



Notice of a public meeting of

Corporate and Scrutiny Management Committee (Calling In)

- To:** Councillors Galvin (Chair), Fraser, Horton, Jeffries, King, McIlveen, Potter, Runciman (Vice-Chair) and Steward
- Date:** Monday, 16 September 2013
- Time:** **5.30 pm** (please note later start time)
- Venue:** The Thornton Room - Ground Floor, West Offices (G039)

AGENDA

1. **Declarations of Interest**

At this point, Members are asked to declare:

- any personal interests not included on the Register of Interests
- any prejudicial interests or
- any disclosable pecuniary interests

which they may have in respect of business on this agenda.

2. **Public Participation**

It is at this point in the meeting that members of the public who have registered to speak can do so. The deadline for registering is **5.00pm on Friday 13 September 2013**. Members of the public can speak on agenda items or matters within the remit of the committee.

To register to speak please contact the Democracy Officer for the meeting, on the details at the foot of the agenda.

3. Minutes (Pages 3 - 10)

To approve and sign the minutes of the last meeting of the Committee held on 12 August 2013.

4. Called In Item: Closer Working with Leeds Bradford International Airport (Pages 11 - 30)

To consider the decisions made by the Cabinet on 3 September 2013 in relation to the above item, which has been called in by Cllrs Aspden, D'Agorne and Taylor in accordance with the Council's Constitution. A cover report is attached setting out the reasons for the call-in and the remit and powers of the Corporate and Scrutiny Management Committee (Calling-In) in relation to the call-in, together with the original report and the decisions of the Cabinet.

5. Urgent Business

Any other business which the Chair considers urgent under the Local Government Act 1972.

Democracy Officer:

Name : Jill Pickering

Contact Details:

- Telephone : 01904 552061
- E-mail : jill.pickering@york.gov.uk

For more information about any of the following please contact the Democracy Officer responsible for servicing this meeting.

- Registering to speak
- Business of the meeting
- Any special arrangements
- Copies of reports

Contact details are set out above.

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- ensure that what you want to say speak relates to an item of business on the agenda or an issue which the committee has power to consider (speak to the Democracy Officer for advice on this);
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Further information about what's being discussed at this meeting

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The majority of councillors are not appointed to the Cabinet (39 out of 47). Any 3 non-Cabinet councillors can 'call-in' an item of business following a Cabinet meeting or publication of a Cabinet Member decision. A specially convened Corporate and Scrutiny Management Committee (CSMC) will then make its recommendations to the next scheduled Cabinet meeting, where a final decision on the 'called-in' business will be made.

Scrutiny Committees

The purpose of all scrutiny and ad-hoc scrutiny committees appointed by the Council is to:

- Monitor the performance and effectiveness of services;
- Review existing policies and assist in the development of new ones, as necessary; and
- Monitor best value continuous service improvement plans

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City of York Council

Committee Minutes

Meeting	Corporate and Scrutiny Management Committee (Calling In)
Date	12 August 2013
Present	Councillors Galvin (Chair), Fraser, Horton, McIlveen, Potter, Runciman (Vice-Chair), Steward, Burton (Sub for Cllr King) and Cuthbertson (Sub for Cllr Jeffries)
In Attendance	Councillors Ayre, Barton, Crisp, Levene and Reid
Apologies	Councillors Jeffries and King

9. Declarations Of Interest

Members were invited to declare, at this point in the meeting, any personal interests, not included on the Register of Interests, or any prejudicial or disclosable pecuniary interests they may have in respect of business on the agenda. No further interests were declared.

10. Public Participation/Other Speakers

It was reported that there had been one registration to speak at the meeting under the Council's Public Participation Scheme and a member of Council had also requested to speak.

Councillor Barton spoke in respect of the Co-operative Council: A Community Benefit Society for Libraries and Archives (Minute 12 refers), referring to the lack of information available when researching community benefit societies in general. Concern was expressed at the proposed removal of the statutory responsibility for libraries from Council control to an untried organisation, privatising a vital service. Reference was also made to the risk to taxpayers, employees and the library service.

