



**Notice of a public  
Decision Session - Executive Member for Economy and Strategic  
Planning**

**To:** Councillor Waller (Executive Member)

**Date:** Monday, 16 March 2020

**Time:** 2.00 pm

**Venue:** The Snow Room - Ground Floor, West Offices (G035)

**A G E N D A**

**Notice to Members – Post Decision Calling In:**

Members are reminded that, should they wish to call in any item\* on this agenda, notice must be given to Democracy Support Group by **4:00 pm on Wednesday 18 March 2020** if an item is called in after a decision has been taken.

\*With the exception of matters that have been subject of a previous call in, require Full Council approval or are urgent which are not subject to the call-in provisions. Any called in items will be considered by the Customer and Corporate Services Scrutiny Management Committee.

Written representations in respect of items on this agenda should be submitted to Democracy Support Group by **5.00 pm on Thursday, 12 March 2020**.

**1. Declarations of Interest**

At this point in the meeting, the Executive Member is asked to declare:

- any personal interests not included on the Register of Interests
- any prejudicial interests or
- any disclosable pecuniary interests

which they may have in respect of business on this agenda.

**2. Minutes** (Pages 1 - 12)

To approve and sign the minutes of the meetings held on the 6, 13, and 20 January 2020.

**3. Public Participation**

At this point in the meeting, members of the public who have registered to speak can do so. The deadline for registering is **5.00pm on Friday, 13 March 2020**. Members of the public can speak on agenda items or matters within the Executive Member's remit. To register to speak please contact the Democracy Officers for the meeting, on the details at the foot of the agenda.

**Filming, Recording or Webcasting Meetings**

Please note that, subject to available resources, this meeting will be filmed and webcast, or recorded, including any registered public speakers who have given their permission. The broadcast can be viewed at <http://www.york.gov.uk/webcasts> or, if recorded, this will be uploaded onto the Council's website following the meeting.

Residents are welcome to photograph, film or record Councillors and Officers at all meetings open to the press and public. This includes the use of social media reporting, i.e. tweeting. Anyone wishing to film, record or take photos at any public meeting should contact the Democracy Officers (contact details are at the foot of this agenda) in advance of the meeting.

The Council's protocol on Webcasting, Filming & Recording of Meetings ensures that these practices are carried out in a manner both respectful to the conduct of the meeting and all those present. It can be viewed at [https://www.york.gov.uk/downloads/file/11406/protocol\\_for\\_webcasting\\_filming\\_and\\_recording\\_of\\_council\\_meetings\\_20160809](https://www.york.gov.uk/downloads/file/11406/protocol_for_webcasting_filming_and_recording_of_council_meetings_20160809)

**4. Shambles Market Working Group: Terms of Reference and Remit** (Pages 13 - 16)

This report sets out the terms of reference and remit of a working group that will make recommendations on how best to develop the Shambles Market as a community asset and a destination.

**5. York Economic Strategy Update** (Pages 17 - 24)

This report provides an update on progress towards developing an Economic Partnership and Strategy in York and seeks approval to allocate funding in respect of this and for a proposed approach to consultation on an Inclusive Growth Framework.

**6. City Centre Footfall Cameras and 'Place Data'** (Pages 25 - 32)

This report seeks the Executive Member's support for a long term solution to issues around the current arrangements to measure footfall in the city centre.

**7. Urgent Business**

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

Democracy Officer

Robert Flintoft

Contact details:

- Telephone – (01904) 555704
- Email [robert.flintoft@york.gov.uk](mailto:robert.flintoft@york.gov.uk)

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

- Registering to speak
- Written Representations
- Business of the meeting
- Any special arrangements
- Copies of reports

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)

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City of York Council

Committee Minutes

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Meeting	Decision Session - Executive Member for Economy And Strategic Planning
	In consultation with the Executive Member for Environment and Climate Change (for agenda item 4, The Future Homes Standard: changes to Part L and Part F of the Building Regulations for new dwellings)
Date	6 January 2020
Present	Councillors Waller and Widdowson
Apologies	

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**27. Declarations of Interest**

The Executive Members were asked to declare any personal interests not included on the Register of Interests, or any prejudicial or disclosable pecuniary interests that they might have in respect of the business on the agenda. None were declared.

