

**Notice of a public meeting of
Economy and Place Policy and Scrutiny Committee**

To: Councillors K Taylor (Chair), Daubeney (Vice-Chair),
Hook, Pearson, Kilbane, Cuthbertson and D Taylor

Date: Tuesday, 26 July 2022

Time: 5.30 pm

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

AGENDA

1. Declarations of Interest

At this point in the meeting, Members are asked to declare any disclosable pecuniary interest or other registerable interest they might have in respect of business on this agenda, if they have not already done so in advance on the Register of Interests.

2. Minutes (Pages 1 - 6)

To approve and sign the minutes of the meeting held on 26 April 2022.

3. Public Participation

At this point in the meeting members of the public who have registered to speak can do so. Members of the public may speak on agenda items or on matters within the remit of the committee. Please note that our registration deadlines have changed to 2 working days before the meeting, in order to facilitate the management of public participation at our meetings. The deadline for registering at this meeting is at **5.00pm on Friday 22 July 2022.**

To register to speak please visit
www.york.gov.uk/AttendCouncilMeetings to fill in an online registration form. If you have any questions about the registration

form or the meeting please contact Democratic Services on the details at the foot of the agenda.

Webcasting of Public Meetings

Please note that, subject to available resources, this meeting will be webcast, including any registered public speakers who have given their permission.

The meeting can be viewed live and on demand at www.york.gov.uk/webcasts . During coronavirus, we've made some changes to how we're running council meetings. See our coronavirus updates www.york.gov.uk/COVIDDemocracy for more information on meetings and decisions.

4. Executive Member for Environment and Climate Change Plans for carbon neutral / carbon zero at York Central (Pages 7 - 8)

The Executive Member for Environment and Climate Change will be in attendance to present her plans for carbon neutral / carbon zero at York Central. Attached for information is the Executive Member's letter to the Chair outlining her view on York Central net zero ambitions, presented to the Committee at their last meeting on 26 April 2022.

5. Make it York (MIY) Update (Pages 9 - 20)

The Managing Director of Make it York (MiY) will be in attendance to give an update on MiY plan. Members are asked to consider a report that sets out an overview of the work that MiY undertakes to contribute to the growth and sustainability of the visitor economy and place making agenda in York.

6. York BID 5 Year Plan Update (Pages 21 - 30)

The Executive Director of YorkBID will be in attendance to give an update on the YorkBID 5 year plan. The YorkBID Annual Review 2021-22 is attached for information.

7. Work Plan (Pages 31 - 32)

To consider the work plan for the municipal year.

8. Urgent Business

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

Democracy Officer:
Angela Bielby
01904 552599
a.bielby@york.gov.uk

For more information about any of the following please contact the Democratic Services Officer responsible for servicing this meeting:

- Registering to speak
- Business of the meeting
- Any special arrangements
- Copies of reports and
- For receiving reports in other formats

Contact details are set out above.

This information can be provided in your own language.

我們也用您們的語言提供這個信息 (Cantonese)

এই তথ্য আপনার নিজের ভাষায় দেয়া যেতে পারে। (Bengali)

Ta informacja może być dostarczona w twoim własnym języku. (Polish)

Bu bilgiyi kendi dilinizde almanız mümkündür. (Turkish)

یہ معلومات آپ کی اپنی زبان (بولی) میں بھی مہیا کی جاسکتی ہیں۔ (Urdu)

 (01904) 551550

This page is intentionally left blank

City of York Council

Committee Minutes

Meeting	Economy and Place Policy and Scrutiny Committee
Date	26 April 2022
Present	Councillors Norman (Chair), Daubeney (Vice-Chair), Douglas, Hook, Hunter, Pearson and D Taylor

1. 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, that they might have in the business on the agenda. No interests were declared.

2. Minutes

Resolved: That the minutes of the meetings held on 10 February 2022 be approved as a correct record, to be signed by the Chair at a later date.

3. Public Participation

It was reported that there had been one registrations to speak at the meeting under the Council's Public Participation Scheme.

Geoff Beacon spoke on item 4 [Plans for carbon neutral / carbon zero]. He explained that York's declaration of the climate emergency included consumption emissions, which had been side lined in the carbon emission strategy. He noted the geographical distribution of emissions in York and noted the carbon.place website as a source of information. He also listed high emissions in the areas of Bishopthorpe, Copmanthorpe, Woodthorpe and Strensall in contributing to carbon emissions in York. The Chair thanked him for his comments.

4. Plans for carbon neutral / carbon zero

It was reported that the Executive Member for Environment and Climate change was unable to attend the meeting. She had provided the Chair with

a letter detailing her view on York Central net zero ambitions, which had been circulated to the committee prior to the meeting. The Chair asked Members whether they would like to consider the item at the meeting and submit questions in writing to her, or delay the agenda item to a future meeting. A number of views were expressed. It was agreed that with the permission of the Executive Member, the letter would be published online with the meeting papers. The Chair noted that it was a legal function for the Executive Member to attend the meeting and the Committee could work with her on dates. He added that scrutiny meetings were a crucial part of her role as Executive Member. It was noted that question that a Member would have liked to have asked was that bearing in mind the council was responsible for 4% of carbon emissions in the city, what was the Executive Member's plan to engage with business, the public and partners to achieve the remaining 96%.

The Director of Housing, Economy and Regeneration, advised that she would not be able to respond to climate change scrutiny issues but could take questions on York Central. She was asked and confirmed that she was happy to talk about engagement. In regard to York Central she noted collective ambition for the site, masterplan, and detailed planning permission, [check]

The Director of Housing, Economy and Regeneration explained that the outline planning permission gave the parameters, context and minimum standards and NPPF standards with commercial buildings to be built to BREAMM excellent standards. She added that proposals were being developed for a council led housing scheme that would be developed to be carbon zero. She noted that the council would be working with the landowners of the site. She explained that work had been undertaken on a district heating solution study which was at the time not viable and would not benefit from a local heat source. However she explained that if there was one district heating network, this would make it easier to decarbonise once.

Regarding the transport carbon footprint of York Central, the site sat at the heart of the public transport infrastructure in York and the highway access put into York Central was required to open up the site. She added that the site had a large amount of cycle and pedestrian provision and she explained the location of them on the site.

- In response to Member questions, the Director of Housing, Economy and Regeneration explained that:
- Since the study on district heating had been undertaken, ground source heat pumps had developed significantly.

- It was easier to install heating technology at an earlier stage rather than retrofit
- The Planning Committee would be considering the National Railway Museum new Central Hall application which would achieve BREEAM outstanding..

[At this point in the meeting Cllr Pearson noted he worked for the Rail Operator involved with the York Station frontage.

- Traffic modelling was undertaken as part of the outline planning permission application. The application included through traffic with the expectation of low car usage.
- The space standards for homes were set out in the design guide.

Resolved: That the plans for carbon neutral/carbon zero for York Central be noted.

Reason: In order to be updated on the plans for carbon neutral/carbon zero for York Central be noted.

5. Quarter 3 Finance Monitor

Members considered a report that detailed the 2021/22 forecast outturn position for both finance and performance across services within the Place Directorate. The paper incorporated data to December 2021 as reported to Executive on 7 February 2022. The Head of Service Finance detailed the financial position of the directorate and the performance management as detailed in the annex to the report.

In response to questions the Director of Housing, Economy and Regeneration and Head of Service Finance explained that:

- Following the purchase of the Rufforth site, the first phase of tree planted had begun and there had also been a 500 tree giveaway.
- Regarding finances to date, the position was looking better than reported. There was a trend amongst all directorates regarding savings being carried.
- The measuring of the cycling index was difficult and was based around commuting. Since the pandemic, people had not been cycling into the city centre and more bikes had been purchased. It was noted that better ways of collating the data was being looked at and that the figures were from 2020 with the 2022 figures being awaited. The Chair noted it would be interesting to this is the next report along with the national figures and Director of Housing, Economy and Regeneration and Head of Service Finance noted that transport and business intelligence were looking into this.