Mr Ellerton spoke in respect of the 20mph in the West of York – Speed Limit Order Consultation and Petition Response (Minute 13 refers), reiterating that only 7 residents were in favour of

implementation of this scheme. He pointed out that the Green Cross Code saved more pedestrian lives than 20's Plenty. Concern was expressed at the possible increase in air pollution and accidents if this scheme was undertaken and that the finance would be utilised on road safety and road maintenance.

11. Minutes

Resolved: That the minutes of the last meeting of the Committee held on 22 July 2013 be confirmed as a correct record and signed by the Chair.

12. Called In Item: The Co-Operative Council: A Community Benefit Society For Libraries And Archives

Members received a report which asked them to consider the decisions made by the Cabinet on 16 July 2013, in relation to the establishment of an Explore Libraries and Archives Mutual as a Community Benefit Society. The report to the meeting summarised the work undertaken by a project board whose key conclusion had been that the best possible legal model to transfer the service to a social enterprise had been via a Community Benefit Society (CBS), with exempt charitable status.

Details of the Cabinet's decision was attached at Annex A to the report, with the original report to the Cabinet attached at Annex B. The decision had been called in by Cllrs Ayre, Jeffries and Reid on the following grounds:

- The report claims the aim has been to determine "whether it would be in the overall interests of the Council to transfer its Libraries and Archive service to a social enterprise". This is not what has happened. All the approved report does is provide shaky evidence that a social enterprise might work, it does not explore other options to determine whether a social enterprise is the best option for the Council or for residents. There is no evidence presented that the Council has looked at any other options not even 'co-location', which is national Labour Party policy and has been successfully implemented in Northamptonshire. Despite repeated

requests we have not seen a copy of the social enterprise business case.

- No proper public consultation has taken place – the consultation which took place in October 2012 only asked residents questions such as where libraries should be based, what they should provide and whether people can volunteer to help operate them. It did not ask people for their views on the potential move to a social enterprise. The ‘Focus Group’ only provides very limited evidence. For this proposal to work it has to have the full support of the public and there is no evidence that this is the case.
- Staff have raised considerable concerns over the move to a social enterprise and the consultation process. A sample of these included in the report are:

“It has always felt like the decision to go to a Social Enterprise has been made without consulting staff. It feels like we are being asked for the sake of asking, not because what we think will be taken into account or thought about seriously”

“In many ways it feels like it's a done deal, and anything we or the public say will not have any effect on whether it happens or not”

“This is tokenism. We are asked for our opinions, but in the final analysis, if our opinions differ from those in the top seat they will not be counted”

“I think is a forgone conclusion and this has come across when workshop etc are done”

“Good thing who knows? Again all progress as if it will happen nothing about alternative etc”

- UNISON also consistently raise concerns on behalf of staff and we have no confidence that this move enjoys the support of library or archive staff. For this proposal to work it has to have the full support of staff and there is no evidence that this is the case.
- Throughout this report there is lack of proper evidence on why the projected ‘benefits’ (revenue

increases etc) can not be achieved with the service remaining part of the Council. The £450,000 savings, needed after Labour's budget cuts, could as the report shows largely be achieved with or without the move to a social enterprise. The plans to increase revenue are simply not dependent on a move to a social enterprise.

- We are concerned that the new model will be less accountable to residents as the familiar structure of local council control is removed while at the same time there are considerable changes in the service. The service has already seen job cuts and changes in library opening hours and the original report, which went to Cabinet last year, spoke openly about a 're-location programme'.

Members were asked whether to confirm the decision (Option a) or to refer it back to the Cabinet for re-consideration (Option b) as set out in the report.

Councillor Ayre addressed the meeting on behalf of the Calling-In members expanding on the reasons given for the call in. Particular concern was expressed at the lack of evidence put forward for the transfer of the service pointing out that other alternative options had not been explored. The lack of proper public consultation was highlighted and the absence of full staff support, as detailed in the background papers. It was felt this was a decision too important to take without all options having been considered, full public consultation and sight of all information including the exempt business case.

The Cabinet Member for Leisure, Culture and Tourism responded to the points raised. Confirming that, prior to the decision being taken by Cabinet, every option had been considered and weighted with the best legal model proving to be a Community Benefit Society (CBS) with exempt charitable status. Whilst challenging, the proposals would build upon the success of the Explore concept and provide new income streams whilst delivering the necessary savings. Although the business plan had been considered commercially sensitive this had been available for inspection, on request. In answer to earlier comments it was also confirmed that the majority of staff were in favour of the proposals.

