

Kersten England
CEO
City of York Council
The Guildhall
York

26 November 2009

Dear Kersten

Re: york-england.com

I refer to our meeting last week and subsequent york-england.com Board Meeting held on 25 November when the future role of the company was discussed.

The non stakeholder board members have asked me to write to you on their behalf in the following terms:

The non stakeholder board members note that over the past 9 months the Chair of york-england.com (John Yeomans) and myself have been working with CYC on a proposal for a single entry point to promote the economy of York for the benefit of the City and the York business community. The attached papers which map out the operational side of the proposal have been read by the Board.

The non stakeholder board members are concerned that the current proposal of the City as evidenced by the papers circulated jointly with NYCC (read by the Board 25/11/09) does not properly address the imperatives of the work that needs to be undertaken to ensure that York is promoted as a City of business, that no business case has been written and that there has been no consultation with york-england.com which is seen as a widely efficient and effective deliverer of these services.

The paper loosely mentions inward investment, marketing, commercial property, property forums, prospecting and business engagement but only mentions that 2 persons would operationally work on the delivery of Yorkshire Forwards Key Account Management programme.

It is our view that the broad range of promotional and additional work will require additional experience and resource and crucially have a private sector outward face to the economy.

In other words that York plc (York open for business) is not perceived as a local authority department by the outside world but a private sector, user friendly, facility.

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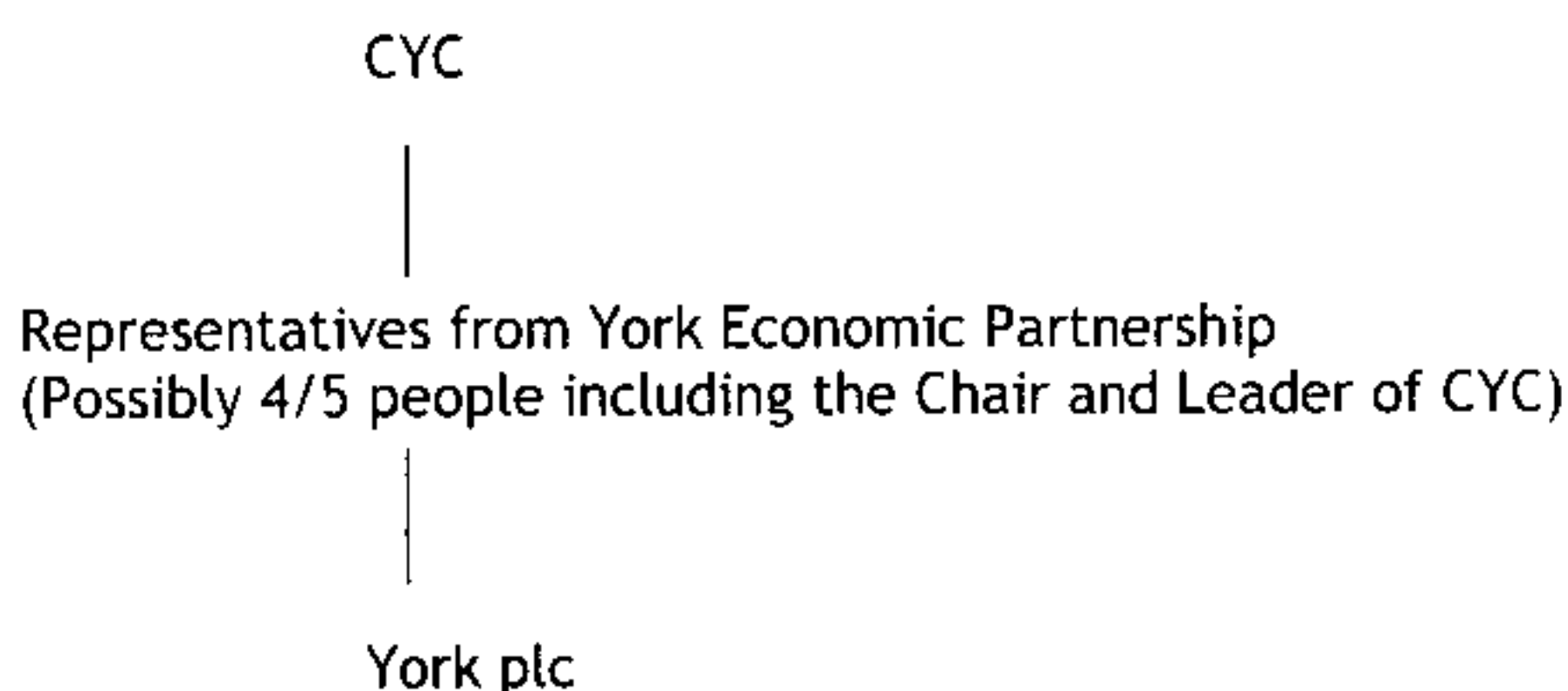
York and North Yorkshire

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We suggest that the appropriate and simple Governance model of the proposed new organisation (for these purposes to be known as York plc) be as follows:

- CYC would be the single stakeholder
- Find a name that fits, (maybe York-england.com is a name that would now fit)
- Reconstitute the Board of york-england.com by reference to the York Economic Partnership and the City ensuring private sector involvement



If this model is pursued we anticipate the line of accountability as below:

- Direction of the executive group of York plc as to the economic policies to be pursued on behalf of the City as determined by the York Economic Partnership /City.
- Facilitate research, commission task and finish groups of the Economic Partnership and initiate other original work
- Demonstrate accountability and overall direction to the Executive Group of York plc to York Economic Partnership and the city
- Scrutinise and direct the work of York plc and the administration of SLA's/contracts
- Ensure the optimum deliverables of York plc for the City are met
- Ensure the creation and maintaining of appropriate partnerships to facilitate the optimum delivery of economic policy and deliverables.

We believe that if this model is adopted the original objectives of York and North Yorkshire Inward Investment Board will be properly met in so far as the City is concerned together with the future management of broader economic delivery whilst maintaining constructive and collaborative relations with North Yorkshire County Council, Yorkshire Forward, the District Councils and The Leeds City Region.

The non stakeholder board members wish it be noted of the original reasons and original objectives as to why the York Inward Investment Board was originally set up 12 years ago. It was felt that it was necessary to establish such an organisation in the city and they are concerned that such a marked policy shift is now proposed in this difficult and competitive climate,

resulting in the loss of the value of 12 years inward investment, job creation and business engagement supported by team of experienced and dedicated directors and staff.

In the light of these observations by the Board, we would appreciate it if CYC would acknowledge our concerns and put forward proposals to address these issues through the Chair and CEO.

Yours truly

A handwritten signature in black ink, appearing to read "D. Stuart", with a horizontal line extending to the right.

Denise Stuart
Chief Executive

C.C Cllr Andrew Waller
Bill Woolley