

AGENDA SUPPLEMENT

Climate Change Policy and Scrutiny Committee

To: Councillors Vassie (Chair), Baker (Vice-Chair), S Barnes, Fisher, Wann, Perrett and Melly

Date: Wednesday, 12 January 2022

Time: 5.30 pm

Venue: Remote Meeting

The Agenda for the above meeting was published on **4 January 2022**. The attached additional documents are now available for the following agenda item:

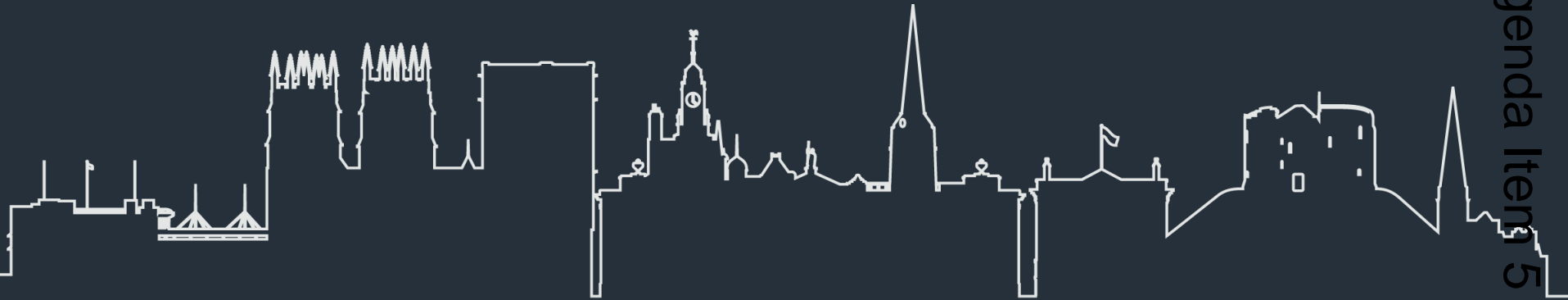
- 5. Climate Change Strategy** (Pages 1 - 26)
The Committee received an update on the Climate Change Strategy for York, as well as, how it aligns with other strategies and the planned phase 3 engagement for climate change and carbon reduction. It was requested during the meeting that the presentation received by the Committee be published online as papers were not available for the item prior to the meeting.
- 6. Economic Strategy** (Pages 27 - 84)
The Head of Economic Development will provided a presentation updating the Committee on the Economic Strategy for York. It was confirmed that these papers were intended to be available prior to the meeting and therefore it was requested by the Committee that they be published.

This agenda supplement was published on **17 January 2022**.

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Strategic alignment

Climate change scrutiny



Together with partners and residents,
we are establishing the conditions
to deliver a 10 year plan
that improves the lives and livelihoods of all
York residents



Working together to improve and make a difference

The regional context is changing ...

- Over the next decade the below regional infrastructures are proposed that will open up longer-term opportunity.
- Whilst we are awaiting clarity about timings ...
- We need to know how York could best benefit from these **now** to influence the development and benefit later

Emerging regional infrastructure brings devolved powers and greater collaboration

Strategic partnership
with North Yorkshire

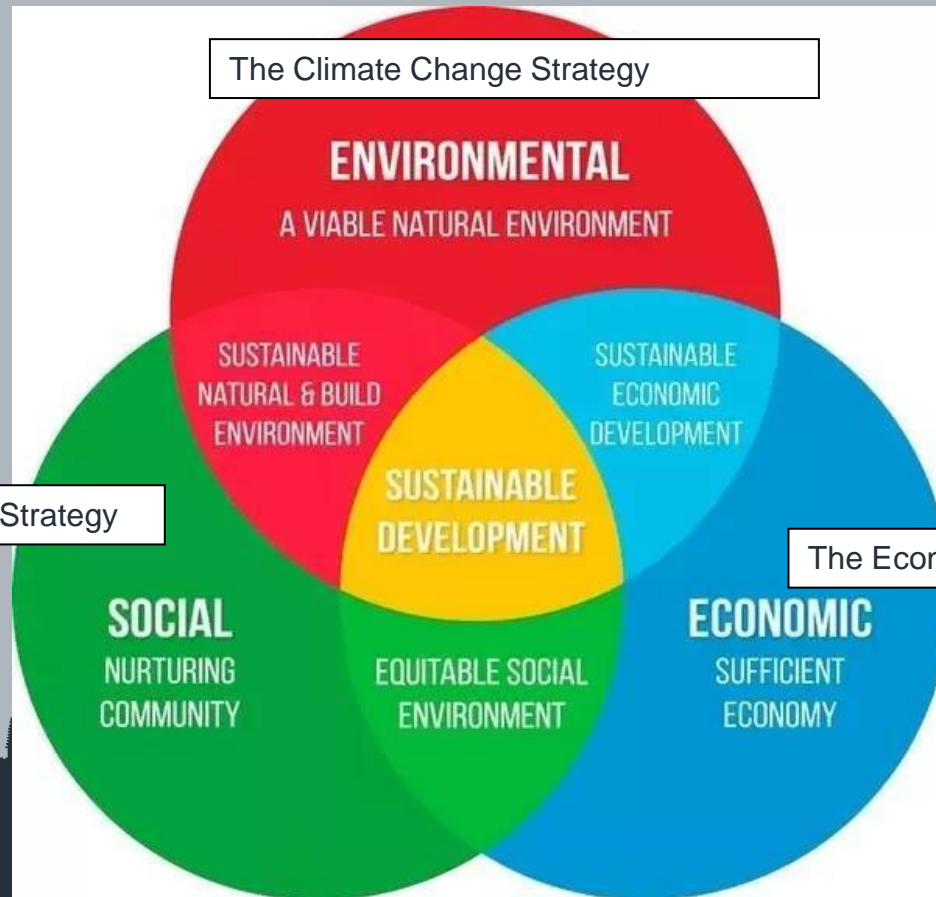
Mayoral Combined
Authority

Integrated Health and
Care System

Development of the strategies

- By articulating our ambition in health, environment and the economy, we will be better prepared to influence the emerging regional infrastructures.
- We have been developing strategies that align to council plan priorities and will inform the 10 year plan
- The strategies are shaped by resident feedback (Our Big Conversation stage 1), stakeholder discussions and will be refined iteratively through consultation over the next few months.
- The strategies are rooted in the UN Sustainable Goals framework

The strategies align with the UN Sustainable Development Goals and cover health and wellbeing, economic growth and climate change ([Social Development for Sustainable Development | DISD \(un.org\)](https://www.un.org/sustainabledevelopment/)).



Alignment process

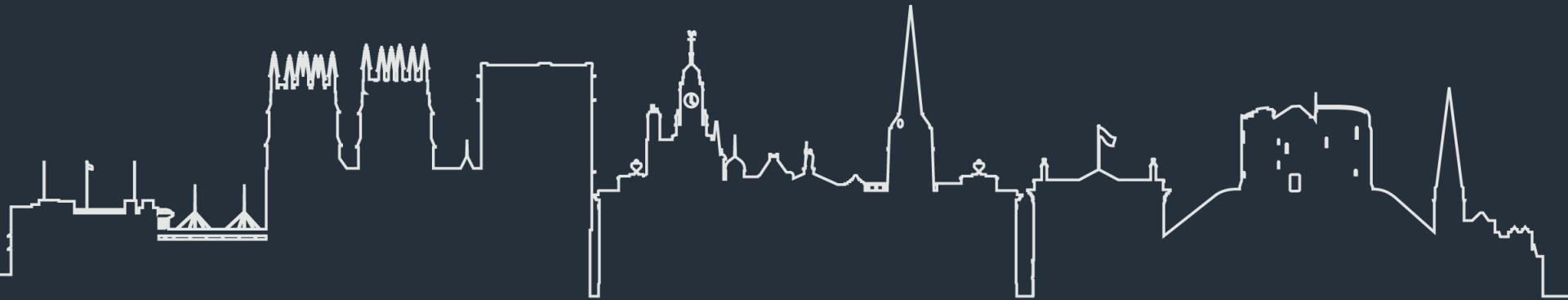
- The strategies are now being iteratively aligned through internal workshops, by checking the strategic ambition, objectives, tone and pace are consistent with each other and that there are no unintended consequences or missed opportunities.
- Strategies are refined with resident, community groups and scrutiny consultation and engagement (this includes the next phase of Our Big Conversation)
- Strategies will be presented to show their interdependencies and links to other strategies. They will share design and style components such as using case studies to share real examples and executive summaries to present the opportunity.
- Each strategy, by it's nature, is interdependent, city wide and provides a focal point for partners and stakeholders to work together on behalf of the city.

York Climate Change Strategy

Shaun Gibbons

Head of Carbon Reduction

Shaun.gibbons@York.gov.uk



Response to the Climate Emergency

1. Declare a 'Climate Emergency'
2. Commit to a target of making York carbon neutral by 2030
3. Request a report within six months setting out the immediate actions the Council will take to address this emergency and a plan to measure annual citywide progress towards meeting the 2030 target.
4. Work with partners across the city and across the region to deliver this new goal through all relevant strategies and plans and drawing on local and global best practice.
5. Actively lobby the Government to provide the additional powers and resources needed to meet the 2030 target.

Timeline of York's climate response

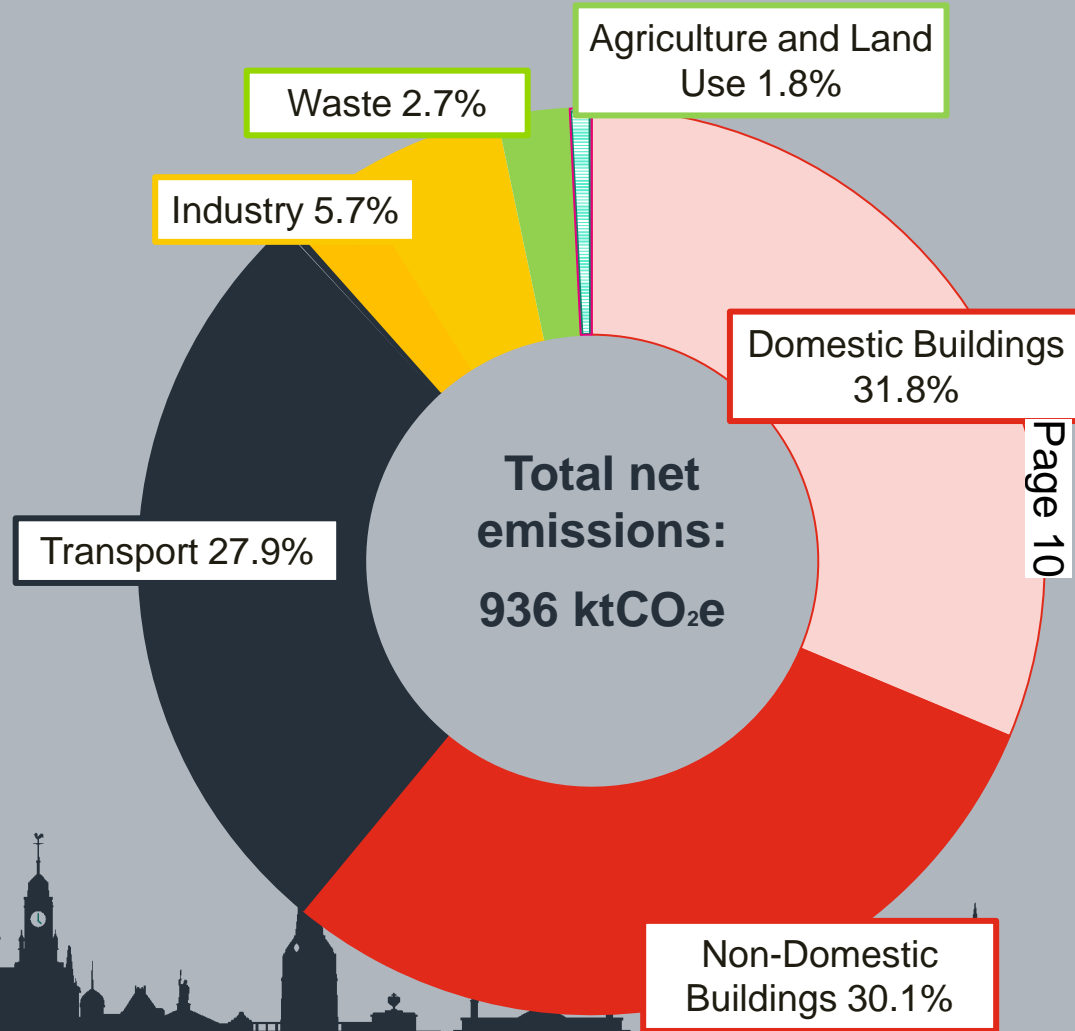


Current Activity



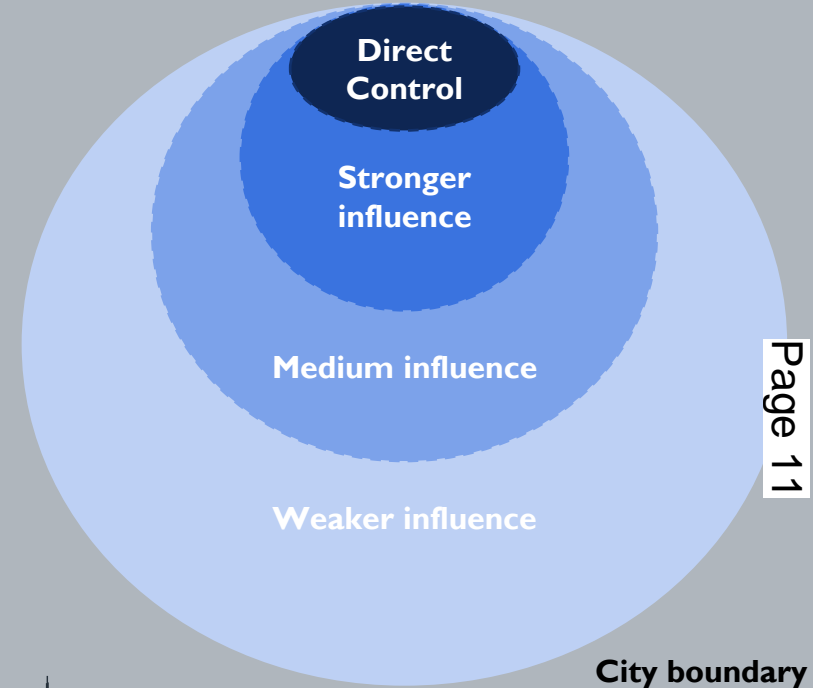
Climate Change Strategy Content

- i. Evidence Base
- ii. Adaptation
- iii. Mitigation
- iv. Collaboration & Engagement
- v. Monitoring & Evaluation



Council Influence & Scope

Influence	Description
Direct Control	Emissions sources directly owned or operationally controlled by the Council.
Stronger	Operators of emissions sources are clearly defined but not directly operated by the Council (e.g. procurement).
Medium	Emissions sources do not relate to council owned assets, procurement or council led activities, however some convening power may exist.
Weaker	Operators of emissions sources are not clearly defined, influence limited to lobbying central government.



Case Studies

The City of York are planning to build Britain's biggest [Zero-Carbon Housing Project](#), which will consist of 600 new homes built to the highest environmental standards and following [Passivhaus](#) principles.

[York Park & Ride](#) is the largest zero emission bus service of its kind in the country, with 33 all electric buses.

The University of York [YORCUP](#) scheme combines the convenience of a disposable cup with the environmental benefits of a reusable one. It can be kept and refilled to save paying the latte levy on campus, or returned to be cleaned and reused. So far, over 7,000 people joined YORCUP scheme with over £45,000 raised in Latte Levy. [Users saved over £25,000.](#)

[Derwenthorpe](#) is a sustainable community of 481 homes developed by [Joseph Rowntree Housing Trust](#). Homes are designed to low energy standards and connected to a biomass & gas district heating system. Some homes also feature domestic battery storage and solar PV. Wider environmental issues are addressed using a Sustainable Urban Drainage scheme (SUDs), whilst sustainable transport solutions including [car clubs, cycle paths and a bus service](#) reduce the reliance on the use of private cars.

York has extended a 12-month trial to offer residents, commuters and visitors [E-Scooters and E-Bikes](#). This trial encourages more sustainable micro-mobility.

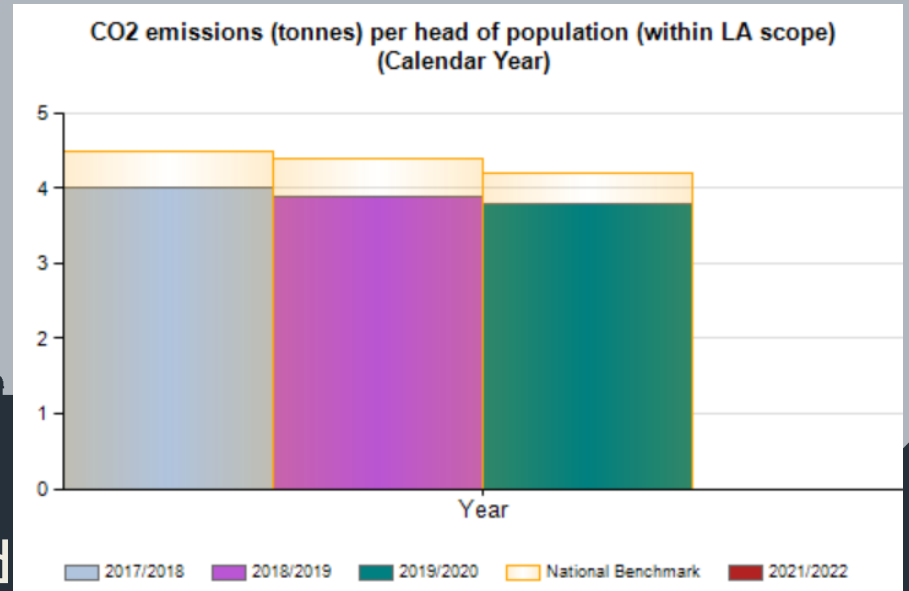
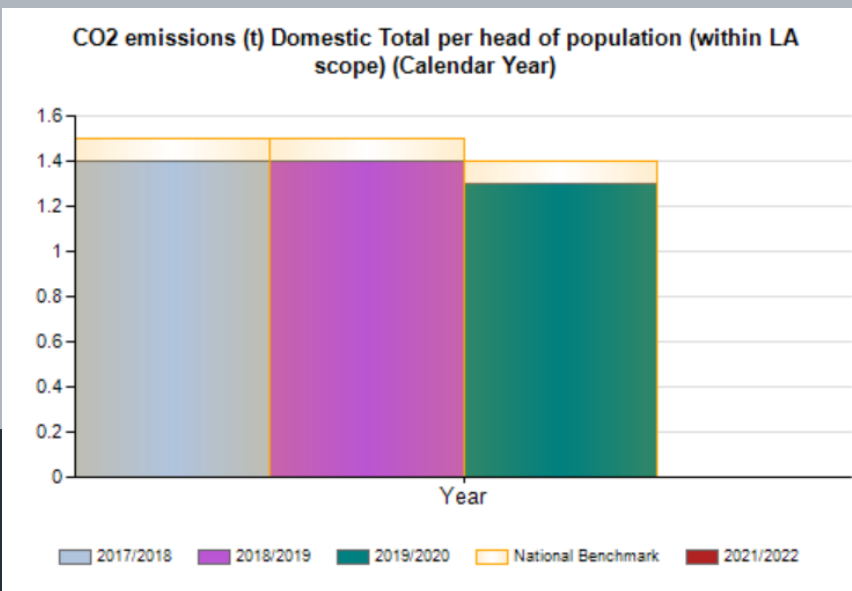
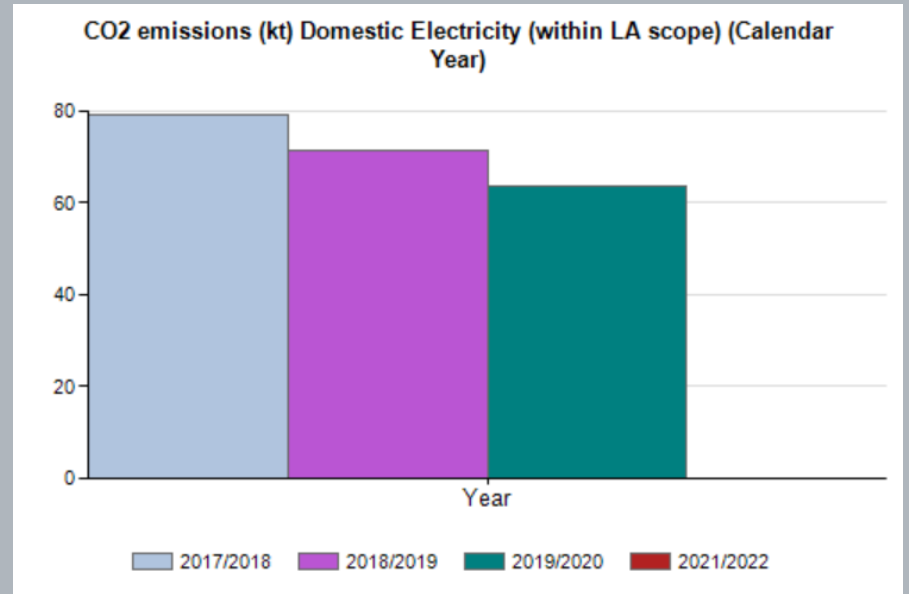
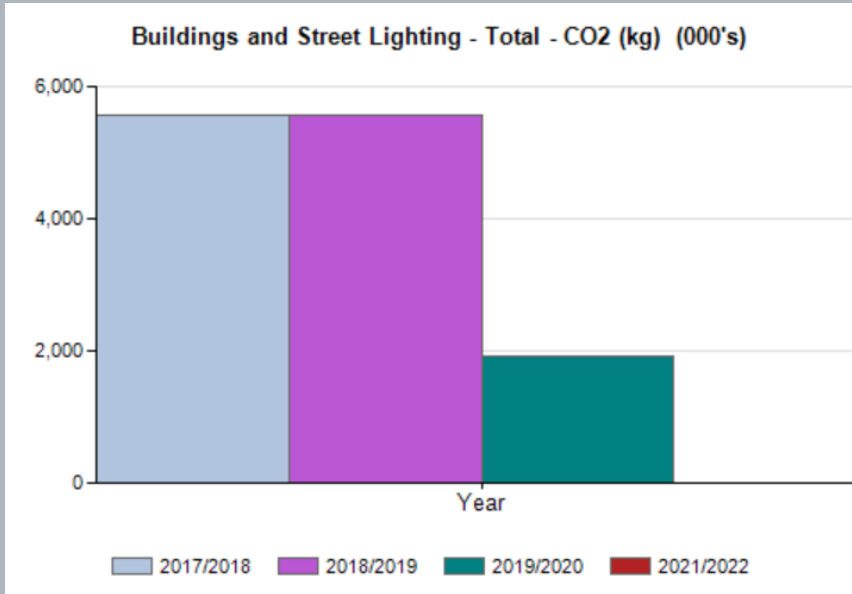
The construction of two high quality, high speed electric vehicle [HyperHubs](#) in the City of York will help the region support the next generation of EV chargers. Each Hyperhub site will consist of [solar PV canopies](#) which will generate green electricity (100kWp), battery energy storage (348kW/507kWh), 4 Rapid and 4 Ultra Rapid EV chargers.

