



## Notice of a public meeting of

### **Economy & Place Scrutiny Committee**

**To:** Councillors Pavlovic (Chair), Richardson (Vice-Chair), D'Agorne, Hunter, Mason, D Myers and Steward

**Date:** Wednesday, 28 November 2018

**Time:** 5.30 pm

**Venue:** The George Hudson Board Room - 1st Floor West Offices (F045)

### **AGENDA**

#### **1. Declarations of Interest**

At this point, Members are asked to declare:

- any personal interests not included on the Register of Interests
- any prejudicial interests or
- any disclosable pecuniary interests

which they may have in respect of business on this agenda.

#### **2. Minutes**

(Pages 1 - 4)

To approve and sign the minutes for the meeting of the Economy and Place Scrutiny Committee held on Tuesday 25 September 2018.

#### **3. Public Participation**

It is at this point in the meeting that members of the public who have registered to speak can do so. The deadline for registering is **5.00pm on Tuesday 27 November 2018**. Members of the public can speak on agenda items or matters within the remit of

the Committee. To register to speak please contact the Democracy Officer for the meeting, on the details at the foot of the agenda.

### **Filming, Recording or Webcasting Meetings**

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[http://www.york.gov.uk/download/downloads/id/11406/protocol\\_f\\_or\\_webcasting\\_filming\\_and\\_recording\\_of\\_council\\_meetings\\_20160809.pdf](http://www.york.gov.uk/download/downloads/id/11406/protocol_f_or_webcasting_filming_and_recording_of_council_meetings_20160809.pdf)

#### **4. Economic Health of York City Centre**

Presentations by city stakeholders will take place under this item, to facilitate a discussion with the committee and the Head of Economic Growth.

#### **5. Make It York Bi-annual Update** (Pages 5 - 16)

To receive an update report from Make It York on their progress with regard to their Service Level Agreement (SLA) with City of York Council.

#### **6. Work Plan 2017/18** (Pages 17 - 18)

Members are asked to consider the Committee's work plan for the remainder of the 2018/19 municipal year.

#### **7. Urgent Business**

Any other business which the Chair considers urgent under the Local Government Act 1972.

Democracy Officer:

Name: Chris Elliott

Telephone: (01904) 553631

E-mail: [Christopher.elliott@york.gov.uk](mailto:Christopher.elliott@york.gov.uk)

For more information about any of the following please contact the Democratic Services Officer responsible for servicing this meeting:

- Registering to speak
- Business of the meeting
- Any special arrangements
- Copies of reports and
- For receiving reports in other formats

Contact details are set out above.

**This information can be provided in your own language.**

我們也用您們的語言提供這個信息 (Cantonese)

এই তথ্য আপনার নিজের ভাষায় দেয়া যেতে পারে। (Bengali)

Ta informacja może być dostarczona w twoim własnym języku. (Polish)

Bu bilgiyi kendi dilinizde almanız mümkündür. (Turkish)

یہ معلومات آپ کی اپنی زبان (بولی) میں بھی مہیا کی جاسکتی ہیں۔ (Urdu)

 (01904) 551550

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City of York Council

Committee Minutes

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Meeting	Economy & Place Scrutiny Committee
Date	25 September 2018
Present	Councillors Pavlovic (Chair), D'Agorne, D Myers, Steward, Rawlings (as a substitute for Richardson) and Cuthbertson (as a substitute for Hunter)
Apologies	Councillors Richardson, Hunter and Mason

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## **16. Declarations of Interest**

At this point, Members are asked to declare any personal interests not included on the Register of Interests, any prejudicial interests or any disclosable pecuniary interests which they may have in respect of business on this agenda. None were declared.

## **17. Minutes**

Members asked for an update on the progress of a Motion to Council around single use plastics. This item has been passed to the Customer and Corporate Services Scrutiny Management Committee by the Economy and Place Policy Development Committee. Members requested that an update be provided to members of this committee at their next meeting.

Resolved: That the minutes of the meeting dated 24 July 2018 be approved and signed by the Chair as a correct record.

## **18. Public Participation**

It was reported that there had been no registrations to speak under the Council's Public Participation Scheme.

## **19. 2018/19 Finance & Performance Monitor 1 Report**

Officers presented the first quarterly monitoring report for Finance and Performance of the Economy and Place Directorate.

