



## AGENDA SUPPLEMENT

### Economy & Place Scrutiny Committee

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

**Date:** Wednesday, 28 November 2018

**Time:** 5.30 pm

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

The Agenda for the above meeting was published on **Tuesday 20 November 2018**. The attached additional documents are now available for the following agenda item:

- 4. Economic Health of York City Centre** (Pages 1 - 44)  
Presentations by city stakeholders will take place under this item, to facilitate a discussion with the committee and the Head of Economic Growth.

This agenda supplement was published on  
**Tuesday 18 December 2018**

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## Focus on Experience





The Stockton Flyer



## A city for both locals and visitors

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Altrincham indoor market



Norwich tunnel of light



Public Realm Birmingham



Infrastructure for  
business growth



**Long term economic  
masterplan for the city  
centre**

A green city that rises to  
the challenge of  
technological change

A city centre great  
for all ages to live,  
work and play

Agile decision  
making bodies

A focus on  
community



# Priorities from a BID perspective

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Plan for large vacant units/ absent landlords



Improved car parking technology / cycle lanes / public transport



Care over appearance



Prepare for how retail will look in 10-15 years (AI & new tech)



Plan to improve footstreets (including clarity on enforcement)



Help businesses to be found



# Independent Retail in York City Centre

Sophie Ashmore and  
Sarah McCarron



# Headlines

**“Urgent plea over York city centre's 49 empty shops and restaurants”**

**“Campaign to help save the high street in York”**

**“Call for 'visionary' thinking to tackle empty shops in city centre”**



# Objectives

- Find out the views of local independent businesses
  - Develop an understanding of what it is like being an independent retailer in York
  - Develop a picture of city centre retail from an independent perspective
  - Find out the council can work with businesses and adapt their approach to support independent retailers in York.
- 
- 125 surveys were sent out
  - 17 feedback sessions in total

# Encouraging findings

- Praised work of Council partnerships such the York BID
- Praised the work of Indie York and the Indie Map in promoting local businesses
- Acknowledged that hen and stag dos, although not ideal are a large source of income for the city centre and licensed premises.
- Sending out business rates updates to businesses in the city centre was seen as forward-looking approach
- Identified York as an ideal location for independent businesses, due to the small, quirky nature of buildings.

# And our retailers said...

“If you don’t support our local businesses they’re not going to be here.”

“Monday is the busiest retail day now for local people”

“Would relocate [from York] when we outgrow our site”