Members went on to discuss the points raised and in response to questions, Officers confirmed that the business plan had been available to Cabinet Members and Members of the Corporate and Scrutiny Managing Committee on request. With the sensitivity being related to the award of future contracts which could affect trading relations in the areas of room hire, conferences and the cafe concept, amongst others. Further details of the award of the contract in respect of support services was also provided, together with the savings targets and income projections.

Assurances were given that the Archives would be run by fully qualified staff to ensure that all records were well maintained for the future and that this would be ensured through the contract between the Council and the CBS.

Following further lengthy discussion it was

Resolved: That Option (a) identified in the report be approved and that the decision of the Cabinet be confirmed.

Reason: In accordance with the requirements of the Council's Constitution.

13. Called In Item: 20mph In The West Of York - Speed Limit Order Consultation And Petition Response

Members received a report which asked them to consider the decisions made by the Cabinet Member for Transport, Planning and Sustainability on 19 July 2013, in relation to the delivery of the 20mph speed limit for residential roads across the West of York urban area, as a Council priority. The report to the meeting also set out details of the representations received following advertisement of the proposed order and to receipt of an e-petition entitled "Stop the 20mph Proposals" signed by 240 people.

Details of the Cabinet Members decision was attached at Annex A to the report, with the original report to the Cabinet Member attached at Annex B. The decision had been called in by Cllrs Reid, Jeffries and Ayre on the following grounds:

- This policy does not enjoy public support – the report confirms that out of 13,000 residents consulted, only 7 responded in favour. This is abysmally low for a project that will cost £600,000 of taxpayers' money in total.
- Average speeds on many of the roads proposed for the new limit are already below 20mph and additional signage would make no practical difference, except to increase street 'clutter' and maintenance costs. As an example, over the last 5 years Moorcroft Road has a record of 1 slight accident, an 85th percentile speed of 19mph, and a highest recorded speed of 25mph.
- This scheme does not target roads with safety problems – figures provided to us by officers show that of the 338 accidents recorded in West York over the last 5 years only 48 (13%) occurred on roads where it is now proposed to reduce the speed limit. In response to this point, the report claims that "The scheme has never been primarily focussed on casualty reduction" (paragraph 36). However, on paragraph 26 the report justifies the costs of implementation against the costs of accidents.
- Evidence from elsewhere in the country with blanket schemes undermines the recommendation. In Portsmouth casualty levels are higher than before the scheme was implemented and in Oxford "a similar pattern is emerging". In Bristol residents do not feel that the roads are safer or that speeding has reduced. And returning to Portsmouth, the scheme has not encouraged a 'modal shift' away from car use or encouraged cycling and walking with analysis concluding that the scheme "made little difference to the majority of respondents in the amount they travelled by their chosen mode".
- The evidence is that locally and nationally the police do not have the resources or inclination to enforce all new 20mphs, with the Association of Chief Police Officers telling Parliament in March that "We are not

enforcing 20mph speed limits at this moment in time”.

- The decision to take Option 3 in this report and exclude Trenchard Road and Portal Road is baffling. There will be other roads in the area where “residents are against the idea” so it is unclear why these roads have been singled out.
- KSI (Killed or seriously injured) figures have steadily reduced in York over the last 10 years by taking an evidence-based approach and targeting resources on areas with accident records and/or high pedestrian footfall - targeted 20mph limits have played an important part in this. This report does not provide a convincing case that this targeted and evidence-based approach should change.
- If the Cabinet Member is not prepared to abandon the scheme completely, then he should delay implementation for at least 18 months so that the impact of the 20mph limit – introduced earlier in the year in South Bank – can be assessed and more evidence can be produced from other schemes across the country.

Members were asked whether to confirm the decision (Option a) or to refer it back to the Cabinet Member for re-consideration (Option b) as set out in the report.

Councillor Reid addressed the meeting on behalf of the Calling-In members expressing concern at the proposed roll out of the 20mph scheme in the West as the report did not provide a convincing case, and did not target roads with safety problems. Reference was made to Annex 2 of the original report to the Cabinet Member which provided casualty data from Oxford and Portsmouth in 20/30mph areas pointing out that this showed a rise in the accident rates over the period 2004 to 2011. Concern was also expressed at the significant amount of signage required to promote any scheme with less money then available for proactive accident reduction work.