Under questioning from members, Officers explained that there were financial reserves listed for waste associated with Allerton Waste Recovery Park and that these would be used to counteract the projected overspend in waste services. Officers also highlighted that

the extra expenditure on the fleet account had been a result of work carried out to ensure the fleet continues to be compliant. It was noted that a larger piece of work was underway to identify how best to operate a more streamlined fleet of vehicles in the future.

Officers informed members of the work that had been undertaken on the barrier at the Marygate car park and a number of upgrades to card payment machines in the city that had offset the additional income noted in the Parking Income account.

Resolved: That the committee note the information in the report

Reason: To update the scrutiny committee of the latest finance and performance position.

## **20. Flood Defences Action Plan - Biannual Update**

Officers from CYC and the Environment Agency presented the bi-annual update on the City's Flood Defences Action Plan.

Members questioned officers on the timescale of a number of individual projects listed in the report and in particular the time it has taken to begin additional flood defence work following the floods in 2015.

Officers informed members that this project had been progressed far quicker than flood defence work in other areas of the country and due to the complexity of the modelling carried out, the time taken was essential in ensuring the right results. Officers also explained that due to having good standards of flood defences prior to the 2015 flooding, The Environment Agency was not expecting the additional 'special' funding that has been allocated from central government. With this in mind, planning had not begun on how to spend the figure that had been allocated.

Under further questioning from members, officers explained that the previous approach to assisting residents with their home insurance in relation to flood risk, had been reactive. The plan for the future was to be able to engage with residents at an earlier stage and provide them with information they need in advance. Officers also expressed their desire to continue working with national insurance providers on this topic.

Members were interested to hear more about tree planting and other ecological projects that could be used to combat flooding. Officers

outlined some of the work they have been doing in this area and also alluded to potential changes in future policy and how this could have a positive effect on flood defence projects.

Resolved: That members provide feedback and note the report.

Reason: To inform members of flood defences across the city.

## **21. Update on Recycling of Waste**

Officers presented a report on Recycling and Co-mingling following a request by this committee.

Members questioned officers on statistics and cost of co-mingling. Officers explained that the reason for co-mingling recycling was due either to narrow streets in the City in which the correct vehicle could not access, or due to buildings and residences in the city that are not yet being asked to separate their waste. Members mentioned the work of St. Nick's in York and the positive effect that 'rejecting' various items in the recycling process can have on residents' behaviour.

It was noted by Members and officers that knowledge of what items can and cannot be recycled in York, particularly with plastics, was not strong and that a communications campaign would be explored in an attempt to resolve the situation.

Following a question regarding the amount of plastics that are currently being recycled in York, officers informed members that the value of 'mixed' plastics is lower than that of certain plastic products individually and that the chance of a product actually being recycled also reduces with large scale sales overseas. The current way in which CYC recycles plastics maximised the value of the recyclate as a product and could be traced to recycling projects in the region. It was also noted that authorities across the country are beginning to feel the effect of a change in Chinese legislation regarding recycling exports.

Resolved: The committee are asked to consider the briefing and any further work they wish to see.

Reason: To update the committee on the current state of recycling in the city.

## **22. Economic Health of the City Centre**

The committee received a report and a presentation on the economic health of the city. The presentation slides were uploaded to the website following the meeting.

Following the presentation, Members noted the importance of focussing on Coney Street and on ensuring that conversations are held with the landlords that own vacant properties.

Officers also highlighted that there was very little that could be done from a Local Authority perspective regarding rates.

Members were also keen to hear about the plans for secondary shopping areas, including Haxby and Acomb, as this was a growing concern for the future. Officers explained that research was planned and smaller projects are up and running in some secondary shopping areas to help improve the situation.

Resolved: That the committee note the report and discuss the next steps.

Reason: To keep the committee updated on the economic health of the City Centre.

## **23. Work Plan 2018/19**

Members discussed the Work Plan for 2018/19.

Economic Health of the City Centre: The committee decided that it would be beneficial to meet and hear from organisations and businesses operating within York and asked that this take place during their next meeting on 28 November 2018.

Councillor M Pavlovic, Chair

[The meeting started at 5.30 pm and finished at 8.05 pm].





