

## Make it York

Service Level Agreement (SLA) Activity - April 2017 to March 2018

<b>High value jobs growth initiatives</b>	
<b>WORK WITH EXPANDING BUSINESSES TO BE ANCHOR TENANTS ON KEY SITES</b>	<ul style="list-style-type: none"><li>• MIY have continued to work with indigenous businesses both large and small to support key expansion plans. Enquiries have spanned a broad spread of sectors including financial and professional services, creative and digital, retail, manufacturing, and biotechnology, with strong interest in both short term immediate availability and longer term development at key sites. This includes working closely with CYC planning and local plan teams where relevant to determine future opportunities.</li><li>• MIY attended MIPIM UK in October alongside colleagues from City of York Council, the York Central Partnership and Leeds City Region, to promote key inward investment and development opportunities, with a particular focus on York Central. MIY has also worked with the York Central Partnership to prepare attendance at MIPIM in March 2018 and is feeding into the ongoing work in developing Castle Gateway as part of the Castle Gateway Advisory Group. MIY is also continuing to work with developers to understand the future investment potential including developments at Hudson House and the Guildhall.</li></ul>
<b>HOLD KEY ACCOUNTS WITH 100 HIGH VALUE COMPANIES</b>	<ul style="list-style-type: none"><li>• MIY produced quarterly Key Account Management (KAM) insight reports. The reports draw together the intelligence gained from over 200 KAM discussions over the reporting period. Skills, recruitment, finance and premises remain at the top of the list in terms of issues raised by business whilst overall performance growth amongst the companies remains steady. An annual report pulling together key insights from across the year will be produced in April and will help shape detailed support over the coming period.</li><li>• MIY worked alongside York St John University to develop the York Top 100 Businesses publication. The list provides a detailed assessment of the top 100 businesses in York. Published as a 48 page supplement in the York Press in November the report provides a valuable insight into business performance and is being used to inform future Key</li></ul>

	<p>Account Management activity. The report was successfully launched during York Business Week at event attended by 120 senior business leaders and has been very well received by those appearing in the rankings. The 2<sup>nd</sup> iteration of the rankings is currently being discussed and will once again be published during York Business Week.</p>
<p><b>DELIVER IMPROVED WEB + DIGITAL MARKETING OF THE CITY TO A BUSINESS AUDIENCE</b></p>	<ul style="list-style-type: none"> <li>• An Inward Investment App is available in both the APP store and on Google Play store. Targeted for use by the city’s business ambassadors the App provides access to key Inward Investment data and information. Allowing them to carry a full suite of relevant information in their pocket. More standard collateral in the form of printed and online brochures and leaflets are also available. Work has begun to update our sector specific materials.</li> <li>• All business websites continue to be developed with content added regularly. Twitter and Linked in are being used proactively to target business messages. The Make it York for Business twitter handle (@York_Means_Biz) is being used as the primary business feed and now has 3,616 followers. Science City York (SCY) now have 2,467 twitter followers on @sciencecityyork .</li> <li>• Bright White were supported by SCY to exhibit at the UNESCO Data City exhibition in Enghien-Les- Bains, and this has resulted in opportunities with Singapore National Museum and has given York increased profile in the Digital Culture report which has just been produced by the Cabinet Office.</li> </ul>

**TARGET INWARD INVESTMENT THROUGH SENIOR ADVOCATES AND INTERMEDIARIES**

- There are now 51 business ambassadors for the city in place. A special event is taking place in March to bring the ambassadors together and to engage them specifically in the York Central project.
- Make It York have handled over 50 Inward Investment enquires over the financial year with a number of interesting prospects ranging from hotel investment to pharmaceutical and healthcare companies. Confirmations include Hewitt and Walker (Film Production), Covance (US BioPharma) ,Enviva Biomass (US Biomass Fuel supplier), Kora Healthcare (Irish BioPharma), and Film Daily (US, Film Media). A further breakdown of reported investment into York can be found in the MIY Investment tracker available by visiting [www.makeityork.com/invest/investment-tracker](http://www.makeityork.com/invest/investment-tracker)
- Working alongside CYC and the York Central Partnership, MIY attended MIPIM UK, the UK's leading property and investment conference as part of the Leeds City Region Delegation. The event provided the opportunity to showcase some of the city's major investment and development opportunities including York Central and Castle Gateway.
- In November, as part of a Leeds City Region Local Enterprise Partnership delegation, MIY showcased York at the Smart City Expo World Congress in Spain. The Smart City Expo attracts a global, high level audience including 700 cities and 17,000 visitors from across the world. Joining the delegation from York were York St John University and Incremental Solutions. York St John University has longstanding interests and expertise in themes and developments at the forefront of smart cities technology and thinking, while private sector business, Incremental Solutions, provides smart transport systems driven by software employing GPS and geo spatial technology. A number of exciting projects have developed off the back of our attendance which we are currently taking forward in partnership with the LEP and private sector interests.
- MIY have worked closely with Leeds City Region and partners including City of York Council, Screen Yorkshire, Leeds City Council, Bradford MBC, True North and Thompson Brand Partners to develop proposals for Channel 4 to relocate to the region. October saw the launch of the ongoing #4sparks campaign to bring Channel 4 to the Leeds City Region. With a wealth of creative talent, fantastic infrastructure and brilliant festivals such as Aesthetica Short Film Festival and the upcoming Mediale, York has a