The Cabinet Member for Environmental Services responded, on behalf of the Cabinet Member for Planning, Transport and

Sustainability, to the points raised. Pointing out that the consultation undertaken had only asked residents for their comments in relation to the proposals rather than asking for their support or otherwise, to ensure that all residents were fully aware of the proposals. Although the scheme required a significant culture change it was hoped that this would encourage walking and cycling. It was pointed out that the Portsmouth scheme had shown fewer accidents since its introduction and that if the York scheme reduced accidents by 30% it was considered that the money had been well spent.

In response to questions and points raised, Officers confirmed that the scheme had been agreed with the Police and that this fitted with their speed review process, to ensure that they would deal with any subsequent complaints following collection of speed data. Confirmation that other speed reduction measures had been considered however many involved expensive engineering works.

Members also drew attention to resident's petitions, over a number of years, requesting 20mph limits on specific roads in the city

Following further lengthy discussion it was

Resolved: That Option (a) identified in the report be approved and that the decision of the Cabinet be confirmed.

Reason: In accordance with the requirements of the Council's Constitution.

Cllr J Galvin, Chair

[The meeting started at 5.00 pm and finished at 6.50 pm].



**Corporate and Scrutiny Management Committee
(Calling – In)**

16 September 2013

Report of the Assistant Director, Governance and ICT

Called-in Item: Closer Working with Leeds Bradford International Airport

Summary

1. This report sets out the reasons for the call-in of the decision made by the Cabinet on 3 September 2013 in relation to proposed promotional activity to be undertaken at the Leeds Bradford International Airport (LBIA) as part of the city's efforts to maximise access to international markets. The promotion would initially involve the provision of £10k funding from the Economic Infrastructure Fund (EIF) for the development of a campaign to promote the City of York. This would be followed by a further £75k per annum over 4 years to roll out the campaign, depending on the results of monitoring and evaluation. Contributions would also be sought from partner organisations across the city.

This cover report sets out the powers and role of the Corporate and Scrutiny Management Committee in relation to dealing with the call-in.

Background

2. The Decision Sheet issued after the Cabinet meeting is attached as Annex A to this report. This sets out the decision taken by Cabinet on the called-in item. The original report to the Cabinet on the called-in item is attached as Annex B to this report.
3. The Cabinet decision has been called in by Cllrs Aspden, D'Agorne and Taylor for review by the Corporate and Scrutiny Management Committee (CSMC) (Calling-In), in accordance with the constitutional requirements for call-in. The following are the reasons given for the call-in:

1. With a projected £3.7 million budget deficit and ongoing cuts to basic street level services we do not believe this should be a spending priority.
2. We are not convinced that the proposal represents value for money at the current time.
3. We do not believe that the criteria is in place to satisfactorily measure the effectiveness of this expenditure.
4. Despite claims by the Cabinet Leader in July 2012 that he was “in negotiations to secure direct transport links between the Airport and York”, there is currently no link. The cost of this project would make more sense if such a direct link existed and passengers could easily get from Leeds-Bradford to York.

Consultation

4. In accordance with the requirements of the Constitution, the calling-in Members have been invited to attend and/or speak at the Call-In meeting, as appropriate.

Options

5. The following options are available to CSMC (Calling-In) Members in relation to dealing with this call-in, in accordance with the constitutional and legal requirements under the Local Government Act 2000:
 - a. To decide that there are no grounds to make specific recommendations to the Cabinet in respect of the report. If this option is chosen, the original decision taken on the item by the Cabinet on 3 September 2013 will be confirmed and will take effect from the date of the CSMC (Calling-In) meeting; or
 - b. To make specific recommendations to the Cabinet on the report, in light of the reasons given for the call-in. If this option is chosen, the matter will be reconsidered by Cabinet at a meeting of Cabinet (Calling-In) to be held on 24 September 2013.

Analysis

6. Members need to consider the reasons for call-in and the report to Cabinet and form a view on whether there is a basis to make specific recommendations to Cabinet in respect of the report.

