

Update on the implementation of recommendations from scrutiny review into the Impact of the Arts and Culture Sectors on the Economy of York

In order to advance the aim of York's Economic Strategy to 'Make a Fresh Loud Statement of Cultural & Visual Identity', and positively influence the Art Council's consideration of future funding bids, the Task Group set up to review the Impact of the Arts and Culture Sectors on the Economy of York agreed to make the following recommendations which were agreed by the Economy and Place Policy Development Committee in November 2017 and approved by Executive in January 2018.

Recommendation	Implementation as of March 2019
<p>i. The Council should demonstrate its commitment to the city's cultural sector by progressing the development and promotion of a clearly defined Cultural Strategy with the Cultural Leaders Group, with the Council showing leadership in its creation and adoption. This should include the provision of:</p> <ul style="list-style-type: none"> • A one-off sum of £20k early in the new financial year, to support its development; • An ongoing sum of £6k annually for secretarial services. 	<p>To progress the city's Cultural Strategy the Executive made available a sum of £38k for Make It York, £20k to be used directly on preparation of the strategy and £18k to be used over 3 years to provide support to the Cultural Leaders Group. The strategy work has been delivered on budget.</p>
<p>ii. The Council should support the Cultural Leaders Group in working as a cohesive unit to build and achieve wide acceptance of that Cultural Strategy</p>	<p>Following a review of the <i>Impact of Arts & Culture on the Economy</i>, the Executive agreed, in January 2018, that a cultural strategy for the city should be progressed. Under the Council's leadership this strategy was to be steered by</p>

	the Cultural Leaders Group, and ultimately adopted by the Council on behalf of the city.
<p>iii. As part of renewing Make It York's Service Level Agreement, the Council should clarify the role of Make It York in supporting York's cultural sector and offer, and ensure it:</p> <ul style="list-style-type: none"> ➤ Develops a narrative about York's ambitions with cultural partners; ➤ Improves its collaboration with Welcome to Yorkshire ➤ Facilitates greater collaboration and co-operation between the cultural sub-sectors in the city ➤ Co-ordinates future funding bids to the benefit of all cultural providers 	<p style="text-align: center;">Make It York Service Level Agreement extracts</p> <p>Drive the development, refresh and implementation of a cultural strategy, to be steered by the Cultural Leaders Group and approved by the Council, which is consistent with and delivers on the objectives of the city's economic strategy</p> <p>Support the sector through product development, facilitating the necessary partnership working to promote innovation and develop new initiatives</p> <p>Work cooperatively in areas where the Council or commissioned partners remain the lead organisation responsible, but the remit is overlapping with business growth, tourism and culture</p> <p>Work with both Leeds City Region and York, North Yorkshire & East Riding Local Enterprise Partnerships to ensure that delivery by both organisations includes York, participating in shared programmes and seeking to meet match funding requirements</p>

	Service Level	Partners / Roles
	A strategy to make a fresh loud statement of cultural and visual identity for York	To be guided by the Cultural Leaders Group and approved by the Council. MIY will provide leadership to the process as well as the “secretariat” to the Cultural Leaders Group to ensure that the process delivers against the agreed brief. In particular MIT will ensure that the strategy aims to achieve the buy-in of all sectors: cultural, business and third sector organisations, communities, citizens, key external stakeholder groups, scrutiny members
	An evidence base to demonstrate cultural impact and excellence to inspire funders, policy-makers and politicians to invest and engage in and with the city	Cultural Leaders Group, Council, key external stakeholders and funders, especially Arts Council England. MIY will:

	<ul style="list-style-type: none"> • develop income streams • provide city-wide leadership, working through the Cultural Leaders Group to deliver the strategy
<p>iv. The Council should work with York Business Improvement District to explore all means available of achieving improvements to the public realm in the city centre, particularly Parliament Street.</p>	<p>The Council budget approved in February 2019 allocated £100k –to invest in a ‘My City Centre’ consultation be held with key stakeholders (including residents, businesses, cycle/pedestrian groups and groups that represent people who have special access requirements) on the wider issues of accessibility, safety and traffic management in the city centre as recommended by Executive in September 2018 as part of the report on City Centre Access report</p>
<p>v. The Council should seek ways of protecting and utilising the city’s stock of historic buildings to attract more growing business, rather than increasing residential use, by encouraging imaginative approaches to redevelopment through the Local Plan and master-planning frameworks, and through its Asset Management Strategy and the future development of its commercial portfolio.</p>	<p>The Draft Local Plan recognises the critical importance of York City Centre as the economic, social and cultural heart of the area. It aims to strengthen the role of the city centre through, among other, things:</p> <ul style="list-style-type: none"> • ensuring development sustains, enhances and adds values to York’s culture; • developing an improved high quality affordable office space offer for small enterprises and start-ups in the

	<p>arts, creative, digital media and related industries;</p> <ul style="list-style-type: none"> • protecting and enhancing its unique historic and cultural assets; • protecting and enhancing its existing office provision
<p>It was also recommended that Make It York:</p> <p>vi. Concentrates its focus on higher quality events and festivals in the city centre to protect the York festival brand and maximise their GVA.</p>	<p>Make it York will:</p> <ul style="list-style-type: none"> • Drive the development and implementation of an events strategy in consultation with the culture and events sectors and the Business Improvement District to ensure that York has a vibrant, all-year-round programme • Create a high-profile calendar of events ensuring that partners such as the BID are enabled to contribute to the full • Programme high quality city centre festivals, activities and events • Promote the events calendar through all appropriate means including through highly visible city-centre information
<p>vii. Works with York Business Improvement District and other interested parties e.g. York Civic Trust, to devise a comprehensive 21st century system</p>	<p>The Council budget approved in February 2019 allocated the match funding contribution from the Council so that York Business Improvement District can deliver the way</p>

<p>of way-finding within the city using all available methods and technologies incorporating smaller cultural providers into those way-finding opportunities to expand the city's promotion of its full cultural offer.</p>	<p>finding project following the successful trial in St Helen's Square.</p>
<p>It was further recommended that the Cultural Leaders Group:</p> <p>viii. Explores the suggestions for initiatives identified through the consultation for the review.</p>	<p>The Cultural Strategy Vision 2019 – 2025 is that:</p> <p>York brings together outstanding, internationally renowned heritage with a cutting-edge contemporary approach to creativity.</p> <p>By 2025 York will be internationally recognised for its unique interface between exceptional heritage and contemporary art.</p> <p>Through the Cultural Leaders Group the strategy will be further shaped by the initiative to attract increased investment in York by promoting our strengths and assets through the development of a shared vision for the city.</p>