

Make It York

SLA ACTIVITY	MIY ACTIVITY TO DATE (April 2017 to October 2017)
High value jobs growth initiatives	
WORK WITH EXPANDING BUSINESSES TO BE ANCHOR TENANTS ON KEY SITES	<ul style="list-style-type: none"> • Over the period April to October Make It York has worked with 60 indigenous businesses to support their search for commercial premises. Enquiries have spanned a broad spread of sectors including financial and professional services, creative and digital, retail, manufacturing, and biotechnology. • MIY have continued to work with several large indigenous businesses to support key longer term expansion plans at various sites across the city. This includes working closely with CYC planning and local plan teams where relevant to determine future opportunities. • MIY attended MIPIM UK in October alongside colleagues from City of York Council, the York Central Partnership and Leeds City Region, to promote key inward investment and development opportunities, with a particular focus on York Central.
HOLD KEY ACCOUNTS WITH 100 HIGH VALUE COMPANIES	<ul style="list-style-type: none"> • MIY has produced 2 further quarterly Key Account Management (KAM) insight reports. The reports draw together the intelligence gained from around 140 KAM discussions over the reporting period. Skills, recruitment, finance and premises remain at the top of the list in terms of issues raised by business whilst overall performance growth amongst the companies remains steady. • MIY has been working alongside York St John University to develop a York Top 100 business list. Based on a methodology using a basket of measures developed by YSJ the list will be published as a 48 page supplement by the York Press, and will be launched during a breakfast event as part of York Business Week in November.

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<p>DELIVER IMPROVED WEB + DIGITAL MARKETING OF THE CITY TO A BUSINESS AUDIENCE</p>	<ul style="list-style-type: none"> • An Inward Investment App is now available in both the APP store and on Google Play store. Targeted for use by the city’s business ambassadors the App provides access to key Inward Investment data and information. Allowing them to carry a full suite of relevant information in their pocket. More standard collateral in the form of printed and online brochures and leaflets are also available. • All business websites continue to be developed with content added regularly. Twitter and Linked in are being used proactively to target business messages. The Make it York for Business twitter handle (@York_Means_Biz) is being used as the primary business feed and now has 3,414 followers. Continuing to show a steady increase in followers year on year. Science City York (SCY) now have 2,362 twitter followers on @sciencecityyork, 5,458 followers on @creativeyork and 5825 on @illuminateyork • Science City York have just completed the GAMBIT pilot project with external partners Virtual Viewing, Fosse Games Ltd, Robert Bosh Holding Ltd, University of York, Cass Business School and Ove Arup & Partners. This project investigated the use of gamification as a way to directly engage with visitors to the city in order to assist city services, benefit the local economy and harmoniously enhance the city experience for both visitors and residents.
<p>TARGET INWARD INVESTMENT THROUGH SENIOR ADVOCATES AND INTERMEDIARIES</p>	<ul style="list-style-type: none"> • There are now 34 business ambassadors for the city in place. Make It York have handled 34 Inward Investment enquires since April with a number of interesting prospects ranging from hotel investment to pharmaceutical and healthcare companies. Confirmations include Hewitt and Walker (Film Production), Covance (US BioPharma) and Enviva Biomass (US Biomass Fuel supplier). A further breakdown of reported investment into York can be found in the MIY Investment tracker available by visiting www.makeityork.com/invest/investment-tracker • MIY are working closely with Leeds City Region and partners including City of York Council, Screen Yorkshire,

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Leeds City Council, Bradford MBC, True North and Thompson Brand Partners to develop proposals for Channel 4 to relocate to the region. October saw the launch of the #4sparks campaign to bring Channel 4 to the Leeds City Region. With a wealth of creative talent, fantastic infrastructure and brilliant festivals such as Aesthetica Short Film Festival and the upcoming Mediale, York has a hugely important role to play. Creating opportunity for young dynamic creatives is key to driving York forward and Channel 4 can be the spark that ignites the hotbed of talent we know is already here. Further information can be found on Twitter using #4sparks or by visiting the website at <http://investleedscityregion.com/4sparks>

- In November, as part of a Leeds City Region Local Enterprise Partnership delegation, MIY we will be showcasing York at the Smart City Expo World Congress in Spain. The Smart City Expo attracts a global, high level audience including 700 cities and 17,000 visitors from across the world. Joining the delegation from York will be York St John University and Incremental Solutions. York St John University has longstanding interests and expertise in themes and developments at the forefront of smart cities technology and thinking, while private sector business, Incremental Solutions, provides smart transport systems driven by software employing GPS and geo spatial technology. Our goal is to showcase York's strengths, open up potential collaborations, and encourage business investment.
- Alongside CYC and the City's Civic Office, MIY welcomed a Chinese Delegation from the Chinese Consulate General's office in Manchester. Consulate officials, including the Consul General Dr Sun Dali, were joined by representatives from a number of companies already established in Manchester and now looking at opportunities across the rest of the North. Companies included Hainan Airline, Bank of China and the Beijing Construction Company. A number of related York businesses were also in attendance.
- MIY has worked with DIT to host trade missions from both India and US buyers from within the brewing sector. Further work with DIT is now underway on reciprocal arrangements to support York based breweries