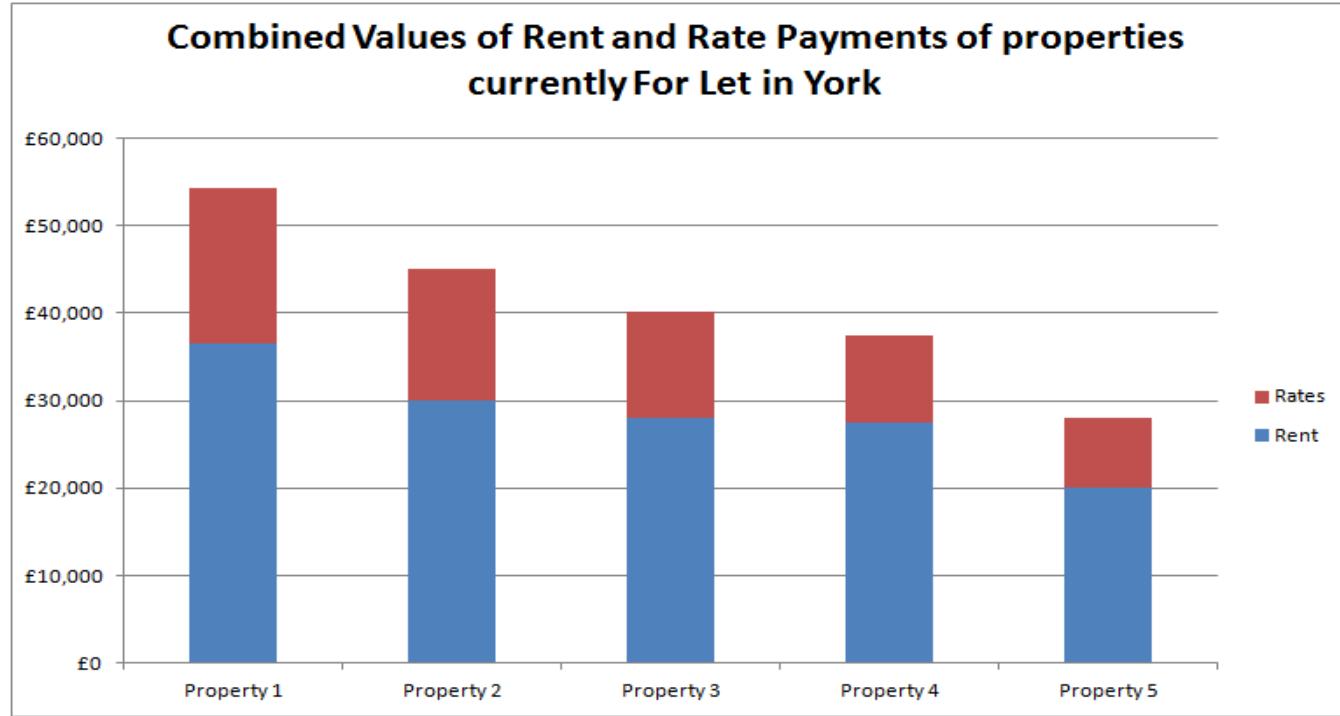
“There are no regular local customers”

“There is no clear vision that is open minded and for the people of York”

# Key issues

- Business rates
- Lack of communication/consistency
- Stag and hen dos
- Change in retail day
- Markets
- Circular investment
- No clear City vision
- A boards
- Pedestrianisation

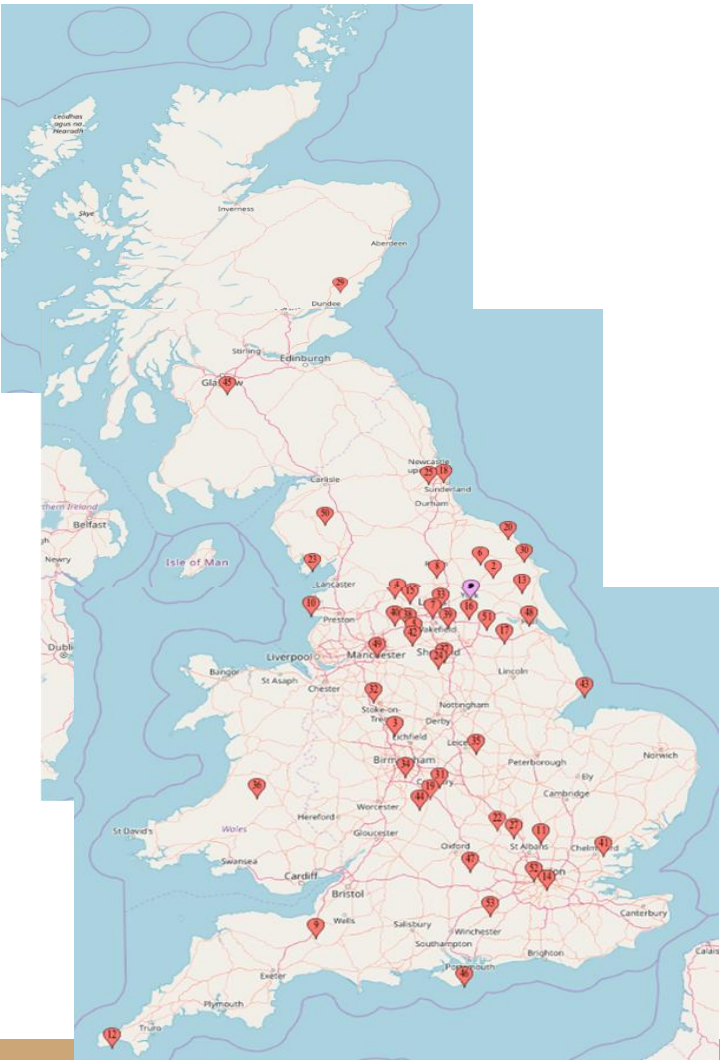
# Business Rates



- Many businesses are on a 'knife's edge' when it comes to business rate payments, with many paying the equivalent to another half of their rent in business rates