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**Economy and Place Scrutiny Committee****28 November 2018**

Report of the Assistant Director – Legal &amp; Governance

**Make It York Bi-annual Update****Summary**

1. The purpose of this report is to update the Economy and Place Scrutiny Committee on the progress of Make It York (MIY) with regards to the Service Level Agreement (SLA) with City of York Council.
2. Halfway through the financial year, MIY is slightly ahead of budget and in a strong financial position.
3. Detailed Narrative Reports covering aspects of the agreement including business support, inward investment and the development of a creative and cultural strategy are attached at Annexes A and B.

**Background**

4. When Make It York entered into a new three-year contract with City of York Council in April 2018 a specific requirement was to produce a quarterly Narrative Report for the Council.
5. The Committee should note that MIY's work in the first quarter, Annex A, concentrated on the events programme and the direct organisation of the 'Bloom' Festival, the development of the creative and cultural strategy and the ongoing commitment to supporting existing businesses in the city and encouraging new businesses. The first quarter was a particularly active period for inward investment enquiries.
6. Second quarter activity concentrated on preparations for the city's Christmas festival and York Business Week and progressing the creative and cultural strategy development projects.
7. For the relevance of this committee, several issues relating to SLA updates have been highlighted in Annexes a and B:

- Business Environment
- Visitor Economy
- Culture
- Sector Development
- UNESCO Designation
- Markers Management
- Events Programming
- Intelligence Gathering
- Brand Management

### **Consultation**

8. The information provided in Annexes A and B has been provided by the Managing Director of Make It York.

### **Options**

9. Members are asked to agree the recommendation in paragraph 12 of this report, or not.

### **Analysis**

10. This report is for information only so there is no analysis.

### **Council Plan**

11. This report and its annexes are directly linked to the Prosperous City for All priority in the Council Plan.

### **Implications**

12. There are no Financial; Human Resources, Equalities, Legal, Crime and Disorder, Information Technology, Property or Other implications linked to the recommendation in this report

## Risk Management

13. There are no risks associated with the recommendation in this report.

## Recommendations

14. Members are asked to note and comment on the information in this report and its annexes.

Reason: To ensure the Committee is updated on the work of Make it York in regard to the SLA with City of York Council.

## Contact Details

### Author:

Steve Entwistle

Scrutiny Officer

Tel: 01904 554279

[steven.entwistle@york.gov.uk](mailto:steven.entwistle@york.gov.uk)

### Chief Officer Responsible for the report:

Andrew Docherty

Assistant Director – Legal & Governance

Tel: 01904 551004

Report Approved  Date 19/11/2018

Wards Affected:

All

For further information please contact the author of the report

## Annexes

Annex A – April to June 2018 Update

Annex B – July to September 2018 Update

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# Make It York

ANNEX A

## **Make It York SLA – Narrative Report: April to June 2018**

### **SUMMARY**

Make It York has ended the first quarter of the new financial year ahead of the new budget and the financial control of the budget remains solid.

Work in the first quarter has concentrated on a really busy events programme, and the direct organisation of the “Bloom!” festival, the development of the cultural and creative strategies and ongoing commitment to supporting existing businesses in the city and encouraging new businesses. It has been a particularly active period for inward investment enquiries.

A new Head of Visit York has been recruited to replace Sally Greenaway. Paul Whiting, previously Marketing Manager for Jorvik, is now in position.

### **SLA UPDATES**

#### **Business Environment**

The service level requirements are fully embedded into the organisation. In the quarter, there were 69 meetings with York’s major companies, business support provided to a further 70 businesses, there was contact with 33 start-ups and 39 companies were helped with property support. The detailed Key Account Management report was submitted at the end of the quarter.

A meeting is going to be held in October between all the business support practitioners in the area (the LEPs, the Chamber, FSB etc) to explore further ways of co-ordinating activity. Day to day collaboration though is already positive.

#### **Visitor Economy**

The tourism statistics for the quarter are mainly positive. Hotel room occupancy and rates are slightly down on 2017 but this doesn’t take into account the 6% growth in hotel rooms over the last year - more rooms are being sold. Visits to both large and small attractions were well up on last year and city centre footfall in the quarter was 2% up year on year, bucking the national trend. Shakespeare’s Rose Theatre, “Bloom!” and other major events are clearly contributing to what should be a strong tourism summer.

