

Report of the Assistant Director – Legal & Governance

## **Make It York Bi-annual Update**

### **Summary**

1. The purpose of this report is to update the Economy and Place Scrutiny Committee on the progress of Make It York (MIY) with regards to the Service Level Agreement (SLA) with City of York Council.
2. Halfway through the financial year, MIY is slightly ahead of budget and in a strong financial position.
3. Detailed Narrative Reports covering aspects of the agreement including business support, inward investment and the development of a creative and cultural strategy are attached at Annexes A and B.

### **Background**

4. When Make It York entered into a new three-year contract with City of York Council in April 2018 a specific requirement was to produce a quarterly Narrative Report for the Council.
5. The Committee should note that MIY's work in the first quarter, Annex A, concentrated on the events programme and the direct organisation of the 'Bloom' Festival, the development of the creative and cultural strategy and the ongoing commitment to supporting existing businesses in the city and encouraging new businesses. The first quarter was a particularly active period for inward investment enquiries.
6. Second quarter activity concentrated on preparations for the city's Christmas festival and York Business Week and progressing the creative and cultural strategy development projects.
7. For the relevance of this committee, several issues relating to SLA updates have been highlighted in Annexes a and B:

- Business Environment
- Visitor Economy
- Culture
- Sector Development
- UNESCO Designation
- Markers Management
- Events Programming
- Intelligence Gathering
- Brand Management

### **Consultation**

8. The information provided in Annexes A and B has been provided by the Managing Director of Make It York.

### **Options**

9. Members are asked to agree the recommendation in paragraph 12 of this report, or not.

### **Analysis**

10. This report is for information only so there is no analysis.

### **Council Plan**

11. This report and its annexes are directly linked to the Prosperous City for All priority in the Council Plan.

### **Implications**

12. There are no Financial; Human Resources, Equalities, Legal, Crime and Disorder, Information Technology, Property or Other implications linked to the recommendation in this report

## Risk Management

13. There are no risks associated with the recommendation in this report.

## Recommendations

14. Members are asked to note and comment on the information in this report and its annexes.

Reason: To ensure the Committee is updated on the work of Make it York in regard to the SLA with City of York Council.

## Contact Details

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Report Approved  Date 19/11/2018

Wards Affected:

All

**For further information please contact the author of the report**

## Annexes

Annex A – April to June 2018 Update

Annex B – July to September 2018 Update