# City Experience

- Many businesses recognised that stag and hen do's provide a high income for licensed premises in the city.
- However they have a detrimental effect to retail on the weekends, with Monday becoming the main shopping day for locals in York instead of Saturday.
- Structure of markets



# Communication and Consistency

- Many businesses found a lack of clarity and consistency regarding Council policy.
- Lack of interdepartmental communication within the Council.



# Suggestions for consideration

- Staggered business rates
- Business leaflets
- Internal training between Council services
- Staggered market prices
- Increasing circular investment
- Market the USP of the City for independents
- Increase in general support

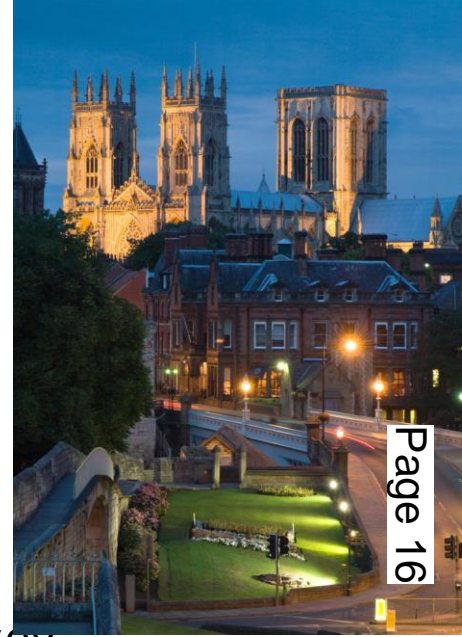
“York is not safe- the long term can be tough...

But it can be fantastic.”