- Regarding the variances in development management, income was down by £150,000. A lot of the planning income came from major schemes and until the Local Plan was signed off, it was unlikely that major schemes would come forward.
- The underspend in economic development was from vacancies in the inward investment team when it was brought into the Council in August 2021. It was confirmed that there was 7 members of staff in that team and 2.5 vacancies.
- The reduction in the percentage of low emissions vehicles in the fleet of council vehicles was due to technical adjustments from the introduction of electric hybrid and euro 6 vehicles. Purely electric vehicles were now being brought in.
- Concerning financial implications of returning fleet vehicles, the council was in discussion regarding whether the repairs were under warranty.
- The Head of Service Finance undertook to check whether the reduction in fly tipping was due to fly tipping fines.

Resolved: That the financial and performance management position across Economy and Place be noted.

Reason: To ensure expenditure is kept within the approved budget and performance is effectively scrutinised.

6. Work Plan

Members considered the Work Plan for the remainder of the 2021-22 municipal year. Members discussed and agreed the following agenda items for future meetings:

26 July 2022:

Executive Member for Environment and Climate Change Plans for carbon neutral / carbon zero at York Central.

Make it York (MIY) Update

York BID 5 Year Plan Update

Bus Service Improvement Plan (if ready)

Suggestions for future meetings included an update on EV home charging (particularly in streets with no driveways or garages), EV Hyperhubs Update (with comparator data on how similar sized cities are doing this).

Resolved: That the workplan be updated to include the above items.

Reason: To keep the workplan up to date.

Cllr K Taylor, Chair

[The meeting started at Time Not Specified and finished at Time Not Specified].

This page is intentionally left blank

Councillor Paula Widdowson
Executive Member for Environment and Climate Change
City of York Council

20 April 2022

Dear Cllr Norman,

Re: invitation to attend E&P scrutiny

Following my email on the 31 March and voice mails and text messages on the 13 April, I am writing to confirm that I will unfortunately not be able to attend the Economy and Place scrutiny meeting on the 26 April. This is due to attending a full day conference in London in my Executive Member capacity, focusing on sustainable investment and case studies that have delivered real change within councils across the UK.

Whilst I will not be able to attend the meeting, I wanted to take the chance to give my view on York Central net zero ambitions, which you are welcome to share with all members of the scrutiny committee for their information. You will find this information below, however, I will not focus on the technical aspects of the delivery of the wider York Central project, which I believe scrutiny committee members have been updated on recently.

My ambition for York Central is that it will, over time, become net zero and it will also be one of the most sustainable, beautiful and integrated places to live within York.

The outline planning consent and the York Central Design Guide, approved by planning committee, set the broad parameters of the scheme. This included key sustainable interventions to reduce car dominance and create new active travel opportunities, enhanced public transport links, green open spaces, sustainable urban drainage, residential and commercial buildings to high energy efficiency standards with BREEAM Excellent expected for all commercial buildings, a utilities strategy for the residential elements to use solely electricity. These are the baseline requirements/minimum standards and the Council continues to exert influence upon the primary land owners to increase their ambition for zero carbon development on York Central. Any future homes built by CYC will be to the Passivhaus standards of our Housing Delivery Programme.

The York Central partners, Homes England, are already committing heavily to our Housing Delivery Programme because of its environmental and social credentials and have indicated this will be their approach in the development of the York Central site.

These key standards, along with a location that is adjacent to the railway, well connected to the bus route and sustainable modes of transport, such as bicycles and e-scooters, will also support our transport decarbonisation ambitions. Together with the ongoing greening of city's electricity supply and the energy efficiency build quality of the homes and commercial spaces, this will support the ambition for the new development to be sustainable.

More broadly, the existing national, local and regional sustainability and carbon neutrality policy frameworks will be imbedded the development of the site. Investments made to further this major project from partners and the Council has these ambitious policy frameworks at their heart. The possibility of investing the Domestic Rates and Business Rates income generated from the site will also further major regional carbon reduction projects, such as Climate resilience from upland river catchment, Upland Peat restoration, Bio Economy projects, Carbon capture schemes

The Council's Climate, Transport and Economy strategies, which are currently being developed, will further enhance and support these plans and the wider York Central development.

The York Central Strategic Board also continues to consider the net zero ambitions for the project and have expressed keen interest in the issue of climate change and zero carbon. I therefore hope that this will gain increased focus as reserved matters applications for further infrastructure such as the park and for commercial and residential developments are brought forward.

I hope this answers some of the central questions regarding the sustainability of the project, please accept my apologies for being unavailable to attend the meeting. I would be happy to answer any further questions that councillors might have on the subject and attend a future meeting if it was deemed to be necessary.

Yours sincerely,

Cllr Paula Widdowson

Executive Member for Environment and Climate Change

MakeItYork | VisitYork

Economy and Place Policy and Scrutiny Committee - Tuesday, 26 July 2022

Report from Make it York

This report sets out an overview of the work that Make It York undertakes to contribute to the growth and sustainability of the visitor economy and place making agenda in York.

Visitor Economy

As part of our visitor economy activity, we lead on the city's tourism strategy and we promote York regionally, nationally and internationally to leisure and business visitors via our Visit York brand. This encompasses all aspects of tourism marketing and communications, as well as resident engagement, market intelligence and supporting our member businesses.

We have seen over 20 million impressions on our social media channels in the past 2 years, with more than 800,000 engagements and generating over 14,000 new followers. Allied to this, our communications team have generated a PR reach of 44,141,791 and an advertising value equivalent of £2,169,201.48 in the same period. This coverage and reach contribute significantly to York's 8.4m annual visitors, who contribute £909m a year to the economy. 28,000 people are also employed in the sector.

Marketing the City

At Make It York, it is our privilege to be the city's destination management organisation, enhancing and promoting York as a world-class destination.

Our Visit York brand continues to play a pivotal and positive role in positioning York to attract leisure and business tourism visitors, as well as engaging and inspiring residents to celebrate the joy of living in our great city.

Our thematic and seasonal campaigns put different aspects of York 'front and centre' at different times of the year and have proven to be a great way of driving awareness and footfall to businesses across the city and beyond.

All our campaigns drive traffic to a dedicated hub page on visityork.org and generate significant coverage and traction across our social media channels, along with dedicated PR and communications support from our in-house team.

PR & Communications

Our PR and Communications team work year-round to promote York as a world-class destination internationally, nationally and regionally. We deliver PR support for events and festivals in the city, as well as co-ordinating journalist press visits.

In 2021, a year where many press visits and events were put on hold due to the pandemic, we generated over 700 pieces of print and online coverage worth over £3 million and reaching over 74 million people. We also organised over 30 pieces of broadcast coverage, including BBC Breakfast, BBC Look North, Greatest Hits Radio and more.

Our PR and Comms team support key events across the year, including York's Christmas Festival. We generated 141 pieces of coverage for this event in 2021, a media reach of 19,401,931 and an advertising value equivalent of £1,149,278.

Digital Channels

2021 also saw the launch of a new Visit York website with an array of improvements and a strong focus on visual content, along with improved functionality for mobile users. During 2021, the Visit York website was visited by 1.4 million users, an increase of 59.3% compared to 2020 and there were 4 million page views of the site.

The Visit York social media channels also received a record 22.4 million impressions, 758.5k engagements and gained 14,208 new followers in 2021, meaning Visit York finished the year on a total of 132,619 followers across Facebook, Twitter and Instagram.

2021 also saw the introduction of increased UGC usage, which proved to be very popular amongst all our key demographics across every platform. We also launched #VisitYorkAdvent in December 2021 where we partnered with members to offer 24 days of giveaways, resulting in 310k impressions and over 1.5k new followers.

We achieve in excess of 1 million impressions and 50,000 engagements per calendar month across our social media channels (current record stands at 1.7 million impressions and 74k engagements in December 2021).

To provide an example of the social media reach we create for events and festivals, 199 posts referenced York's Christmas Festival across Facebook, Twitter/Instagram in 2021 and generated 1.8 million impressions (vs 639,824 in 2019), a reach of 1.4 million (vs 374,776 in 2019) and a potential reach of 6.4 million on Twitter (vs. 4.4 million in 2019), along with 81,439 engagements (vs 17,847 in 2019).

As an organisation working across the Make It York, Visit York and Shambles market brands, we operate 14 social media channels in total, regularly posting in excess of 500 individual updates per calendar month.

Whilst traffic numbers and engagement peaks across our Visit York channels (as you would expect) the Make It York website and social media channels enable us to promote B2B content, along with a dedicated culture hub.