Council Plan

7. There are no direct implications for this call-in in relation to the delivery of the Council Plan and its priorities for 2011-15.

Implications

8. There are no known Financial, HR, Legal, Property, Equalities, or Crime and Disorder implications in relation to the following in terms of dealing with the specific matter before Members; namely, to determine and handle the call-in.

Risk Management

9. There are no risk management implications associated with the call in of this matter.

Recommendations:

10. Members are asked to consider the call-in and reasons for it and decide whether they wish to confirm the decisions made by the Cabinet or refer the matter back for reconsideration and make specific recommendations on the report to Cabinet.

Reason: To enable the called-in matter to be dealt with efficiently and in accordance with the requirements of the Council's Constitution.

Contact details:

Author:

Dawn Steel
Head of Civic &
Democratic Services
01904 551030

Chief Officer Responsible for the report:

Andrew Docherty
Assistant Director, Governance and ICT

**Report
Approved**



Date 5 September 2013

Specialist Implications Officer(s) None

Wards Affected:

All



For further information please contact the author of the report

Annexes

Annex A – Copy of the Decision Sheet produced following the Cabinet meeting on the called-in item.

Annex B – Report of the Leader to Cabinet on 3 September 2013.

Background Papers

None

CABINET

TUESDAY, 3 SEPTEMBER 2013

Extract from the DECISIONS

Set out below is a summary of the decisions taken at the Cabinet meeting held on Tuesday, 3 September 2013. The wording used does not necessarily reflect the actual wording that will appear in the minutes.

Members are reminded that, should they wish to call in a decision, notice must be given to Democracy Support Group no later than **4.00pm on Thursday 5 September 2013**.

If you have any queries about any matters referred to in this decision sheet please contact Jill Pickering (01904) 552061.

7. CLOSER WORKING WITH LEEDS BRADFORD INTERNATIONAL AIRPORT

Resolved: That Cabinet agree the Economic Infrastructure bid of £85K for the promotional activity with Leeds Bradford International Airport, as detailed in the report.

Reason: To maximize access to international markets and meet the city's ambitions of being a top 5 UK city and top 10 European city by 2015.

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Cabinet

3 September 2013

Report of the Leader of the Cabinet

Closer working with Leeds Bradford International Airport

Executive Summary

1. This report proposes promotional activity to be undertaken at the Leeds Bradford International Airport (LBIA) as part of the city's efforts to maximise the city's access to international markets.
2. The proposed campaign would see approximately £10K for the development of a campaign for the promotion of the City of York as a destination to visit, do business, live and study. A further £75K per annum over four years would then be allocated to the roll out of this campaign, initially at Leeds Bradford Airport, with an initial 12 month contract that, depending on the results of the monitoring and evaluation of the initial campaign, could be renewed on a rolling basis. It is proposed that the funding come from the Economic Infrastructure Fund (EIF), and a business case is attached to this report.
3. In order to kickstart this campaign, the Council will provide the funding for the first year of the campaign from EIF, but it will seek contributions from partner organisations across the city for future years of the campaign should, on reviewing the outputs of the campaign, the Council seeks to renew this campaign in future years.

Background

4. As set out in the ***York Economic Strategy, 2011-15***, the city has agreed ambitious economic growth targets of becoming a top 5 UK city and top 10 European city by 2015. Within this strategy, there is an objective for the city to become more international and enterprising, and in the process, the Council has been facilitating the delivery of a strategy to "internationalise" the city – i.e.

developing better connectivity to and generate greater value from international markets.

5. In the interest of facilitating greater international market connectivity and awareness of the York offer, the Council's economic development and transport teams are working closely with the Leeds Bradford International Airport on the development of its strategic masterplan for the future, and are seeking to make maximum use of the Airport as a regional hub for international connectivity – facilitating greater trade between York and international markets, and equally encouraging greater interest from international markets in the York offer – for visitors, business, residents and students.
6. The Airport is currently undergoing a significant refurbishment, which is offering significant advertising opportunities for interested partners. Given the city's support of the Airport's recent development and its interest in working with the Airport on its internationalisation strategy, the Airports Commercial Team have offered a discounted package to the city of York for promotion of the city in key spaces around the terminal, arrivals and departures halls and lounges in the LBIA.
7. The Council is working with partners currently to improve access from York to the Airport, and as part of this it is looking at how it can facilitate the introduction of transport options potentially via a bus link, although conversations have been delayed while the Council develops a more viable approach with which to engage the private sector in these opportunities.