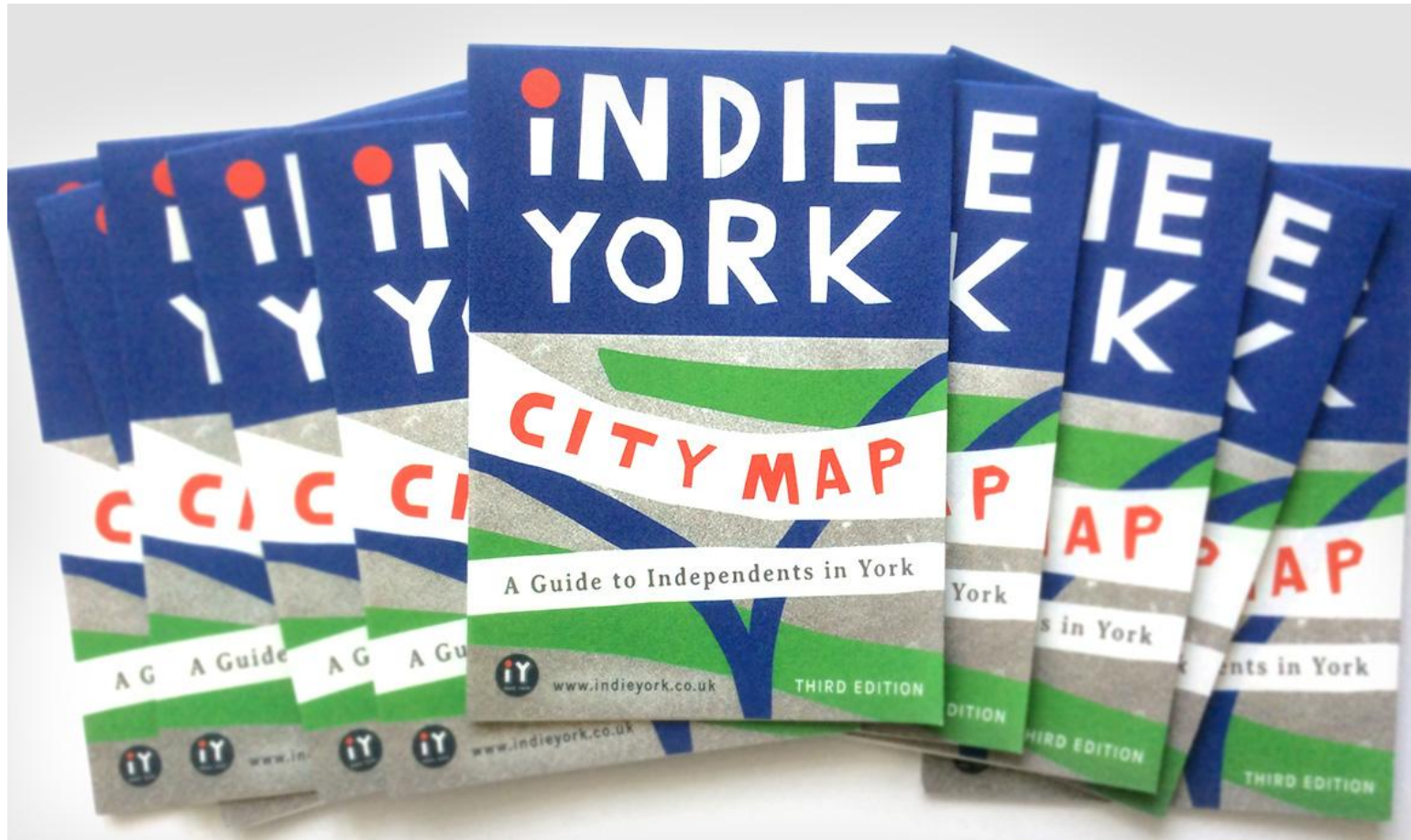
-Bill Grimsey  
York

*Business Week*

13/11/2018



# INDIE YORK





# Boxing Day floods 2015





York is open for business!



# Inspiration for York Independent Business Association (YIBA)

- Indie York is trading name
- To work together across the city
- Market independents for residents and visitors
- Direct people to independent businesses
- Have a collective voice.



# Join Indie York

**Join Indie York**

If you would like to join Indie York you can fill in the form and return York Independent Business Association along with your £30 fee for that years membership. Membership is for the whole or part of the year commencing March 2017.

To qualify to become a member of Indie York you will need to fulfil the following requirements.

- You must have a business address within York Ring Road
- You must have a recognised trading point/base where the public can visit (not a virtual address)
- Your business must conform to City of York trading standards
- You must have no more than 4 branches
- You are not part of a large chain of shops
- Your business must be bona fide
- Your business must meet the standards required of the YIBA membership panel.

**INDIE YORK CITY MAP**

Contact Name \*

Email Address \*

Contact Number

Name of Business

**SUBMIT**

- You must have a business address within York Ring Road
- You must have a recognised trading point/base where the public can visit (not a virtual address)
- Your business must conform to City of York Trading standards
- You must have no more than 4 branches
- You must not be part of a large chain of shops
- Your business must be bona fide
- Your business must display its work in a gallery/ public venue at least once per year
- Your business must meet the standards required of the YIBA membership panel.







# Member's pages

**Cross Fishmongers**  
Fish is our passion. We pride ourselves on being the best of York for a wide range of fresh fish, shellfish and game of your choice.

- 1 Shambles Market, 5 Silver Street
- 2 01904 / 7 01800 - 01904 701800
- 3 [www.crossfishmongers.com](http://www.crossfishmongers.com)

Since in their fourth generation of fishmongers, the Cross family began as fisherman in Flamborough. They have been trading on York Shambles market since 1937 and supply many restaurants and food businesses around the city, and have even been their fish-oid as "Master Chef".