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	<p>to visit the US on a trade mission.</p> <ul style="list-style-type: none">• Science City York are working with Barclays Eagle Labs to explore the possibility of bringing the venture to York. They are now helping Barclays to map the ecosystem and have provided comprehensive and current data from our creative and digital businesses to support the development of this exciting opportunity.• UNESCO collaboration – SCY Organised and hosted a delegation of Media Arts business people from the city of Changsha in China. There are at least two solid collaborative opportunities which have come about as a result of this visit, and also some future UNESCO work is in the pipeline.
BROKERAGE TO PRIVATE SECTOR/REGIONAL BUSINESS SUPPORT AND FUNDING OPPORTUNITIES	<ul style="list-style-type: none">• MIY continue to deliver high quality business support with 163 established businesses supported since the start of the year and a further 67 business start-up enquiries. The business team have assisted companies to raise over £220,000 in funding and a further £165K is currently at final stage assessment.• The Ad:Venture Start Up programme is now being delivered across York, supporting high growth potential start up and early stage businesses to access specific information, advice, mentoring, finance and workshops.• 10 Masterclass events have been run since the start of the year attracting nearly 200 delegates, with a further 4 Masterclasses scheduled to take place in November and December. A full programme from January onwards is in development.• York Business Week 2017 will take place from 20th – 25th November. The event will run at venues across the city with over 30 events from networking events to detailed workshops and masterclasses. MIY has worked with partners to develop the programme and will also be running a number of specific events during

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the week including the York Top 100 report launch, an MIY masterclass on maximising tendering opportunities, and a meet the funder event which will bring together 20 funders to provide a one –stop advice drop in for businesses in York. Exhibitors present on the day will include High Street Banks, Northern Powerhouse Investment Fund, Invoice Finance and Factoring, Capital Grants, Start-up Support, Finance Brokers, and Manufacturing Sector Support.

- A business directory is now live on the Make It York for Business website. The directory, principally aimed at start up and small businesses, will work as a business match making tool, signposting clients towards local B2B service providers such as accountants, solicitors, marketers etc. To date we have over 60 businesses taking part, nearly all of which offer specialist start-up packages or up to an hours consultation free of charge for start-up and young businesses.
- MIY has launched its very own ‘Dragons Den’ style pitch event - ‘Stand and Deliver’. The first event was held in June attracting an audience of 46 to see 6 businesses pitch for investment. The second event took place at St Peters School on 26th October and saw 4 local businesses pitch to a panel of investors including Enterprise Ventures (part of the Northern Powerhouse Investment Fund), North Invest, Patmore Commercial and Angel Groups Yorkshire in front of an audience of over 80 people. Planning is underway for the next event early in the New Year.
- Science City York (SCY) partnering with FERA Science Ltd have completed 15 months of the ERDF funded £1.6m Stimulating Innovation in the Agri-Food Sector (SIAFS) programme. The programme is aimed at encouraging investment and growth in the agri-food sector and will provide access to specialist support and grant funding to catalyse business innovation.
- The Small Business Christmas Market will once again take place at Judges Lodgings. Fully booked, the

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	<p>market will run from Nov 16th to 22nd December with 27 small and micro businesses being given the opportunity to showcase their products in the heart of the city. The Small Business Saturday Campaign bus will visit York on the 1st of November to promote Small Business Saturday, taking place this year on the 2nd December.</p>
<p>CREATIVE MARKETING + PR TO CHANGE PERCEPTION OF CITY</p>	<ul style="list-style-type: none"> • Year round PR campaign invites travel writers and travel bloggers to visit York – 38 media visits hosted – detailed itineraries suggest visiting world class attractions and events • Media press pack contains key messaging about the city • York Book of ideas press kit emailed to 500 media contacts • 50 reactive media enquiries handled • 100% of destination media coverage is positive • Key festivals and events promoted through news releases • Film crews facilitated – e.g. TV Tokyo currently filming a one hour travel show in York
<p>ENABLE SUSTAINABLE PRIVATE/VOLUNTARY SECTOR CULTURAL EVENTS + FESTIVALS</p>	<ul style="list-style-type: none"> • The 2nd Annual York Culture Awards will take place on the 23rd November at York Minster. A total of seventy entries were received for the awards and the panel of independent judges has now whittled this down to 36 finalists in 12 categories. • The 3rd Great Yorkshire Fringe comedy festival took place in the summer and was the best attended so far. • The York Food and Drink Festival taster once again took place in early June and the main festival was held in September. The Great Yorkshire Fringe was held in July and ASFF will once again take place during November 2017. All events are strongly supported by MIY. • MIY has strongly supported the development of Shakespeare’s Rose Theatre. Inspired by the famous