**28. Minutes**

Resolved: That the minutes of the last Decision Session held on 18 November 2019 be approved as a correct record and signed by the Executive Member.

**29. Public Participation**

It was reported that there had been one registration to speak under the Council's Public Participation Scheme, the speaker had registered to speak on items 4 [The Future Homes Standard: changes to Part L and Part F of the Building Regulations for new dwellings].

Geoff Beacon requested that the Executive Member reject all options in the report, relating to the Government consultation. He noted that the Government's Net Zero Carbon by 2050 target did not appear to incorporate the impact of imports and the consultation did not take into account the potential lifestyles of those living in the new buildings, built under the proposed building regulations. He requested that the consultation be

referred to the Climate Change Policy and Scrutiny Committee for consideration.

The Executive Member noted the constitutional framework that prevented Members of the Executive formally referring items to scrutiny committees, but confirmed that he would write to the chair of the Climate Change Policy and Scrutiny Committee, so that the chair was aware of the consultation.

**30. The Future Homes Standard: Changes to Part L and Part F of the Building Regulations for New Dwellings**

The Executive Member for Economy and Strategic Planning noted that he had requested that this item be brought to this public decision session, because of the need to meet the delivery agenda for the Climate Emergency. He was therefore also joined in consultation by the Executive Member for Environment and Climate Change for the item.

The Executive Members considered the report that introduced the first stage of a two-part consultation about proposed changes to the Building Regulations. The consultation also included the wider impacts of Part L for new homes, including changes to Part F. The Executive Members noted their disappointment that the consultation's options seemed to be too restrictive. They acknowledged a preference for option 2, but with the addition of the minimum fabric improvement as outlined in option 1.

The Executive Members discussed with Council Officers the proposed responses to the consultation in annex B of the report. The Executive Members agreed with the proposed response regarding the Roadmap to the Future Homes Standard's implementation in 2025 as not being ambitious enough. They also enquired about responses in relation to the Minimum Standards for Fabric Performance, issues of humidity and ventilation, and building skills training.

The Government's proposal to amend the Planning and Energy Act 2008 to restrict local planning authorities from setting higher energy efficiency standards for dwellings was raised as a concern. Officers confirmed that should at national level standards be set lower than City of York Council would wish to set locally (the City of York Council's Local Plan currently sets standard's at 20% higher than the current national standard),

this could prevent enforcing a higher standard. The Executive Members confirmed their support, for the inclusion that Local Authorities being able to set their own efficiency standards being in the response to the consultation.

Resolved:

- i. That the answers to the Government's Consultation Questions were amended as outlined below;
  - i.i. Responses should include a focus on the need for building skills training to be a part of the Government's agenda;
  - i.ii. Responses should include a focus on long term plans for investment in the housing stock;
  - i.iii. Responses should include the recognition for improved ventilation;
  - i.iv. In response to question 6. The response would include the request for an option that would set the level of uplift to the energy efficiency standard in the Building Regulations introduced in 2020 above 31% CO2 reduction.
  - i.v. In response to question 11. The response would state that, we accept the minimum standards for fabric performance as proposed as an interim minimum measure, whilst the Government works on skills within the building sector that would allow for a move to higher standards beyond 2024/25 that would put standards closer to Passivhaus standards.
- ii. That the Executive Member Support the Governments recommendation of option two, but additionally would request that the minimum fabric improvement as outlined in option 1 should also be supported. The Executive Member outlined that the response to the options should also include;
  - ii.i. Highlighting that Local Authorities should be able to set their own efficiency standards;
  - ii.ii. That the use of photovoltaics (PV) on all new and renovated buildings where there are no significant adverse implication in terms of heritage assets should be included;

- ii.iii. That infrastructure should be added to all new buildings to enable future improvements;
- ii.iv. That training is required to ensure relevant parties are aware of how to implement the changes required.

Reason: So that the City of York Council can respond to the Government's consultation on the uplift to the standard of Part L of the Building Regulations and changes to Part F.

Cllr A Waller, Executive Member

[The meeting started at 3.00 pm and finished at 4.02 pm].