Cross of York are themselves as knowledgeable fishmongers. They sell a large range including traditional cod and haddock from the East Coast, monkfish, turbot, lemon sole, salmon, king scallops, John Dory and much more. Keep an eye out for specialities such as Craster boppers and sunfish alongside their seasonal offer of game meats in autumn.

*"Cross of York takes great pride in helping you in your search for excellent quality fish at an affordable price."*  
— **Claree Andrew Cross**

**Robinsons Cafe**  
Independent family run cafe serving delicious, homemade food.

- 1 2 Robinsons Road, York, YO1 1NA  
Tel: 01904 600191
- 2 Monday 09:00 - 17:00  
Tuesday 09:00 - 15:00  
Wednesday closed  
Thursday 09:00 - 17:00  
Friday 09:00 - 17:00  
Saturday 09:00 - 15:00  
Sunday 09:00 - 15:00
- 3 [www.robinsonscafe.co.uk](http://www.robinsonscafe.co.uk)

Robinsons Cafe is a family run business owned by Will who has previously managed restaurants and B&Bs or trained chef both of which have worked in restaurants with Michelin stars.

Robinsons Cafe has a very laid back feel and at the same time they offer delicious food of a high standard. Books cooks all food fresh to order and they also use locally sourced ingredients, including meat and vegetables sourced from Bishopthorpe Road itself.

The decor of Robinsons Cafe has a very distinct, warm and welcoming feel with their chunky reclaimed wooden chairs and tables found and reclaimed from local salvage yards.

*"Robinsons is a relaxed and friendly place for people to meet and chat with great food and coffee."*  
— **Thomas Will Pearce and Rebecca Taylor**

Retail	96
Food	69
Services	50
Bars	28
Galleries	12
Hotel/BandB	9
Health/Beauty	6
<b>Total</b>	<b>270</b>

### Unique Sessions

The chart below shows the trend of unique sessions per month – this is a consistent increase month-on-month with 1,342 last month. We saw 7,621 page views last month, which is increasing month-on-month in line with the unique sessions. This indicates broader reach as we progress.



### User Acquisition

Looking at the last 3 months as an indicative “recent” window, 68.8% of traffic comes from organic searches Google – this is a good level of traffic to receive from users actively looking for the content, rather than referred from social media channels etc.

### User Locations

The image below shows hotspots within the UK. York and it’s surrounding region represent the main source of traffic, followed by London.



## Other Stats

Pages per visit remains consistent at around 3.44, with the bounce remaining overall consistent at 56.82%.

## Top Referrers (over the last 2 years)

[YorkMix](#) 208

e.g. <http://www.yorkmix.com/business/yorks-brilliant-indie-businesses-put-map/>

[Visit York](#) 190

e.g. <https://www.visityork.org/shopping/independent>

[York Press](#) 101

e.g. [https://www.yorkpress.co.uk/news/15071726.Calling\\_all\\_independent\\_traders\\_in\\_York\\_\\_\\_/](https://www.yorkpress.co.uk/news/15071726.Calling_all_independent_traders_in_York___/)

[The Guardian](#) 68

e.g. <https://www.theguardian.com/travel/2017/jul/12/york-walk-around-ancient-walls-minster-railway-station>

[Minster FM](#) 24

e.g. <https://www.minsterfm.com/news/local/2594618/indie-york-expands/>

## Top Member Views (just for fun)

### Top 10 Member Views

Page Title	Page Views
Winner Winner   Indie York	840
Monk Bar Chocolatiers   Indie York	748
Gulp and Graze   Indie York	727
The Pig and Pastry   Indie York	669
Kiosk Projects   Indie York	552
According to McGee   Indie York	541
Duttons for Buttons   Indie York	537
The Habit   Indie York	487
Expressions (Vintage clothing)   Indie York	485
The Inkwell   Indie York	444

Results from 29 October 2018-25 November 2018

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

■ Organic ■ Paid

### Actions on Page

28 October – 24 November

1

Total actions on Page ▼50%



### Page Views

28 October – 24 November

356

Total Page views ▲300%



### Page previews

28 October – 24 November

39

Page previews ▲179%



### Page Likes

28 October – 24 November

104

Page likes ▲478%



### Reach

28 October – 24 November

9,128

People reached ▲447%



### Recommendations

28 October – 24 November



We have insufficient data to show for the selected time period.