[Allerton Waste and Recovery Park](#) provides a solution for treating waste from York and North Yorkshire councils, and turns it into a resource through mechanical treatment, anaerobic digestion and from the steam produced from burning waste. The plant is expected to [save 30,000t/year of harmful emissions](#)

Most recycling plants won't accept [laboratory plastics](#). Rather than send this waste for landfill or incineration, University of York worked with their waste contractor to implement a formal process for sorting and decontamination. The scheme has already [diverted 2 tonnes of plastic](#) to recycling.

The City of York council switched to [purchasing 100% renewable electricity](#) in 2020, which will save 2,900tCO₂ a year.

Monitoring & Reporting

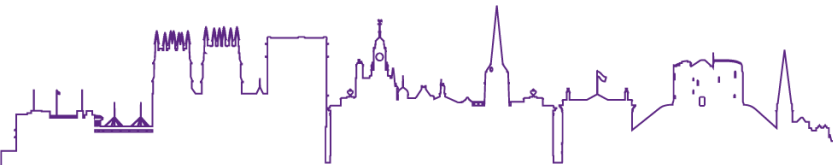




OBC Phase 2 Engagement Plan

Version 2.0 |

1. [Scope](#)
2. [Engagement by stage](#)
3. [Objectives](#)
4. [Audiences](#)
5. [Inclusivity](#)
6. [What we already know](#)
7. [Evidence gather](#)
8. [Evaluation and learning framework](#)
9. [Timetable](#)

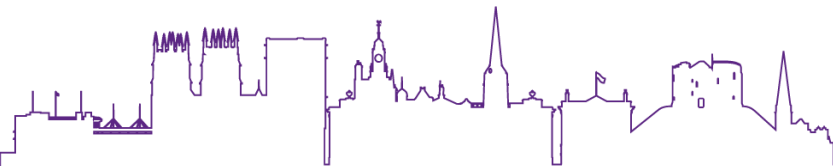


I. Scope

This resident engagement plan addresses the **second phase of the engagement for the Economic and Climate Change strategy**. The approach within this plan will later be applied to phase two engagement for Transport to support the implementation of the Local Transport Plan in 2022.

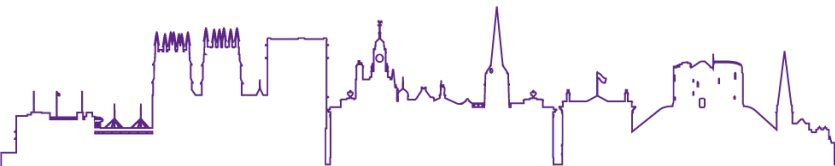
This plan identifies the audiences and insight required to develop the right approach **to inform and support the implementation of the Economic and Climate Change Strategies**, following on from the attitudinal survey carried out in phase one of Our Big Conversation which informed the initial development of those strategies. This more targeted phase of engagement will allow us to test the acceptability of priorities within the strategies; deepen insight into the approach needed to implement these successfully; and understand the aspirations and attitudes of ‘missing audiences’ in phase one engagement.

The resident engagement plan follows the principles of the council’s resident engagement strategy. The engagement approach will make sure key audiences understand other perspectives and explore responses together.



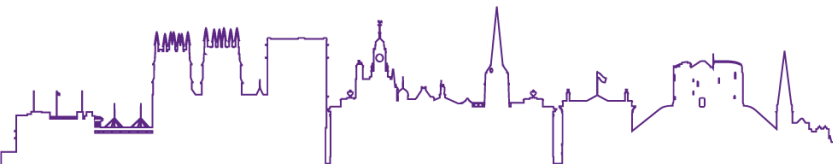
2. Engagement activities by stage

Stage	Process	Engagement activities
Stage 1 Summer 2021	<ul style="list-style-type: none"> • Consult • Explore the broad scope • Inform strategy development 	<ul style="list-style-type: none"> • Online Core Strategies Survey • Postcard polls via partners • Social media conversations (analysed) • Facebook Lives discussing key themes • Thematic Masterclasses – the art of the possible
Stage 2 Winter 2021/22	<ul style="list-style-type: none"> • Inform and involve • Test draft strategies • Explore behavior change tactics • Inform implementation 	<ul style="list-style-type: none"> • Commission target focus groups (with underrepresented audiences) <ul style="list-style-type: none"> • LGBTQ+ Café • Student Union/Alumni focus group • Asian / Black / South American / Traveller / Gurka communities in York • NEATs 16-24 • Hospitality and Retail • Construction, Transport and Manufacturing • Community groups and ward committees • Deeper analysis into barriers/motivations in Climate behavior change • Further insight into responses on Economic opportunity and demographic discrepancies. • Stakeholder roundtables (already completed for Climate strategy)



3. Engagement Objectives

- 1. Raise awareness of strategies and opportunities to engage** through corporate and partner channels, signposting the engagement activities. Create some broadcast opportunities to feedback on strategies and action plans, through online conversations and content. *(Note: For phase two, broadcast communication is limited, due to the nature of audiences we want to reach – those who typically may not engage with this.)*
- 2. Facilitate targeted opportunities** to engage, ensuring that specific residents whose views were heard the least in phase one are reflected. Join up engagement activities across strategies, to demonstrate coordination. Capture demographic data where possible to ensure monitoring of inclusivity and deliver engagement activities that reflect current restrictions (to allow the collation of data whilst providing easy and accessible bite-sized engagement activities)
- 3. Support successful strategy implementation** by testing action plans and strategy aims with residents and providing useful insight to officers and Executive members.
- 4. Draw on partners and networks** such as the LGBTQ+ Forum, Universities and community groups to demonstrate partnership working and ensure the views of communities heard the least in phase one are reflected in phase two engagement.
- 5. Publish the decision making schedule** relating to the strategy development allowing participants to influence through open democracy. Make points of influence clear – explaining that at this stage strategies are written, but action plans are in development.



3. Engagement Objectives

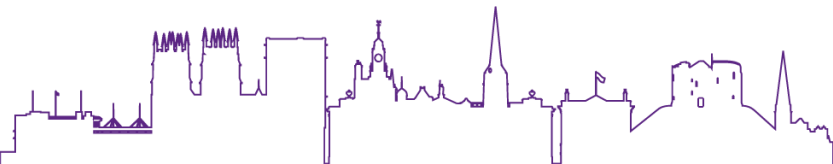
For strategy areas:

Economic Strategy

1. Test the acceptance of the current **four key strategy headlines** and subsequent priorities – gaining understanding on the required actions/policies/interventions needed to support residents and businesses.
2. Understand the **barriers** to businesses adopting carbon reduction policies.
 - a) Cost/funding
 - b) support/training/workshops
 - c) networks/collaboration
3. Ideal **business space** – location, size, neighbours, cost, flexibility.
4. Further understand the **financial impact** of the pandemic amongst those who identify as “worse off”.
5. Understanding **barriers to employment and prosperity** (aspirations) **for under 30s** in York (interventions).
6. Understand how York’s **transport connections** impact businesses.

Climate Change Strategy

1. Understand the key **motivators** and **barriers** to individual behaviour change for reducing carbon emissions in the home/workplace.
 - a) Cost saving? Is cost a barrier?
 - b) Energy saving? Values?
 - c) Lack of information/training?
 - d) What would motivate landlords to implement changes?
2. Understand the **demographic discrepancies** in phase one insight.
3. Understand **preferences on proposed actions** for the city’s action plan e.g. type of offsetting, recycling.
4. What are the **biggest changes individuals are prepared to make** to reduce their carbon footprint? E.g. heating, EVs, insulation, transport, renewable energy, waste etc.
5. 43% plan to switch to **EVs/Hybrid vehicles** – When? Why? What would help?

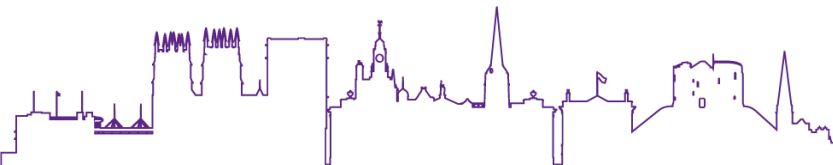
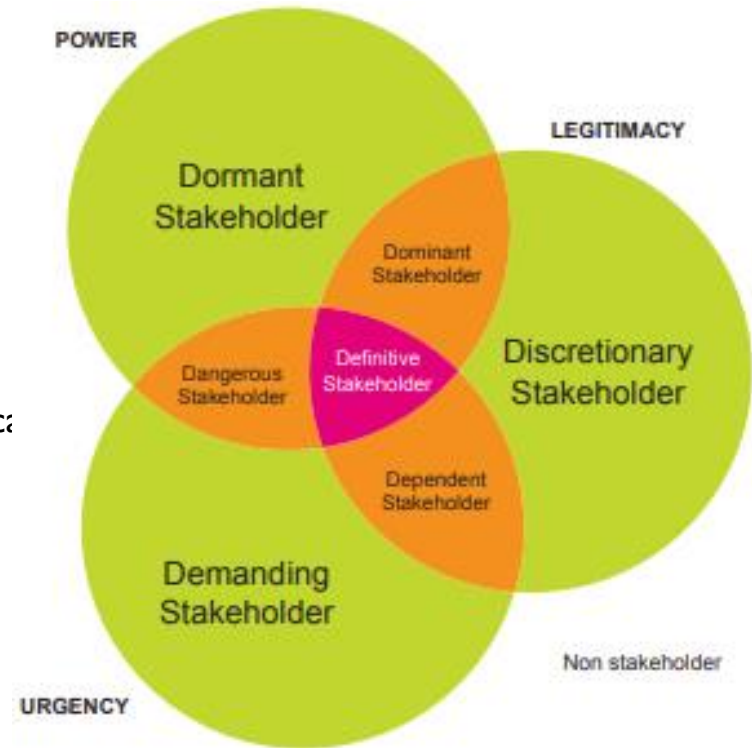


4. Audiences

- **Targeted (Focus Groups) :**

- Residents aged 16-24
 - NEATS
 - Universities student unions
 - University alumni
 - Door 84 Youth
- Non-English Residents, especially Asian / Black / South America: Gurka communities.
- Traveller community
- Local Disability Forum
- LGBTQ+ Cafes
- Hospitality representatives
- Retail representatives
- 'Blue Collar' industries e.g mechanics, construction, transport

- **Broadcast (PR, Social, Website) :** low level broadcast communications is required for this more targeted second stage of engagement. Content produced can help us reach 16-24 year olds and sectors underrepresented in the first stage of engagement, including mechanics/trade/hospitality/retail. To achieve this specific channels/groups on Instagram and LinkedIn can be prioritised and content created to target key messages at these audiences.



OBC Wider Audience Map – Phase 1 and 2

Stakeholder	Network/Partners	Tool	Comms Channels
Residents – cross section of York population and representation of all communities of identity/interest	Ward members Res associations Citizens Transport Forum (Civic Trust) Engagement map under development – partners and networks for all	Online Survey Curate social conversations Webinars/Mastclasses by theme	Live Q&As PR Social Partner network cascade Resident Email Newsletter
Commuters – from and into York.	Quality Bus Network Bus forum, York Bike Belles, York Cycle Campaign Local employers	Existing partner data Online survey Curate social conversations	Live Q&As PR Social Partner network cascade Resident Email Newsletter
Disabled groups and Blue Badge Holders	Footstreets channel map YDRF	Online survey	Advocacy organisations cascade PR Social campaign, tagging network rep:
Young Residents (age 16-30 years old)	York Youth Council Schools Show me I matter	Online survey Workshop Commission additional research	Zoom Social media Partner network cascade
Special Interest Groups	Including Citizens Transport Forum (Civic Trust); Bike Belles; York Bus Forum; Walk York etc.	Online survey Workshop inc. Citizens' Forum Academic event	Zoom Social media Advocacy organisations cascade
Ward members		Regular Member briefings	Internal
Businesses	BID, Indie York, Make it York, York Retail Forum Location-specific traders associations (x-ref with econ development)	Online Survey Curate social conversations	Business Bulletin, Partner network cascade BID Rangers PR Social
Taxis	Lesley Cooke	PR Taxi Times	PR Social Rep bodies
Delivery drivers	TBC - Professional/rep bodies; Sustainable delivery companies	Stakeholder interviews (will be covered in strategic city centre access and parking review)	York BID, Partner cascade

Carbon Reduction Audience Map from Phase 1

Audiences	Channels + corporate rhythm of resident, member and partner updates ...		
Parents	<ul style="list-style-type: none"> - York Mumbler - Schools/headteachers newsletter - Healthy child service - Internal comms 		
Residents (as walkers/cyclists, families commuters and leisure users)	<p>Corporate comms and engagement channels including social ads and in Our City Local media, plus key national media to frame York as positive/national leader – #AskThe Leaders Q&A featuring partners and advocates -</p>		
Businesses/organisations	<table border="0" style="width: 100%;"> <tr> <td style="vertical-align: top; width: 50%;"> <ul style="list-style-type: none"> - Leaders Group; Sectoral round tables - Local Ward Committees - Economic development team networks and databases (using Business Friendly Council membership)– Apprenticeships - Yorkshire and Humber Regional Climate Change Commission York Climate Change Commission - University of York - Nestle - Rollits - First Group - Joseph Rowntree Foundation. Environmental groups - York environment Forum - St Nicks - Edible York - Knapton Allotment association - York Tree Wardens - RSPB Cycling groups: - Sustrans - York Bike Belles, </td> <td style="vertical-align: top; width: 50%;"> <ul style="list-style-type: none"> - One Planet York - Employment Hub, Maki it York, York BID - Representatives/intermediary organisations (FSB, Property Forum, Retail Forum, Chamber, LEPS) - Local traders associations; markets, Micklegate, Gillygate, Fossgate - Adapted MY City Centre steering group - Professional service providers (accountants, lawyers, landlords) - LinkedIn, Business bulletin, business-facing accounts and influencers across social platforms - Travel and transport sectors (Bus, train, cycling, deliveries) - City of York heads of comms group - ITravel team targeting city employers - Universities transport leads/student marketing teams </td> </tr> </table>	<ul style="list-style-type: none"> - Leaders Group; Sectoral round tables - Local Ward Committees - Economic development team networks and databases (using Business Friendly Council membership)– Apprenticeships - Yorkshire and Humber Regional Climate Change Commission York Climate Change Commission - University of York - Nestle - Rollits - First Group - Joseph Rowntree Foundation. Environmental groups - York environment Forum - St Nicks - Edible York - Knapton Allotment association - York Tree Wardens - RSPB Cycling groups: - Sustrans - York Bike Belles, 	<ul style="list-style-type: none"> - One Planet York - Employment Hub, Maki it York, York BID - Representatives/intermediary organisations (FSB, Property Forum, Retail Forum, Chamber, LEPS) - Local traders associations; markets, Micklegate, Gillygate, Fossgate - Adapted MY City Centre steering group - Professional service providers (accountants, lawyers, landlords) - LinkedIn, Business bulletin, business-facing accounts and influencers across social platforms - Travel and transport sectors (Bus, train, cycling, deliveries) - City of York heads of comms group - ITravel team targeting city employers - Universities transport leads/student marketing teams
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Community groups	<p>- Community Facebook groups - York Civic Trust - Ward councillors and parish councillors - York CVS - Communities teams - York Cares - Talkabout panel - York Bus forum - CAB- Residents Associations – Friends of groups</p>		
Young people	<p>-Schools and colleges -Show me that I matter -York Youth Council -Universities - Skills team – Sports clubs – Scouts/Guides etc – FE Colleges including: Askham Bryan and York College Universities and Research Institutes – Stockholm Institute, York St John, York Uni, Sheffield Uni</p>		
Disabled people / people with accessibility issues	<p>- Liaison group established – but never convened – for My City Centre including representative groups</p>		
Older people	<p>- YOPA - Age UK - OCAY -Libraries -Falls Prevention team - YBPS -Wilberforce Trust -Care home providers?</p>		
Our Big Conversation	<p>Running in parrallel with this engagement programme (see separate communications/engagement plan)</p>		

5. Engagement will be inclusive to address:



Lack of internet access

Users who struggle with literacy are unlikely to use the internet alone and would not use the internet as their main source of coronavirus information



Trusted & respected local figures

Respected figures and organisations that people listen to can help build trust in the service and dispel existing myths and alternative narratives



Information is confusing and does not land with the community

Official information is confusing and inconsistent and does not resonate with the user group. Thus, people get alternative narratives from social media and WhatsApp



Familiar settings and staff

Engagement activities in familiar places could reduce feelings of fear or exclusion and may increase uptake



Visual methods of passing information are beneficial

Pictures, videos, icons and physical signage are beneficial to users as they are visual and easier to quickly understand and engage with



Reliance on family and friends

Users who tend to rely on family and friends to support them with tasks that require reading, but not all users have access to that support

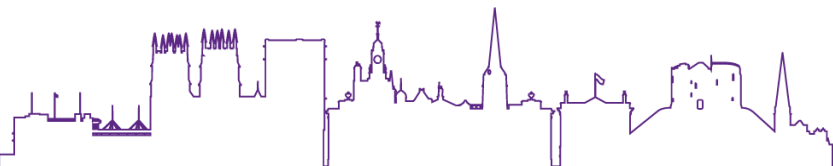
6. What we already know

Pre-Existing commitments

- Well-paid jobs and an inclusive economy, and better start for children and young people (Council Plan Priorities)
- Climate Emergency and aim for Carbon Neutrality in 2030
- Greener, cleaner city and supporting residents to get around sustainably (Council Plan Priorities)
- Council motion Dec 2019 removing non-essential journeys from city centre

Highlights from Phase One OBC: Core Strategies

- 80% of residents (78% of businesses) agree with net zero carbon ambition
- Residents support CC strategy objectives in transport, health and inclusivity
- 56% agree with principle of carbon offsetting
- Residents prioritise increasing recycling, reducing waste and promoting public transport.
- Cost is primary barrier to personal carbon emissions reductions
- 64% residents shop online more
- 76% WFH at least part-time during the pandemic
- 59% expect WFH to continue
- Under 40s more likely to feel 'worse off than 12 months ago'
- 1 in 5 workers feel worse off than they were 12 months ago.
- 18% interested in starting own business. Barriers: finance, time and confidence.
- 62% have had some work-related training within last year.
- Flexibility and employer requirement are most important factors doing work-based training course
- 1 in 5 continue at usual workplace throughout pandemic
- main reason residents work part-time is to improve work/life balance (40%), just over 1 in 3 are making time for caring responsibilities
- 3 in 5 businesses do not have a carbon reduction strategy or official target for carbon emission reduction



7. Evidence gather

At the heart phase two for Our Big Conversation engagement is a series of targeted focus groups to gather evidence and insight.