The proposal

8. The proposal is to invest c. £10K in the design of a campaign, and c. £75K per annum for initially one year with the option of renewing that campaign on a rolling 12 month campaign.
9. Given the close working relationship of the Council to the Airport, there is mutual benefit to the campaign and thus the city is being offered a package that provides very good value for money. However, such a campaign could be rolled out with the option of considering further airport options in due course.

10. The **primary target audience** for the campaign is inbound passengers – both leisure and business, and our **primary target airlines would be** British Airways (particularly the London link flights but also other flights); Monarch and Ryanair.
11. The mechanism for generating interest via these target markets will be a strategically targeted campaign designed to build perceptions of the city as not only a great place to visit for history and heritage (for which the city is most widely known), but as a great place to visit for a wider audience as well as to invest as a business and student.
12. Specifically, the campaign will aim to attract:
 - Leisure visitors – particularly those of younger and more diverse backgrounds
 - Business visitors
 - Inward investors
 - Students
13. To develop the design concept, the proposal is to invest up to £10K in the design of a campaign that will showcase the city as a dynamic modern but historic and unique city, with much to offer the visitor, business, student and potential resident market.
14. The campaign will then be rolled out at a cost of £75K per annum for a package of sites offered by Leeds Bradford Airport. With over 450 flights per week, LBIA will offer the city the opportunity to advertise to a market of 2.7 million passengers a year, from a total of 75 destinations, including cities in over 25 international countries.
15. The package offered includes:
 - One (1) strategically positioned light box in International Arrivals
 - A large section of International Arrivals corridor prior to Immigration
 - Banner on the wall at top of stairs on entering the International Arrivals corridor
 - The British Airways Baggage Belt 4 (A frame and 2 floor to ceiling wall vinyls)
 - 100 Airport luggage trolleys (200 sides)

16. The proposal will be for a 12-month initial contract with LBIA with an option of renewing at the end of this period for a further 12 months.
17. The targets that the campaign will seek to achieve are as set out below:
 - An increase in leisure and business visitor inquiries via Visit York and other official agencies promoting the city
 - An increase in inward investment inquiries via CYC and other official agencies promoting the city as a destination to do business
 - Increased awareness of the York offer with the international passengers arriving through LBIA
 - An increase in student enquiries at the city's Universities and Colleges
18. In order to measure these indicators, the Council will use existing monitor/evaluation methods where possible, but is looking into the potential of an onward visitor survey as part of the package that may be rolled out alongside the campaign, pending cost/resource required.
19. The proposal would be the first step in exploring further potential packages of activity. The Council and Visit York are working together to explore potential editorial content for in-flight magazines on the city, and there is the potential for in-flight videos on landing into LBIA (similar to a recent campaign rolled out by Liverpool on flights into Liverpool John Lennon Airport. Further potential options include closer working between Visit York and online ticket booking operators to link in offers for visitors to York.

Council Plan

20. The proposals will directly contribute to the delivery of the Council Plan Priority to Create Jobs Grow the Economy, through generation of greater trade activity expected from the campaign, both for local tourism business and for business investment in the city more widely.

Implications

Financial

21. The Council has already committed to investment in the EIF from which funding for this project is to be derived.

Human Resources

22. There are no human resources implications arising from this report.

Equalities

23. There are no equalities implications arising from this report.

Legal

24. There are no legal implications arising from this report.

Crime and disorder

25. There are no crime and disorder implications arising from this report.

Information Technology

26. There are no information technology implications arising from this report.

Property

27. There are no property implications arising from this report

Other

28. There are no other implications arising from this report.

Risk Management

29. The risks associated with this report are similar to those of any marketing or promotional spend – that the results anticipated do not materialise to the extent predicted.
30. Two measures are in place to mitigate this risk: (a) the design of the concept will be minimised to the greatest extent possible – via the limitation of the design budget to no more than £10K; and (b) the adoption of an initial £75K contract – which at the end of the first 12 months will enable CYC and Visit York to measure the impact from the campaign before the Council agrees any extension to the campaign.