### Post engagements

28 October – 24 November

5,029

Post engagement ▲146%



### Videos

28 October – 24 November

1,959

Total video views ▲386%



### Page followers

28 October – 24 November

103

Page followers ▲506%





# GREAT BRITISH HIGH STREET

2018

COVERING GREAT BRITAIN AND NORTHERN IRELAND



COMMUNITY DEMONSTRATE STRENGTH OF COMMUNITY	CUSTOMER EXPERIENCE IMPROVING THE HIGH STREET EXPERIENCE	ENVIRONMENT PROTECTING THE LOCAL ENVIRONMENT	DIGITAL TRANSFORMATION USING INNOVATION TO TRANSFORM HIGH STREETS
Business / residents working together	Opportunities to connect / interact	Sustainability	Digital connectivity
Community programmes	Unique experiences	Repairing the high street	Adoption of new technologies
High street initiatives	Exceptional customer service	Cleaning	E-commerce
Integrated community / Promoting participation of all	Rewarding loyalty	Reducing pollution	Interactivity
Local sponsorships or events	Providing choice / convenience	Recycling	Retail apps / offers
	Accessibility for all	Protecting wild life	
		Improving the aesthetic	

**LEADERSHIP**  
Entrepreneurial Spirit



DEMONSTRATING COMMUNITY LEADERSHIP ACROSS ALL CRITERIA

**IMPACT**  
Quantitative & Qualitative



SUCCESS STATISTICS - FOOTFALL, REVENUE NUMBER OF NEW BUSINESS, VACANCY RATES, RESEARCH DATA

**INNOVATION**  
Fresh Thinking



DEMONSTRATING INNOVATIVE THINKING TO ENHANCE HIGH STREETS & SOLVE COMMUNITY CHALLENGES



KEY CRITERIA	10	10	10	10
Leadership	15			
Impact	10			
Innovation	5			
<b>MAXIMUM POINTS</b>	<b>70</b>			

# HM Treasury

## Budget 2018

### Our Plan for the High Street

#### **Future High Streets Fund.** (In addition to £900 million Commercial Rate relief.)

6. **The £675 million fund** will invest in improvements to town centre infrastructure. The Ministry of Housing, Communities and Local Government (MHCLG) will publish further details on how the fund will work.

#### **High Streets Taskforce**

9. The Future High Streets Fund will support the establishment of a new High Streets taskforce. This will provide hands-on support to **local areas to develop innovative strategies to help high streets evolve**, connect local areas to relevant experts and share best practice.

#### **Strengthening community assets**

10. The fund will also support the regeneration of heritage high streets, helping Historic England restore the historic buildings that make our high streets special and destinations that people want to visit.

**Bids of £25m by Local Authorities  
for key centres.**

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# Make It York

THE CITY CENTRE  
FROM A MAKE IT YORK PERSPECTIVE

# Reasons to be cheerful...

- > 2018 YTD footfall figures up 2.7% on 2018 (v UK average decline of 2.5%)
- > Retail occupancy is 91.8% compared to a national average of 89.9% and a northern average of 85.2% (LDC 2017)
- > The city has developed Christmas really well : "Britain's most festive city"
- > Tourism numbers are positive across a range of measures
- > Unprecedented calendar of events and festivals during 2018 (Bloom!, Shakespeare's Rose theatre, Mediale, Hot Air Balloon fiesta etc.)