Wider/broadcast engagement activities such as social media, will signpost ongoing focus groups to provide multiple access points for the demographics we want to reach.

The purpose is:

- To target demographics underrepresented in phase one
- Demonstrate the council listens and wants to hear from everyone (phase two is filling the gaps from phase one).
- partners and networks involvement.



Targeted Focus Groups

Commissioned focus groups and report written analysing discussions.

Broadcast engagement

- Toolkit for partners to enable them to support us in reaching these demographics
- Update webpage to demonstrate council listening in phase two.
- Press release to share that we are carrying out phase two, as previously committed

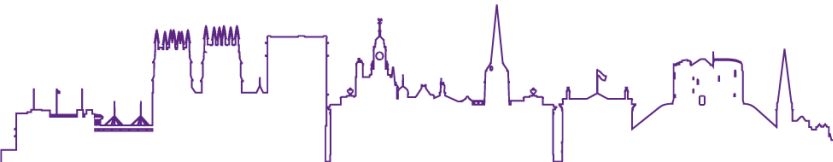
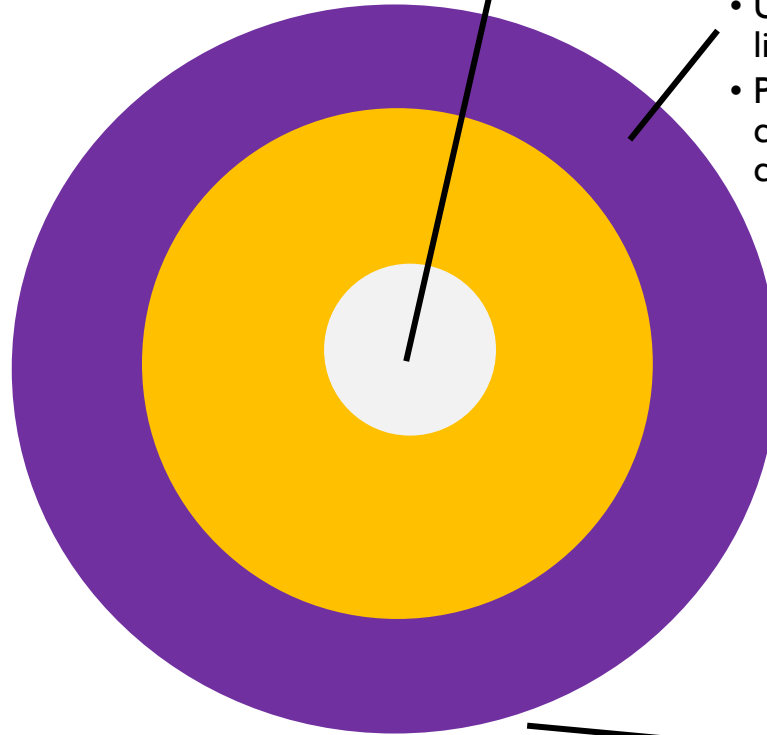
Targeted engagement

Facebook live for 16-24s

Monitored social media conversations

Paid for advertising targeting 16-24 year olds, Asian / Black residents, construction/ transport/ trade/ hospitality/ retail workers in York

LinkedIn and Instagram promotions.





Provide balanced and objective info: <ul style="list-style-type: none"> - Existing insight - Constraints - Points of influence 	Gain feedback and analysis on alternatives, deepen understanding of need from some groups	Sharing perspectives and understanding competing demands for ltd space	Gain feedback on draft strategies	Executive decision	Measure impact and support implementation of recommendations
Engagement activities					
Social media key Qs CYC landing page Areas of influence and future constraints Web pages including Video content Member briefings	Updated web pages Online Survey (living in the city) Postcard polls distributed through community/public spaces Social media conversations (analysed) Thematic webinars Targeted community workshops Targeted partner workshops Thematic masterclasses – the art of the possible	Updated OBC web pages Focus groups - deeper analysis and review – Facebook live – amplifying views of younger people, minorities and business sectors that are underrepresented to provoke engagement. Commission targeted focus groups Targeted social media (analysed)	Updated web pages Social media - present feedback and emerging ideas, curate conversations Partner interviews and stakeholder roundtables		Attend established fora of partner groups for feedback
Broadcast					
Signpost to web landing pages and mailing lists/resident eng lists Our City Partner/rep orgs cascade Media activity	PR Social campaign Targeted Social media ads Social communities Partner/rep orgs cascade Media activity Recruit diverse population to engagement, incl Transport Forum	PR Targeted Social media ads Social communities Partner/rep orgs cascade	PR Social campaign Social communities Partner/rep orgs cascade Media activity		

8. Evaluation and learning framework

Objective	Indicator	Tools to measure	Learning questions
Increase participation	Diversity by survey demographic data Engagement map - % engaged across communities (geographical and interest/identity)	Demographic data on surveys Partners / networks reached on engagement map	Which communities engage with which
Build confidence in engagement opportunities	Levels of participation – and trust - from under-represented communities Social media sentiment	Feedback surveys Focus groups (testing recognition, attitudes, repeat engagement, progress along framework, perception of levels of influence)	Was it easy to share your views? Do you feel listened to? Do you feel this has had influence? Would you engage again?
Surface tensions and increase understanding/ cooperation	Diversity of attendance at multi-community workshops/conversations (by target audience per theme) Produce and publish community briefs for each engagement theme # interactions (comments, shares) with each brief	Demographic data Sentiment of views exchanged Analytics of web page / platform if purchased Content of public speakers/press sentiment after decision published	Do audiences understand each other's aspirations? Do audiences want to compromise their aspirations to accommodate others?
Support better decisions	# new perspectives added Stakeholder response to process and recommendations	Feedback / wash-up session with project leads and exec Stakeholder endorsement and advocacy	How has engagement informed our approach? Has engagement led to a more informed decision?



**Climate Change Policy and Scrutiny
Committee**

12th January 2022

York Economic Strategy – Emerging Themes from Engagement

Summary

1. This report provides an update on the development of a new, inclusive Economic Strategy for York. Widespread engagement with York's residents, workers and businesses took place over the summer through the Council's Our Big Conversation, with a coherent approach to engagement undertaken to address the overlapping themes of York's economy, carbon reduction and transport.
2. 1,934 residents participated in the residents' survey and 93 businesses participated in business survey – with 53 firms fully completing the survey. Further engagement with businesses is planned to ensure that York's new Economic Strategy reflects their needs and aspirations. A survey was also undertaken through Citizens Advice York to better understand their clients' experience of Covid-19 and employment in York.
3. Work has also taken place to update the Economic Evidence Base that will underpin the Council's new Economic Strategy. Economic data shows that York's economy has been performing strongly, with the Council's strategic focus on growing high-paid jobs bearing fruit. However, the hardship and lessons from the past 18 months must not be forgotten and an emphasis on inclusive growth in our new Economic Strategy is paramount. Focus will be placed on improving employment conditions and wage levels in York's high-volume sectors (retail, hospitality and health and social care) whilst also growing the amount of part-time work available in high-paid sectors and encouraging continuous learning to improve individual mobility. Emphasis will also be placed on supporting a green economic recovery, addressing the Council's low-carbon commitments and the city's nationally significant bio-economy and agri-tech innovation assets.
4. Engagement findings from Our Big Conversation and the Economic Evidence Base has helped inform the development of four headline

commitments which set out how the Council will work with businesses, residents and partners to ensure that economic growth in York is both inclusive and sustainable. These are:

- An economy powered by ‘good’ business;
 - Creating the right conditions for sustainable growth;
 - A thriving local workforce; and,
 - A globally-connected city.
5. These four commitments will form the basis of the Council’s new, inclusive Economic Strategy. Engagement will take place with businesses, key business support agencies and city partners to ensure that our emerging priorities meet the needs of York’s economy and secure agreement for the activities that will underpin each commitment. Work is currently underway to ensure strong alignment between the Council’s emerging Economic and Climate Change Strategies, with the intention for these to be brought to Full Council for approval in June 2022.

Report

6. City of York Council’s current Economic Strategy was launched in 2016 and covers the period 2016-20. The Executive has committed to renewing and adapting the strategy, with a new focus on inclusive growth, and to launch a new York Economic Partnership, which will include a diverse range of voices and perspectives.

Engagement Activity and Findings

7. July 2021 saw widespread engagement with York’s residents, workers and businesses placing these groups at the heart of plans to build an inclusive and greener economy. Through the Council’s Our Big Conversation, a coherent approach to engagement was undertaken to address the overlapping themes of York’s economy, carbon reduction and transport.
8. In total, 1,934 residents participated in the residents’ survey and 93 businesses participated in business survey – with 53 firms fully completing the survey. Given the limited number of responses to the business survey, it must be recognised that survey results here cannot be taken to be wholly representative of York’s business community. Further engagement with businesses is planned to ensure that York’s new Economic Strategy reflects their needs and aspirations.

9. An overview of headline findings from the Council's Our Big Conversation engagement exercise with residents and businesses can be found at Annex 1. Key findings include the following:
- The vast majority of residents and businesses support York's ambition to become a net-zero carbon city by 2030;
 - More than two-thirds of workers are expecting to work from home more in future when compared with before the pandemic;
 - 73% of residents reported that their broadband speeds meets their needs;
 - 2 in 3 workers are interested in learning new skills, with advanced/specialist IT skills and management/leadership skills being most in demand;
 - 1 in 5 residents in employment feel worse off financially than they were 12 months ago, with half of those falling within the 25 to 39 age category;
 - 40% of residents working part-time do so to have a better work/life balance;
 - Businesses cite the availability and/or cost of land/premises as the biggest challenge for operating in York;
 - 2 in 5 businesses are rethinking their workspace requirements, with the majority looking to either revise their current layout or relocate to larger premises.
10. In addition to the Council's Our Big Conversation engagement activity, a survey was undertaken through Citizens Advice York to better understand their clients' experience of Covid-19 and employment in York. 222 clients were interviewed between July and August 2021. A summary of headline findings can be found under Annex 2. In short, the survey found that clients already in employment and those without a disability/health problem were most confident about their employment prospects. Those with long-term health conditions faced difficulty in finding employment, and clients were more likely to report that the pandemic had resulted in a negative impact on their health, particularly their mental health, than on their employment situation.

Phase 2 Engagement

11. Work is underway with Communications to undertake a second phase of engagement with residents and businesses. Again undertaken through the medium of Our Big Conversation, engagement activity will demonstrate how existing feedback has shaped the Council's thinking and approach to strategy development, whilst also addressing gaps in our insight and/or sense checking findings.

Revised Economic Evidence Base

12. In addition to the aforementioned engagement activity, work has also taken place to update the Economic Evidence Base that will underpin the Council's new Economic Strategy (see Annex 3). The previous iteration of our Economic Evidence Base was presented to the Executive Member at his January 2021 Decision Session.
13. Our economic evidence base explores York's levels of productivity and wage levels, employment mix (sectors, skills, and types of roles), numbers of business start-ups, skill levels, housing affordability, the economic impacts of Covid-19, and forecasts for growth and employment (including 'green' jobs).
14. Economic data shows that York's economy has been performing strongly with higher levels of productivity than the rest of the region, and growth in GVA per hour worked over the last five years. It also shows that our prevailing economic strategy since the 2007 financial crash – to focus on growing high-paid jobs, has borne fruit:
 - We have a strong knowledge economy which has grown, with more than 17,000 high skilled jobs created in York since 2005;
 - Pay in York is close to the national median (across full-time and part-time roles), and higher than much of Yorkshire and the Humber;
 - We also have a highly skilled resident base.
15. With significant new developments coming forward in the city such as York Central and the Guildhall redevelopment, we can expect further growth in well-paid jobs. We have also seen strong growth in hospitality, retail and social care employment. These lower-paid sectors provide much of York's part-time work, contributing to household incomes, but also providing some challenges.
16. Data on York property price to earnings ratio shows that York's housing affordability is at England's average level, but compares poorly with much of the North. In terms of property rents, rental prices in York are equivalent

to those in the East and South East of England, outstripping the national average when looking at homes with two bedrooms or more.

17. The economic impact of Covid-19 has been disproportionately felt by industries relying on visitors and consumers. Whilst York's economy has fared better than many other cities, national lockdowns over the past 18 months have disrupted trade in retail, hospitality and leisure sectors. Forecast modelling undertaken by Oxford Economics predict that the 8.5% year-on-year (y-o-y) contraction to York's GVA in 2020 will be replaced by a 9.8% y-o-y expansion in 2021. Further to this, York's GVA is predicted to be close to the UK average for the next 7 years, outstripping the growth predicted across York & North Yorkshire and Leeds City Region. The same is true for employment forecasts, with York predicted to be one of the few places to see employment increase during 2021, and either be above or close to average UK employment levels to 2028.¹
18. As of October 2021, the Coronavirus Job Retention Scheme (CJRS) and the Self-Employment Income Support Scheme (SEISS) have come to a close. Since the launch of the government support schemes in March 2020, we have seen the total number of people furloughed on the CJRS in York reach 16,000 in July 2020 and during January and February of 2021. This number had fallen to 3,100 people at the end of August 2021, with it also being the first time more men were on furlough than women, with women outnumbering men on furlough for the previous 12 months.² A further 2,500 people were claiming self-employed income support in September 2021.³
19. This downward trend in the number of people relying on Government support has been accompanied by a significant drop in unemployment. Claimant count data has shown unemployment in York to be decreasing consecutively since February 2021, with the figure standing at 3,645 in August 2021. Whilst on a historical scale this is a high figure, York is ranked as the city in the UK with the lowest levels of unemployment according to the Centre for Cities Unemployment Tracker.⁴
20. The hardship and lessons from the past 18 months must not, however, be forgotten and an emphasis on inclusive growth in our new Economic Strategy is paramount. York is undoubtedly a working city, with stronger self-employment, lower unemployment, and lower economic inactivity

¹ Forecasts by Oxford Economics undertaken in July 2021

² Note that the August 2021 figure for the CJRS is provisional

³ Note that the September 2021 figure for SEISS is provisional

⁴ Centre for Cities Unemployment Tracker – last updated on 01/09/2021 – <https://www.centreforcities.org/data/uk-unemployment-tracker/>

levels for those who don't want a job compared to UK levels. But, whilst part-time employment has increased overall, these jobs are concentrated in typically low-paid sectors, and we estimate that York has lost 13,000 jobs in medium-skilled well-paid jobs since 1998. Focus therefore needs to be placed on growing the amount of part-time work available in high-paid sectors and encouraging continuous learning to improve individual mobility.

21. Self-employment, making up 10.6% of York's working age population in March 2021, is greater than Leeds and Sheffield City Regions by roughly 2.5% and UK levels by 1%. History tells us that self-employment tends to grow after economic recessions, and supporting residents in setting up and growing their own business will be an important component of our new economic strategy. Rawcliffe and Clifton without, Guildhall and Micklegate have seen the most start-ups by ward in 2021 as of July.
22. Attracting 'green' jobs and growing the low carbon and renewable energy economy (LCREE) will also be a key focus of our new economic strategy. Not only will it help us achieve York's net-zero ambitions but also help forge an economy ready for the future. Research from the Local Government Association forecasts Yorkshire and the Humber as being the second highest region, after the North West, to receive direct jobs in the LCREE, with a potential for 99,000 direct jobs by 2030 and 168,000 direct jobs by 2050.⁵

Towards a new Economic Strategy for York

23. Our new Economic Strategy will adopt a twin track approach – to continue the long established focus on developing higher paid jobs in key sectors across the economy, while developing a clearer approach to inclusive growth across our economy. These two priorities will be underpinned by two cross cutting themes: the notion of 21st century jobs, built flexibly around the needs of employees, and supported by continuous learning to improve individual mobility, and a focus on a green economic recovery, addressing the Council's low-carbon commitments and the city's nationally-significant bio-economy and agri-tech innovation assets.
24. In developing the above approach, four headline commitments have been identified setting out how the Council will work with businesses, residents and partners to ensure that economic growth in York is both inclusive and sustainable. These are as follows:

⁵ Local Government Association (2020) – Local green jobs - accelerating a sustainable economic recovery – <https://www.local.gov.uk/local-green-jobs-accelerating-sustainable-economic-recovery>

- **An economy powered by ‘good’ business** – embedding responsible business practises in line with York’s Good Business Charter City accreditation; supporting businesses to decarbonise and contribute to our net zero aspirations; and creating more work experience, internship and apprenticeship opportunities locally;
- **Creating the right conditions for sustainable growth** – providing high quality support to entrepreneurs and businesses to enable resilience and growth; improving access to affordable, good quality workspace and the local workforce; and FE and HE skills provision shaped by the needs of business;
- **A thriving local workforce** – access to training and upskilling support for all our residents and workers, including the skills for a green economy; broadening part time job opportunities across York’s economy, thus improving career prospects; and providing more apprenticeships at higher levels and in STEM; and,
- **A globally-connected city** – utilising York’s digital connectivity to support residents to thrive in the economy; supporting businesses to expand into new global markets; maximising existing linkages between York and cities/countries across the rest of the world; promoting the city’s academic R&D strengths to attract private sector investment, support job creation and act as a focal point for inward investment across the region by capitalising on the York’s existing assets and internationally-recognised brand.

25. Annex 4 sets out in greater detail the priorities that fall underneath each headline commitment. The commitments incorporate the work of the city’s Skills and Employment Board in developing a 10-Year Skill Strategy for York, the later endorsed by the Executive Member at his September 2021 Decision Session. They also support the Council’s low carbon commitments, and emerging Climate Change Strategy.

26. In addition to work taking place on Phase 2 engagement, the Council will engage with key business support agencies and city partners in York – Make it York, York Business Improvement District, Indie York, York and North Yorkshire Chamber of Commerce, the Federation of Small Businesses, the Institute of Directors, University of York, York St John University and York and North Yorkshire LEP amongst others, and local businesses to ensure that our emerging priorities meet the needs of York’s economy and secure agreement for the activities that will underpin each commitment.

27. Work is currently underway to ensure strong alignment between the Council's emerging Economic and Climate Change Strategies and emerging Local Transport Plan. Our forthcoming Economic Strategy will seek to support businesses to decarbonise and develop York's green economy through targeted support and specific skills interventions. Work is underway to develop a co-ordinated approach to carbon reduction across York's business community, for example by utilising the Council's own capital projects such as the Housing Delivery Programme to accelerate the development of a local, green construction supply chain, supporting our economic and net-zero ambitions. The Council's Economic and Climate Change Strategies will be brought to Full Council for approval in June 2022.

Consultation

28. Engagement with businesses, residents and partners on the development of the Council's new Economic Strategy has taken place through existing communications mechanisms such as the Council's Our Big Conversation. A coherent engagement approach has been taken to the overlapping themes of York's economy, carbon reduction and the city's local transport plan, with insight supplemented by information from other Council engagement activity such as My City Centre, Skills Strategy, and Micro Grants Evaluation.

29. Our approach to engagement on Economic Strategy aligns with the Council-wide Resident Engagement Strategy, and places York's residents and businesses at the heart of plans to build an inclusive and greener economy.

Council Plan

30. Our work addresses the following outcomes from the Council Plan:

- Good health and wellbeing;
- Well-paid and an inclusive economy;
- A better start for children and young people;
- A greener and cleaner city;
- Safe communities and culture for all; and,
- An open and effective council.

Implications

- **Financial** – no new financial commitments.
- **Human Resources (HR)** – no implications;

- **One Planet Council / Equalities** – our work positively supports the Council's equalities objectives;
- **Legal** – no implications;
- **Crime and Disorder** – no implications;
- **Information Technology (IT)** – no implications;
- **Property** – no direct implications.

Risk Management

There are no specific risks identified in respect of the recommendations.

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Report Date: 17 December 2021
Approved

Wards Affected: List wards or tick box to indicate all **All**

For further information please contact the author of the report

Annexes

Annex 1: Our Big Conversation – Key Findings Summary Report

Annex 2: Citizens Advice York Client Survey – Summary Report

Annex 3: York Economic Evidence Base (Draft)

Annex 4: Towards a new Economic Strategy – Headline Commitments

List of Abbreviations Used in this Report:

IT – Information Technology

LEP – Local Enterprise Partnership

R&D – Research and Development

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Our Big Conversation: Key Findings Report

Executive Summary

During July 2021, City of York Council engaged with residents and businesses of York as part of its “Big Conversation” to help inform the Council’s approach to climate change, transport and the economy. The key results from these surveys are discussed in this report. There is an awareness that low response rates, particularly from the business survey, with only 53 firms fully completing the survey, precludes any findings to be ultimate and that secondary engagement work will be needed.