The recently relaunched Visit York website has been well received with traffic to the site consistently 20% up on 2017.

The refreshing of the Visit York tourism strategy may be slowed down by the change of leadership. Delivery of the plan is still targeted for Christmas. It is a timely piece of work given the rush of new hotel planning applications and various major potential visitor attraction investments e.g. NRM, Castle Museum.

Work is underway for the production of the 2019 Destination Guide.

# Make It York

ANNEX A

## **Make It York SLA – Narrative Report: April to June 2018**

The new Hospitality Awards which are aimed at supporting this important sector, take place on 26<sup>th</sup> September at the Everyman Cinema. Nearly 100 entries were received.

### **Culture**

The main focus of cultural activity at Make It York is the development of the city's cultural strategy. ArtReach have been engaged to co-ordinate this work and a major consultation exercise across the cultural community has been completed. The next stage is to create a draft strategy outline that will go out for further consultation and input. The aim is to have the strategy completed and signed off by Christmas. 2019 and beyond will all be about implementing a detailed action plan that will be delivered with the strategy.

Planning is also well underway for the 2018 Culture Awards. These will be held at the Theatre Royal on 19<sup>th</sup> November. Darren Henley, Chief executive of the Arts Council, has accepted an invitation to attend. This presents a great opportunity to showcase York's cultural highlights.

### **Sector Development**

The key focus has been further developing the creative strategy proposals. Key stakeholders are being asked to endorse the strategy with a view to launching it and the accompanying action plan during the Mediale.

Make It York is working closely with the BID, CYC and the retail forum on the really difficult issue of attracting and retaining national retailers. By most measures, York is in a relatively good place on retail occupancy compared to others, but the issues around Coney Street are stark and very visible. Make It York has now dedicated some ongoing resource to consistently contacting potential new retailers. It is a very proactive approach but the results are likely to be long-term rather than short-term.

Other key York sectors are supported on an ongoing basis. Access to finance remains a core service to businesses and there is a pipeline of grants in excess of £1 million.

A lot of work is going into planning a reinvigorated 'York Business Week'. This will run from 13<sup>th</sup>-19<sup>th</sup> November and will include a major business conference, themed days and company open days.

Sector development plans remain outstanding. There needs to be a clear definition and understanding of what these look like. If there is to be a review of York's economic strategy, it would make sense to tie them into this.

### **UNESCO Designation**

The main focus currently is supporting the Mediale which takes place from 27<sup>th</sup> September to 6<sup>th</sup> October - 10 days of exhibitions, live performances and music. The hope is to be able to confirm plans for the 2020 Mediale during the festival.

# Make It York

ANNEX A

## **Make It York SLA – Narrative Report: April to June 2018**

During the Mediale, York will host a 2 day visit from the other 13 UNESCO Cities of Media Arts, which is another great opportunity to showcase the city internationally.

Other obligations to UNESCO were fulfilled during the quarter.

It is disappointing that the idea of including the UNESCO designation on proposed new road signs has been rejected. This would have raised consciousness about UNESCO and helped it to gain some traction in the city.

Make It York remains of the view that the designation is an important part of the narrative about York's contemporary assets and aspirations.

### **Markets Management**

Trading on Shambles Market has started the new financial year strongly and ahead of budget. The Food Court continues to go from strength to strength and has had a very busy summer. Make It York has made a further investment of £23,000 in canopies for the space.

There are some key issues for the market that must demand some CYC attention over the coming months:

- For the market to progress, investment is needed, particularly with regard to the electricity supply
- What impact on the market will new counter terrorism measures create? Will it still be feasible to have a large number of vans going in and out of the market every day? Should the market progress with lockable cabins so that stock can be stored overnight?
- Is there a holistic city view of where the market will stand in the context of other developments in the city? e.g. Castle Gateway, York Central

### **Events Programming**

2018 has been an exceptionally strong year for events and festivals. "Bloom!", Shakespeare's Rose Theatre and the Mediale have added to what is already a good programme. The good weather has definitely helped.

"Bloom!" has received some legacy funding from CYC which will see 3 projects come to fruition in the summer of next year. A commitment to running the festival again in 2020 has also been made.