Meeting	Decision Session - Executive Member for Environment and Climate Change
Date	13 January 2020
Present	Councillors Widdowson (Executive Member for Environment and Climate Change), D'Agorne (Executive Member for Transport), and Waller (Executive Member for Economy & Strategic Planning)

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## **15. Declarations of Interest**

The Executive Members were asked 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 they may have in respect of business on the agenda. None were declared.

## **16. Public Participation**

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

All three speakers spoke on Agenda Item 3, Financial Strategy 2020/21 to 2024/25.

Janice Gray, a local resident, raised her concerns regarding the capital investment of £500K to improve the accessibility and sustainability of York Theatre Royal. She stated that the Theatre Royal had already received £6m in 2016 from various sources, including the Council, to fund a new roof and major improvements to access and she noted that other theatres within the city were self-funded. She also raised concerns regarding pot holes across the city and felt that the workmanship was poor that required better inspection and supervision of the contractors. She also felt that landlords of all student accommodation should pay council tax.

Brian Watson, a local resident, raised concerns regarding the budget consultation process. He questioned why the consultation papers made little reference to the process used

and highlighted some inconsistencies and questioned if any allowances had been made for the errors. He stated that the report also made no reference to the replies, 'slightly agree or disagree' and questioned the figures generated from the replies. He also queried why the Council were proposing to allocate £500k to York Theatre Royal.

Gwen Swinburn, a local resident, questioned why no budget cuts had been made to the departments within the three portfolio areas, especially when all other departments had received cuts. She felt that there were some inconsistencies on how the data had been presented and would have preferred a capital budget sheet for each portfolio area. She suggested that:

- Following the agreement at Full Council, all finalised budget proposals should then be presented at either Executive or a Decision Session.
- All key decisions relating to sums of £500k or more, including the budget proposed to York Theatre Royal, should be reported to and considered by Executive.
- Each growth proposal, within Annex 2 of the report, should be numbered.

She also felt that some proposals required further clarification, including the price contingency budget for Transport and Environment and Climate Change and the one off growth budget for Transport and Economy & Strategic Planning.

## **17. Financial Strategy 2020/21 to 2024/25**

The Executive Members considered a report that provided background information for the overall Financial Strategy and presented the savings proposals and growth assumptions for Economy & Strategic Planning, Environment & Climate Change and Transport portfolios, for consideration by the Executive Members before finalisation of overall Financial Strategy, which would be presented to Executive on 13 February 2020.

The Finance Manager was in attendance to give an update. He highlighted the key assumptions for the overall Finance Strategy which were:

- A proposed basic council tax increase of 1.99 % in 2020/21. Any increase above this amount would require a referendum.

- In addition an increase of 2% in line with the government's social care precept, equating to additional income of £1.8m, which provides support for social care.
- Revenue savings of £4m in 2020/21.

He made reference to the specific examples of revenue investment and capital investment that supported the objectives outlined in the new Council Plan and the Executive Members noted that the revenue investment highlighted within paragraph 6 of the report, bullet point 7, should state £25k not £265k.

The Head of Finance confirmed that the price contingences within the portfolio areas for Transport and Environment and Climate Change were particularly related to the increases the Council were required to make to concessionary fares, street lighting, drainage levies and waste, including payments made to Yorwaste and in respect to Allerton Waste Recovery Park.

Each Executive Member considered the annexes to the report that highlighted the proposed growth and savings within their portfolio area and in answer to their questions it was confirmed that:

- The revenue and capital investment proposed to improve electric car charging within the city would support the maintenance of all charging points as usable and allow any faulty equipment to be replaced. It was confirmed that currently all charging points within the city were functioning.
- The Transport one off growth proposal, within Annex 2 of the report, should include a reference to other innovative trials, not just taxis or small vehicles.
- The additional staff resourced to clear a backlog of waiting lists for residents parking would be accommodated until March 2021 and the workload would be reviewed regularly.

The Executive Members thanked all Officers involved in producing the report and were delighted to see how committed City of York Council were to delivering the 2030 carbon neutral target. They agreed the budget proposals also showed commitment towards the Council Plan and to delivering what the residents were requesting.