Survey results showed that the vast majority residents and businesses support York’s ambition to become a net zero carbon city by 2030, with residents outlining that an affordable and efficient transport system should be central to achieving these ambitions. For businesses, what appears to be a main challenge is how they adapt to meet this target, with many businesses seeking assistance in reducing their carbon emissions and becoming net zero businesses.

Driving and walking are the most used forms of transport in York, but more than half of our residents reported that they will be using their car the same amount or more in 5 years’ time. There is strong appetite among residents to switch to electric vehicle however, suggesting York needs to prepare its electric-charging infrastructure to enable this transition.

York’s economy changed overnight when the COVID-19 pandemic hit the UK, and some of those changes appear to be lasting, with many businesses and more than two thirds of workers expecting to work from home more in the future compared with before the pandemic. Several businesses are also redesigning their workspace, whether it be upgrading or expanding, but the availability and/or cost of land/premises in York is being reported by businesses as the biggest weakness to operating in the area, suggesting that this places a limitation on businesses growth and expansion.

York remains a city with high employment levels and 2 in 3 workers are interested in learning new skills. Of those interested in further skills training, advanced/specialist IT skills and management/leadership skills are of most interest which largely aligns with the skills desired by our businesses.

Despite the city’s economic resilience, 1 in 5 York residents in employment feel that they are worse off financially than they were 12 months ago with just over half of these respondents being in the 25-39 age category. Underlying issues such as having a large number of people in low-paid part-time employment may explain this. Comparisons with previous engagement work and with regional economic data, along with additional engagement activity will enable these results to be of great value in shaping City of York Council’s new Economic Strategy.

Key Findings Report

Introduction

This report provides an overview of the headline findings from the City of York Council's Our Big Conversation engagement exercise with residents and businesses. Two surveys were issued, one to residents and one to businesses, during July 2021 focusing on the topics of Climate Change, Transport and the Economy.

Respondents

From the resident survey, 1934 people participated, over half of which were of working age (64% of respondents). Of those working, the highest proportion who responded were working full time (39%), followed by part-time workers (14%), and the self-employed (6%). The retired (36%), the unemployed (3%) and students (2%) also contributed to the survey. Of those in employment, respondents largely fell into the 25-59 age bracket (76% of responses), and there was a close split across genders. 66% of respondents in employment work in the York local authority area, mainly across education, local government, financial services and health sectors.

With regards to the business survey, there was a limited number of responses, with 93 participating and only 53 firms fully completing the survey. Given there are over 7,000 businesses in York it must be recognised that survey results here cannot be taken to be wholly representative of York's business community. To help validate the insights gained from this survey, this report has referred to results gathered from other engagement work such as the Council's 'My City Centre' survey and 'York Micro Grant Evaluation Report', making sure to clearly label these different findings throughout the report. From those businesses who did respond, the majority were either micro or one-person businesses with 80% of respondents having fewer than 10 employees. Respondents encompassed a wide range of sectors, although Wholesale and Retail was the largest sector represented with 19% of respondents based in that industry.

Climate Change

York residents overwhelmingly support York's ambition to become a zero carbon city by 2030, with 80% agreeing with the target. There is also clear sentiment that the onus is on government, both national and local, and large private businesses to deliver this target, with 4 out of 5 residents agreeing that it's very important for these institutions to take responsibility for the task. Yet, many do wonder if the net zero target is achievable, or at least felt it should not be achieved at any cost, particularly at the expense of more vulnerable people or other city priorities.

With regards to how City of York Council should approach the net zero challenge, 74% of York residents felt that developing an efficient and affordable transport system should form the most important part of any strategy. This coincides with residents most frequently mentioning that individuals could take action by using alternative means of transport other than driving, particularly walking or cycling wherever possible.

It appears there is strong appetite to take individual action on climate change with 84% of York residents having already reduced the amount of waste they produce, 69% having made changes to their purchasing habits and 65% having made changes to their personal travel. Cost is the main reason why some residents have not yet taken action in some areas to reduce their carbon footprint.

There is strong alignment among businesses in York for the Council's climate change ambitions with 78% of firms agreeing with the ambition for York to become net zero by 2030. Yet, businesses need

assistance around how they can play their part, with 3 in 5 businesses not having a carbon reduction strategy or official target for carbon emission reduction. More than a quarter of firms would like support in achieving net zero emissions, with calls for support in calculating carbon footprint, producing green travel plans, and writing climate action plans. Encouragingly though, 19% of firms responding to the survey are considering diversifying into goods and services that are part of the green economy over the next 12 months.

Transport

From our resident survey, driving and walking are reported as the most used forms of transport in York, with driving used most often to access services and walking the most used mode for accessing parks and open spaces. Cycling tends to be done either regularly or not at all, while bus and rail services tend to be used infrequently.

At present, more than half of residents consider congestion to be a very serious problem in York, while almost half consider local air pollution from traffic and the impact of transport on climate change to be very serious. This aligns with similar findings from the 'My City Centre' survey where less traffic/fewer cars was the most frequently mentioned way to make it easier to get around York City Centre.

With that in mind, it might be concerning that over the next 5 years 43% of residents expect to use their car the same amount as they are now and a further 16% expect to use their car more. Interestingly though, 43% of residents also plan to switch to an electric/hybrid vehicle. It is worthwhile noting then that residents are least likely to feel electric charging points meet their needs at present, and that just over half of residents considered more electric vehicle charging points to be the most effective measure in encouraging more sustainable driving behaviour.

Residents would generally prefer to walk wherever possible, unless visiting friends/relatives over a longer distance or shopping for heavy items, in which case they would rather travel by car. Indeed, needing to travel too far to walk or cycle is the main reason residents do not utilise active modes of transport more often.

Around 1 in 4 respondents also reported that no regular bus service, cost and a lack of suitable cycle routes as barriers to using sustainable transport. This corroborates the finding that more than two in three residents feel that more frequent and reliable bus services, a more extensive bus network and cheaper bus fares would be effective in encouraging greater use of public transport.

Regarding actions already taken, the expansion of the footstreets area and electrifying the bus network were most likely to have improved residents' experience of the city centre in the past year.

From our business survey, York's rail and road links are generally seen as strengths, but the cost and availability of parking is mostly seen as a weakness. 37% of businesses did also highlight local transport connections as a weakness. Micro businesses had previously informed us from our Micro Grant Evaluation Report in May 2021 that the car (79%) and walking (29%) were their most used modes of transport across York. Intriguingly though, 52% of businesses surveyed in that evaluation report do not rely on transport links into and out of York City Centre.

Work

Location & Premises:

As Covid-19 hit the UK, many residents began working from home (WFH) and in York 44% of workers have WFH since the start of the pandemic, while a further 32% have worked in a hybrid fashion. Nearly two thirds of workers are expecting to work from home more in the future.

From a business perspective, more than a quarter of firms who responded to the survey describe their premises as homeworking, and of those businesses where there is an option to work remotely, almost half expect a greater number of their employees to work remotely post-Covid.

At the same time, 2 in 5 businesses are rethinking their workspace requirements, with the majority looking to either revise their current layout or relocate to larger premises. Businesses reported that it was the overall attractiveness of York that was the biggest strength in terms of their success at their current location. But the availability and/or cost of land/premises in York was reported as the biggest weakness, suggesting that this places a limitation on businesses growth and expansion. The most likely to highlight this issue were businesses based in the Professional Services sector.

We know from our My City Centre survey that 7 in 10 residents would like to see empty spaces in the City Centre converted into retail start-ups, along with a preference to have more creative spaces. In particular, more than 9 in 10 residents wanted to see the use of ground floor space in Coney Street and Davygate operated by smaller independent retailers and 3 in 5 would also like to see makers/artists have a space in the area. This suggests, with the previous paragraph in mind, there is desire both from businesses and consumers to see existing businesses expand and new businesses set up across York.

Employment:

Survey results suggest that 93% of main adults and 77% of second adults in York households are working full-time, which corresponds with employment data showing York to have strong employment levels across both full-time and part-time work. Most workers in York tend to hold one job, but there is a sizeable minority of part-time workers with 2 or more part-time jobs.

The main reason given by York residents for working part-time is to improve their work/life balance (40%), while just over 1 in 3 are making time for caring responsibilities. Moving towards retirement or being semi-retired and disability/health were key “other” reasons for working part-time. 17% work part-time because full-time work was not available, while 15% of respondents indicated that they work part time to boost household income.

A sizeable portion of residents were interested in starting a business, with students (30%) and the unemployed (27%) the highest groups by proportion. Almost 1 in 5 workers were also interested in starting their own business and a further 13% are unsure. Lack of finance, time constraints and confidence were listed as the main barriers to starting a business, although a high proportion of students also identified a lack of knowledge as being a key barrier to entrepreneurship.

Regarding employment prospects, York residents are more likely to agree that they feel optimistic about the security of their own job or business (64%), than about the career prospects of their family (45%).

From the business survey, almost 1 in 5 businesses said that they have struggled to fill staff vacancies during the last 12-18 months. Of those that have employed new personnel over the past 18 months, 31% were recent university graduates or school leavers. With more than two-thirds of new recruits

not being graduates or school leavers, this highlights the enduring importance of job experience and lifelong learning to employers.

Apprenticeships:

From those firms that have employed new staff over the past 18 months, just 5% were apprentices. This trend looks set to continue with just 12% of businesses planning to take on apprentice in the future, the vast majority of which intend to do so within the next 6 months.

Skills

From our resident survey, over 80% of workers agree that they have enough opportunity to use their skills and knowledge in their current workplace. However, when asked about whether the skills needed in their current job will change in the future, opinion was divided. Only 6% gave a score of 9 or 10, (i.e. they expect the required skills to change a lot), while 18% only gave a score of 1 or 2 (i.e. they don't expect the required skills to change a lot). The average response was 5 out of 10, suggesting a degree of uncertainty about how the economy might look or operate in the future.

Over the past year, 3 in 5 workers say they have undertaken some form of work-related training, and 2 in 3 are still interested in learning new skills. Of those interested in further skills training, advanced/specialist IT skills and management/leadership skills are of most interest, followed by foreign languages. These were also the top three responses from student respondents. It's also worth noting that the most frequently occurring "other" response was an interest in learning skills for the green economy.

Just over 20% of the unemployed had also undertaken some form of work-related training in the past year. Yet for those that had not undertaken any training since leaving education, the unemployed had the highest representation (8%). In terms of what skills the unemployed ranked as most helpful in adapting to the future labour market, advanced/specialist IT skills (27%) was highest followed by administration and organisation skills (25%), business/financial planning (21%) and communication skills (21%).

From the business survey, the skills that businesses felt required improving within their workforce so they can meet their needs over the next 2 years were sales and marketing skills (41%), advanced/specialist IT skills (22%) and business/financial planning skills (19%). Over 2 in 5 firms intend to fill these skill gaps by upskilling/reskilling existing employees.

With regards to business support, 3 in 10 businesses felt that support around marketing (including social media) would benefit them, while around a quarter would benefit from access to finance and sales/accessing new customers. This corroborates our findings from the Micro Grant Evaluation Report where the exact same areas of business support were highlighted as the most useful to improving business competitiveness. From this same report, we also know that while there is strong awareness of City of York Council, Make it York and York's universities, engaging with the business support on offer from these bodies is significantly lower, suggesting there is need for greater promotion of business support across York.

Intriguingly, 21% of firms stated that no skills needed improving within their business, with most of these based in the Education and Wholesale and Retail sectors. In addition, only 7% of all businesses said they needed support to develop or review their training and development plan.

Financial Wellbeing

Among residents, financial confidence is relatively high with almost 2 in 3 residents saying they could handle a major unexpected expense. However, 1 in 5 feel they are worse off financially than they were 12 months ago with 52% of these respondents being in the 25-39 age category, and 44% of them in full-time employment.

Regarding personal consumption, 68% of workers reported that they are shopping online more compared to before the pandemic. This trend of increased online shopping ties in with findings from the 'My City Centre' survey where it was found that 18% of respondents now visit the city centre less than once a month compared to only 5% before the Covid-19 and that 40% of respondents intend to spend less time shopping in the city centre in the next 12 months.

However, businesses have adapted in the face of these changing spending habits. From our Micro Grant Evaluation Report, it was found that 57% of business respondents had diversified or adapted as a result of the pandemic, with 42.3% (269 businesses) digitising some or all of their products and services, highlighting the continued resilience of York businesses in the face of a challenging trading environment.

As a result of Covid-19, 2 in 3 businesses said their turnover over the last 12-18 months had decreased. All businesses in the Food Services and Arts, Entertainment and Recreation sectors that responded to this survey question said their turnover had decreased, along with the majority of businesses in the Professional Services, Education, Wholesale and Retail and Creative sectors. This downward turn in finances across York businesses is a message that also came through our Micro Grant Evaluation Report, where 26% of the grant recipients (294 businesses) were at risk of permanently ceasing trade over the past year, and 64% of businesses had seen their customer base shrink. Actions taken by the City of York Council, such as the Micro Grant Scheme, have supported businesses to handle this financial hardship, with many businesses using grant assistance to help stay afloat, and to diversify and invest in their businesses.

Broadband

For residents, there is positive feedback regarding broadband coverage, with 99% of workers able to access the internet at home and 73% reporting that their broadband speeds meets their needs.

There is mixed feedback from businesses regarding their broadband provision. From the business survey 52% of businesses said their current broadband service/speed completely or largely meets their needs, and a further 32% said it adequately or somewhat meets their needs. 9% of firms did report that their broadband service/speed doesn't meet their needs. Interestingly, findings from the York Micro Grant Evaluation Report saw 42% of businesses note that their internet connectivity had placed limits on their business. This suggests that further engagement is required in order to understand which businesses require better connectivity, and in which locations.

Citizens Advice York Client Survey – Summary Report

As part of the development of City of York Council's new, inclusive Economic Strategy, several engagement exercises with the residents and businesses of York have been conducted with the intention that the information gathered from these engagement pieces will inform and shape the development of the strategy. This report summarises the key findings from a survey conducted with Citizens Advice York's (CAY) clients.

Survey Background:

Between July and August 2021, interviews were conducted with clients of CAY on their experience of COVID-19 and employment in York.

In total, 287 interviews were conducted with 222 clients. Where clients were interviewed more than once, their most recent responses were included in this report.

Key Findings:

Given the survey's specificity and shortness, the findings from this engagement work can neatly be summarised in the following bullet points:

- Amongst clients of working age (16-64), more were confident about their employment situation than not. Those already in full-time employment (>30 hours) and those without a disability/health problems were most confident about their employment situation, while those with a long-term health condition were least confident
- More than half of clients, 55%, reported having a disability or long-term health condition
- More than half of clients, 58%, are unemployed or experience barriers to work
- The majority of clients with a long-term health condition are also unemployed
- Amongst employed clients, of most relevance to their employment is their job-related experience, with some having worked for more than 15 years
- More clients reported that the pandemic had resulted in a negative impact on their health, particularly their mental health, than on their work situation.

Conclusion:

Despite this being a short engagement activity over a small time span, economic and social themes that are long-standing and prevalent on a regional and national scale can still be garnered. These include:

1. Those with long-term health conditions face difficulty in finding employment
2. Those in employment are generally more confident about the future than the unemployed
3. COVID-19 has had a negative impact on a large number of people's health, particularly their mental health.

It is therefore important to take consideration of these themes when developing a future economic strategy, especially how we support those furthest from the labour market back into employment.

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York Economic Strategy: Draft Economic Evidence Base

We will cover:

- Economic strategy – what is it & why now?
- Beyond productivity – a new basis for strategy
- How are we going to build our new strategy?



Why do we need a new Economic Strategy?

- Economic strategy – statement of city priorities, allowing all stakeholders to push together
- Current strategy runs 2016-2020
- Continued sense across the city that not all are benefitting
- Supporting York's recovery from Covid-19 and guiding future prosperity

Build Back Better: Government Priorities

- “Levelling up” agenda – addressing inequality and creating opportunities for all
- Lifetime skills guarantee – investing in post-16 and adult education
- UK as a science powerhouse – investing in R&D, developing and attracting top talent and scaling up innovation
- A green industrial revolution – achieving net zero by 2050 whilst creating and supporting up to 250,000 jobs

Local Industrial Strategies (LIS)?

- LEP review underway
- LISs now considered defunct and to be replaced by local growth plans (national Plan for Growth)
- Levelling Up means improving everyday life, boosting local growth and jobs
- Placed-based approaches are well aligned to this new direction of travel
- Good news for York and North Yorkshire!

Our Approach

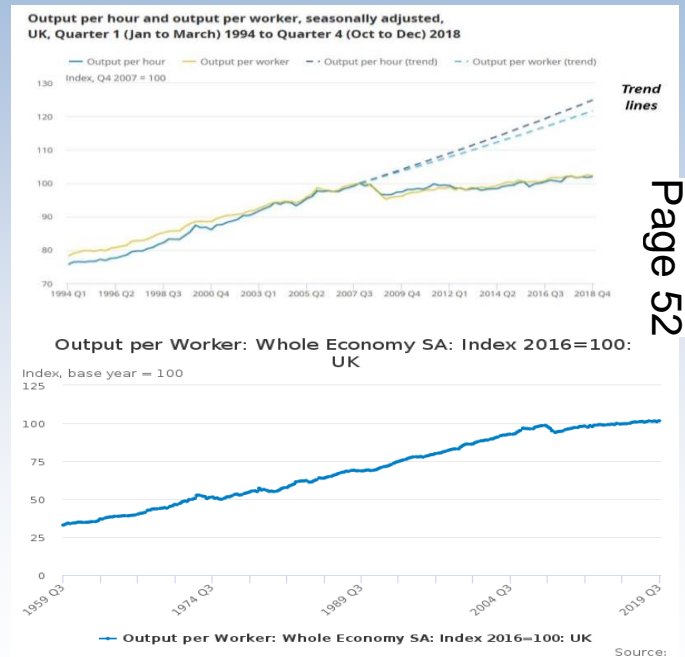
- A twin track approach:
 - Developing high paid jobs in key sectors
 - A clear approach to inclusive growth across York
- Cross cutting themes:
 - 21st century jobs
 - A green economic recovery
- Engagement activity that places businesses and residents at the heart of conversations

Covid-19 – Economic Impacts

- Full economic impact of Covid-19 still unknown
- Oxford Economics forecasts for York predict a 8.5% drop in GVA for 2020, with GVA exceeding pre-pandemic levels in 2021
- Full impact on jobs difficult to tell due to Government support (furlough, business grants, loans etc.)