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	<p>London Rose Playhouse built in 1587 (12 years prior to The Globe), Europe’s first ever pop-up Shakespearean theatre is coming to York in summer 2018.</p> <ul style="list-style-type: none"> • Science City York has been working with the Lighting Up The North (LUTN) network to explore ways in which illuminating York can be developed and improved ahead of next year’s event. • A new horticultural festival – Bloom! – is being planned for July 2018 to coincide with the 250th anniversary of the Ancient Society of York Florists, reputedly the oldest horticultural society in the world. • MIY was instrumental in supporting and sponsoring a hot-air balloon fiesta in September. It attracted massive interest and extensive PR coverage including a large picture on page 5 of the Sunday Telegraph. • The Great York ghost search organised for the Halloween half-term holiday attracted substantial interest and hundreds of entries for the competition.
<p>DIRECTORS FORUMS AND/OR PRIVATE SECTOR LED SECTOR NETWORKS</p>	<ul style="list-style-type: none"> • Science City York held director forums for Creative and Bioscience in July and September. • The Creative Director’s Forum brought together the top creative businesses in the city to talk about their vision for York, their greatest needs and how we can fully utilise the city’s UNESCO City of Media Arts designation - helping to form York’s plan for a creative strategy. • The Bioscience Director’s Forum Dinner brought together top U.S. healthcare company, Rochester Regional Health and their UK counterpart, ACM Global Laboratories with some of York’s most innovative and exciting bioscience businesses including York Instruments. • Science City York has delivered a number of supplementary events to engage the business community including Tech Scene York, The Hutch, Digital Catapult partnership event and Agri-food Yorkshire events. The Tech Scene York in July, organised with the University of York, was designed to showcase York’s amazing

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	<p>digital output to an engaged audience of 46 hearing from presenters including North Yorkshire Police, Bright White and Hiscox.</p> <ul style="list-style-type: none"> • Science City York will also support the Dot York conference in November 2017 which is a one-day conference focussing on technology, creativity and business. • September saw the food and drink sector came together for the second annual York Food & Drink Conference. The event attracted 140 delegates from across the region and delegates heard from a range of companies including Nestle, Fera, Lemon Zest PR, Booths Supermarkets, NFU, DIT, Deliciously Yorkshire and a range of local food entrepreneurs.
<p>ROLLOUT OF BISHOPTHORPE ROAD MODEL</p>	<ul style="list-style-type: none"> • MIY continues to support a number of the city’s trade associations and has helped established new groups including the Shambles Area Traders Association.
<p>MARKET MANAGEMENT</p>	<ul style="list-style-type: none"> • Work is ongoing to improve the Shambles Market environment, footfall and occupancy levels, with the Food Court becoming a major driver of footfall into the market. • The Shambles Food Court has been a major success since its installation. Additional bench seating has recently been installed to cater for the demand for seating, along with ‘Food Court’ branded parasols. An alcohol with food licence has been granted by CYC and one of the food traders – ‘Los moros’ is currently number one on TripAdvisor for restaurants in North Yorkshire, and the area has been recommended by BBC Good Food Magazine. • Further development of the area is under consideration which may include an expansion of the footprint

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	<p>and potentially a permanent cover to allow the food traders to trade over the winter months.</p> <ul style="list-style-type: none">• The weekly Taste York food zone in Shambles Market continues with the support of the York Food & Drink Festival• Ongoing work with the charity, Edible York, has seen a further three planters being introduced throughout Shambles Market.• The Shambles Traders Business Improvement Group has recently been formed, working closely with Make It York to mutually develop the market.• Made in Yorkshire will hold their Christmas Craft fair in Shambles Market in 2017 for the first time instead of The Guildhall. This will bring additional Christmas Market footfall into Shambles Market.• A monthly Makers Market has been introduced in Shambles Market on the last Sunday of each month and is allowing local crafters to display their wares.
CITY CENTRE, EVENTS & FESTIVALS MANAGEMENT	<ul style="list-style-type: none">• The York Christmas Festival has been planned to incorporate all the best things about the successful 2016 Festival along with new traders including the current food phenomenon 'Yorkie Pudding Wraps'.• The Christmas Festival will again incorporate Small Business Christmas on Lendal and more Christmas Chalets on Coppergate.• The 2017 Easter Family Festival along with the York Chocolate Festival took place over Easter with positive feedback. 2018 Easter Festival is in the planning.

