

City Centre Partnership

Proposal for the sustaining of activities previously undertaken by the York City Centre Partnership Company Limited

Summary

1. Members are asked to support promotion of the city centre and specifically the work of the York City Centre Partnership. Members will be aware that following the ending of funding from Yorkshire Forward, the York City Centre Partnership was unable to extend the contract of its Chief Executive. Previous reports to the Executive have highlighted the importance of sustaining some of the activities of the partnership, particularly regarding maintaining an active dialogue with retailers and traders through the Retailers Forum, encouraging private sector involvement with initiatives such as Christmas lights and other promotional activities, developing new initiatives such as the Minster Quarter and taking a longer term view of the development of the city centre through the Area Action Plan.
2. The City Centre Markets and Operations team have been restructured to enable for some support to be given to these initiatives following the departure of the Partnership's Chief Executive. However, some additional resource is still required to provide administrative and project management support to sustain activities previously undertaken. The likely cost of these is estimated at £20,000 per annum.
3. A thorough review of the activities of the York City Centre Partnership has been undertaken. Where possible, the activities of Partnership are being maintained through existing staff resources within the City of York Council. There are however some areas which require further support beyond this; these include:
 - maintain regular quarterly meetings of the Retailers Forum to engage with City Centre traders and retailers and to enable them to develop a collective voice on City Centre issues;
 - maintain and update the database of city centre businesses;
 - maintain regular contact with city centre businesses through newsletters and events;
 - develop and enhance measures of the performance of the city centre;
 - project management support for activities previously supported by the City Centre Partnership – for example, Christmas lights, York in Bloom, Safety and Security issues.
4. Success of this project will be monitored through regular quarterly meetings of the Retailers Forum and the Retail Strategy Group.

Measurable targets and outcomes

Target – to maintain the active involvement of at least 25 city centre businesses through the Retailers Forum and the Retail Strategy Group.

Outcome – to maintain the economic performance of the City Centre. Initially this will be measured by City Centre footfall (monitored by pedestrian count camera on Coney Street which has been in place for approximately 12 months; a further camera on Stonegate is to be installed shortly). Additional measures of City Centre performance are to be developed.

Funding breakdown

Administrative support (includes event co-ordination and all liaison with city centre businesses)	£10,000
Project management (includes effective delivery of Christmas lights and other projects initiated by the City Centre Partnership)	£8,000
Additional work to enhance measures of City Centre performance	£2,000
Total	£20,000