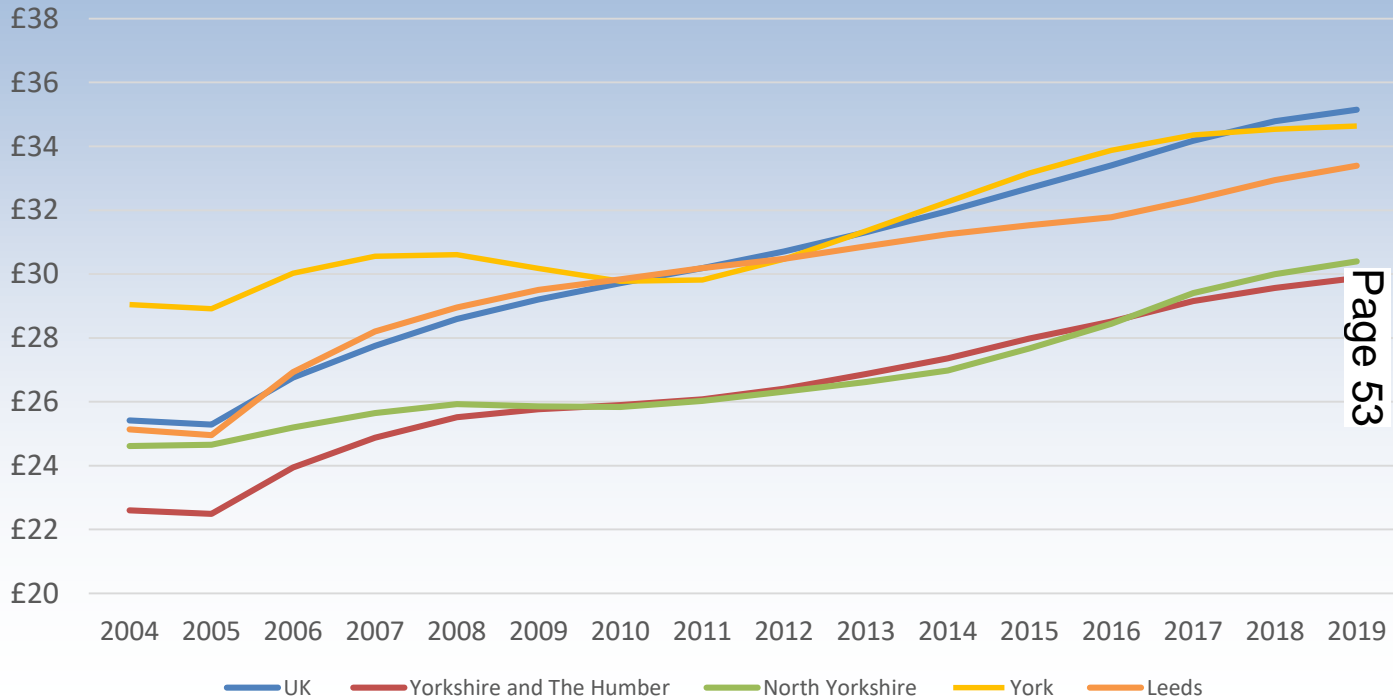
The productivity challenge(s)

- UK productivity stalled in 2008
- Productivity growth underpins wage growth
- For low-wage cities, growing jobs, skills and productivity is vital – “more jobs, better jobs”



York is a highly productive city

Productivity per hour worked

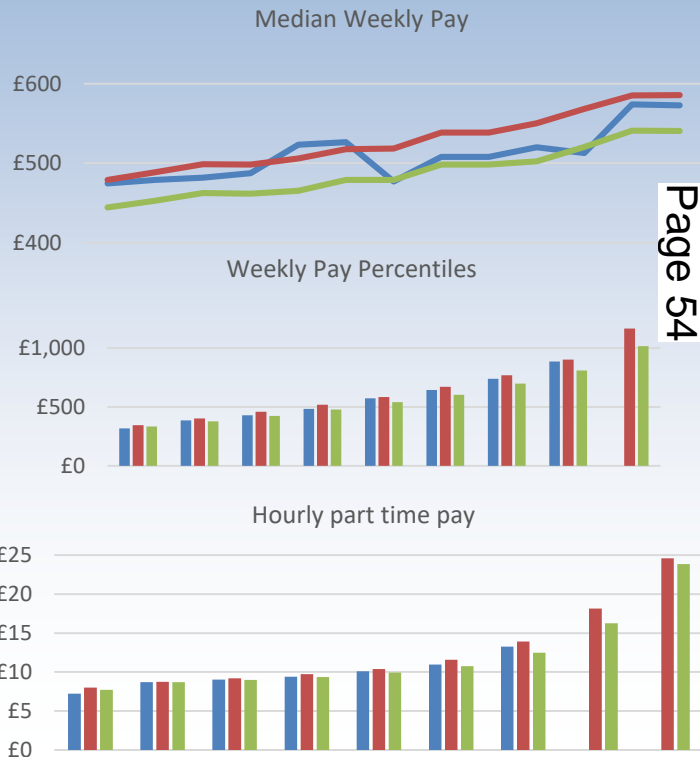


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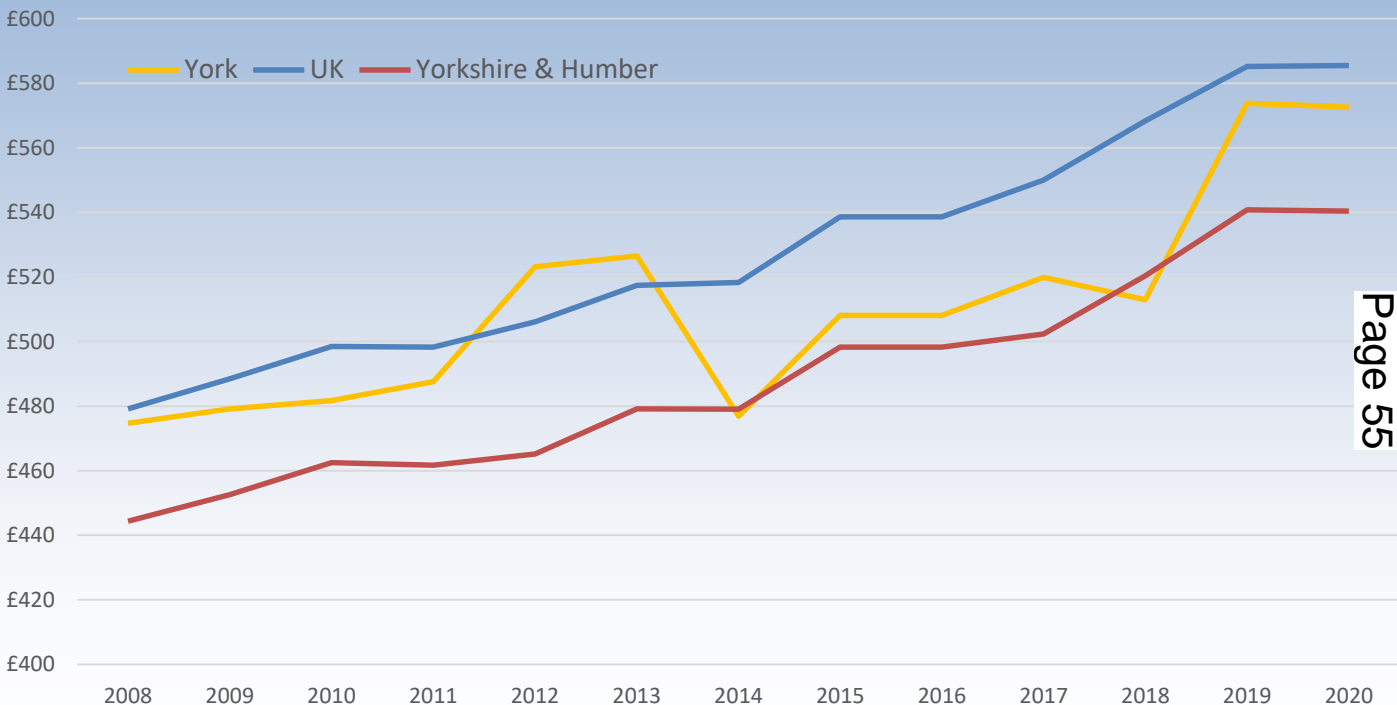
ONS: Subregional Productivity July 2021 Release – GVA (B) per hour worked (£); ITL2 and ITL3 sub regions, 2004 – 2019
To be updated: TBC

York is not a low wage city

- Median full time pay close to national levels
- At nearly all percentiles, York is above our neighbours
- Also true for hourly rates of part time staff
- See following charts for more information

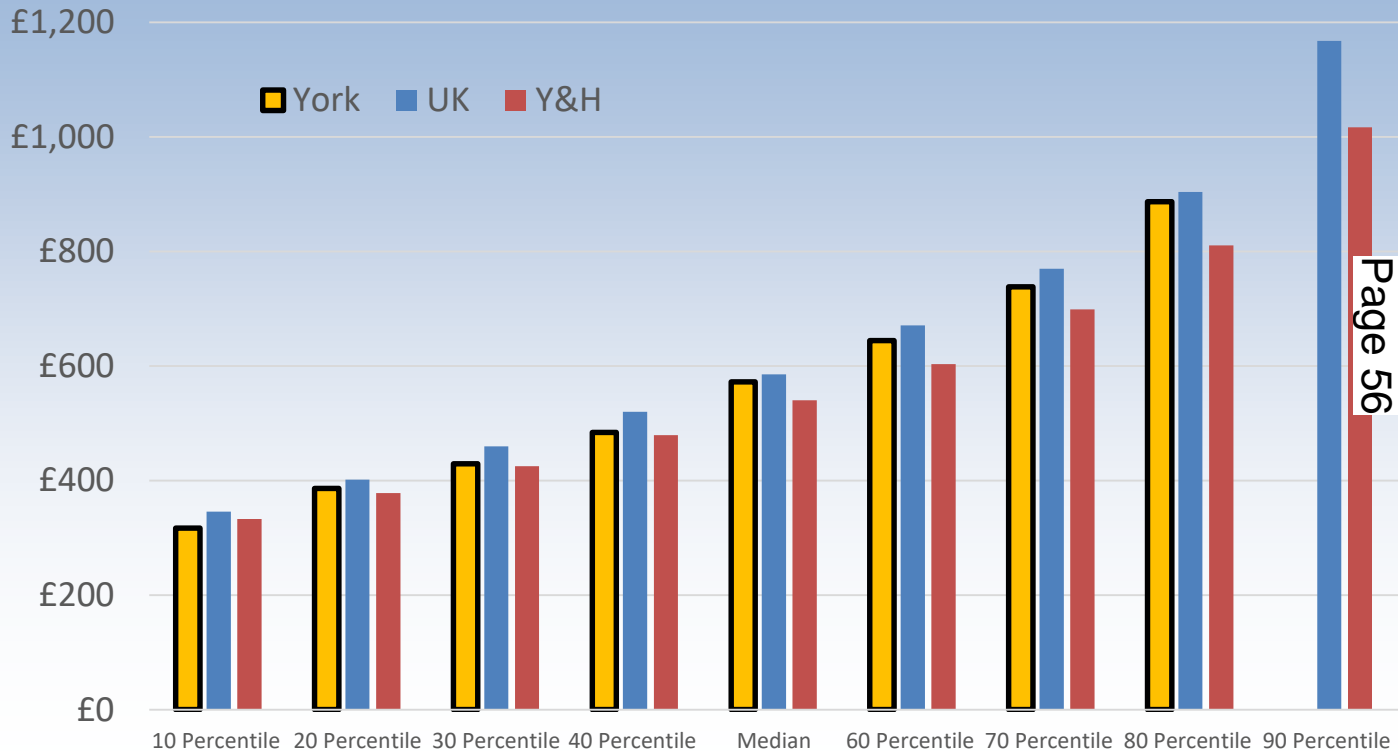


Full time weekly pay in York is close to the national median



ONS: Annual Survey of Hours and Earnings – 2020 Figures – Median Full Time Weekly Pay (Gross) – York Residents
To be updated: November 2021

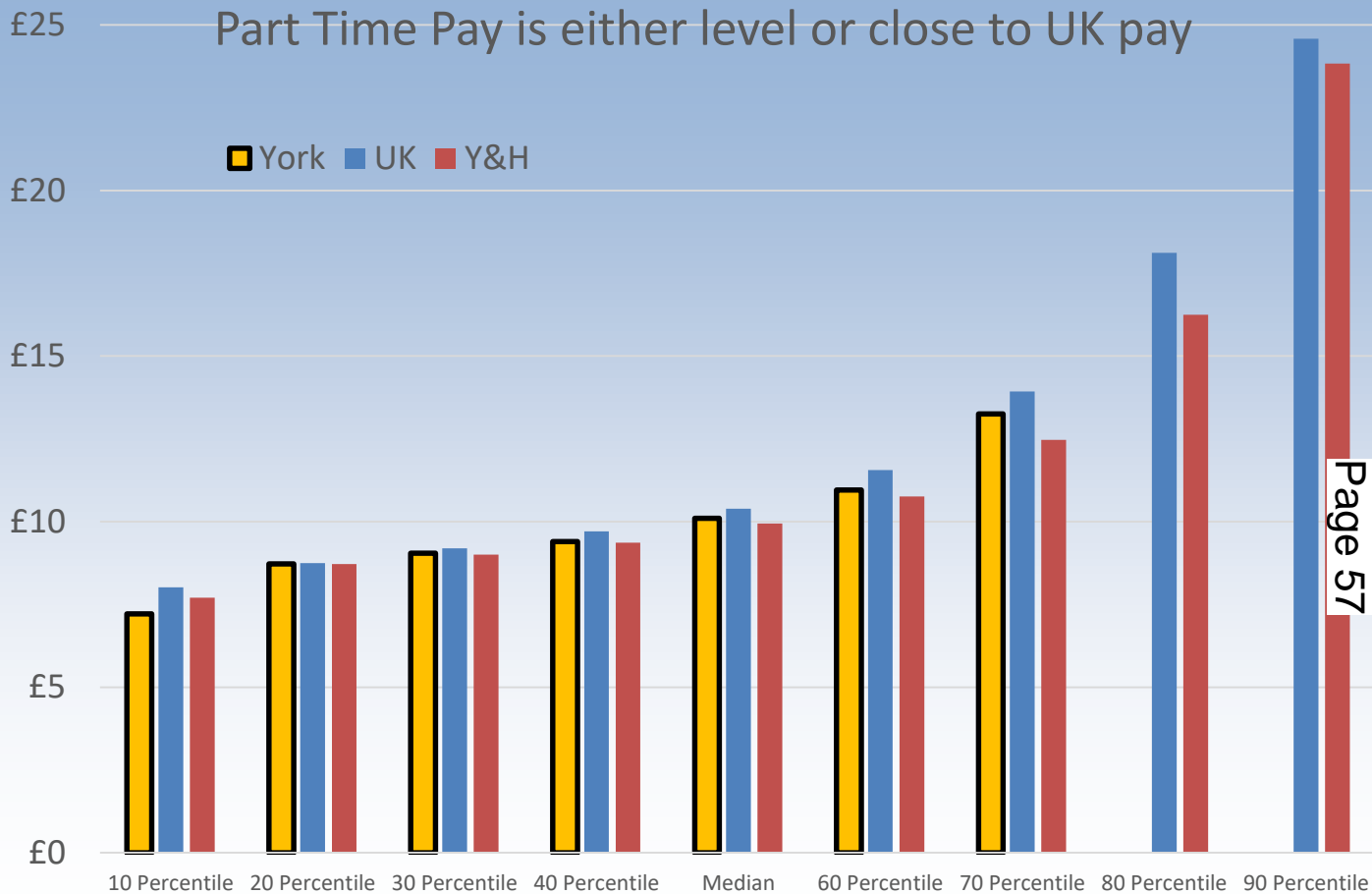
York's Full Time weekly pay is stronger than the Y&H region and close to UK levels



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Part Time Pay is either level or close to UK pay

■ York ■ UK ■ Y&H

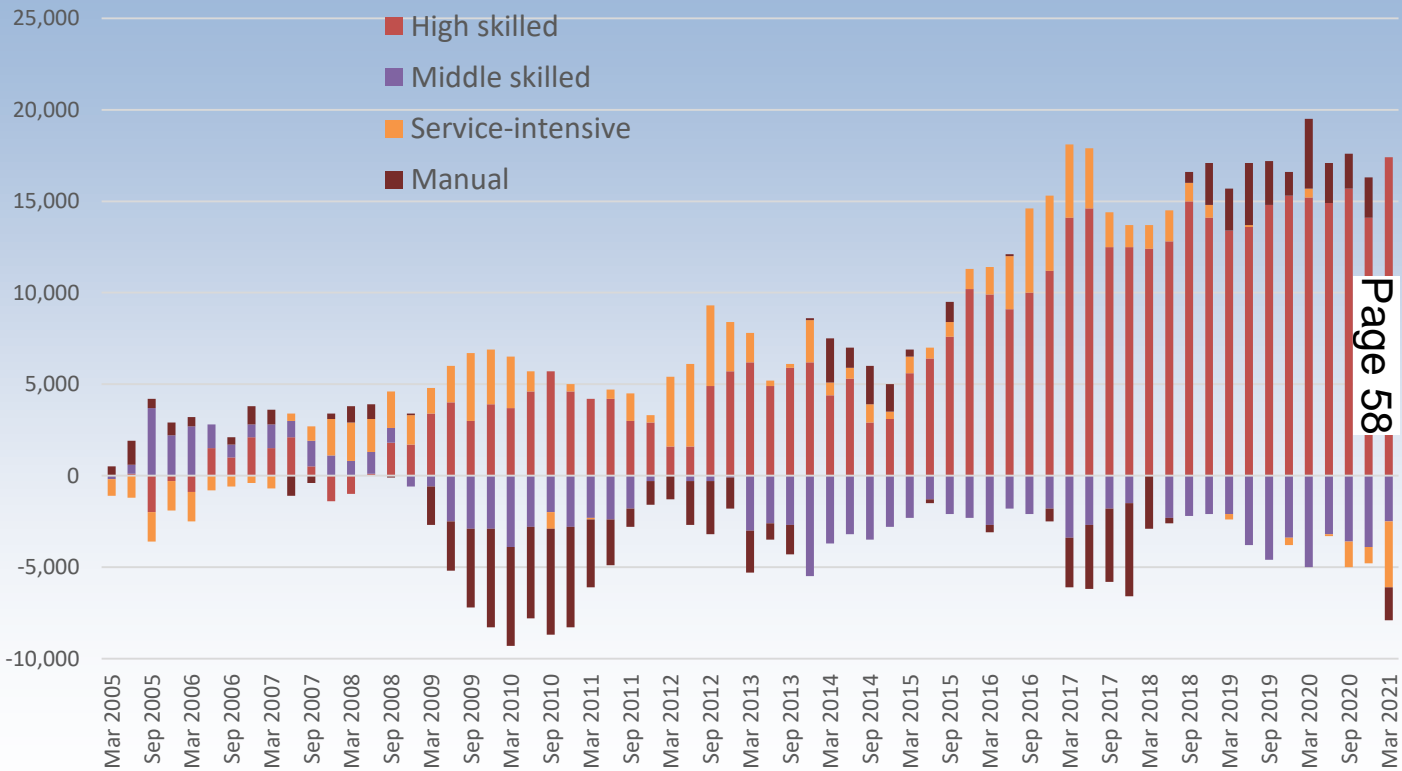


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ONS: Annual Survey of Hours and Earnings – 2020 Figures – Part-Time Weekly Pay (Gross) – York Residents