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	<ul style="list-style-type: none"> • A Farmers Market has been running on the first Friday of the month on St Sampson’s Square, successfully since February 2017.
VISITOR ECONOMY PRODUCT DEVELOPMENT	<ul style="list-style-type: none"> • Substantial progress continues to be made in uplifting the quality of marketing collateral for Visit York. • Visit York is working closely with the Hoteliers Association, Visit York members, York BID and partner organisations to enhance the overall visitor experience. • Through the Visit York Economic Tourism Advisory Board, the tourism strategy for York is being reviewed and refreshed. The board has been refreshed and has a new Chair, Tom Pearcy, who runs the York Maze.
VISITOR INFORMATION & MARKETING	<ul style="list-style-type: none"> • The strong start to the financial year has continued and the VIC is now 15% up on budget and substantially up on last year. This is down to a strong York Pass performance, 49% up on budget. • Tickets and Tour sales are also doing well at 4% up on budget and we have had a good start to the new partnership with York City FC, selling £1300 worth of merchandise within 6 weeks at 15% commission. • The team were finalists in the Tourist Information Centre of the Year category at the White Rose Awards on 30th October. • Building a brand new fully responsive website ready for launch early January 2018. Home page now signed off and all site maps agreed. • Launched the Chocolate City Trail ready for National Chocolate week. 40,000 leaflets, new digital pages, social media and a partnership with Trans Pennine Express for on station activity and poster campaign. • Brand new Great Ghost Search created for Halloween half term fun. The trail will give visitors a chance to

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see the city in a new spooky way.

- York Christmas Festival launched in September with the production of the new guide, digital content, new Ice trailer video created to promote the Ice Trail weekend on 9/10 Dec. To date over 200 coaches are booked in already with a raft of marketing booked in to maximise the visitor numbers and spend during this key time. Research booked in to fully evaluate Christmas in York for the first time.
- Launched our 17/18 international programme with 3 new partners this year. City Cruises York, English Heritage and Shakespeare's Rose Theatre, joining the existing 8 partners to market York to our 5 key markets. US, China, Australia, Netherlands and Germany.
- Attended Destination Britain North America – Total of 72 meetings with American and Canadian Operators and Agents – follow up work taking place.
- Visit York is continues to work closely with Marketing Manchester and Manchester Airport on China activity, supporting Hainan Airlines Manchester Beijing route, a familiarisation trip with 16 Chinese Tour operators was organised including visits to York, Castle Howard and Whitby.
- Visit York met with key overseas VisitBritain staff at the recent VIBE event in Glasgow.
- Awarded Best UK destination for groups at the Group Leisure Awards and attended the Group Leisure & Travel Show at the Birmingham NEC with stand partners, JORVIK group, Yorkshire Air Museum and City Cruises York.
- York Pass has seen a record year up 32% on budget and 64% on 2016. A new mystery trail is being developed to encourage further sales and a new mobile version of the pass underway.
- Go ahead for 3 new Discover England Fund projects: England's Historic Cities – The Collection. (US market) £1m investment. Gateway to the North (US Market) £1m investment. Horseracing- Sport of Kings. £300,000 investment. (GCC markets). Year one project for the EHC APP has already seen over 4,500

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	downloads of the APP which features York Minster.
BUSINESS TOURISM	<ul style="list-style-type: none">• The UK Conference and Meetings survey on volume and value statistics of business tourism to York in 2016 has been released. Headline figures on York include: 14,500 business events in York venues; attended by 993k business event visitors who accounted for an estimated spend of £142.1m at venues and in the local destination. For 2016 volume indicators (number of delegates, and delegate days) were up on 2015. Expenditure levels were broadly the same.• MIY attended The Meetings Show in June 2017 alongside 6 York venue partners. This generated 230 new leads. Following on from this plans are now well advanced to host a familiarisation visit for a small selection of conference and event buyers during November 2017. This will build on the specific contacts made during the Meetings show to showcase the best of York's offer. We are now also in the planning and recruitment stage for 2018 The Meetings Show with 1 confirmed partner already on board for 2018.• The VisitYork4Meetings team is working on the bid to the Visit Britain events fund to cover costs to bid for UCCAM (UNESCO City Culture Annual meeting) linked to York's UNESCO City of Media Arts status.