Thematic Campaigns

All our thematic campaigns are monitored and analysed, with a full performance report provided to all partners. As an example, our Haunted York 2021 campaign ran throughout October 2021 and generated 16,830 visits to the Haunted York hub page, 92,775 Halloween content page views and 93,000 views of the campaign video. We also distributed our

consumer e-news to 26,500 visitors (7,963 opens), 7 days emailer distributed to a database of 5,000 residents and achieved an overall #HauntedYork social reach of 386,757.

International Marketing 2022

Visit York works on an annual programme of engagement and promotion with the travel trade in conjunction with VisitBritain, ETOA, UKInbound and England's Historic Cities consortium. During the pandemic we paused a lot of our paid for activity and relied on keeping relationships alive with our existing trade partners and through our own channels. Concentrating on domestic recovery work has been the priority, however we are now looking to recommence our full year-round programme of overseas work with our key Visit York partners on board.

We will be looking initially to mirror the target markets that VisitBritain has set out for their international campaign, North America and Europe with Asian markets set to follow later on. In the meantime, work continues on trade engagement and attending virtual or live trade events and seminars to make sure we keep York and our partners front of mind during this time.

We have continued to run our online travel trade training programme with OTT both for Visit York/York Pass and England Originals. We have attended various online trade events and webinars such as with Miki Travel, JAC Travel and Abbey Tours and attended virtual events such as ExploreGB with VisitBritain in March 2022. We are waiting for more information on forthcoming opportunities as they arise. We continue to work with Paull Tickner from Custom GB to keep the US travel trade up to date with our key partner content. We will be booking up at trade shows and workshops over the coming months to make sure York is front and centre during the recovery for the travel trade. Discover England Fund projects have continued for us with VisitEngland for England Originals and Explorer's Road.

Domestic Groups and Travel Trade Marketing 2022

York has always been a firm favourite for groups and we are now encouraging the return of UK group travel organisers and coach operators with a series of destination marketing spreads in key publications targeting the travel trade. We also work in conjunction with industry bodies such as the Coach Tourism Council and Coach Drivers Club to make sure York's profile is raised within the industry. In 2021 York was also voted Best UK Destination for Groups* and we need to retain this title (*Group Leisure Magazine).

In May 2022 and August/September 2022 we will purchase space in key group publications (both on and offline) such as Coach Tours UK, Group Leisure and We Want Groups. Those members participating in the campaign will be covered in advertorials about York making a much stronger destination piece to generate coach and group bookings for the city and beyond.

Domestic Consumer Campaigns

Mini Guide

We produced 750,000 copies of the Visit York mini guide for distribution across regional leaflet racks with 'Info display' (330k), Northern Print Distribution (110k) and Take One Media (125k) to include the national TIC network and London CIC. The remainder are being distributed via our own Visitor Information Centre, as well as across the York park and ride network.

York and Beyond

This campaign focuses on driving breaks to York and the North York Moors National Park, encouraging visitors to stay overnight. Following on from the success of previous campaigns Visit York will continue to work in partnership with the North York Moors National Park Authority, to deliver a whole host of marketing activity which started this year promoting the Dark Skies Festival with a 3-week campaign on both Classic FM North and London, together with a month-long 'Video on Demand' campaign which featured a new video on ITV Hub.

We continue to work with the national park authority on a year-round campaign working to promote day trips and short breaks to York and the wider 'beyond York' area. Using seasonal events as a driver to encourage bookings and in particular the Dark Skies Fringe Festival in October and Dark Skies Festival in February 2023. Plus all of the activity around the 70th anniversary of the North York Moors National Park. The two-centre break message will push for longer stays in the city using York as a base and also for longer stays in the Beyond York area travelling into York for the day so will benefit all parties.

JORVIK Viking Festival 2022

Between 5th April and 1st June 2022, we worked closely with Jorvik Viking Centre on their Viking Festival campaign, achieving 1.4 million impressions and 330k engagements across our social media channels.

A joint festival competition on Twitter performed really well, accumulating a potential reach of 800,000 and an engagement rate of 8.2% - significantly higher than the average rate.

The JORVIK Viking Festival was also featured in 10 Visit York e-newsletters which were sent to a total of 111,206 recipients.

The festival hub page received 5,878 views for the duration it was live and the festival received 122,000 views across the website including the 'What's On' page and the homepage video.

Vintage York

Our Vintage York campaign targeted regional visitors and residents in order to encourage them to utilise the bus, and in particular the Park & Ride sites in and around York, to enjoy the city in all its glory. In honour of The Queen's accession to the throne in 1952, we drew inspiration from the travel adverts of the 1950s to produce a 3-week campaign that ignited

nostalgia and played on the elegance, glamour and excitement of the 1950s travel boom to promote York as 'the' local and regional destination for a day out with the kids.

Summer In York

Our Summer in York campaign runs throughout July and August 2022 as a joint campaign with First Bus, City Cruises, Visit York Pass and various other attraction partners to target regional visitors, with the aim of promoting York as a great place to spend a jam-packed summer day out or a longer weekend break / overnight stay.

We are continuing the nostalgic 1950s campaign theme that we developed for the May half-term promotion, taking our cue from the Queen's jubilee celebrations, while expanding and developing this to include both a wider area and an overnight stay element.

York is the ultimate destination for foodies and those looking for a special culinary experience, with a huge range of dishes on offer from a wide variety of quality cafés and restaurants.

Taste York

To tie-in with the food and drink festival taking place from 23rd September until 2nd October, we will spotlight this event, as well as York's fine dining, independent and thriving street food scene at the Shambles Market Food Court throughout the month of September.

The campaign will launch on Monday 5th September and run through until Sunday 16th October. New videography and photography will spotlight York as the ultimate foodie destination; with restaurants serving up world foods, including Chinese, Thai & Asian cuisine, deliciously aromatic Indian and hearty Italian dining, all packed within the city.

From small plates with big flavours to vegetarian, vegan and other specialist & inclusive dining delights, we'll encourage our audiences to visit York and experience unique fine dining in intimate settings, as well as beautiful Sunday lunches and classic fish & chips with river views.

Haunted York

Officially known as the most haunted city in Europe, we plan to retain this title indefinitely by promoting York as 'THE' Halloween destination for days out and short breaks this autumn. The campaign will once again be headlined by York Dungeon as our main attraction partner and First Bus as our main transport partner, with the acting team at York Dungeon providing various characters to 'star' in the photography and videography that forms the centrepiece of the campaign.

The seasonal campaign will launch on Monday 12th September and run through until Sunday 6th November 2022, incorporating Guy Fawkes celebrations from 4th to 6th

November. The haunted website hub will then adapt and change to concentrate on York's wider year-round haunted heritage with more evergreen content.

Christmas 2022

174,705 users visited VisitYork.org in December 2021 and the 102 social posts on our Visit York channels throughout December 2021 generated 1.7 million impressions and 74,036 engagements; just one of the many reasons why events and festivals in York attract such strong footfall.

York's Christmas Market will return in 2022 from 17th November until 23rd December and this year marks the 30th Anniversary of St Nicholas Fair, which has been a staple in York's streets during the festive period since 1992. The famous alpine chalets will again line Parliament Street and St Sampson's Square, creating a festive wonderland with an array of local traders and artisan products.

We will be encouraging our audiences to enjoy the Christmas cheer on offer in one of the UK's most festive cities as York's restaurants, shops and attractions once again provide a wonderful winter experience.

Focus will be on York's wonderful winter experience and atmosphere to create a highly visual campaign using festive photography and video content, along with pushing the 30th Anniversary of St Nicholas Fair. We will also be highlighting the incredible range of festive events and activities taking place across the city and encouraging people to stay longer and soak up the festive atmosphere.

Activity will include a dedicated campaign hub at visityork.org/Christmas, photo and video content, press advertising to include both consumer and group travel trade audiences, a printed autumn and winter guide for distribution across regional leaflet racks, PR & Comms support and both organic and boosted socials.

Research & Insight

Make It York employs a dedicated Research and Insight Specialist who works with the visitor economy sector and our in-house team to ensure that our campaigns and activity are insight led. Monthly activity includes:

- Monitoring city centre footfall
- Coordinating and analysing monthly visitor surveys
- Monthly accommodation occupancy and room rate reporting
- Visitor attraction footfall data
- Airbnb data (occupancy, growth, average rate)
- Overseeing York's economic impact modelling
- Past and future trend modelling

Other Noted Activity

Summer guide: Produced 50,000 copies, now in distribution via InfoDisplay, NPD and Take One Media and the VIC.

