

Schedule 1

The Specification

Part 1) OBJECTIVES

- 1 The following are objectives to be achieved by Make It York through the provision of the Services¹:
 - (a) Contribute to the stronger co-ordination and promotion of the city of York's profile and cultural offer taking every opportunity to articulate York's brand position, regionally, nationally and internationally
 - (b) Drive the delivery of the relevant York Economic Strategy headline targets which are as follows:
 - (i) Average wages for York residents and workers to be above national average by 2025
 - (ii) Businesses have the accommodation they want and need, supporting employment growth
 - (iii) Growth in high-value sectors through information, brokerage, and direct delivery
 - (iv) The city's comparative advantages in skills, employment and connectivity are maintained
 - (c) Work towards increasing the value of the visitor economy through promoting innovation and higher quality in the existing offer, encouraging high value visitor economy investment and attracting higher spending visitors. Nurture new cultural ideas and initiatives
 - (d) 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
 - (e) Align the Make It York detailed business plan with City of York Council priorities, agreeing all outcomes annually with the Client and Economic Development lead prior to submission to the Shareholder Committee at its March meeting

¹ The Council recognises that achievement of the Outcomes may not be directly or solely within the control of MIY; however, both parties recognise that the level of success in delivering the activities set out in this schedule shall be measured by reference to the Outcomes and Service Levels set out here

- (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 in this schedule