31. Recommendations

Members are recommended to agree an EIF bid of £85K for the promotional activity set out above with Leeds Bradford International Airport.

Reason: To maximize access to international markets and meet the city's ambitions of being a top 5 UK city and top 10 European city by 2015.

Author:	Cabinet Member and Chief Officer Responsible for the report:		
Katie Stewart Head of Economic Development (01904) 554418 katie.stewart@york.gov.uk	Cllr James Alexander, Cabinet Leader Kersten England Chief Executive (01904) 55 2000 kersten.england@york.gov.uk		
	Report Approved	√	Date 21 August 2013
Wards Affected: All			
For further information please contact the authors of the report			

For further information please contact the author of the report

Annexes

Annexe A – EIF Business Case: Closer Working with LBIA

Background papers

None

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Annex A

EIF Business Case: Closer working with LBIA

EIF Ambition (*i.e. Sustainable Economy; Digital York; Reinvigorate York; Get York Moving; Economic Inclusion*):

Create Jobs, Grow the Economy

Proposal Summary: Outline the proposal for investment from the Economic Infrastructure Fund. Please outline the intended investment and the economic growth and employment benefits that this will provide.

Proposal summary (up to 2 sides A4)**Background**

In the interest of facilitating greater international market connectivity and awareness of the York offer, the Council's economic development and transport teams are working closely with the Leeds Bradford International Airport on the development of its strategic masterplan for the future, and are seeking to make maximum use of the Airport as a regional hub for international connectivity – facilitating greater trade between York and international markets, and equally encouraging greater interest from international markets in the York offer – for visitors, business, residents and students.

The Airport is currently undergoing a significant refurbishment, which is offering significant advertising opportunities for interested partners. Given the city's support of the Airport's recent development and its interest in working with the Airport on its internationalisation strategy, the Airports Commercial Team have offered a discounted package to the City of York for promotion of the city in key spaces around the terminal, arrivals and departures halls and lounges in the LBIA.

Strategic Need

The strategic need is defined by the York Economic Strategy as the need to enhance the city's attraction of investment from as wide a market as possible – hence the city's drive to internationalisation.

Strategic Fit

The project is a strong fit with Council Plan Priority 1: Create Jobs, Grow the Economy, and by extension, the city's York Economic Strategy Ambition 5: Coordinated attraction of investment to the city. By providing a coherent and comprehensive message to international audiences, the project will enable the city to reach a greater set of audiences and thus attract a greater number of visitors, businesses and students to the city.

Proposal

The proposal is to invest c. £10K in the design of a campaign, and c. £75K per annum for initially one year with the option of renewing that campaign on a rolling 12 month campaign.

Given the close working relationship of the Council to the Airport, there is mutual benefit to the campaign and thus the city is being offered a package that provides very good value for money. However, such a campaign could be rolled out with the option of considering further airport options in due course.

The **primary target audience** for the campaign is inbound passengers – both leisure and business, and our **primary target airlines would be** British Airways (particularly the London link flights but also other flights); Monarch and Ryanair.

The mechanism for generating interest via these target markets will be a strategically targeted campaign designed to build perceptions of the city as not only a great place to visit for history and heritage (for which the city is most widely known), but as a great place to visit for a wider audience as well as to invest as a business and student.

Specifically, the campaign will aim to attract:

- Leisure visitors – particularly those of younger and more diverse backgrounds
- Business visitors
- Inward investors
- Students

To develop the design concept, the proposal is to invest up to £10K in the design of a campaign that will showcase the city as a

dynamic modern but historic and unique city, with much to offer the visitor, business, student and potential resident market.

The campaign will then be rolled out at a cost of £75K per annum for a package of sites offered by Leeds Bradford Airport. With over 450 flights per week, LBIA will offer the city the opportunity to advertise to a market of 2.7 million passengers a year, from a total of 75 destinations, including cities in over 25 international countries.

The package offered includes:

- One (1) strategically positioned light box in International Arrivals
- A large section of International Arrivals corridor prior to Immigration
- Banner on the wall at top of stairs on entering the International Arrivals corridor
- The British Airways Baggage Belt 4 (A frame and 2 floor to ceiling wall vinyls)
- 100 Airport luggage trolleys (200 sides)

The proposal will be for a 12 month initial contract with LBIA with an option of renewing at the end of this period for a further 12 months.