2022 Events calendar (printed): Finished and distribution is ongoing to local businesses with 575 already having received a copy via our volunteers and Visitor Information staff.

New £1 shopping map: Created for sale in the VIC. 3,000 copies for now with a view to creating a new one when we move location.

Business Support

Make It York supports the industry through its Membership programme. We currently have 602 members in membership. We support our members by arranging membership networking events, training, and marketing. We deliver an opportunity to feature in; International, National, Regional, Domestic and Groups marketing campaigns on a partnership level. This allows Business to broaden their message and reach wider at a lower rate than needing to do themselves.

Member Sectors:

- 128 Accommodation Providers
- 130 Attractions
- 138 Business Services
- 6 Conference (not hotels)
- 58 Retailers
- 20 Culture (entertainment and events)
- 121 Food and Drink

All our Marketing and website development is funded through our Membership fee and sponsorship.

We also provide networking and training events free for our members.

Business Tourism and Conferencing

Make It York supports the Visitor economy through Business conferencing.

867,000 conference and event delegates account for 1 in 10 of York's visitors. £140m is spent by delegates, which accounts for £2 out of every £10 spent in the city.

We work with venues in and around York to create a safe and welcoming place for delegates to return to; we're here to help plan future events, as well as offering free impartial advice and an in-depth, local knowledge of the city and surrounding area.

- Venue finding services for events with 50 delegates or more
- Venue inspiration for smaller events at visityork.org/conference
- Familiarisation visits to ensure organisers find the right venue
- Connections with accommodation providers for great rates

- Bespoke social experiences, incentive itineraries and memorable extras
- Letters of support to accompany event bids

We recently attended the conference and hospitality show in Leeds to promote York alongside key partners including Castle Howard and York Gin, an event which attracts exhibitors from across the UK, made up of venues, hotels and suppliers of meeting products and services. We also recently came back from the 'The Meetings Show' in London, the best platform in the UK for the events, meetings and incentives industry to come together to source, learn and network.

We're currently working on expanding and reworking the meetings and venue finding service on visityork.org, as well as planning a series of campaigns that promote York as a unique place for meetings.

Tourism Advisory Board

Make It York supports the tourism sector by coordinating and administering the Tourism Advisory Board.

Make It York established the city's tourism advisory board in December 2020 and provides the secretariat for the group.

The Tourism Advisory Board (TAB) meets on a monthly basis and helps shape the direction, development and delivery of a long-term tourism strategy for the city, in the context of a broader economic strategy.

The TAB also monitors the performance and progress of York's visitor economy in achieving its aims and ensures that Make It York is meeting the needs of all relevant stakeholders.

The TAB also acts as a feedback loop between city-wide tourism stakeholders, Make it York and City of York Council.

Beyond agreeing its own business, TAB is not a decision-making body but does advise and make recommendations to Make It York and City of York Council. TAB also provides a snapshot report for the health of the tourism sector in York and alerts Make It York to any opportunities or challenges.

Membership is via invitation from the Senior Marketing & Comms Manager at Make It York, in consultation with board members and the board comprises a reflective ratio of the business interests of relevant stakeholders:

- Visitor Attractions
- Accommodation providers
- Transport operators
- Retailers or retail bodies
- Hospitality businesses (pubs, restaurants)

- Relevant sector support bodies

Through its work, TAB seeks to facilitate deep and long-lasting partnerships with operators from key tourism sectors as outlined above.

Representatives of City of York Council are encouraged to attend (the relevant portfolio holder and economic development officer). Membership is reviewed annually and may be temporarily extended to include additional expertise as agreed by the Board.

Organisations joining the Board are asked to commit to contributing to city-wide objectives rather than promoting their own commercial interests.

Tourism Strategy Update

During the autumn of 2020, Make it York (MIY) commissioned Group NAO (a Copenhagen based agency who work with change in tourism, culture, urban and community development) to produce a reflection paper on how York's visitor economy might 'build back better' in the wake of the Covid-19 pandemic.

NAO interviewed close to 20 key stakeholders in York's visitor economy and city management for inspiration and aspirations for the future, including workshops with York's then Culture Leaders Group and the Tourism Advisory Board.

Existing research and documentation was also utilised and referred to in the production of the final Group NAO report, including:

- My City Centre Project
- Our Big Conversation
- The York Narrative
- York's Creative Future

This report was presented at the Visit York tourism conference in January 2022 and, following this, we surveyed all attendees asking for their thoughts on what should feature in the tourism strategy.

All stakeholder research was then collated and analysed, with six key areas of focus for this strategy being identified:

- Sustainable Growth
- Business Tourism
- Community Engagement
- Culture
- The Green Agenda
- Skills and Recruitment

These six key areas were further developed by the tourism advisory board at the March and April meetings and, following this, feedback was worked into a draft set of ambitions, objectives and actions. This was presented back to the TAB at the June meeting and we allowed three weeks for board members to feed back in full.

A further draft of the tourism strategy is now being developed as we continue to consult with the tourism advisory board on a monthly basis and work towards a January 2023 launch.

Place Making

Placemaking is one of the six Key Priorities in the York Culture Strategy, York's Creative Future, 2020 – 25. The strategy has the vision that culture is fully embedded into local investment and city planning developments, with culture playing a central role in place-making and the relationship people have with place.

Here are some of the developments we are currently working on and initiatives that have been delivered over the past year:

Policy work

Make It York have worked alongside CYC and the cultural sector to contribute to a number of significant national policy reports and inquiries on culture and place, on behalf of the city: including the Northern Culture APPG on Levelling Up Culture, the NP11 Place Strategy, and the recent DCMS inquiry on cultural placemaking.

Of these, the Northern Culture APPG's Levelling Up Culture report has now been published and York features strongly, both in discussing the importance of being custodians for the city's important cultural heritage, and in a featured case study on the Festival of Ideas.

Make It York are currently developing case study evidence in response to a call from the Commission on Culture and Local Government, to investigate the role that publicly funded culture can play in national recovery post-pandemic. This will focus on York Life Festival, for which CYC provided ARG funding to MIY, to programme the event alongside the York Music Venues Network: enabling a resident-friendly festival to go ahead in April, with over 30 local cultural acts.

Placemaking-focused support for the sector

Make It York takes part in sector-led Creative Workspace meetings between the Guild of Media Arts, York Creatives, University of York, CYC, York Conservation Trust and other local creatives, to consider availability and need of creative workspaces within the city, and to help simplify processes to access these for creatives.

Make It York has developed a guide for creatives looking to find space in and around York within vacant shop spaces, to make the process easier to navigate. The Creative Workspaces Group were consulted on its contents, and it will launch on the Culture hub on the MIY website over the summer.

Make It York has taken part in My City Centre and Castle Gateway strategic meetings, ensuring that the culture sector is represented and consulted as part of city planning developments.

Make It York ran an Events and Festivals Grants scheme this year, for York based event organisers negatively impacted by Covid-19, to support upcoming events in 2022. The £50k grant funding came from the Government's ARG fund, and was kindly provided by City of York Council to Make It York, supporting the city's economic recovery from Covid-19. 15 events were awarded the grant funding in May, to support their delivery and future sustainability, including York Pride, the York Mystery Plays and York Design Week.

Full details here: [15 organisations awarded ARG Events](https://www.makeityork.com/news/2022/05/15-organisations-awarded-arg-events-festivals-grants/) [HYPERLINK](https://www.makeityork.com/news/2022/05/15-organisations-awarded-arg-events-festivals-grants/) ["https://www.makeityork.com/news/2022/05/15-organisations-awarded-arg-events-festivals-grants/"](https://www.makeityork.com/news/2022/05/15-organisations-awarded-arg-events-festivals-grants/) & [HYPERLINK](https://www.makeityork.com/news/2022/05/15-organisations-awarded-arg-events-festivals-grants/) ["https://www.makeityork.com/news/2022/05/15-organisations-awarded-arg-events-festivals-grants/"](https://www.makeityork.com/news/2022/05/15-organisations-awarded-arg-events-festivals-grants/) Festivals Grants (makeityork.com)

A key priority of the York Culture Strategy has been to create more democratic and open structures. In December 2021, MIY launched the York Culture Forum, which anyone working in arts, culture heritage and the creative industries in York can join. The Forum now has c.160 members, including a broad range of creative freelancers, members of cultural and creative organisations, and volunteers. The next stage for the Culture Forum is to elect their Culture Executive this September, who will together oversee the future direction of the city's Culture Strategy. We believe this model is the first of its kind in the UK.