Resolved:

- (i) That the feedback from consultation for Economy & Strategic Planning, Environment and Climate Change and Transport portfolios, as set out in Annex 3 to the report, be noted
- (ii) That the following be agreed for inclusion within the overall financial strategy to be presented to Executive on 13 February 2020:
  - a) The 2020/21 revenue savings proposals for Economy & Strategic Planning, Environment and Climate Change and Transport portfolios, as set out in Annex 1 to the report.
  - b) The 2020/21 revenue growth proposals for Economy & Strategic Planning, Environment and Climate Change and Transport portfolios, as set out in Annex 2 to the report, subject to the first point within the one off growth section being re-worded to read as follows:

To deliver a Transport Plan Refresh, including funding towards innovative trials such as the use of taxis and car share to enhance the York bus system.

Reason: To ensure that stakeholders have the opportunity to feed into the budget process in advance of the finalisations of the Financial Strategy 2020/21 to 2024/25.

Cllr A Waller, Executive Member

[The meeting started at 5.30 pm and finished at 5.55 pm].

Meeting	Decision Session - Executive Member for Economy and Strategic Planning  In Consultation with the Executive Member for Housing and Safer Neighbourhoods (for agenda item 3. Formal Enforcement Action)
Date	20 January 2020
Present	Councillor Waller and Craghill
Apologies	

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### **31. Declarations of Interest**

The Executive Members were asked to declare any personal interests not included on the Register of Interests, or any prejudicial or disclosable pecuniary interests that they might have in respect of the business on the agenda. None were declared.

### **32. Public Participation**

It was reported that there had been no registrations to speak under the Council's Public Participation Scheme.

### **33. Formal Enforcement Action**

The Executive Member for Economy and Strategic Planning was joined in consultation with the Executive Member for Housing and Safer Neighbourhoods to consider a report that provided a review of the formal enforcement action as well as the surveillance activity undertaken in 2018-19. The Executive Members thanked officers for the comprehensive report. They discussed several areas of enforcement action and requested that future reports on formal enforcement action include previous years statistics for comparison. They also requested that where possible if reports could include comparison figures from similar local authorities. The Executive Members also noted that they were happy with policy document, but that it could it could indicate City of York Council priorities.

Officers confirmed that they had written to the Department for Transport, requesting that Taxi Licensing reform is placed at the

top of their agenda, as well as, having written to local government association, they noted that they are awaiting a response form the Department for Transport.

The Executive Member requested that more detail on national trading standards be included in future reports and that for neighbourhood enforcement reports on relevant formal enforcement action be presented to ward teams.

Resolved:

- i. That the Executive Members approve the report.
- ii. That the relevant data collected in this report for neighbourhood enforcement, be reported on a quarterly bases to ward teams.
- iii. That thanks was recorded to officers for the work undertaken.

Reason: To provide oversight to the activity undertaken in 2018-19, and meet the requirement of the surveillance commissioner for Member oversight of surveillance activity.

#### **34. Planning Enforcement Update**

The Executive Member considered a report that provided an update on planning enforcement cases and a vision for the planning enforcement section into the future. Officers introduced the report and noted an amendment on page 35 of the agenda (Paragraph 20 of item 4.), that the Principal Planning Officer was appointed in November 2017 not November 2019. The Executive Member noted the importance of Members being given opportunity to feed into the Planning Enforcement Plan while it was being created and requested that a draft plan be brought to a future decision session in Autumn 2020.

Discussion took place around how clarity is to be provided on why certain cases require greater prioritisation than others and on renewable power in the Supplementary Planning Documents.

Resolved:

- i. That the contents of the report be noted.

- ii. That a report on the draft Planning Enforcement Plan be brought to a future decision session in autumn 2020, following a consultation with all Members.

Reason: So that all Members are given sufficient opportunity to feed into the Planning Enforcement Plan.

### **35. York Business Perceptions Survey – BEIS Funded Project**

The Executive Member considered a report that provided an update on the findings from City of York Council's York Business Perceptions Survey. Officers introduced the report noting that the survey showed that the majority of York businesses that participated had a stable or increasing headcount, turnover, and overall business performance. However, a significant number of businesses were cautious about the future, with national economic issues such as Brexit being the major cause for concern. A smaller number of local issues also exist that were challenging businesses' growth potential. The survey also identified that three quarters of the businesses that participated had sought information or advice in the last 12 months with regulatory support the most common area mentioned. The businesses surveyed value the advice and support that the Council's regulatory services provide however, it was noted that the Council could be more proactive in terms of their engagement with businesses.