	<p>hugely important role to play. Creating opportunity for our young dynamic creatives is key to driving York forward and Channel 4 can be the spark that ignites the hotbed of talent we know is already here. Further information can be found on Twitter using #4sparks or by visiting the website at <a href="http://investleedscityregion.com/4sparks">http://investleedscityregion.com/4sparks</a></p> <ul style="list-style-type: none"> <li>• Working with CYC and the City's Civic Office, MIY welcomed a Chinese Delegation from the Chinese Consulate General's office in Manchester. Consulate officials, including the Consul General Dr Sun Dali, were joined by representatives from a number of companies already established in Manchester and now looking at opportunities across the rest of the North. Companies included Hainan Airline, Bank of China and the Beijing Construction Company. A number of related York businesses were also in attendance.</li> <li>• MIY has worked with DIT to host trade missions from both India and the US and, under the UNESCO banner, SCY organised and hosted a delegation of Media Arts business people from the city of Changsha in China. There are at least two solid collaborative opportunities which have come about as a result of this visit and also some future UNESCO work is in the pipeline.</li> <li>• SCY have also worked with Barclays Eagle Labs to explore the possibility of bringing the venture to York. They are now helping Barclays to map the business support ecosystem and have provided comprehensive and current data from our creative and digital businesses to support the development of this exciting opportunity.</li> </ul>
<p><b>BROKERAGE TO PRIVATE SECTOR/REGIONAL BUSINESS SUPPORT AND FUNDING OPPORTUNITIES</b></p>	<ul style="list-style-type: none"> <li>• MIY continue to deliver high quality business support with 248 (target 250) established businesses supported since the start of the year. The business team have assisted companies to raise over £220,000 in funding and a further £731,000 of identified deals that is being worked on with businesses.</li> <li>• The Ad:Venture Start Up programme is now being delivered across York, supporting high growth potential start up and early stage businesses to access specific information, advice, mentoring, finance and workshops. The programme runs until June 2019.</li> <li>• The MIY for Business team continue to support partners in delivery of their activity with</li> </ul>

examples of activity including provision of expert advice at York and North Yorkshire pop up café and regular surgeries and support sessions at Hiscox Business Club.

- MIY have partnered with local training providers and businesses to deliver 19 Masterclass events over the course of the year attended by 318 people. These events increasingly cover issues raised by businesses through the KAM programme.
- York Business Week 2017 took place during November. Over 30 events from networking events to detailed workshops and masterclasses were attended by over a 1,000 delegates at venues across the city. Key MIY hosted events during the week included the York Top 100 Businesses report launch, an MIY masterclass on maximising tendering opportunities, and a meet the funder event which brought together 20 funders to provide a one –stop advice drop in for businesses in York.
- A business directory is now live on the Make It York for Business website. The directory, principally aimed at start up and small businesses, will work as a business match making tool, signposting clients towards local B2B service providers such as accountants, solicitors, marketers etc. To date we have over 60 local businesses taking part, nearly all of which offer specialist start-up packages or up to an hour consultation free of charge for start-up and young businesses.
- MIY has launched its very own ‘Dragons Den’ style pitch event - ‘Stand and Deliver’. The first event was held in June attracting an audience of 46 to see 6 businesses pitch for investment. The second event took place at St Peters School on 26th October and saw 4 local businesses pitch to a panel of investors including Enterprise Ventures (part of the Northern Powerhouse Investment Fund), North Invest, Patmore Commercial and Angel Groups Yorkshire in front of an audience of over 80 people. The final event of the year takes place on 15<sup>th</sup> March at the Ron Cooke Hub with another 4 businesses lined up to pitch to our investors. To date, we have one success story with Incremental Solutions now working with one investor on assisting them going forward, whilst a number of other pitchers have subsequently been successful in raising finance from other sources including Bakeplan and Aptamer group.
- During the year MIY have focussed on building strong relationships with key business support partners, holding numerous meetings with LEPs, business service providers,