UNESCO World Heritage Status bid for York

In April, the Council Executive accepted the recommendation of the York UNESCO World Heritage Steering Group (WHSG) that York should bid for World Heritage status for the city.

WHSG have finalised the application for UNESCO World Heritage Status, which will be submitted by 15 July. This application will see York applying to join the UK Tentative List of UNESCO World Heritage Sites. A list of the recommended sites for the Tentative List will then be submitted to ministers for approval before being registered at UNESCO later this year. Should York join the Tentative List, the Steering Group will then make a full application to UNESCO for World Heritage status. Make It York sits on the Steering Group and has assisted with the bid-writing process. The application for World Heritage Status is a key deliverable of the York Culture Strategy.

More information here: [Agenda item - York as a World Heritage Site](#)

Events and Festivals

Planning for York Trailblazers (formerly known as Makers and Shapers) is ongoing, led by York Civic Trust and Make It York, with support from a broad coalition of partners. The ambition is for Trailblazers to be a city-wide project from 2022-25, celebrating the anniversaries of past innovators and inspiring those of today. It aligns with the Culture Strategy's ambition to unveil the full stories of York's historic places, including currently

hidden histories, and to ensure representation of diverse voices in retelling the stories of place. YCT and MIY submitted a funding bid to support the project in early July.

The York Ice Trail is the UK's biggest outdoor ice trail, and it featured over 40 sculptures, with an audience of 25K this March. MIY has now launched the 2023 York Ice Trail (4th and 5th February 2023) with the theme, 'A Journey Through Time'. The theme is seeking to include ice sculptures from prehistoric through to futuristic with two key zones that are animated and themed to immerse visitors.

The York Life Festival, funded through CYC's ARG Fund, took place on 2 - 3 April. It featured a programmed stage of local mixed acts, curated by the York Venue Network, and an entertainment hub area on Parliament St., featuring stand -up comedy, spoken word poetry and theatre, as well as a number of family-friendly initiatives including face painting, drumming, ukulele, arts, crafts, magic, and beatboxing. During the festival, footfall was 19% higher than the same period in 2019, with over 71K visitors to York that weekend. Feedback from partners and cultural stakeholders has been very positive.

Shambles Market

Make It York manages the Shambles Market on behalf of the City Council to ensure that the market is sustainable and develops for the residents and visitors to the City. Make It York also ensure that the Market Charter is followed and adhered to on behalf of the City Council. We are currently developing an Investment Plan for the market and will be developing a Market Strategy earlier in 2023.



Annual Review 2021-22

A Message From our Chair

“The human connections between business owners, their employees and the wider business community provided as much support to many as the financial assistance available”



We have not had normal proceedings for a couple of years, so trying to write a foreword that reflects what businesses in York have had to contend with is challenging to say the least! I have heard and seen first hand many stories of resilience, so I would like to open by saying well

done to the business community for getting through 2020 and 2021. There were great examples of innovation and also a great commitment to protect and support staff.

The BID Company itself had to adapt very quickly. It relies on funding from levy payers and when the Board rightly decided to provide a payment holiday to normal billing, the BID Team had to employ financial due diligence to survive. The fact that many businesses still voluntarily paid their levy during the holiday shows to me how the BID is viewed in the city and this was of course backed up by the BID being voted in for another 5 years by an 86% majority, up 10% from the vote in 2016.

In the past two years, the BID team has found much of it's work shaped by Covid response and as a result has had a reactionary remit. Examples include the Street Rangers supporting hundreds of businesses by doing daily checks on their premises during the first lockdown. As the months went on, the office team worked with partners to signpost financial support and assisted hospitality businesses with

applying for street café licenses, whilst eating and drinking inside was prohibited.

Whilst the BID team is still undertaking Covid legacy projects where there is consumer demand e.g. outdoor seating in public spaces, the organisation is turning its attention to some of the more strategic challenges the city faces. For example, the rapid growth in e-commerce, especially in food deliveries, has created huge access challenges for the city centre. This will only be solved through partner working and the BID will continue to be a voice for business.

Whilst York has fared well compared to other cities and looks to enjoy another staycation summer, fallout from Brexit and the war in Ukraine is likely to hit both businesses and consumers this winter. If there are to be tough times ahead, let's take a lesson from the Covid years in that the human connections between business owners, their employees and the wider business community provided as much support to many as the financial assistance available.

Regardless of what 2022/23 may bring economically, the BID will continue to support York's city centre businesses and look to champion some of the exciting commercial developments that are in the pipeline.

Michael Hjort | Chair & City Restaurateur

How York City Centre Bounced Back Post Covid

“At a government conference, York was described as ‘poster city’ for Covid recovery”



I have often said that understanding how York's economy performs is vital in order for us to ensure we focus our time and efforts in the right areas. Between York BID and City of York Council, we now have data on how many people visit our city, where they come from,

and also what they spend. During Covid, the BID used this data to build business cases as to how government support money should be spent e.g. hand sanitiser stations/ promotional campaigns to encourage local people to support the city.

Overall, York has bounced back well from Covid. Indeed, at a government conference I attended at the end of 2021, York was described as ‘poster city’ for Covid recovery. Certain factors have worked in our favour, York does not have the same reliance on its office sector compared to other cities where increased home working has had a big impact. Further to this, York's fantastic mix of heritage, leisure and independent retail/restaurants has been a draw for domestic visitors, who will hopefully be joined by international travellers during 2022. The following headings and graphs provide a top level overview of city centre performance in 2021.

Andrew Lowson | BID Exec Director

Footfall - second half of 2021 points at strong comeback

In regard to footfall, figure 1.1 shows that after the Jan – March lockdown of 2021, it took a while for York's footfall to recover. However, the second half of 2021 saw footfall in York city centre trend just below pre-Covid (2019) levels. December is seen as a key month for retail and York's footfall was only -5% down on normal levels, compared to UK average of -22% down.

Footfall - rolling 12 months

The figures shown below are calculated using weekly averages

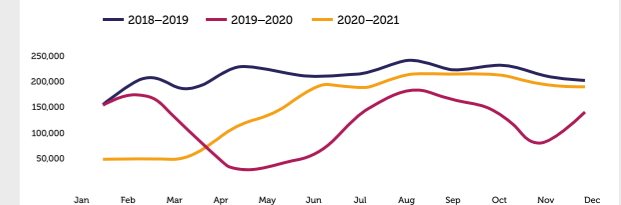


Figure 1.1 - Footfall Data comparing 2021 to 2020 & 2019; Source = Springboard

Visitor origin - People from York were the city's biggest supporters!

We often read rhetoric that local people do not support our city. The data shows this not to be true, rather people from York make up near on a quarter of all visits. The heat map in figure 1.2 shows that in 2021 we attracted visitors from all over the country, but there were high levels of support from those in nearby locations, such as Harrogate, Selby and East Riding.

