agents.</p> <p>We also led on the development of a new online Travel Trade programme which now features 200 bookable products across the North.</p>	●	G
Capitalise Upon The Opportunity Of UNESCO Designation			
<p>Deliver action plan - To coordinate and facilitate activity to maximise the benefit of York’s UNESCO City of Media Arts designation for the city’s economic growth, and for residents; specifically taking a lead on delivering the UNESCO Media Arts action plan.</p>	<p>The new Guild of Media Arts is now up and running with a paid-for membership of more than 135.</p>	●	A
<p>Make self-sustainable - To attract funding to continue delivering this work into 2016/17 and beyond.</p>	<p>A major workshop is planned for the 28th June 2016 to progress the funding initiative for Mediale. This is to be attended by the Chief Executive of the Arts Council.</p>	●	A
Additional Responsibilities			
Conversations between sectors around business growth, tourism and culture	Work is ongoing in all areas	●	A
Providing advice on business growth, tourism and culture			
Representing the city at a regional level within its remit			
Research and business intelligence to fulfil objectives			
Synergies across functions and customer groups			
Working in partnership			
Working collaboratively on relevant remits			
Working with both local enterprise partnerships			
Transparent plans and reporting			
Acting ethically and responsibly			