Discussion took place regarding concerns that York businesses in the retail, hospitality and tourism sectors were unable to receive business support from York's two Local Enterprise Partnerships due to the eligibility criteria imposed by this funding. The Executive Member enquired as to how the creation of City of York Council's business e-newsletter and business support providers meeting group would function and provide feedback, officers confirmed that they would bring an update on these functions back to a future decision session. Noting the concerns raised around Brexit the Executive Member also requested that the Brexit Contingency Fund be used to support follow up work resulting from the York Business Perceptions Survey.

Resolved:

- i. That the findings of the York Business Perceptions survey be noted.
- ii. That the creation of City of York Council's Business Services e-leaflet as a method of communicating the support offer to local businesses through the council and its strategic partners be approved, with an update on responses to a business focused Council e-newsletter being brought to the July Decision Session for Economy and Strategic Planning.
- iii. That support was given to the creation of a business support providers meeting group made up of intermediaries and business organisations, facilitated by City of York Council and Make it York, to collectively share information on the business landscape in York, subject to an update on how this will function, being brought to the July Decision Session for Economy and Strategic Planning.
- iv. That the Executive Member will raise the eligibility barriers faced by York businesses when accessing the support offer provided by York's two Local Enterprise Partnership's with the Local Enterprise Partnerships.
- v. Due to Brexit being cited as a major challenge to business growth in the results of the York Business Perceptions Survey, the Executive Member requested that officers enquire about accessing funding from the Brexit Contingency Fund, to support follow up work resulting from the York Business Perceptions Survey.

Reason: To further support the business environment in York.

Cllr. A Waller, Executive Member

[The meeting started at 2.02 pm and finished at 2.47 pm].





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## **Decision Session - Executive Member for Economy and Strategic Planning**

16 March 2020

Report of the Managing Director of Make It York and the Assistant Director (Communities and Culture)

### **Shambles Market Working Group: Terms of Reference and Remit**

#### **Summary**

1. This report sets terms of reference and remit for a working group that will make recommendations on how best to develop Shambles Market as a community asset and as a destination.

#### **Recommendations**

2. The Executive Member is asked to:
  - Note the terms of reference and remit for the working group
  - Receive a further report on the output from the working group at the end of its work

Reason: To ensure that York's market continues to develop as a community asset and as a destination.

#### **Background**

3. Shambles Market is a key York city asset. In September 2018, the council allocated two capital sums to Make It York (MIY), which has responsibility for running the market on behalf of the council, for "modernisation" of the Shambles Market:
  - £180k to be spent on improved utilities
  - £25k to be spent on a feasibility with regard to how best to develop the market for current and future generations, particularly in light of the changing face of city centre retail across the country
4. Over the past year, and following various discussions, it has been agreed that the best way to guide and take forward these related projects forward will be to establish a working group. This has now been done, with membership details set out below.

5. Given the wider context and similar timing of CYC's *My City Centre York* initiative the group's membership includes a CYC officer. This will help to ensure alignment and feed the outcome of this working group into that wider exercise.

### **Objectives**

6. The objective of the project is to consider how best to develop Shambles Market as a community asset and as a destination. MIY has, at this stage no fixed or preconceived ideas as to what combination of elements: physical structure and design; infrastructure; complementary activities; marketing etc. will deliver this. The intention in developing the market, however, is to be as ambitious as any commercial business case for associated investment will allow.
7. The findings from the working group will be fed into the *My City Centre York* consultation to ensure that there is alignment between these exercises.