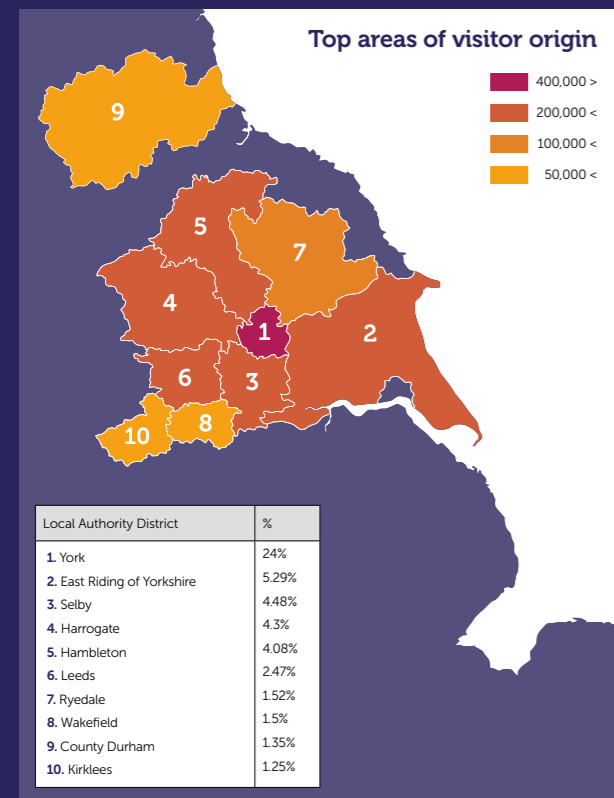


Figure 1.2 - Visitor origin for 2021; Source = Movement Insights (Q2 data)

Net change in occupied units by business type (UK) 2013-21

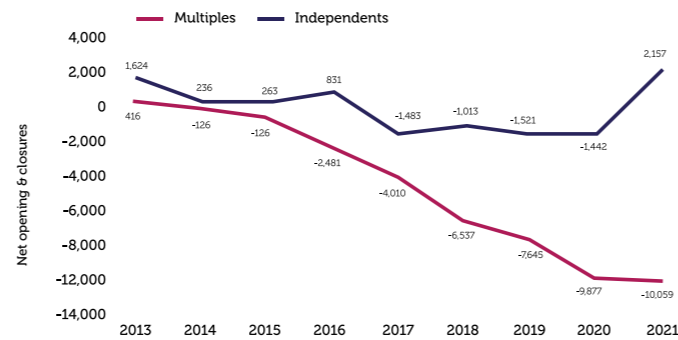


Figure 1.3 - Occupied Units by type; Source = Local Data Company

Business type - The Independent sector is growing post Covid

York has one of the lowest shop unit vacancies in the UK. Where the national average is 14.4%, York's commercial vacancy rate stands at 8.8%. One reason for this is that York has a strong independent sector that adapted its offer quickly during Covid to not only survive, but compete in an increasingly digital age. Figure 1.3 is a chart that shows nationally, independent growth is its highest for years!

Spend data - spend back to post Covid levels, with restaurants the big winners

Spend data from VISA in figure 1.4 shows that by quarter 4 2021, spending was near on back to pre-Covid levels (Q4 2019). Interestingly in Q4 2021, spend for both restaurants and retail in York was slightly up on pre-Covid times, showing positive signs that despite the undoubted growth of online shopping, consumers still value that physical experience.

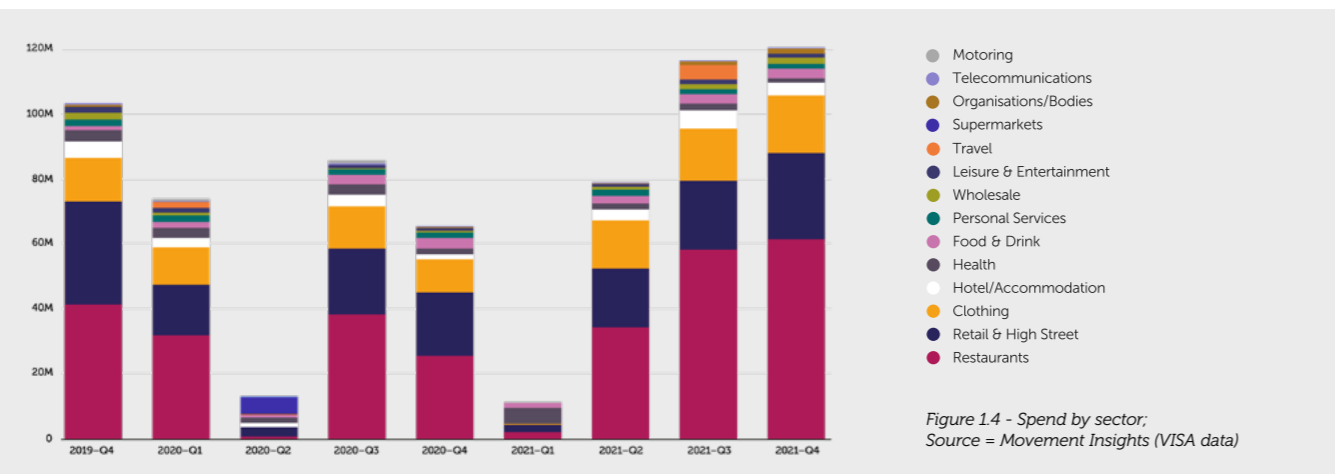


Figure 1.4 - Spend by sector; Source = Movement Insights (VISA data)

Year 6 Key Statistics



160,000

Winter Lights scheme spans 16km of city centre streets consisting of over 160,000 LED bulbs



250

Additional seating for 250 people provided across 5 pop-up seating areas



£247,000

Over 18,000 vouchers downloaded during York Restaurant Week worth a monetary value of over £247,000 for hospitality businesses



£78,000

Over £78,000 worth of York Gift Cards sold



£135,000

Over £135,000 of additional funding secured from external partners for BID projects



84

84 levy payers received First Aid training



200

Installed over 200 planters filled with pollinator friendly plants



44,000

Jet washed over 44,000 meters squared of city centre pavements, paths and snickelways & cleaned away



£31,000

Street Rangers recovered over £31,000 of stolen stock for local businesses & prevented or detained



Guardians of York Street Art project shortlisted for national award

2639

reports of bio-waste (human/animal/food)

434

cases of crime &

285

cases of anti-social behaviour

The Year in Review



Ghosts in the Gardens,
Autumn 2021

Winter Lights

Adding sparkle to the city during the darker months

Creating a special atmosphere during the festive season helps attract visitors to the city during a key trading period for businesses. The BID's dazzling light display consists of 160,000 LED lights stretching 16km, creating a magical setting for those who come to visit York over the festive period.

Recent additions include a giant illuminated Santa's Postbox and The Magical Tree of Light with its ever-changing display at the Eye of York.



Street Rangers

A reassuring presence in the city centre

The Street Rangers are an essential part of the BID team. In 2021, we appointed a special Engagement Officer to forge closer ties between the BID delivery team and businesses. The Rangers offer an essential first line of support on a daily basis while patrolling the city centre.



Street Cleaning

Keeping our city beautiful & clean

Our cleaning team are out early every morning visiting 'hotspots' to clean away the mess left from the previous day. This includes biowaste, drug debris, graffiti and homeless litter. The Rapid Response hotline is an indispensable service for levy payers, ensuring shop fronts are kept looking their best.



Public Seating & Play

Reimagining & reinventing public spaces

It is now crucial for towns and cities to utilise their outdoor spaces to allow the public to dwell for longer and support the local economy. The BID has developed some of York's public spaces into popular places for visitors and residents to relax, rest and play.

Launched during the pandemic to support local hospitality businesses, these seating areas are now a regular seasonal feature with more creative elements being added each year.

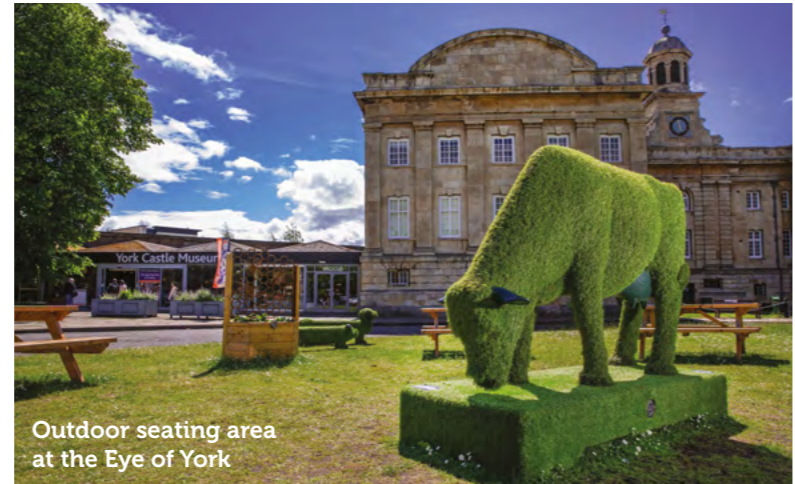
'Guardians of York Street Art Project'



The Magical Tree of Light, at the Eye of York



Outdoor seating area at College Green



Outdoor seating area at the Eye of York



Outdoor seating area at Exhibition Square

Signage & Wayfinding

New wayfinding signage was installed across York as part of a joint initiative between York BID, City of York Council and York Civic Trust.