Outcomes/outputs: Outline the proposed outcomes and outputs, detailing contribution to CYC economic, social and environmental targets.

Outcomes

- Increased awareness of the York offer with the international passengers arriving through LBIA
- A 10% increase in leisure and business visitor inquiries via Visit York and other official agencies promoting the city
- A 5% increase in inward investment inquiries via CYC and other official agencies promoting the city as a destination to do business
- A 10% increase in student enquiries at the University of York and York St. John University as well as York College and Askham Bryan College

<i>Contribution to economic targets</i>	
Direct Economic Growth	Primary impacts are indirect – see below
Indirect Economic Growth	Increased footfall via York's visitor economy will have indirect supply chain impacts; contribution to increased business investment could have direct impact on GVA generated in the city
Direct jobs created	Primary jobs impacts are indirect – see below
Indirect jobs created	Supply chain impacts and business investment has the potential to generate local jobs.
<i>Contribution to social targets</i>	
By providing a boost to the city's attraction of visitors and potential investment, the city is increasing its chances of providing a greater supply of jobs to enable the city to achieve fuller employment.	
<i>Contribution to environmental targets</i>	
Any attraction of new visitors to the city will see income generated by the city's historic and newer attractions, which in turn will help in the upkeep of the city's environment. The city will need to continue to work with providers to then identify options for public transport for connecting the Airport to the city – options, which when in place, can be promoted through this campaign.	

Timetable: Outline the proposed project timetable for the investment, including key milestones in the development, implementation and return stages.

Timetable
September 2013 – Design commissioned October 2013 – Installation of campaign at Airport March 2014 – Initial monitoring and evaluation report June 2014 – Second stage monitoring and evaluation report August 2014 - Cabinet decides on whether to renew contract

Financial Projection: Clarify the level of investment required along with the budget, per year, for the life of the proposal. Additional investment and income forecasts should be detailed, along with the amount of the investment that will be returned to the Fund.

Financial Projection	
Investment sought	£85K
Additional investments/income/funding	In kind support from partners
Recycled return on investment if any	
The intention is to generate greater footfall and investment in the city's economy – visitor, business and student markets – which if successful, will generate increased supply chain impacts, and thus an indirect increase in business rates – providing an indirect recycling of investment.	

Options: Outline the options explored and indicate the preferred option and how it was decided.

Options
<p>Option 1: Status Quo By not undertaking this opportunity and maintaining the status quo, the city will save the initial investment required and minimise the impact on resources for the Council and partners involved. However, the city also stands to lose out on the potential GVA and supply chain impacts of increased footfall projected by the project.</p>
<p>Option 2: Investing in a one year, targeted campaign at LBIA The option presented in the report is the targeted campaign at LBIA. Given that there are other airports and ports of international travel with which the city could explore marketing, the opportunity to test the model at a relatively modest cost is only being made available by LBIA given the strategic relationship between the airport and CYC geographically.</p>
<p>Option 3: Investing in a campaign at another airport or port, or multiple ports The ideal option would be to market the city at a full range of ports identified by target international markets, but the option is far too costly to justify the investment without the opportunity to test the model at a more modest package as offered by the option in this report.</p>

Other funding sought: Outline other funding options explored and whether there is potential for matching EIF funding with other sources.

Other Funding sources

Other public monies are not available for this activity.
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The EDU have sought funding from other partner organisations, but current budgets will not allow for such contributions from core funding.
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Project Team: Please provide basic information about partner organisations and key project team members. Indicate whether partners are contributing investment, staffing or other resources to the proposal and how they will benefit from the investment (if at all) relating this back to the anticipated benefits of the proposal.

Project Team (up to 500 words)

The team would consist of CYC Head of Economic Development and officers, as well as Visit York officers.
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Lead project manager details: Please provide a named contact person for communication with regards to the proposal.

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Confidentiality: Administration of the Fund will be carried out in an open and transparent fashion. Please indicate any aspects of your proposal that you believe to be commercially confidential.

Confidentiality statement

N/A