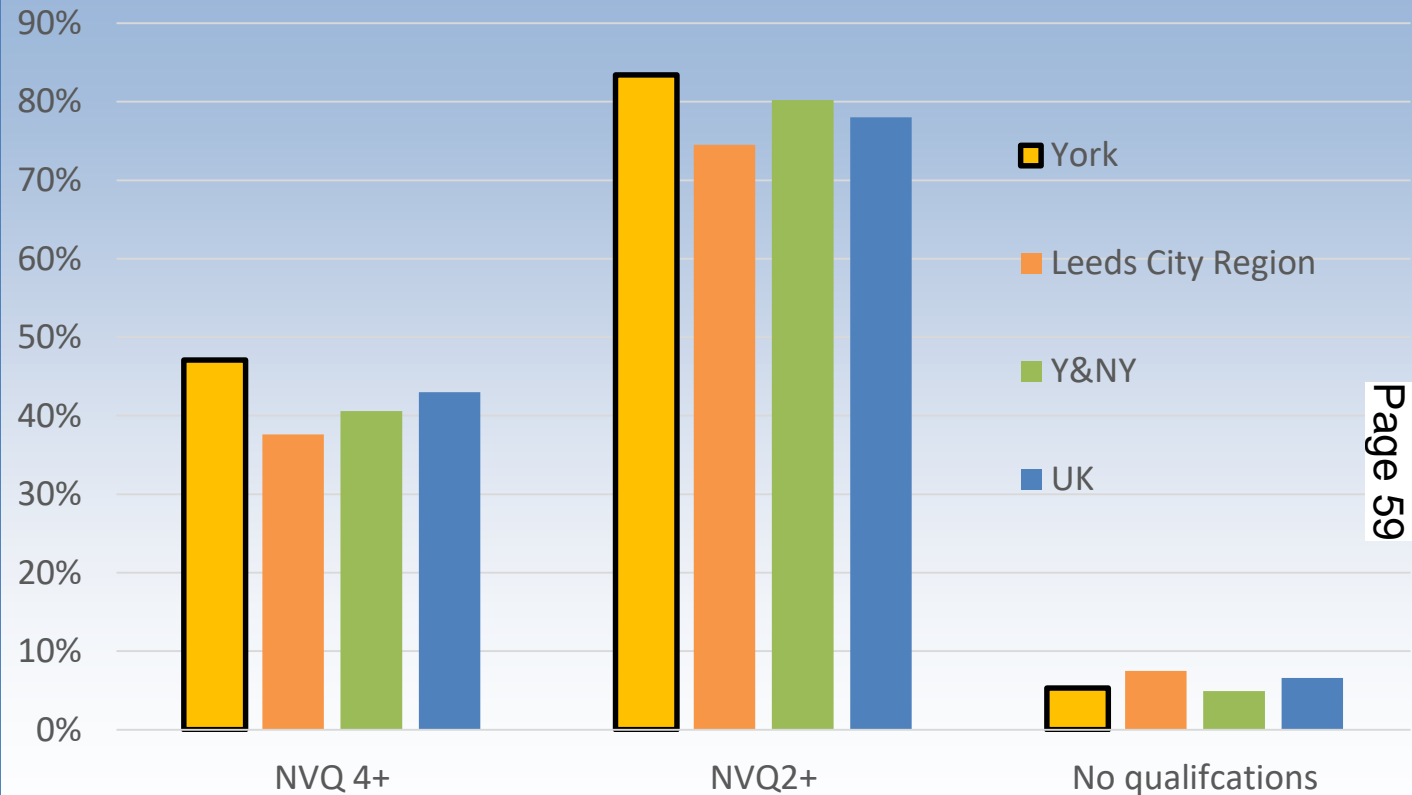
To be updated: November 2021

17,000 high skilled jobs created since 2005



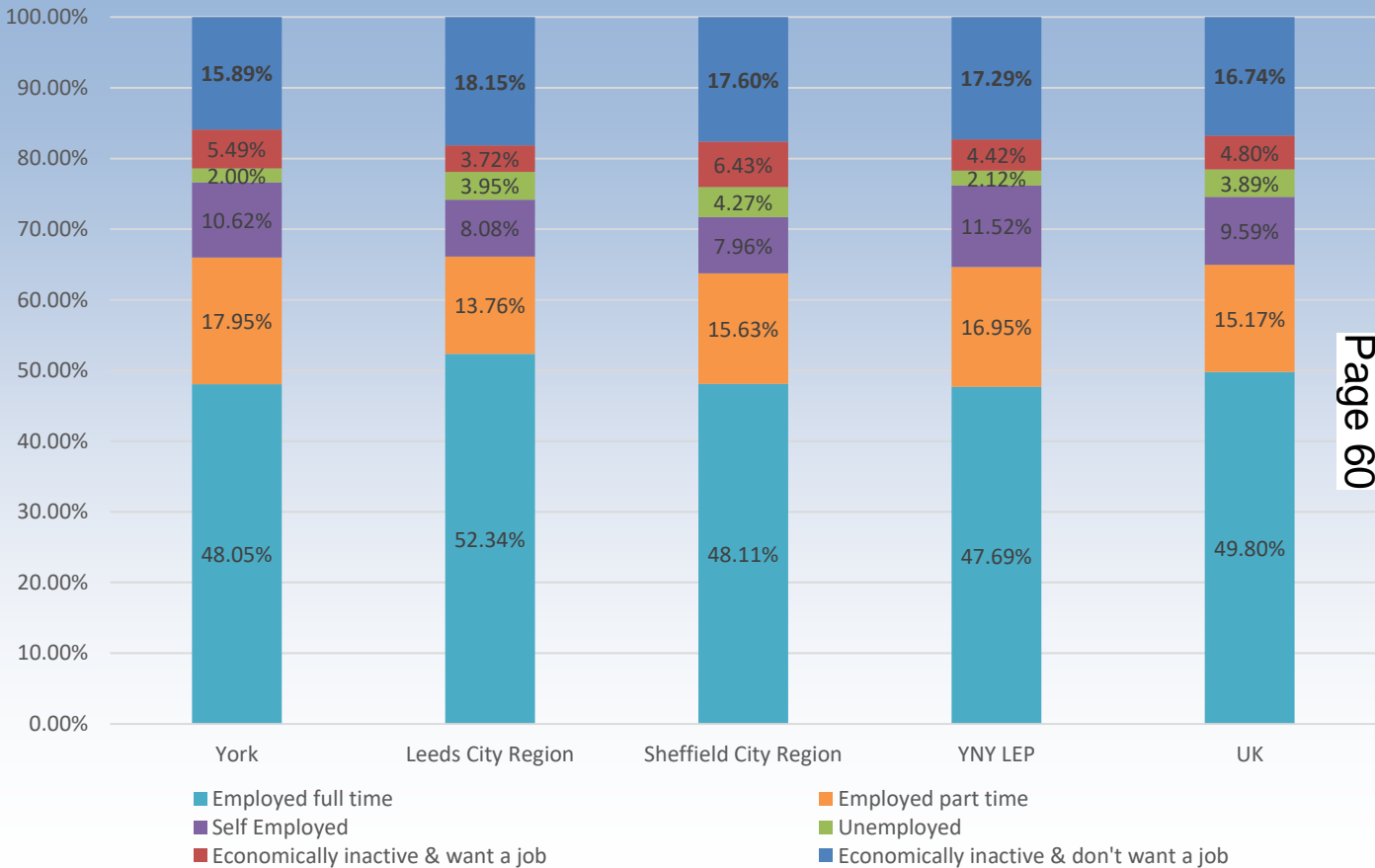
ONS: Annual Population Survey employment by SOC Code (2010)
To be updated: 12/10/2021

York is a highly skilled city



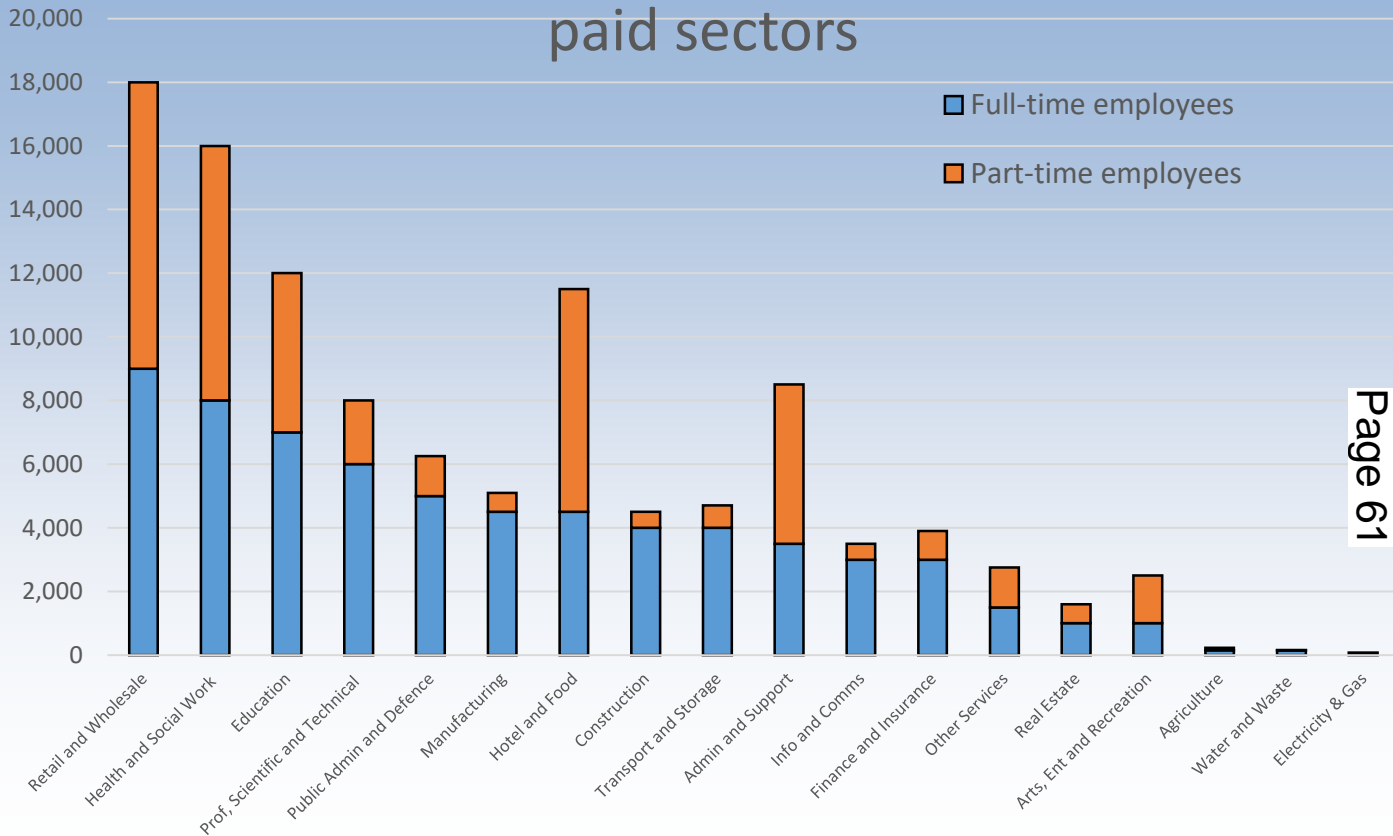
ONS: Annual Population Survey – Jan 2020 – Dec 2020 – % of working age population (16-64)
To be updated: 12/10/2021

York has high employment, unlike much of Yorkshire



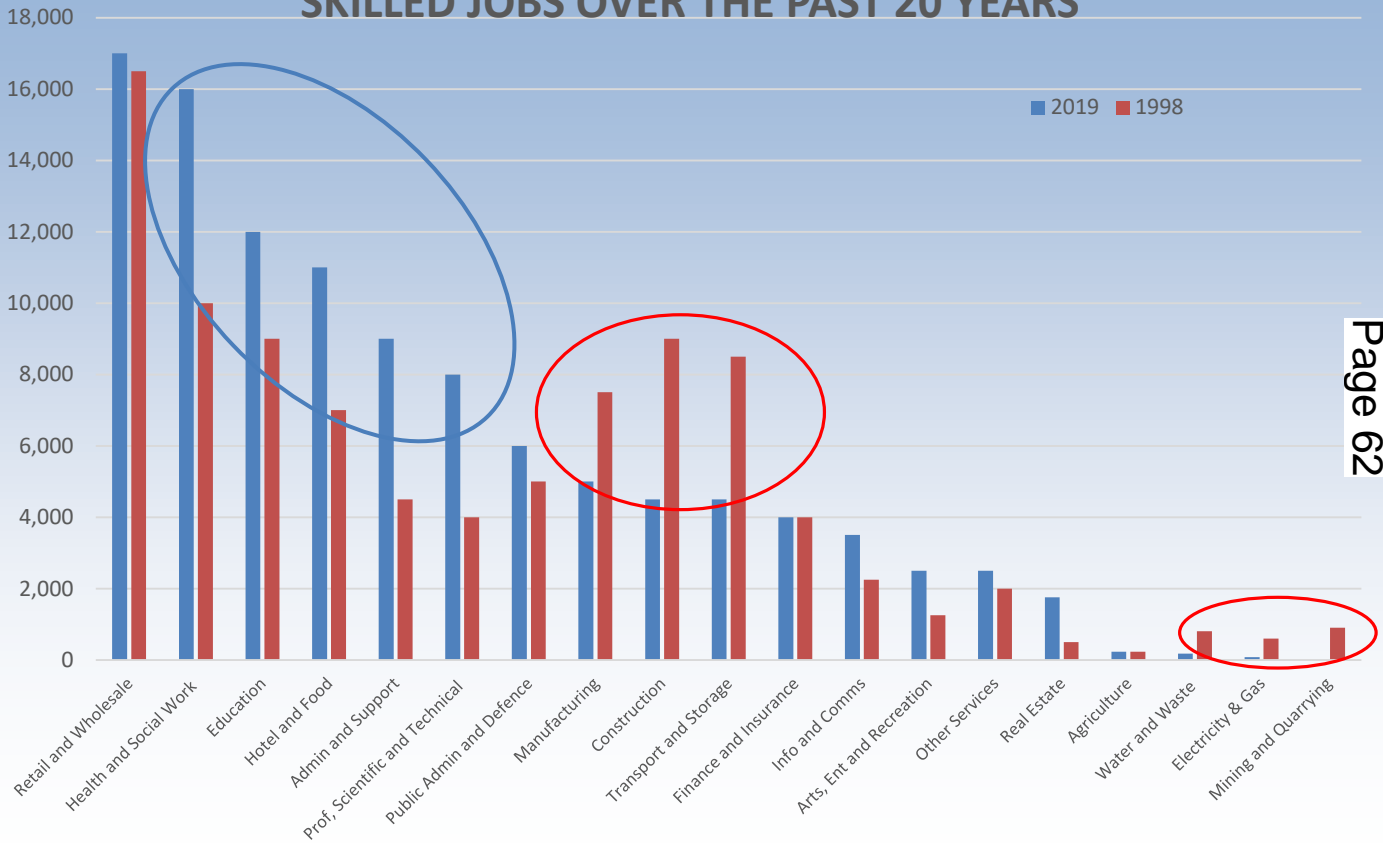
ONS: Annual Population Survey – Jan 2020 – Dec 2020 – % of working age population (16-64), To be updated: 12/10/2021

But part time work is concentrated in lower paid sectors



ONS: Business Register and Employment Survey – Open Access – 2019 – Full Time & Part Time Employee Count in York
 To be updated: 19/10/2021

AND WE HAVE LOST 13,000 WELL PAID LOW-MEDIUM SKILLED JOBS OVER THE PAST 20 YEARS



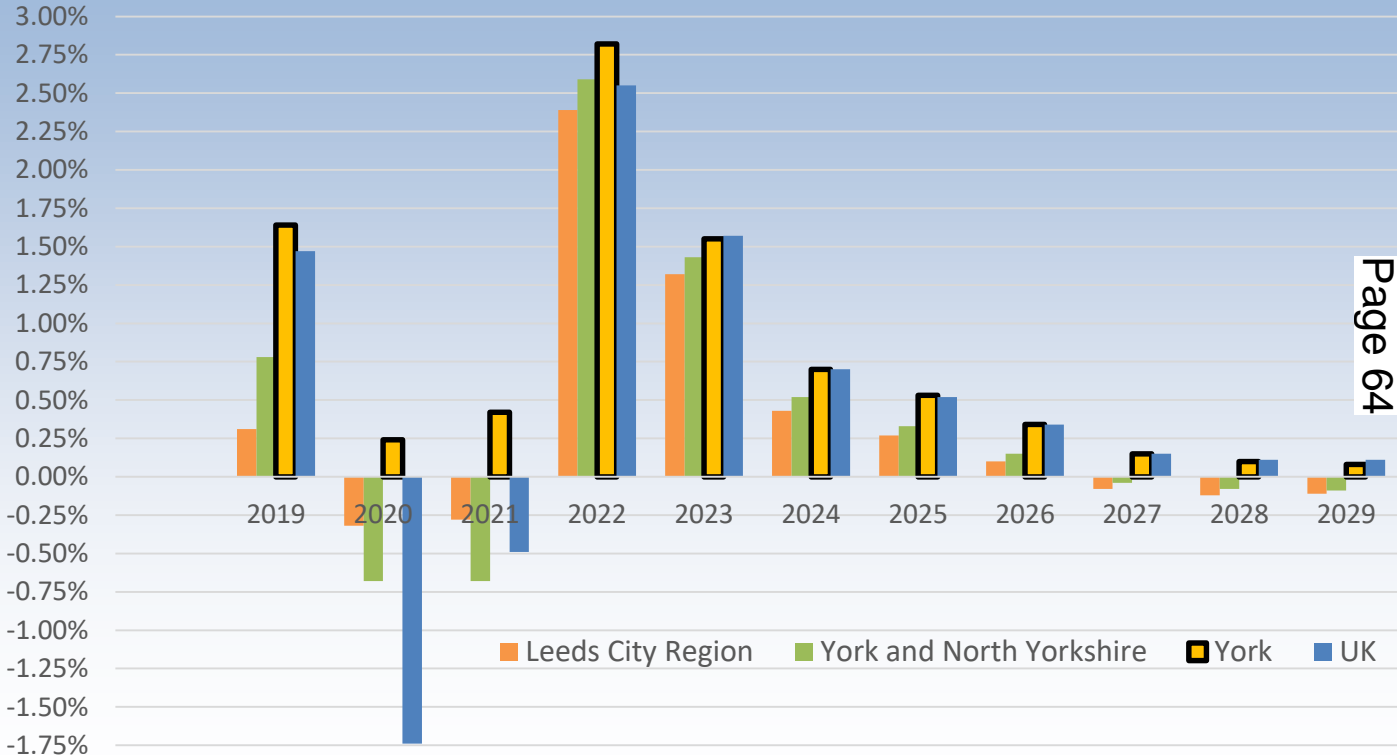
ONS: Business Register and Employment Survey – Open Access – 2019 – Total Employee Count in York
 To be updated: 19/10/2021

Employment in York is forecast to continue to grow in the years ahead



Oxford Economics – Total Employment Forecast – Level values – 2019-2029 – Forecast based on data from 28/07/21
*2019 are actual figures

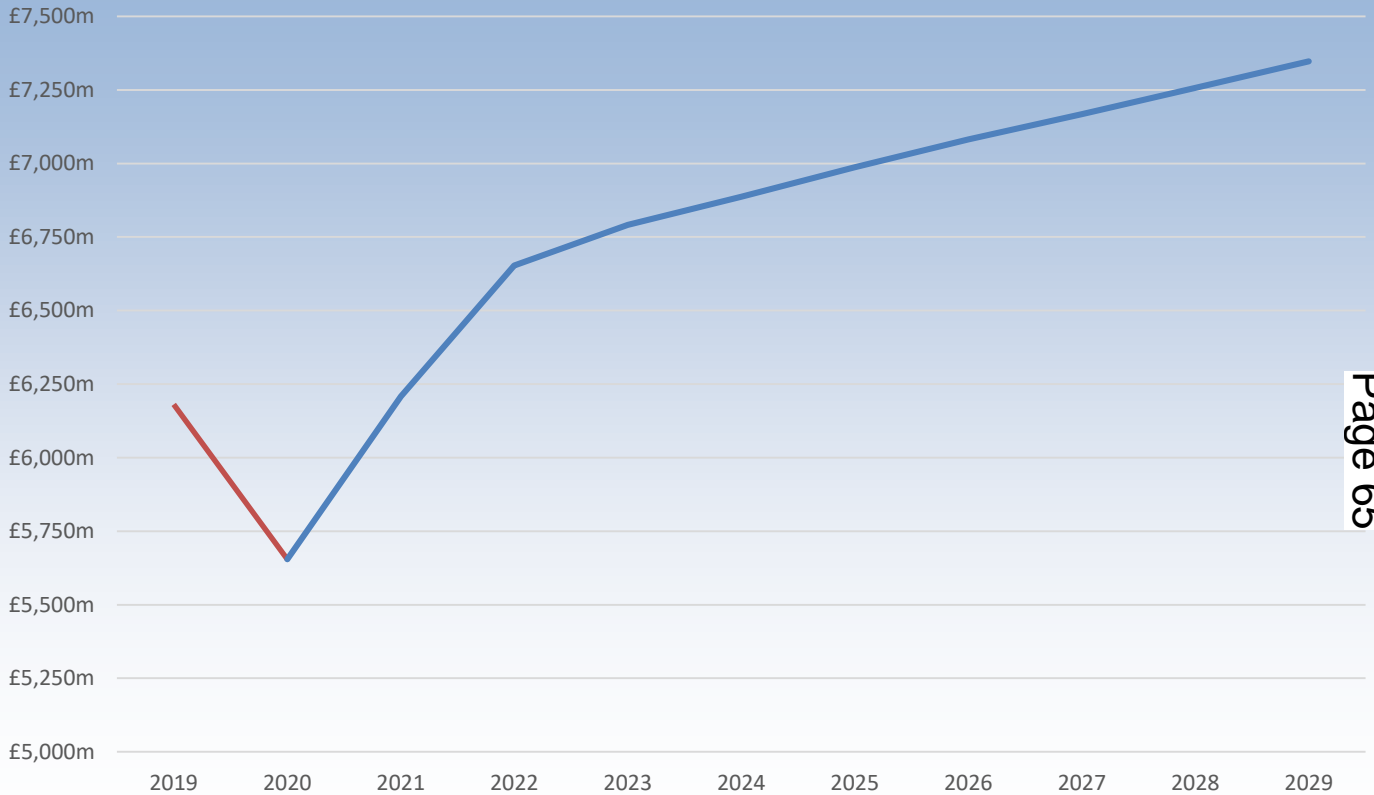
Employment in York is forecast to continue to grow in the years ahead