The multifunctional totems offer a contemporary, sleek form of wayfinding, which include orientation maps and have been designed by accessibility experts to ensure that they are accessible for all people.



Wayfinding totem, St Helens Square

York Restaurant Week

After five successful events York Restaurant Week has become a popular and much-anticipated feature in the city's calendar. The event was set up to celebrate York's vibrant hospitality scene and encourage people to eat out during quieter times of year. During the last two events taking place in 2021/22, over 18,000 vouchers were downloaded worth a monetary value of over £247,000 for hospitality businesses.



York Gift Card

York Gift Card supports city centre businesses by locking spend into the local economy. Since its launch in October 2019, the scheme has rapidly grown to become the largest of its kind in the UK.

All our levy paying businesses are eligible to participate, it's quick and easy to sign up and is completely free of charge.

To date over £140,000 of gift cards have been sold. Over 300 local businesses are currently signed up to accept the card.

The card is adorned by modern and stylish designs by local York artist Jonathan Williams.



Floral Displays

Every summer the BID fills the city centre with vibrant floral planters filled with pollinator-friendly plants. The floral displays include many colourful hanging baskets, free-standing flower towers, planters and a beautiful wildflower meadow.

The flowers add colour and beauty, create atmosphere and make a good first impression on visitors to the city.

Wildflower meadow at Exhibition Square

The Year Ahead

Showcasing York's Commercial Developments

York has big investment plans. Once delivered, these developments will not only help attract the best talent and businesses but also create accommodation and public green spaces - making our city better for businesses, residents and tourists. The BID will look to showcase these plans so members can understand how they may benefit.

Providing A Voice For Business

The autumn/winter of 2022/23 could be a challenging time for business across the UK. Energy prices and a general squeeze on consumer spending is bound to have an impact. We are confident York will remain resilient as always, but the BID team will be here to support you and ensure York's business community has a voice at a local and regional level.

Promoting Green Issues

The BID is keen to support York's ambitions to become a greener city. In 2022/23 it will look to push green messaging to both businesses and the public and ensure levy payers have a voice on key environmental issues.

Continue With & Improve 'The Basics'

Businesses are very clear with us that they value the Street Ranger and Street Cleansing services, reaffirming how crucial it is that York streets are kept looking their best. The BID re-rendered its street cleansing services in 2022 to achieve better value for money and as a consequence will have new hot washing equipment to tackle a wider range of issues.

New Winter Lights Scheme

The BID first launched its Winter Lights scheme in 2017, which has proven successful with businesses, visitors and residents over the years, including the dark Covid winters. 2022 will see a new scheme put in place with our partners at Make it York, as we look to maintain the national accolades that sees York voted as one of the UK's most festive cities!

Training & Development

Businesses have told us that training and development is important to them, now more than ever. This year the BID aims to work with local suppliers to provide relevant and subsidised training for levy payers.

Enhancements For The Public Realm

Already the BID has built on its outside seating programme by adding elements of children's play and attractions. It will continue to look at ways to dress and animate the city, such as those seen during the recent Jubilee celebrations. As well as temporary installations, 2022/23 should see the completion of permanent public realm improvements for College Green at York Minster. The BID has ambitions to deliver more permanent public realm improvements for the city centre with a number of ideas already in the pipeline.



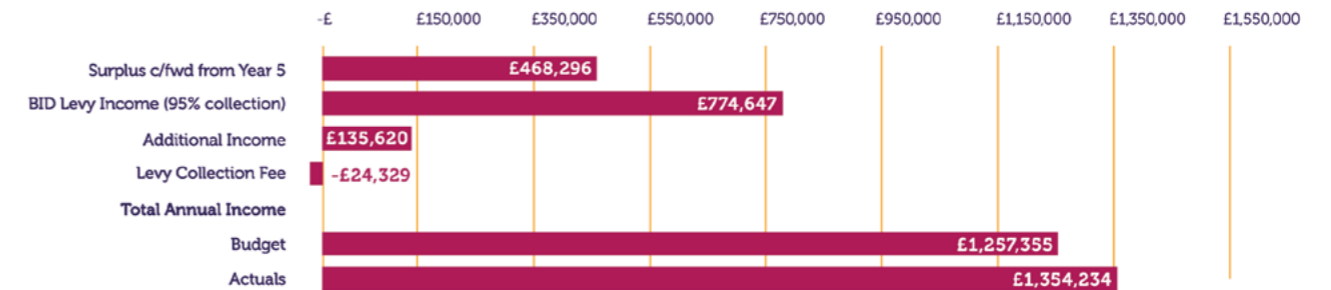
Artist interpretation of York Central regeneration project

Financial Review

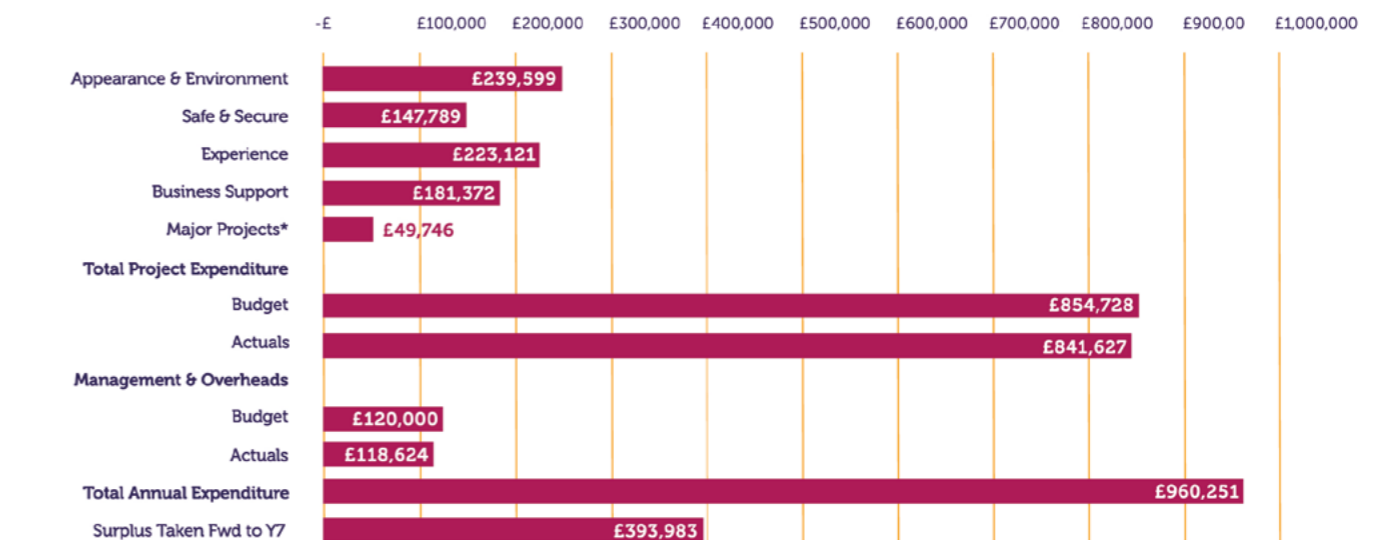
The financial year 2021-22 marked the sixth year of York BID's operations as well as the beginning of a new 5-year term. Despite the financial challenges posed by the pandemic, the BID board and executive team have been diligent in managing the companies cashflow and levy collection during this period. Out of understanding for business hardship caused by Covid-19, a 3 month payment holiday was offered on BID levy bills issued during 2020 and 2021.

Due to the pandemic, a high level of cash reserves were carried forward into year 6. These funds have since been spent and/or committed to projects aimed at aiding the city centre's economic recovery. We are extremely grateful to local businesses for their continued support and trust in the York BID to effect positive change in our city centre.

Annual Income



Annual Expenditure



The figures presented are accurate at the time of writing but maybe subject to change due to continued activity relating to the previous financial year.

York BID levy has remained at 1% since 2016 with no inflationary rise.

Year 6 levy collection has been impacted by the pandemic and currently stands at 95.2%.

*Major Projects refers to expenditure for large scale projects spanning several years, namely 'Improved Signage & Wayfinding'.

