

STRATEGIC FRAMEWORK 2017-2018

PURPOSE: To develop and promote York as a great place to live, visit, work, study and do business

VALUES: To be respectful, ambitious, collaborative and entrepreneurial

STRATEGIC IMPERATIVES

SUSTAINABILITY: Broadening our revenue streams to drive additional income

CLARITY: Being really precise about what we're trying to achieve

FOCUS: Doing several things exceptionally well rather than more things badly

COHESION: Ensuring that activity fits together in a consistent way

STRATEGIC PRIORITIES 2017/18

INWARD INVESTMENT: Maximise support for York's key development projects e.g. York Central

SCIENCE CITY YORK: Renewed focus on business support in the creative, digital/IT and bioscience sectors

BUSINESS SUPPORT: Maximum support to be targeted at other high growth sectors (e.g. rail)

LEISURE TOURISM: Maximising tourism growth through exceptional marketing

BUSINESS TOURISM: Continued focus on York's core industry sectors

THE SHAMBLES MARKET: Returning on the investment made in 2016/17

EVENTS AND FESTIVALS: Introducing a new events framework/strategy for the city

CULTURAL DEVELOPMENT: Building a new cultural strategy through the cultural leaders group

UNESCO: Focus on making the 2018 York Mediale as impressive and as international as possible

STUDENT CITY: Work with the universities and colleges to assist student recruitment and enhance the student experience in York

ADDITIONAL PRIORITIES

CITY MARKETING: To lead a piece of work on creating a fresh, contemporary narrative for the city

VISIT YORK MEMBERSHIP: To continue the development of the benefits package for Visit York members

PERFORMANCE MONITORING: To introduce much more rigorous and regular performance monitoring

DIGITAL DEVELOPMENT: To transform the Visit York website aiming for 'best in class'

EXTERNAL COMMUNICATIONS: To revisit how MIY communicates with its key stakeholders

PARTNERSHIP DEVELOPMENT: To work more closely with WTY and the 2 LEPs

YORK HIVE: To make this a real asset for community projects

HOTEL BOOKING COMMISSION: To introduce a new approach to coincide with the new website

BUSINESS IMPROVEMENT DISTRICT: Define and develop complementary role with the BID

KEY ACCOUNTS MANAGEMENT: To produce a new quarterly report – a business 'health check'

STAFF FORUM: To use the staff forum to deliver the ambition of making MIY 'a great place to work'

NEW ALLIANCES: Offering MIY services to adjacent authorities and organisations