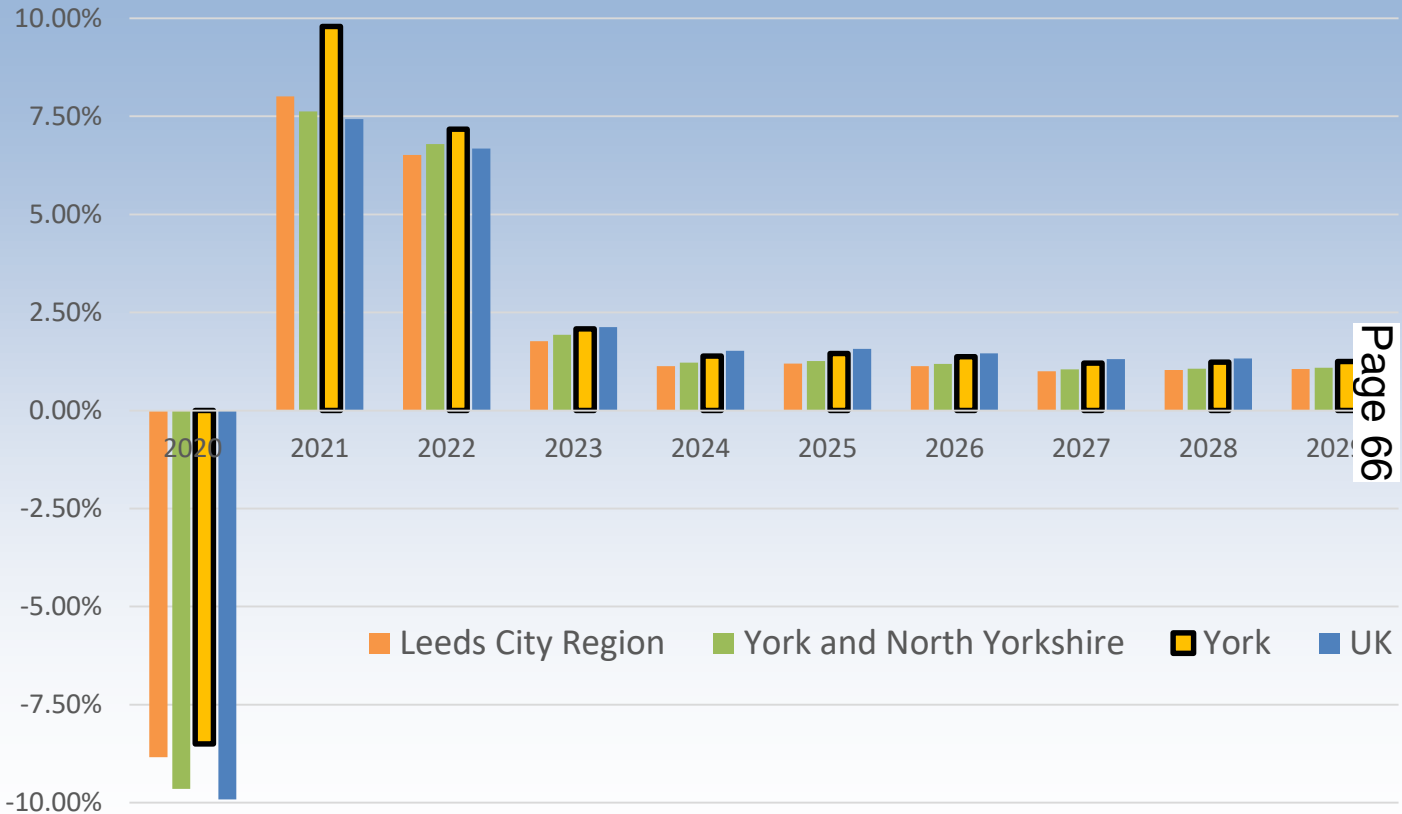
Oxford Economics – Total Employment Forecast – % change Y-o-Y – 2019-2029 – Forecast based on data from 28/07/21

*2019 are actual figures

And GVA will grow too



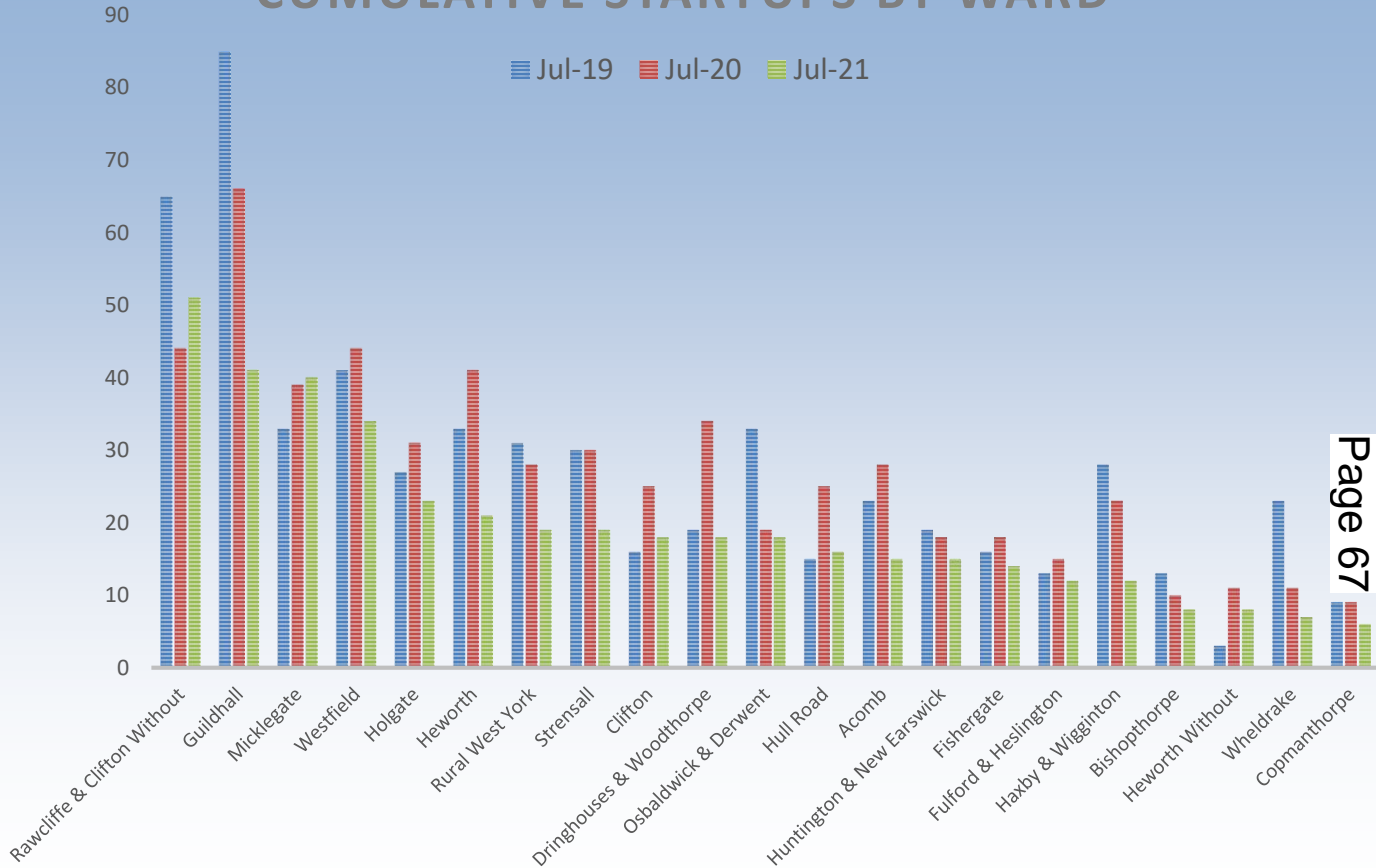
GVA is forecasted to initially exceed national levels



Leeds City Region York and North Yorkshire York UK

Oxford Economics – GVA Forecast – % change Y-o-Y – 2019-2029 – Forecast based on data from 28/07/21
*2019 are actual figures

CUMULATIVE STARTUPS BY WARD



Around 1,000 businesses start in York each year



Bank Search Consultancy Data – Data from 31/08/2021
To be updated: TBC

York's Claimant Count remains high on historical levels

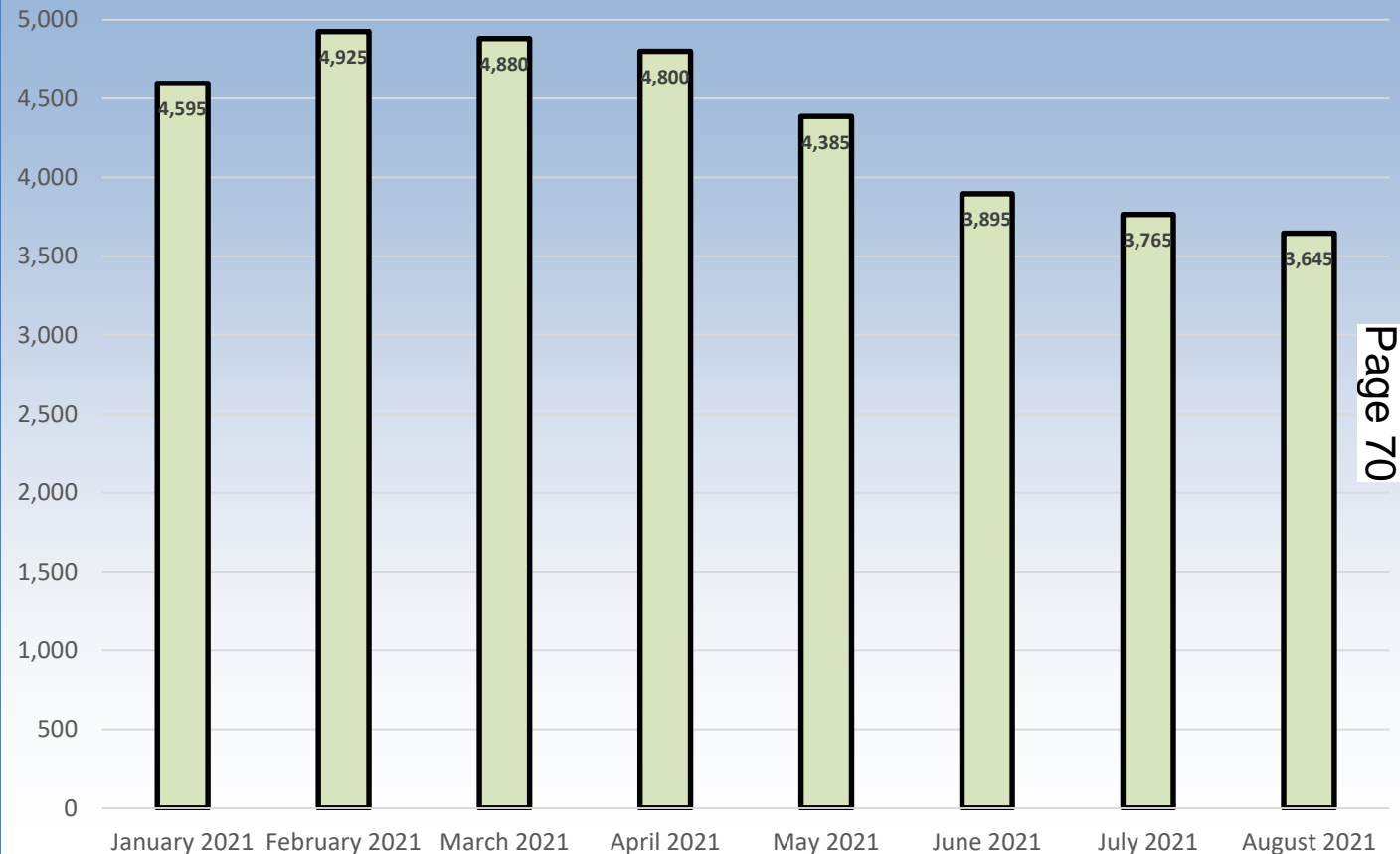


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ONS: Claimant Count – Total – York

To be updated: 12/10/21

But, has consecutively fallen the past 8 months!

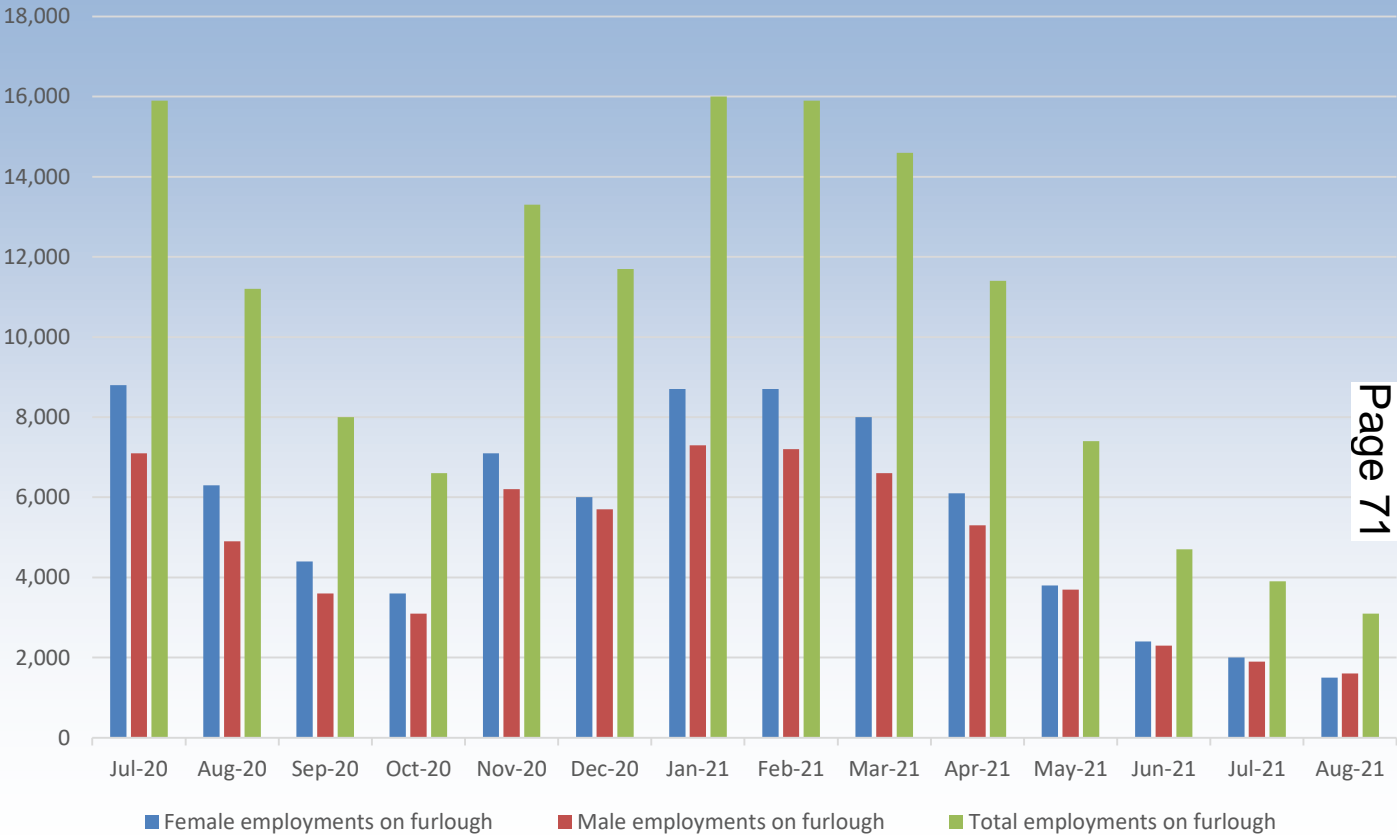


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ONS: Claimant Count – Total – York

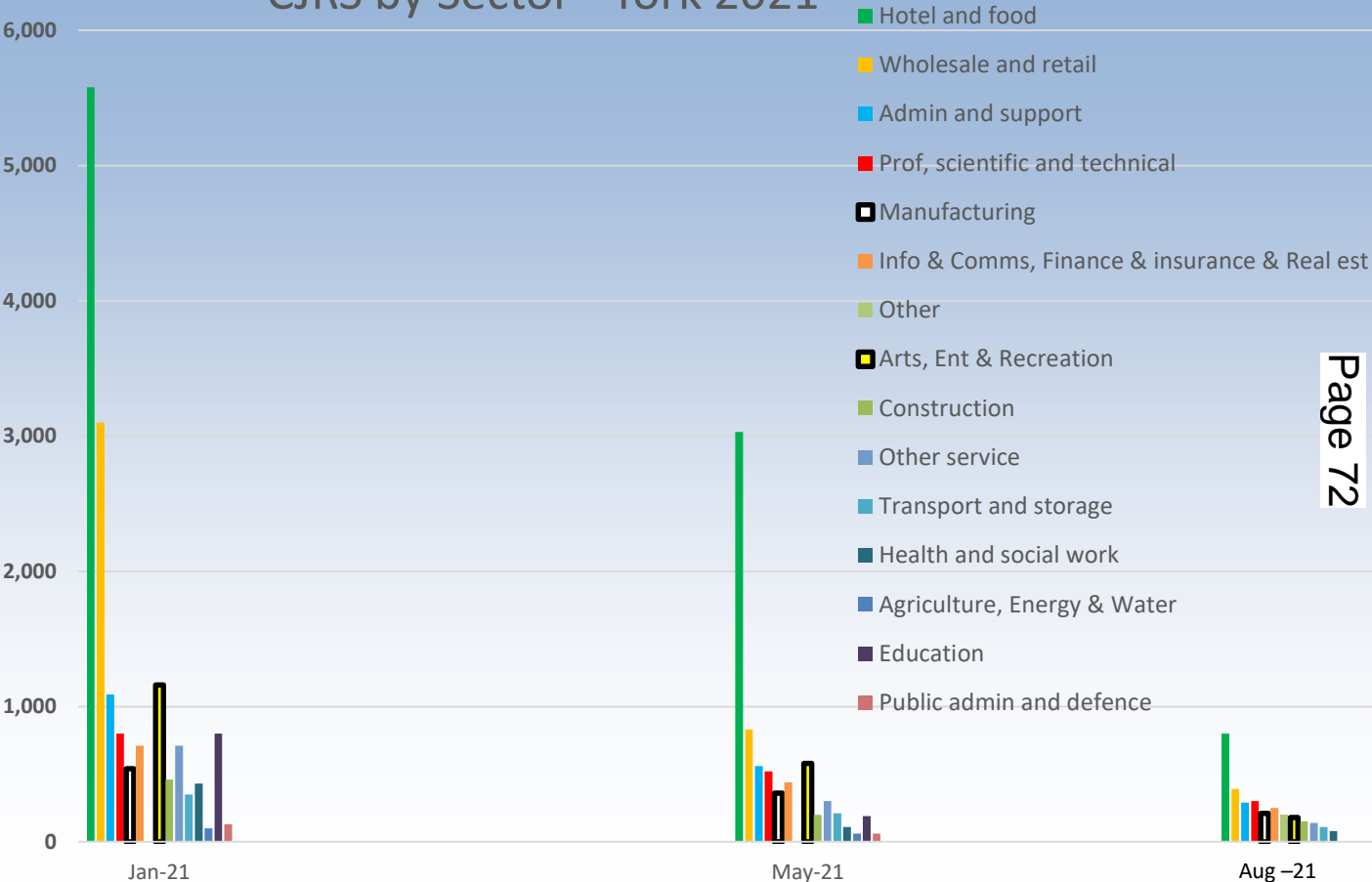
To be updated: 12/10/21

CJRS in York 2020-21



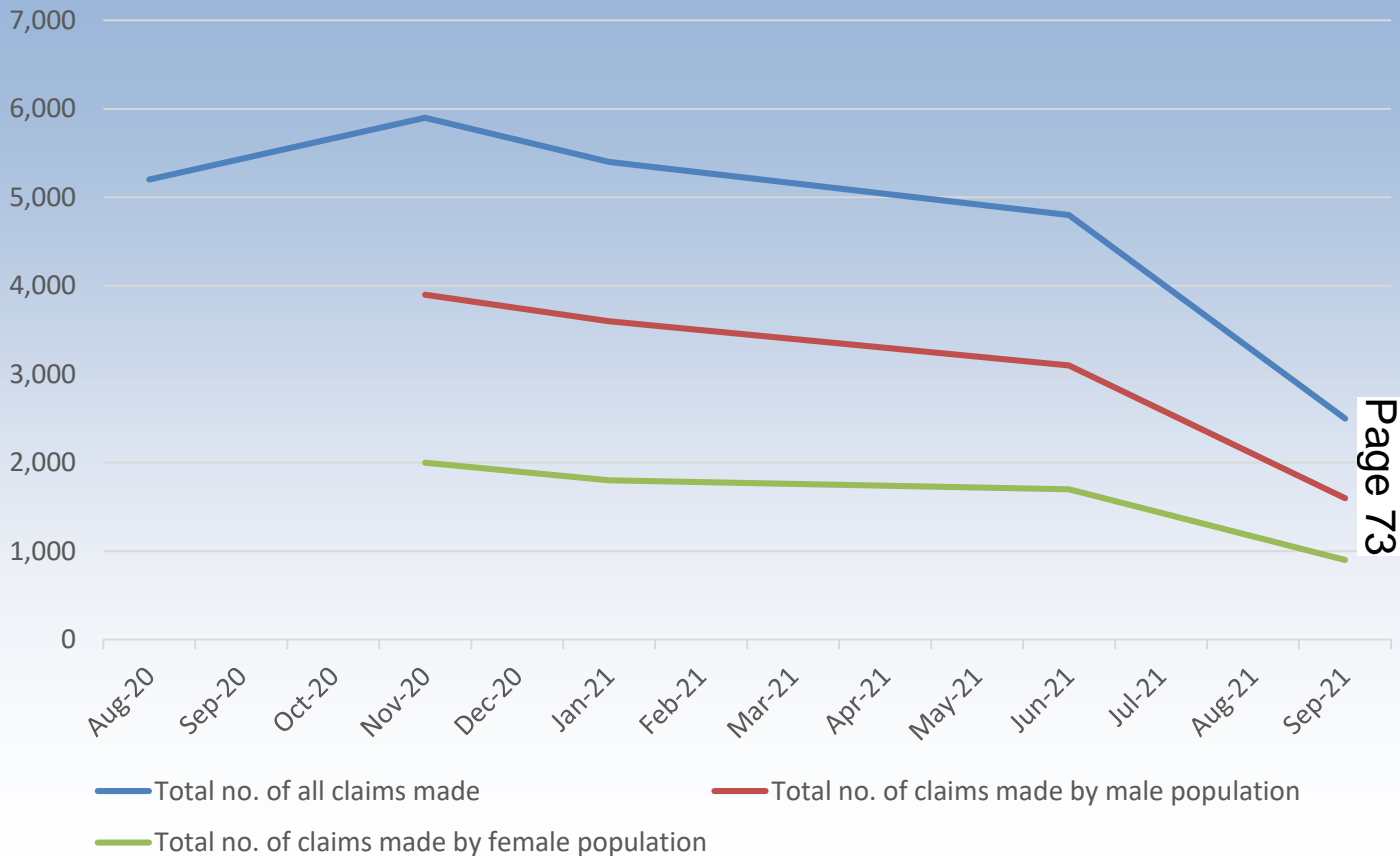
HMRC: Coronavirus Job Retention Scheme – *August 2021 data is provisional
 To be updated: TBC