Full company accounts are prepared by HPH Chartered Accountants and are available at www.theyorkbid.com/downloads/

The York BID Board & Team

The York BID company is governed by a voluntary board of directors and advisors who oversee the delivery of the BID's 5-year business plan. The board is made up of influential representatives from key business sectors, partner organisations and levy paying businesses in the city centre.

The full board meet bi-monthly, as do sub-committees focused on steering each of the 4 programme areas. Levy payers and stakeholders are regularly invited to attend meetings and participate in specific projects. An annual general meeting is typically scheduled during Summer of each year where members are encouraged to have their say on the company's activity.

York BID Team

Andrew Lawson – Executive Director

Carl Alsop – Operations Manager

Chris Bush – Business Manager

Rachel Bean – Projects & Finance Executive

Jo Little – Comms & Engagement Lead

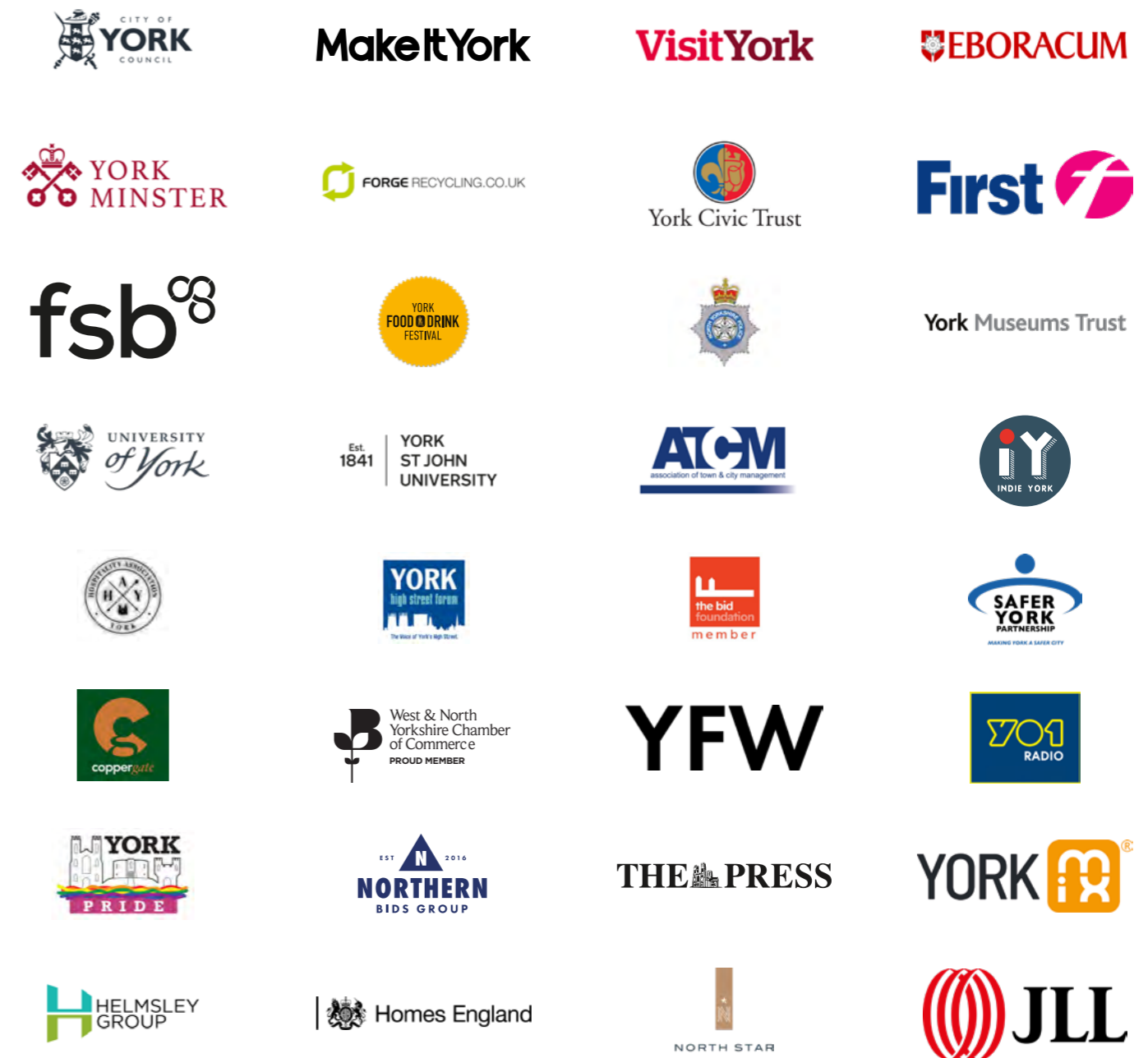


Year 6 Board Directors & Advisors

Michael Hjort (Chair)	Owner, Walmgate Ale House
Robert Onyett	Managing Partner, Harrowells Solicitors
Neil Sanderson	Director, York Minster Fund
Frank Wood	Owner, R.A. Braithwaites Jewellers
Phil Pinder	The Potions Cauldron (resigned February 2022)
Neil Setterfield	Store Director, Fenwick
Sarah Czarnecki	Strategic Partner & Director, Grays Court
Angela Horner	Associate Director, Browns Department Store
Doug Winter	Director, Isotoma
Nicola Arthur	Store Manager, Boots
Rebecca Hill	Owner, Galtres Lodge Hotel & Forest Restaurant
Sarah Loftus	Managing Director, Make It York
Cllr Andrew Waller	Executive Member for Economy and Strategic Planning, City of York Council
Cllr Andy D'Agorne	Deputy Leader/ Executive Member for Transport, City of York Council
Lotte Inch (Advisor)	Owner, Lotte Inch Gallery
Alistair Graham (Advisor)	City centre resident

Thank you

Working with partners is key to the BID's success. We'd like to take this opportunity to thank our 900+ levy paying businesses and the organisations stated below for their ongoing engagement and support, working together for a stronger York.





General Contact

The York BID
The Red House
1 Duncombe Place
York
YO1 7ED

Email: info@theyorkbid.com

Phone: 01904 809970

Web: theyorkbid.com

Social Media: [@theyorkbid](https://www.instagram.com/theyorkbid)

Street Rangers:

07809 900794
rangers@theyorkbid.com

**Rapid Response
Cleaning Hotline:**

01904 900181

Credits:

Images provided by Gareth Buddo, York Mix, Visit York, Your Creative Sauce, Alan Milner Creative, Andy Little Film, Paul Hollingworth, Olivia Brabbs.



theyorkbid.com

This page is intentionally left blank

Economy and Place Policy and Scrutiny Committee Draft Work Plan

Economy and Place				
E&P	18/10/2022		Committee	<ol style="list-style-type: none"> 1. Bus Service Improvement Update, including post Covid impacts (if ready, if not, Jan - TBC) 2. Highway maintenance programme (or Jan) 3. Community Levy (SIL money in parished areas) 4. Purple Flag
E&P Commissioned TBC	Nov/Dec		Committee	<ol style="list-style-type: none"> 1. Respark Update (including digital roll out of respark, parking enforcement, pressures on service (staffing/finance)
E&P	17/01/2023		Committee	<ol style="list-style-type: none"> 1. Bus Service Improvement Update, including post Covid impacts (if ready, if not, Jan) 2. Public Realm Update 3. Quarterly Economic Update 4. Finance Monitoring
E&P	08/03/2023		Committee	<ol style="list-style-type: none"> 1. York Civic Trust 9 cities

Possible items

Street Charter/Street Scene Standard

Courier access to the city centre

Council Plan Priorities relating to Economy and Place
Well-paid jobs in an inclusive economy
<ul style="list-style-type: none"> • Develop a new Economic Strategy • Align Make it York and Adult Skills Agenda to Economic Strategy • Promote vocational education and training in sustainable building • Create new commercial space for start-up businesses and small enterprises
Creating Homes and World Class Infrastructure
<ul style="list-style-type: none"> • Progress key developments such as the Community Stadium, York Central, Castle Gateway and Guildhall
Getting Around Sustainably
<ul style="list-style-type: none"> • Review city-wide public transport options and lobby for improvements in rail connectivity • Identify options to move fleet to low/zero carbon • Expand York's electric vehicle charging point network • Work in partnership to deliver low/zero carbon public transport

This page is intentionally left blank