A full programme of events in the city is being planned for the Halloween half-term.

Detailed planning is underway for Christmas. All the various Christmas pitches have been pre-sold.

# Make It York

ANNEX A

## **Make It York SLA – Narrative Report: April to June 2018**

Make It York has been working with CYC on a bid to host elements of the 2021 Rugby League World Cup which has now been submitted. This takes advantage of the new Community Stadium.

The longer-term events strategy needs reinvigorating. A draft sits with CYC and needs some input.

The 'toolkit' for event organisers will be ready well before the year-end.

### **Intelligence Gathering**

This is an ongoing activity. Work in progress includes:

- Updating the monthly tourism statistics to reflect new tourism trends
- Finalising a very detailed mapping exercise of the creative sector in York
- Creating a list of 75 'ones to watch' – companies with clear growth potential that can be prioritised for support
- Working with York St. John University to create the 2018 Top 100 York companies listing

### **Brand Management**

Make It York is now rather in the hands of CYC on this one. There is some concern about the 'city branding' project. It is really important that existing work is not left behind and it is essential that key stakeholders are fully allowed to help shape the activity. Meetings are in place to try and ensures this happens.



## **Make It York Service Level Agreement Narrative Report July - September 2018**

### **SUMMARY**

Halfway through the financial year, MIY remain slightly ahead of budget and in a sound financial position. Continued good trading on the Shambles Market is compensating for some shortfalls elsewhere in the business.

Second quarter activity has concentrated on preparing for the Christmas festival, getting everything set up for York Business Week and progressing the creative and cultural strategy development projects.

### **SLA UPDATES**

#### **Business Environment**

The last quarter has seen MIY provide intensive support to 45 existing businesses, signposting them into a variety of support and funding. MIY is currently working with businesses to achieve grants of £690K. For the financial year to date, MIY has helped businesses obtain £288K of grants.

MIY has also worked with 26 people looking to start up in business and continues to work with the Ad:Venture programme. 65% of the contractual target on the Ad:Venture programme has been achieved with 9 months remaining. 3 Masterclasses have also been delivered during the same period attended by 38 delegates.

Simon Middleton is leading on a project to build up the level of regular business contacts and to encourage a more collaborative approach from all the different business support agencies.

#### **Visitor economy**

The tourism statistics for the quarter (see attached) remain largely positive but the unusually hot summer weather has impacted on York Pass sales and on some of the indoor attractions. Outdoor attractions (City Cruises, York Maze etc.) have had very good summers.

The new Visit York website is performing consistently well with traffic and visitor figures now regularly at least 50% up on last year.

The inaugural hospitality awards took place at the Everyman cinema in September. The aim of the awards is to shine a spotlight on the hospitality sector at a time when staff recruitment and retention is very difficult. The event was well supported with a high number of entries, 10 new award sponsors and nearly 200 people attending on the night. Celebrity chef Tommy Banks made a guest appearance.

More than 220 articles have been generated so far this year through PR outreach work, reaching over 11.4 million people, with a 'PR value' of £2.84 million. This was boosted by the international coverage of the Chinese flocking to Scott's fish and chip shop, Bloom! coverage in the Sunday Telegraph and a full colour destination piece in Best Magazine.

York also featured strongly on film and TV. Aldi featured York in their TV ad, The One Show featured the Shambles Market, help was given in the city to a new Bollywood film and an Australian travel show also spent time in the city filming from several locations.

### **Culture**

The final draft of the new cultural strategy for the city is out for consultation. It is unlikely to be fully endorsed by CYC, the sponsors of the strategy, until after the May 2019 elections but there is work that can be progressed in the meantime. A big question remains whether there is sufficient resource to maintain momentum on the strategy once the consultant steps away.

Everything is in place for the 3<sup>rd</sup> York Culture awards at the Theatre Royal on 19<sup>th</sup> December. Darren Henley, Chief executive of the Arts Council, is spending the day in York prior to attending the awards.

The creative industries' strategy will be launched on 5<sup>th</sup> December by a gathering of local creative businesses.

### **Sector development**

Monthly meetings of the retail 'group' continue with a much more pro-active approach to attracting new retailers to the city. A subscription to the 'retail requirement list' is proving to be useful.