CJRS by Sector - York 2021



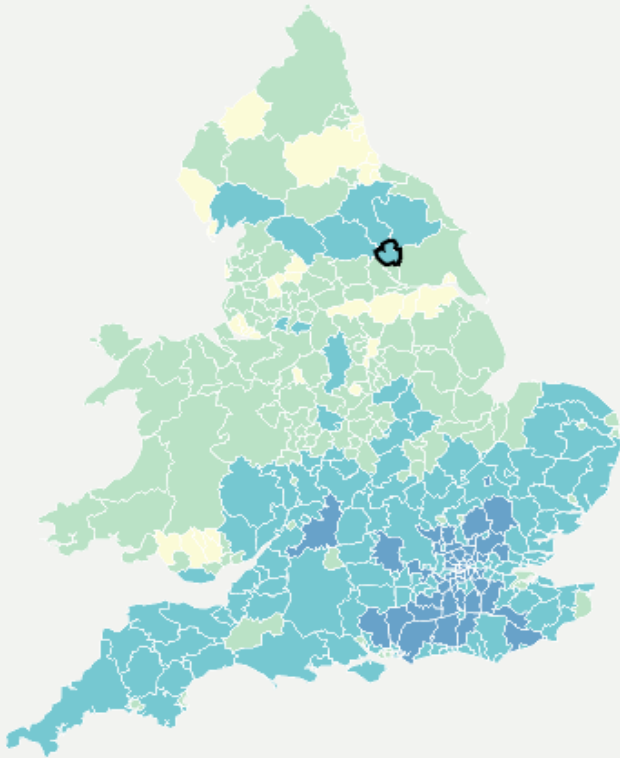
HMRC: Coronavirus Job Retention Scheme – *August 2021 data is provisional
To be updated: TBC

SEISS in York 2020-21



HMRC: Self-Employment Income Support Scheme – *September 2021 data is provisional
To be updated: TBC

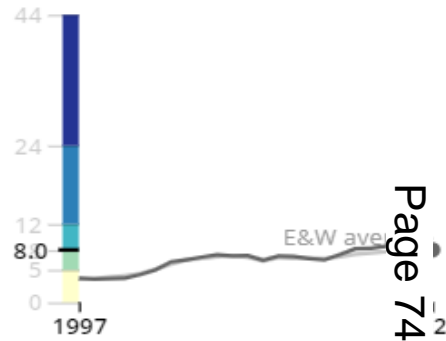
2020



+
-

York x

Property price to earnings ratio



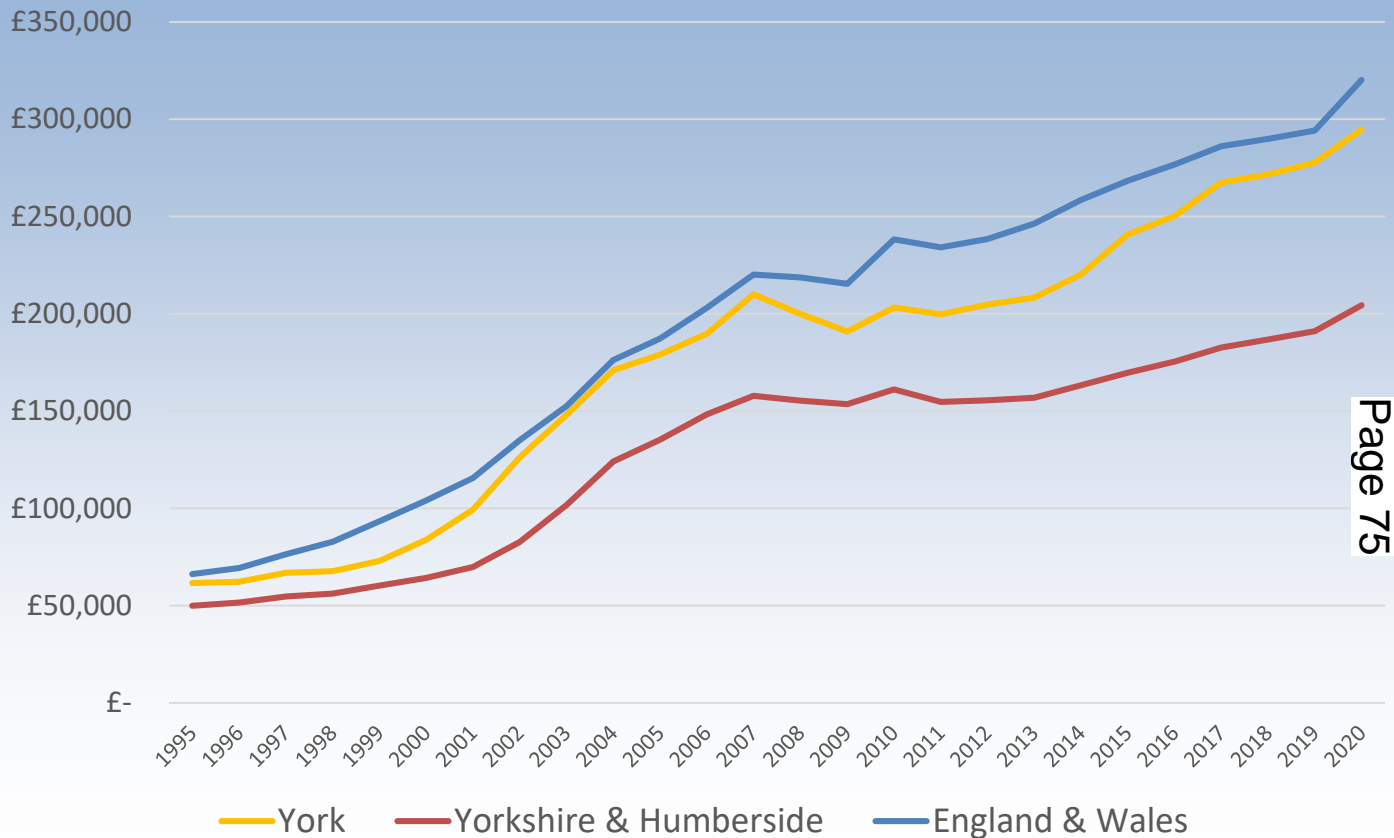
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York's housing affordability is at UK average levels, but compares poorly to much of the north



Source: House Price Statistics for Small Areas and Annual Survey of Hours and Earnings, ONS

York house prices remain close to the UK average



ONS: Mean house prices for administrative geographies (existing dwellings): HPSSA dataset 14 – June 2021
To be updated: March 2022

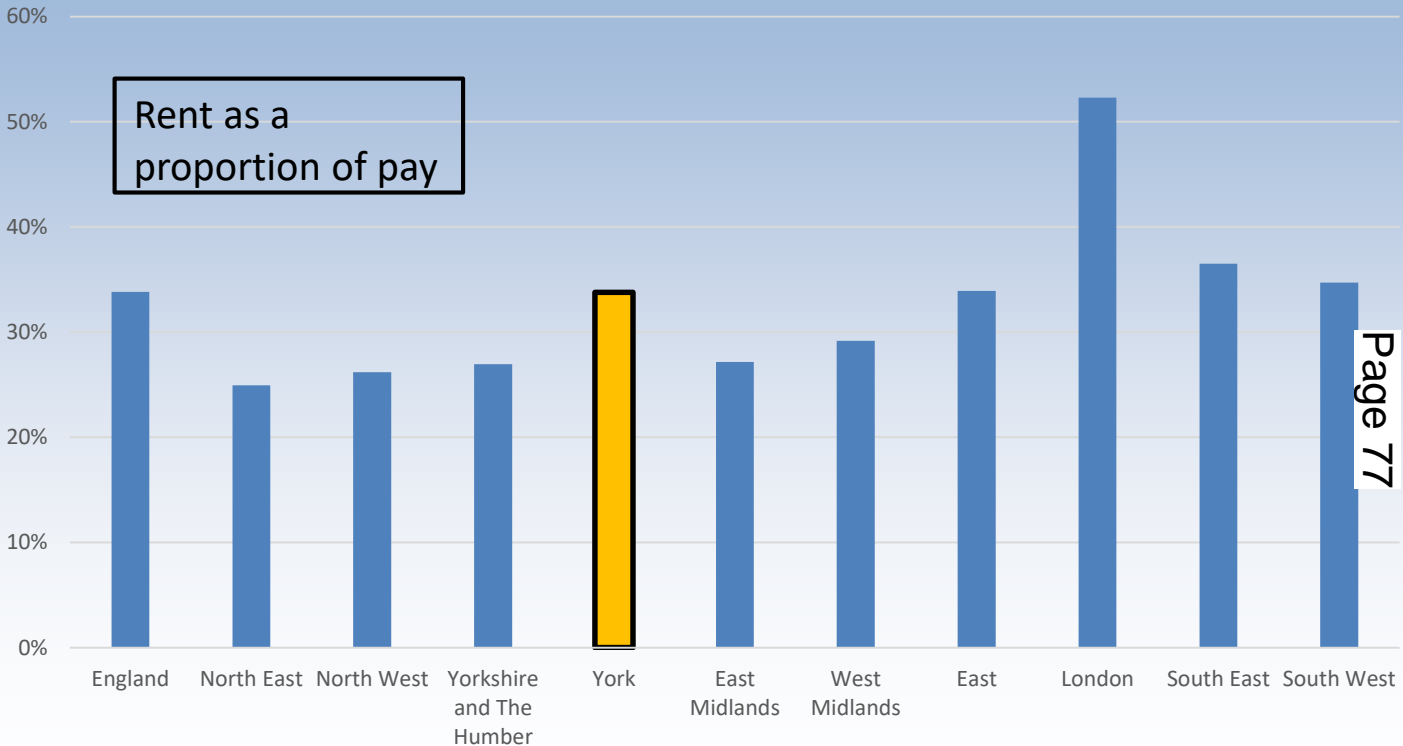
York's rental costs are like the south of England



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ONS - Private rental market summary statistics in England – April 2020 to March 2021
 To be updated: December 2021

York rents are among the least affordable in the North of England



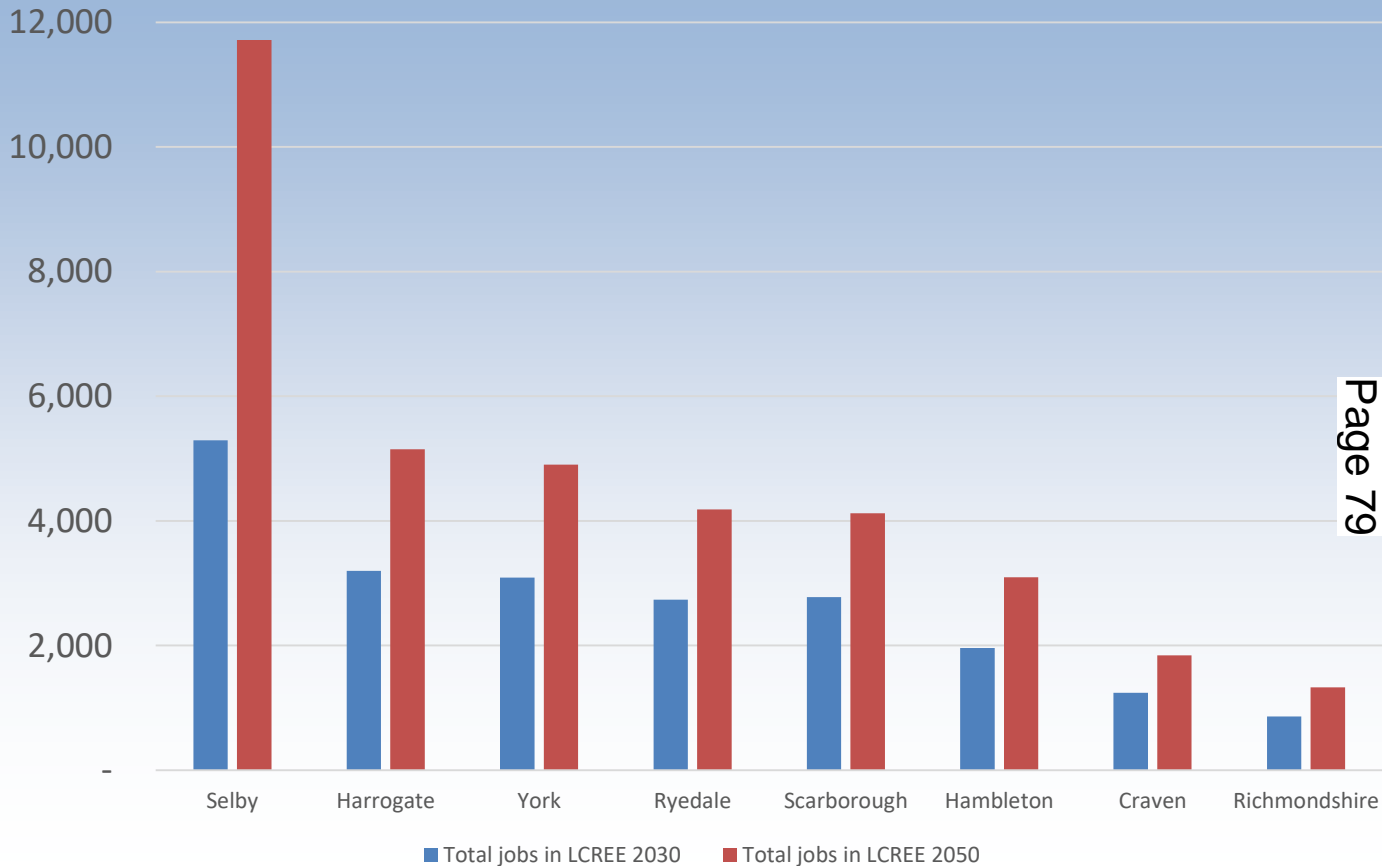
ONS: Annual Survey of Hours and Earnings (2020) – FT Median Gross Weekly Pay
ONS: Private rental market summary statistics in England – April 2020 to March 2021 Data – Overall mean of rent
To be updated: November & December 2021

LGA - Jobs in Low Carbon and Renewable Energy Economy (LCREE)

- In 2018 there was 185,000 full-time jobs in England's LCREE
- By 2030 there could be 694,000 jobs
- By 2050 there could be 1.18 million jobs

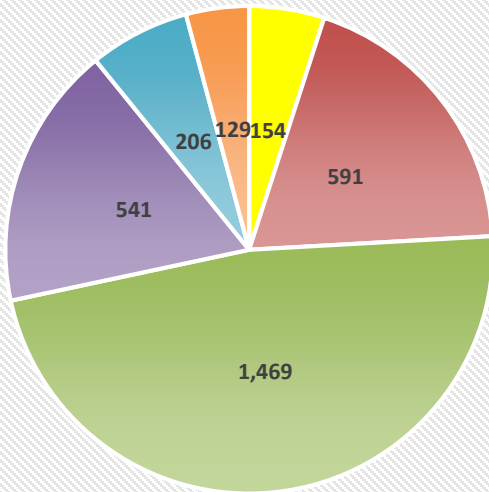


York & North Yorkshire Green Jobs Forecast



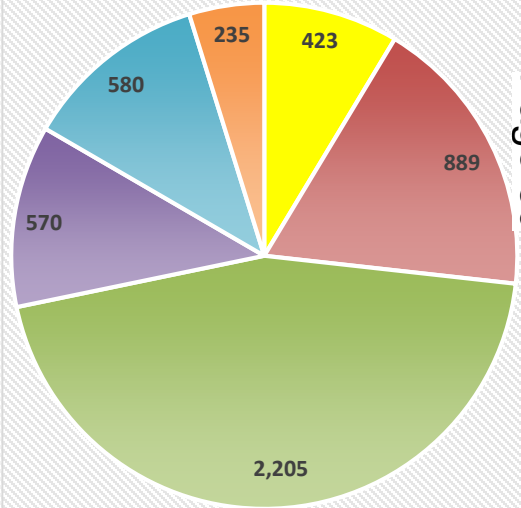
York's Green Jobs Forecast in 2030 & 2050

York 2030



- Estimated jobs in Low-carbon electricity
- Estimated jobs in Low-carbon heat
- Estimated jobs in Alternative fuels
- Estimated jobs in Energy Efficiency
- Estimated jobs in Low-carbon services
- Estimated jobs in Low emission vehicles & infrastructure

York 2050

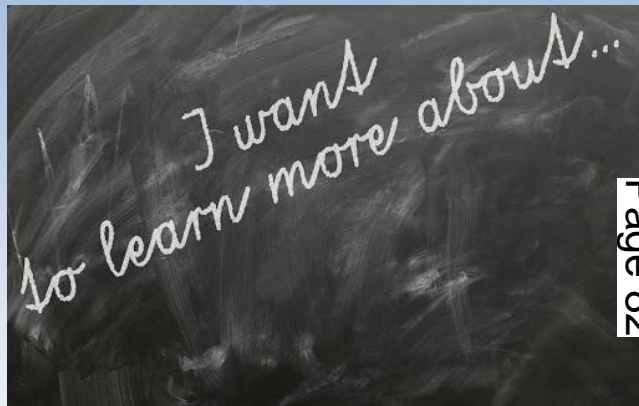


So what do we know?

- Wages are not the whole story
- High employment but limited options for many
- High skills but limited opportunities for many
- In work poverty and insecure employment are issues
- Part time work options are limited
- Housing affordability can be challenging
- Many people do not feel well-off!
- The green economy represents a real opportunity for York.

What do we need to know more about?

- Experiences of our residents
- Future skills needs of businesses
- A view from businesses on the advantages & disadvantages of being located in York
- Covid impacts
- Self employment & micro-businesses



Developing York's new Economic Strategy: Headline Commitments

Priority 1**An economy powered by 'good' business**

- Embedding responsible business practices in line with the Good Business Charter's 10 components for ethical capitalism
- Businesses supported to decarbonise and make a positive contribution to the city's net zero-ambitions
- Supporting businesses to act as place leaders in their community
- More work experience, internships and apprenticeship opportunities created to enable young talent to thrive

Priority 2**Creating the right conditions for sustainable growth**

- Local businesses and entrepreneurs receiving high quality advice to support resilience, growth and prosperity
- Businesses placed at the heart of city-wide plans to develop a strong pipeline of local talent
- Access to affordable, good quality workspace to support business growth and job creation
- Facilitating business to business connections to support York's economy

Priority 3**A thriving local workforce**

- Access to training and upskilling for all
- More apprenticeships at higher levels and in STEM
- Broadening part time job opportunities across York's economy, creating more career opportunities in better paid jobs
- More links between businesses, FE and HE to help young people thrive

Priority 4**A globally-connected city**

- Support for businesses to take advantage of new trade opportunities and expand in new markets
- Maximise existing academic, civic and business links between York and the rest of the world for the benefit of trade, investment and local job creation
- Promote academic R&D strengths to attract private sector investment and boost job creation
- Act as a focal point for inward investment across the region, capitalising on the city's economic assets and internationally-recognised brand.

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