

Part 1 - OBJECTIVES

The following are objectives to be achieved by Make It York as a Teckal company, for the purposes of public and procurement law in the United Kingdom, through the provision of the Services:

- (a) Contribute proactively to the city vision of being more affordable, more accessible, more sustainable, and fairer for future generations to enjoy and residents to benefit from today.
- (b) Co-ordination and promotion of the city of York's brand and cultural offer taking every opportunity to articulate York's narrative, regionally, nationally, and internationally.
- (c) Work towards increasing the value of the visitor economy (including residents as visitors) through promoting innovation for social good and higher quality in the existing offer, encouraging high value visitor economy investment and attracting higher spending visitors.
- (d) Nurture new cultural ideas and initiatives to support good health and wellbeing.
- (e) Create entrepreneurial partnerships to bring projects to life, reducing duplication and displacement of private sector activity in the fields that Make It York works in.
- (f) Generate income from activities to support the delivery of the Business Plan and these Objectives.
- (g) Work with the Council and other partners to attract funding to support and enhance the delivery of the activities set out below.
- (h) Create an environment for businesses and visitors' to proactively contribute to York's transition to net zero carbon emissions by 2030.

Part 2 - SERVICE SPECIFIC REQUIREMENTS

1 General

- 1.1 Develop and deliver agreed initiatives and programmes within the remit of the areas set out in this agreement that further the Council's strategic priorities. These initiatives and programmes will further articulate York's narrative, fill identified gaps in provision not addressed by other providers and must not duplicate or displace other existing or potential provision.
- 1.2 Develop an annual business plan for Make It York, consulting with the Council to ensure that all activities are consistent with the Council's priorities (the "Business Plan").
- 1.3 Provide regular and timely advice for Council senior managers as required on remits relevant to these Service Specific Requirements and summarising what has been submitted in a quarterly progress report.
- 1.4 Represent York on operational working groups relevant to these Service Specific Requirements as agreed with the Council.
- 1.5 Ensure coherent local communications and press releases that further articulate York's brand position, regionally, nationally, and internationally in alignment with the Council's Marketing & Communications Team.
- 1.6 Work co-operatively in areas where the Council or commissioned partners remain the lead organisation responsible, but the remit is overlapping with these Service Specific Requirements.
- 1.7 Make business cases to the Council, in writing, for activities, initiatives or investment proposals that are not currently part of the SLA where Make It York considers they would support the Objectives set out in Part 1 of this Schedule and would add to or enhance these Service Specific Requirements set out here.
- 1.8 Collect relevant data, including user feedback, to evidence performance against the Objectives set out above and the Outcomes in set out below, as well as these Service Specific Requirements.

Additional comments below: (N.B. use "Alt + enter" to start a new paragraph in a cell)

*Source: 2023 STEAM tourism report

DMO 1: Changes made to how we measure due to AI functions np in place on search engine. AI now summarises web pages that will deter from direct website visits. Therefore new ways to measure engagement needs to be recorded.

DMO 4: Resident engagement data is captured and documented in other areas of the business, Culture and Events.

2. Visitor sector development										
Outputs	Measurements	Target	2024-2025 Baseline	Q1 2025-26 Apr-Jun	Q2 2025-26 Jul-Sep	Q3 2025-26 Oct-Dec	Q4 2025-26 Jan-Mar	2025-2026	Notes	
VSD1 Outcome - Work with visitor sector businesses to increase their productivity and help them become even better employers, paying decent wages, and offering flexible employment, by promoting the adoption of the Good Business Charter. Facilitate cross-sector work to improve York centre as a destination for business, visitors, and residents.										
<ul style="list-style-type: none"> Increased awareness of Visit York members of the Good Business Charter and accreditation to increase. Supporting York business to make positive changes. 	<ul style="list-style-type: none"> Raise awareness of Good Business Charter to increase the number of Visit York Members achieving Good Business Charter Accreditation. by 2% YOY, with support of Business Charter. 	2%	2%	see note	see note	see note	see note		We cannot achieve accreditation for businesses and therefore we should track click through rates and promotion of GBC. Need to remove 2% growth	
	<ul style="list-style-type: none"> Promoting the benefits of Good Business Charter to Visit York Members by providing information in monthly newsletters. 	12	12	3	3	3				
	<ul style="list-style-type: none"> Measuring click throughs to Good Business Charter from Visit York website. 	187	187	29	51	112				
VSD2 Outcome - Supporting on approaches to maximise private-sector, visitor led investment into city centre improvement.										
<ul style="list-style-type: none"> New businesses within the city joining Visit York membership 	<ul style="list-style-type: none"> 1% additional new members joining - Annual 	1%	45	8	10	9				
VSD4 Outcome - Attract new business tourism to the city by providing a clear and effective process for responding to business tourism enquiries with high quality response and support and working proactively to attract new enquiries appropriate to the city.										
<ul style="list-style-type: none"> Promoting the City as a location for business events to new markets to grow business tourism all year-round. 	<ul style="list-style-type: none"> Increasing the number of enquiries for Business Tourism in 2024/25 	30	27	5	6	5			Needs further discussion	
Additional comments below: (N.B. use "Alt + enter" to start a new paragraph in a cell)										

3. Tourism Advisory Board									
Outputs	Measurement	Target	24/25 baseline	Q1 2025-26 Apr-Jun	Q2 2025-26 Jul-Sept	Q3 2025-26 Oct-Dec	Q4 2025-26 Jan-Mar	2025-2026	Notes
· Collectively with partners and attractions, promote the visitor economy and increase visitor spend in the city to increase the value of the tourism economy in York.	· Attend regular TAB meetings and provide relevant expertise and insight of performance and data.	12	12	3	3	3			
	· Increase visitor spend annually Target £70pph.(Visitor Survey. Excludes accommodation. Includes zero spend and all party members, regardless of age)	£70pph by year 5 of Tourism Strategy	£54	annual	annual	annual	annual		will be supplied annually
Additional comments below: (N.B. use "Alt + enter" to start a new paragraph in a cell)									