### **Process and timescale**

8. The project will therefore be taken forward primarily by the members of the project working group. It will, however, co-opt additional expertise as and when required.
9. The intention is that the group meets for an initial six, monthly meetings and that it works to a tight business agenda. Its focus will be on the following key areas:
  - a) A "visioning" exercise to explore development opportunities for the market with a view to maximising its potential as a community asset and as a national and international destination. This will inform use of the £25k feasibility funding allocated by the council.
  - b) The planning and delivery of the upgrading of utilities provision to the market using the £180k capital allocation from the council.
  - c) Reviewing and updating the market's legal and health and safety documentation and processes.
10. Should the working group's findings propose any investment beyond the £205k already allocated the intention is to produce a business case(s) for such investment to be self-financing.
11. Any other issues around the day to day management of the market will continue to be dealt with by MIY with individual traders.

12. The project group intends to begin its work in March 2020 and is aiming to have produced a set of proposals for consideration and wider consultation by the September date for this Decision Session.

### **Working group membership**

13. The following membership is proposed:

#### ***Make It York:***

- Sean Bullick, Managing Director
- Chris Price, Head of City Centre Management & Markets
- Joe Etheridge, Market Supervisor
- Joanne Weller, Market Admin Executive (note taker)

#### ***Shambles Market Traders:***

- A pool of six representatives to be chosen by the traders with four to attend any one meeting

#### ***Other Shambles Market Operators:***

- Three representatives chosen by the operators

#### ***City of York Council:***

- The My City Centre representative

#### ***National Market Traders Federation:***

- President of the National Market Traders Federation

### **Options and Analysis**

14. It is open to the Executive Member to agree the terms of reference or to suggest amendments.
15. The working group initiative represents the best forward in ensuring the input of the market traders into the development of an appropriate vision for the Shambles Market.

### **Implications**

16. The report has no additional Financial, HR, Equalities, Legal, Information Technology, Property or other implications beyond those highlighted in the report.

**Council Plan**

- 17. The proposals in this paper further a number of the Council Plan themes, notably *Well-paid Jobs and an Inclusive Economy* and *An Open and Effective Council*.

**Risk Management**

- 18. In compliance with the Council’s risk management strategy the main risks that have been identified associated with the proposals contained in this report are those which could lead to the inability to meet business objectives and to deliver services, leading to damage to the Council’s reputation and failure to meet stakeholders’ expectations. The level of risk is assessed as “Low”. This is acceptable but means that regular monitoring is required of the operation of the new arrangements.

**Contact Details**

**Authors:**

Sean Bullick  
Managing Director Make It  
York

**Chief Officer Responsible for the report:**

Amanda Hatton  
Director of Children, Education &  
Communities

**Report  
Approved**

**Date:**

**Specialist Implications Officer(s):**

**Wards Affected:**

**All**

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



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**Decision Session – Executive Member for  
Economy and Strategic Planning****16 March 2020****York Economic Strategy Update****Summary**

1. The Executive Member for Economy and Strategic Planning received a paper on the Economic Partnership and Strategy at his decision session on 17<sup>th</sup> October 2019. This set out a twin track approach to continue our long established focus on developing higher paid jobs in key sectors of the economy while developing a clearer approach to inclusive growth across our economy.
2. The Executive Leader received a report on the Inclusive Growth Fund at his decision session on 15<sup>th</sup> January 2020, including an evidence base on inclusive growth. An update report was presented to Economy and Place Scrutiny Committee on 12<sup>th</sup> February 2020, together with a broader consideration of a working definition for inclusive growth.
3. This report updates the Executive Member on:
  - progress on developing the Economic Strategy and Partnership
  - preparations for consultation as part of the strategy development process
  - our proposed approach to higher paid sectors, including work on entrepreneurship and business acceleration
  - the emerging Leeds City Region inclusive growth framework and its synergies with our York approach.

**Recommendations**

4. The Executive Member is asked to:
  - 1) Note the progress made in developing our economic strategy and partnership

- 2) Approve the allocation of £8,000 towards the costs of a feasibility study to explore a tech-focussed accelerator for York, on the basis that at least two other funders contribute to those costs
- 3) Agree the proposed approach to responding to the WYCA Inclusive Growth Framework consultation and delegate responsibility for finalising and submitting that response to the Assistant Director for Regeneration, Economic Growth and Asset Management in further consultation with the Executive Member

Reason: To support inclusive economic growth in York.