	<p>key funding agencies, and intermediaries including banks, accountants and solicitors. Members of the Make it York business team have also regularly sat on funding appraisal panels for major LEP schemes including the Business Growth Programme and PAPI at the request of those organisations.</p> <ul style="list-style-type: none"> <li>• The Small Business Christmas Market took place once again at the Judges Lodgings on Lendal. The market, which ran from Nov 16th to 22nd December gave 27 small and micro businesses the opportunity to showcase their products in the heart of the city. As part of the focus on Small Business MIY also facilitated the visit from the Small Business Saturday Campaign bus, promoting Small and independent businesses in the run up to Christmas.</li> <li>• Science City York (SCY) partnering with FERA Science Ltd have completed five quarters of the ERDF funded £1.6m Stimulating Innovation in the Agri-Food Sector (SIAFS) programme. The programme is aimed at encouraging investment and growth in the agri-food sector and will provide access to specialist support and grant funding to catalyse business innovation.</li> </ul>
<p><b>CREATIVE MARKETING &amp; PUBLIC RELATIONS TO CHANGE PERCEPTION OF CITY</b></p>	<ul style="list-style-type: none"> <li>• Year round PR effort to invite travel writers and travel bloggers to visit York – 38 media visits hosted – to create compelling content about the city</li> <li>• Media press pack contains key messaging about the city</li> <li>• York Book of ideas press kit emailed to 500 media contacts</li> <li>• 50 reactive media enquiries handled</li> <li>• Key festivals and events promoted through news releases</li> <li>• Film crews facilitated – e.g. TV Tokyo currently filming a one hour travel show in York</li> <li>• #onlyinyork campaign being developed for launch during national tourism week</li> <li>• Ongoing marketing in China at a business and tourism level</li> <li>• Business ambassador scheme designed to spread the inward investment story</li> </ul>

<p><b>ENABLE SUSTAINABLE PRIVATE/VOLUNTARY SECTOR CULTURAL EVENTS + FESTIVALS</b></p>	<ul style="list-style-type: none"> <li>• The 2nd Annual York Culture Awards took place on the 23rd November at York Minster. A total of seventy entries were received for the awards with a panel of independent judges whittling this down to 36 finalists and 12 winners across 12 categories.</li> <li>• Make It York is supporting 21 festivals taking place in 2018</li> <li>• Make It York has specifically leads on 4 major festivals : Christmas, Easter family festival, “Bloom!” and the Mediale</li> <li>• Make It York has fully supported the Shakespeare Rose Theatre project coming to York.</li> </ul>
<p><b>DIRECTORS FORUMS AND/OR PRIVATE SECTOR LED SECTOR NETWORKS</b></p>	<ul style="list-style-type: none"> <li>• Science City York (SCY) hold regular dinners for directors in the digital/IT, bioscience and creative sectors</li> <li>• The Top 100 initiative brought 120 people from York’s top companies together</li> <li>• ‘Stand and Deliver’ events bring together entrepreneurs and potential financiers</li> <li>• SCY organised a “Challenge-a-Thon” an event which brought bioscience businesses and students together, collaborating to solve real-world challenges</li> <li>• 4 creative strategy workshops have been held focusing on business development, talent pipeline, workspace and visibility and the resulting conclusions will be fed into the strategy document</li> <li>• A network to support the the Agri-food sector has been created with over 200 registered businesses to date</li> <li>• Science City York has also delivered a number of supplementary events to engage the business community including Tech Scene York, The Hutch, Digital Catapult partnership event and Agri-food Yorkshire events. The Tech Scene York in July, organised in collaboration with the University of York was designed to showcase York’s most amazing digital output.</li> <li>• In November, SCY sponsored Dot York’s annual conference dedicated to digital technologies bringing more than 300 industry experts to the city</li> <li>• The food and drink sector come together for the second annual York Food and Drink Conference. The event attracted 140 delegates from across the region and delegates heard from a range of companies including Nestle, Fera, Lemon Zest PR, Booths Supermarkets, NFU, DIT, Deliciously Yorkshire and a range of local food entrepreneurs.</li> </ul>



<b>ROLLOUT OF BISHOPTHORPE ROAD MODEL</b>	<ul style="list-style-type: none"> <li>MIY continues to support a number of the city's trade associations and has helped established new groups including the Shambles Area Traders Association.</li> </ul>
<b>MARKET MANAGEMENT</b>	<ul style="list-style-type: none"> <li>Work is ongoing to improve the Shambles Market environment, footfall and occupancy levels, with the Food Court becoming a major driver of footfall into the market.</li> <li>The Shambles Food Court has been a major success since its investment. Additional benches have been installed to cater for the demand for seating, along with 'Food Court' branded parasols. An alcohol with food licence has been granted by CYC and one of the food traders is currently number one on TripAdvisor for restaurants in North Yorkshire and the area has been recommended by BBC Good Food Magazine.</li> <li>Further development of the area is under review with an expansion of the footprint onto the cobbled area near the rear of Marks and Spencer and potentially a permanent cover to allow the food traders to trade over the winter months.</li> <li>The city centre are working with National Market Traders Federation to introduce a Youth Market into Shambles Market to encourage young entrepreneurs</li> <li>Buskers are being encouraged to perform in the Shambles Market to add more atmosphere</li> <li>Shambles Market Traders Business Improvement Group has recently been formed, working closely with Make It York to mutually develop the market.</li> <li>Made in Yorkshire held their Christmas Craft fair in Shambles Market in 2017 for the first time instead of The Guildhall. This was a great success and brought additional Christmas Market footfall into the Shambles Market. They have booked the space again for 2018. Shambles market traders saw footfall and overall takings rise over the Christmas period</li> <li>The monthly Makers Market continues to grow in the Market on the last Sunday of each month and is allowing local crafters a platform to develop their businesses.</li> </ul>



