

**Cabinet**

**3 March 2015**

Report from the Economic & City Development  
Overview & Scrutiny Committee

**Graduate Business Start-ups, Entrepreneurialism and  
Higher Value Jobs Scrutiny Review – Cover Report**

**Summary**

1. This report presents the final report of the Graduate Business Start-ups, Entrepreneurialism and Higher Value Jobs Scrutiny Review see Appendix 1, and asks Cabinet to approve the review recommendations.

**Background**

2. At a meeting in March 2014 the Economic & City Development Overview & Scrutiny Committee considered briefing papers on three possible scrutiny review topics and agreed that more productive and higher value jobs could be worthy of scrutiny review. A Task Group was appointed to carry out the work on the Committee's behalf.
3. The Task Group met with Officers on several occasions to agree a suitable remit and during a meeting between the then ECDOSC Chair, the Head of Economic Development and the Programme Director Business Consolidation it was suggested the focus of the review should be on entrepreneurship and graduate enterprise. The Committee subsequently agreed the following review aim and objectives.

**Aim**

4. To identify cost effective ways to attract graduates and entrepreneurs to start up or relocate in York thus enabling the employment of local people at higher than average wages.

**Objectives**

5. i) Identify improvements to the way York attracts and supports graduates and young entrepreneurs to develop enterprise in the city.

- ii) Identify an improved marketing strategy for York in general and as a place to grow higher value jobs.

## **Consultation**

- 6. As part of the review the Task Group have had the support of City of York Council Economic and Enterprise Officers while the Business & Economic Intelligence Unit have been consulted and have provided information in support of this review, as have the University of York, York St John University, Sophie Jewett of York Cocoa House, Ged Dillon of The Hog and Apple, York, and Catalyst IT Solutions, Heslington East, York.

## **Analysis**

- 7. Over a number of meetings and visits the Task Group gathered evidence in support of the review. The final report at Appendix 1 and its associated annexes includes a full analysis of the information gathered, the Task Group's conclusions and the recommendations endorsed by the Economic & City Development Overview & Scrutiny Committee at their meeting on 28 January 2015.

## **Review Recommendations**

- 8. Having considered the evidence gathered by the Task Group the Economic & City Development Overview & Scrutiny endorsed the following recommendations:
  - i. That the Economic Development Unit, Make It York and their partners bring forward innovative proposals to increase the amount of city centre space available for start-up and growing businesses in York by 20% by 2020, the amount of extra space to increase year on year and be reviewed annually.
  - ii. That the Council look to establish a single point of contact for business advice and develop a communications strategy to more effectively inform business owners and new starters of the assistance the Council can provide by clearly signposting services and to examine how local banks, accountants and solicitors could be used to point people in the direction of the council and its partners for advice.

- iii. That named Council support officers responsible for liaison with start-up businesses are clearly identified on the York Means Business and other appropriate Council websites.
- iv. That the Council and its partners work to increase business-to-business mentoring, peer support and networking opportunities for small businesses and the named contacts in Recommendation iii) be responsible for facilitating networking opportunities.
- v. That ECDOSC receives reports within six months on the outcomes of the support being provided to new local businesses by the Council.
- vi. That interventions through the Local Growth Fund and Make It York support an increase of 5% in employment in professional, scientific and technical activities by 2030.
- vii. That the Council construct a comprehensive database and e-list of businesses in the city.
- viii. That existing education providers be encouraged to step up provision of business plan writing so people can be coached to develop business plans.
- ix. That the University of York be urged to:
  - Reallocate University car parking to improve access and increase the attractiveness to visitors to the Ron Cooke Hub, subject to planning restrictions.
  - Make more in its prospectus that the university does not claim the intellectual property rights to undergraduate ideas.

## **Council Plan**

9. This review is linked to the create jobs and grow the economy element of the Council Plan 2011-15.

## **Options**

10. Having considered the final report at Appendix 1 and its associated annexes, Cabinet may choose to amend and/or approve, or reject the recommendations arising from the review as set out in paragraph 8 of this report.

## Implications and Risk management

11. The implications and risks associated with the recommendations above are detailed in paragraphs 114 & 115 of the review final report at Appendix 1.

## Recommendations

12. Having considered the final report and its annexes, the Cabinet is recommended to:

i. Approve the recommendations shown in paragraphs 8 above.

Reason: To conclude the Scrutiny Review in line with City of York Council Scrutiny procedures and protocols.

## Contact Details

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Report Approved  Date 20/02/2015

Wards Affected:

All

For further information please contact the author of the report

## Annex

**Appendix 1** - Graduate Business Start-ups, Entrepreneurialism and Higher Value Jobs Scrutiny Review Final Report