Outstanding is a meeting to define what is required for sector development plans – the question is whether this needs to emerge from the refreshing of York's economic strategy.

York Business Week will run from November the 13<sup>th</sup> through to the 19<sup>th</sup> at venues across the city. MIY has been working with businesses, support organisations, universities and public sector partners to develop a rich programme of activity. As in previous years, the aims are to inspire, to celebrate and to encourage growth.

The programme includes a major business conference, 3 celebratory events, two themed days, 11 company open days, a number of supporting workshops and seminars and a TedX event.

The programme is being supported by 20 principal sponsors. All the details can be found at [www.yorkbusinessweek.co.uk](http://www.yorkbusinessweek.co.uk).

### **UNESCO Designation**

The first Mediale took place at the end of September with over 100 separate events across the city. As part of the activity, York hosted a meeting of the other Cities of Media Arts from across the world. An evaluation exercise is currently taking place and should be complete by Christmas. The festival was generally well received and there has been enough encouragement by key partners to announce that the festival will be returning in 2020.

Work is currently taking place to report back to UNESCO on York's activities over the last couple of years. The Guild of Media Arts and the Mediale will feature strongly.

### **Markets Management**

The Shambles Market enjoyed a good summer with the good weather benefitting the food court in particular.

Two capital expenditure proposals have now gone in to CYC, both aimed at future-proofing the Market.

The Christmas Market sold out some time ago and everything is geared up for the launch and the Christmas lights switch-on on 15<sup>th</sup> November.

### **Events Programming**

Key things to note include:

- A new, short-term tactical campaign was launched to showcase Halloween content in the city and beyond and to capitalise on the accolade of 'Europe's Most Haunted City' – the campaign incorporates the 'Great York Ghost Search' as well as partner content. [www.visit-york.org/haunted](http://www.visit-york.org/haunted)
- Meetings have been taking place with the organisers of the Great Yorkshire Fringe to try and address a number of issues from this year's festival. The difficulties of putting a festival on in Parliament Street continue to be an issue.
- The Great Viking Hall and Shakespeare's Rose Theatre have both been given planning permission to operate on the Castle car-park next year.
- The longer-term events strategy needs re-invigorating. A draft sits with CYC and needs some input.

### **Brand management**

Make It York is awaiting developments of the CYC city branding project. The company is committed to giving the project its full support.

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### Economy & Place Scrutiny Committee - Workplan 2018-19

26 June 2018	<ol style="list-style-type: none"> <li>1. Attendance of Executive Mbr for Economic Development &amp; Comm Engagement – Priorities &amp; Challenges for 2018/19</li> <li>2. Presentation on Economic Strategy Implementation</li> <li>3. Update on Effectiveness of Green Waste Collections</li> <li>4. Work Plan 2017/18</li> </ol>
24 July 2018	<ol style="list-style-type: none"> <li>1. Attendance of Exec Mbr for Environment</li> <li>2. Attendance of Exec Mbr for Transport &amp; Planning</li> <li>3. Year End Finance &amp; Performance Monitoring Report</li> <li>4. Scoping Report on Economy of York city centre</li> <li>5. Work Plan 2017/18</li> </ol>
25 Sept 2018	<ol style="list-style-type: none"> <li>1. Finance &amp; Performance Monitor 1</li> <li>2. CYC Flood Defences Action Plan</li> <li>3. Update report on recycling and comingling</li> <li>4. Economic Health of York City Centre – establish evidence base</li> <li>5. Work Plan 2017/18</li> </ol>
28 Nov 2018	<ol style="list-style-type: none"> <li>1. Economic Health of York City Centre – evidence from MIY, BID and York Retail Forum and others</li> <li>2. Make It York Bi-annual Update</li> <li>3. Work Plan 2017/18</li> </ol>
29 Jan 2019	<ol style="list-style-type: none"> <li>1. CYC Flood Defences Action Plan – Biannual Update</li> <li>2. Finance &amp; Performance Monitor 2</li> <li>3. Economic Health of York City Centre – recommendations for Council to focus on supporting a thriving city centre</li> <li>4. Work Plan 2017/18</li> </ol>

19 March 2019

1. Finance & Performance Monitor 3
2. Update Report from the Managing Director of BID
3. Work Plan 2017/18