# Reasons to be cheerful... part 2

- > BID making significant contribution to street cleanliness, safety, wayfinding, Christmas lights etc.
- > A significant 'indy' sector with an infrastructure for promotion and marketing
- > Pipeline of retailers interested in York
- > And some of them do land... Flying Tiger, Flight Centre, The Entertainer, Wild and Westbrooke
- > It has the England's best Visitor Information Centre (Visit England 2017/18)

But cheerful shouldn't  
mean complacent

# Stairway to Heaven

- > Respond to the Grimsey challenge (vision, leadership, a commission)
- > Be less tolerant to poor behaviour ( gag mag sellers, public drug taking, illegal van parking, ASB etc.)
- > Fulfil the commitment on wayfinding
- > Continue with proactive approach to new retailers
- > Create a new plan for the development of the Shambles Market – future-proof it
- > Resolve to address the car parking issues

Use the RingGo app and pay by credit or debit card  
 This location is 27700  
 Location Code: 77001  
 RingGo YORK

Have you paid and displayed your tickets?

PEOPLE'S PARKING  
 MAKING PARKING EASY!  
 www.peoplesparking.org

**i CITY OF YORK**

STREAMLINE 65 • 65 • 65 TAXIS  
 York's Premier Private Hire Taxi Firm

60 YEARS

YORK CITY CENTRE

Food and games at Mecca

THE RETURN OF THE VIKINGS

**Bootham Row All Day Car Park**

Blue Badge users Free (unlimited)

Motorbikes please use the space provided

You can extend your parking by phone, even if you initially buy a ticket. Please quote the Car Park Location number.

Location 27700	Residents Location 77001		
Minster Badge			
Per hour	£2.50	£2.60	£2.30
6pm to Midnight	£2.00		Free

Charges apply from 8am to Midnight every day including Sundays and Bank Holidays

Penalty Charge: A penalty charge of up to £79 may be issued for failure to follow instructions

01904 551309 (8.30am to 5pm - Monday to Friday)

01904 551080 (5pm to 6pm - Every day)

No parking tariff applies for plug-in vehicles when charging. (12hr max - payment for charging applies see charger for details.)

Go Ultra Low

WELCOME TO Bootham Row Car Park

Key to City Centre Map & Council Car Parks

YOU ARE HERE

City of York Parking Services  
 01904 551309  
 www.york.gov.uk/parking

Visitor Information Centre  
 01904 550099  
 www.york.gov.uk

Pay by mobile 27700

RingGo YORK

THIEVES BEWARE

SMARTTAGS

FORGING SYSTEMS IN USE

This machine is emptied on a daily basis

It's Charging by 1 September 2017

No coins? Pay by mobile Use the RingGo app and pay by credit or debit card

27700

RingGo YORK

Back to find it's gone?

THIEVES BEWARE

FORGING SYSTEMS IN USE

This machine is emptied on a daily basis

# Stairway to Heaven

- > Complete and commit to a city events strategy... with clear guidance and free of politics
- > Embed an ambitious city tourism strategy within the city's economic development plan... and see it as an asset not a burden
- > Ensure there is an holistic view of where future events/festival space is going to be in the city, given all the new developments
- > Ensure that the core city centre doesn't get subsumed by the new developments i.e. it needs attention and investment too

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# Running events in the City Centre

“Too much like hard work”

# Public realm not a “Cash Cow”

- Food Festival is a not for profit CIG but still charged a commercial fee.
- Events that invited 3<sup>rd</sup> party traders can be seen as rivals to the city’s permanent businesses.
- These pressures also apply to Make it York’s own activities.

# Contribution

Central attraction for wider engagement

Evening Economy

Schools / community

Trails and Fringe

- Damaging the locals issue.
  - (Shambles market revamp).
  - St Nics over longer time
  - More can be done – deal to lower the commercial pressure

# Do we want to attract non commercial activities?

- The Grimsey model
  - Lots of scope for arts and community activity
  - Need to engage residents
- Fees
- Structures
  - Is there a creative lightweight event structure that does not block the space

# Relationship issues

- Waste and Electrical services
  - Health and Safety / Ownership
  - Spill-over waste
  - Poor infrastructure, bins, electrics, drainage
- Maintenance
  - Benches and roadway
  - Make it York should have a more proprietorial role
- Flexible structures

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