<b>CITY CENTRE, EVENTS &amp; FESTIVALS MANAGEMENT</b>	<ul style="list-style-type: none"> <li>• The 2017 York Christmas Festival was a great success, attracting more visitors than ever and receiving praise for the content and, combined with the best ever Christmas lights installation (in conjunction with York BID), resulting in York being officially name ‘The UK’s Most Festive City</li> <li>• “Bloom!” Horticultural festival, celebrating the 250<sup>th</sup> anniversary of the York Horticultural Society, will take place in July and will include a plant/flower event in Shambles Market</li> <li>• The 2018 Easter Family Festival along with the York Chocolate Festival is planned and will feature an original Easter Pantomime amongst other attractions</li> <li>• York’s first Hot Air Balloon Fiesta took place in September and, despite losing a couple of flights due to bad weather, was a success, particularly facilitating new aerial photography of the City. It will return in 2018.</li> <li>• The York Farmers Market continues to be staged on the first Friday of the month on St Sampson’s Square, and is expected to grow in the summer months</li> </ul>
<b>VISITOR ECONOMY PRODUCT DEVELOPMENT</b>	<ul style="list-style-type: none"> <li>• Substantial progress continues to be made in uplifting the quality of marketing collateral for Visit York</li> <li>• Visit York is now jointly managing the Hoteliers Association with Graham Usher, Chair, working very closely with Visit York members, York BID, and partner organisations to enhance the overall visitor experience</li> <li>• Through the Visit York Economic Tourism Advisory Board, the tourism strategy for York is being reviewed and refreshed to ensure its ongoing relevance</li> <li>• Visit York will be marketing key events and festivals happening throughout the year. As well as supporting the regular events such as food and drink festivals, Yorkshire Fringe and Literacy festival, Visit York will also be promoting heavily, Mediale, York Balloon Fiesta, Waggon Plays, Shakespeare’s Rose Theatre and “Bloom!”</li> </ul>

<b>VISITOR INFORMATION &amp; MARKETING</b>	<ul style="list-style-type: none"> <li>• Plans are in place to improve the customer experience in the Visitor Information Centre through improved point of sale and repositioning certain areas to streamline the offering and make it more commercially customer focused, without compromising on the outstanding service and advice provided to more than 400,000 people who visit the centre each year</li> <li>• A new visitor information point has been established at the station</li> <li>• Continue to sell tickets and tour sales as well as York Pass</li> <li>• A substantial investment in the Visit York website will provide a much better experience for potential visitors, particularly on mobile devices</li> <li>• The annual Visitor Guide and Mini Guide have been developed substantially over the last 3 years of the SLA and, for 2018, have reached record pagination levels. The 2018 Visitor Guide is now more than twice the size of the 2015 version</li> <li>• The weekly '7 Days' newsletter continues to be promoted and developed for residents and visitors</li> </ul>
<b>BUSINESS TOURISM</b>	<ul style="list-style-type: none"> <li>• The UK Conference and Meetings survey on volume and value statistics of business tourism to York in 2016 was released during the year. This indicates that there have been over 14,500 business events in York venues, attended by 993,000 business event visitors who accounted for an estimated spend of £142.1m at venues and in the local destination. Volume indicators (number of delegates, and delegate days) were up on 2015 while expenditure levels remained broadly the same.</li> <li>• MIY delivered a dedicated professional conference bureau service (VisitYork4Meetings) throughout the year, working with close to 100 venues across the city and beyond, handling almost 300 specific enquiries and securing business worth an estimated £320,000.</li> <li>• As part of the ongoing marketing for Business Tourism, MIY exhibited at The Meetings Show in June 2017 alongside 6 York venue partners. This generated 230 new leads resulting in new business for the city</li> <li>• The latest Conference Guide, showcasing 35 of the city's best venues, will be published</li> </ul>

in March 2018

- MIY have developed a new business tourism ambassador scheme, aiming to increase the number of international conferences hosted in the city. Working with key academic and association member partners 2 bids are being worked on to host major international conferences. A further 4 bids are in the pipeline.