## Background

5. York's current [economic strategy](#) was launched in 2016 in the weeks following the Brexit referendum, and covers the period 2016-20. The current Administration has committed to renewing the strategy and relaunching a York economic partnership in 2020, as set out in the paper at Annex A. This commitment to develop a new strategy is part of the Council Plan, [as agreed at Full Council](#) on 31<sup>st</sup> October 2019.
6. The development of the strategy will seek to:
  - make future growth more inclusive and give voice to the everyday lived experience of those who may not have seen the benefits of York's economic growth
  - build on the success that York has seen in recent years in growing higher paid jobs, developing our key sites, and working with our Universities
  - respond to the low-carbon commitments of the city, along the principles of a just transition, as expressed in the Council Plan
  - shape a new skills plan for York, built around the future needs of businesses and residents
7. A key part of developing the new strategy will be a wide-scale consultation with businesses and residents to ensure that the strategy is effectively responding to opportunities and challenges. A budget to enable that engagement is included in the Inclusive Growth Fund, as set out in decisions made by the Executive Leader on 18<sup>th</sup> September 2019 and 15<sup>th</sup> January 2020.

## Update on process

8. The development of the new strategy goes hand in hand with the development of a new economic partnership which will oversee the process and ensure that there is a city-wide focus and response. This will be analogous to the Future York group which oversaw the development of the 2007 economic strategy, but will also reflect our inclusive growth ambitions. The partnership itself will thus be more inclusive, seeking to represent the city as a whole, and will, for example, be balanced in gender terms. Membership will be kept under review to ensure that it continues to take account of our changing economy. Initially, it is proposed to draw together key stakeholders including:
  - Business sector representatives
  - Education representatives
  - Business networks – FSB, Chamber
  - Local third sector bodies with practical experience of deprivation (e.g. York CAB, York Financial Inclusion steering group)
  - Joseph Rowntree Foundation
  - Make it York
  - York BID
  - York & North Yorkshire LEP
  - York Central Partnership
9. External consultants are being procured to take the inclusive growth themes, our existing evidence base, and existing consultation material and seek views, ideas and commitments from residents and businesses. A key objective will be to enable positive contributions from people who would not have the available time to be part of an ongoing partnership. Through a co-design approach, we will then develop a draft strategy for further consultation, leading to a final event where all involved can come together and ratify the final document.
10. We have already committed to seek a partner, potentially one of our Universities or social policy organisations, to independently review the inclusive growth aspects of the Strategy.
11. The new economic partnership, having first acted as the stakeholder group for the strategy, will then develop a programme of events and activities to support implementation and further sharing of ideas.

## **Continuing York's successful growth trajectory**

12. The York economy is, in general, doing well. There are more people than ever in work, with higher levels of productivity than the rest of the region. Our knowledge economy is strong and growing, and we have the best qualified workforce of any northern city. A key element of our new Economic Strategy must be to seek to continue this strong performance, working through Make It York to further build sectoral strengths in rail, financial and professional services, creative and digital, and biotech. These sectors are highlighted in proposed changes to the Make It York service level agreement, and also formed the basis of our economic development brief to the York Central Partnership.
13. Further opportunities will also be sought to work with other partners, including our Universities, to promote the growth of these sectors. One such opportunity has recently emerged through a joint initiative between York Science Park, University of York and Whitecap Consulting. These partners are proposing a feasibility study into the establishment of a York-based technology accelerator.
14. Such a facility would bring together emerging and growing technology businesses and aim to accelerate growth through an intensive programme of specialist advice and insight. Accelerators are a tried and tested approach to growth in the tech sector, and are taking place in many cities across the world that have both an appetite for such growth and an ecosystem of businesses. The feasibility study would test whether the right conditions are in place in York.
15. Resources to support economic development are very limited in the Council, and therefore opportunities for match funded or leveraged projects are a priority. The joint initiative identified at paragraph 12 is such an opportunity.
16. Any future work identified in the feasibility study would be subject to separate decisions that would depend on the study outcomes. Any contribution from CYC would also be dependent on at least two other funders contributing to the feasibility study costs, and on that study including work to scope out potential future funding routes which are independent of CYC.
17. It is therefore proposed that the Council make a contribution of £8,000 towards the identified costs of the study.



## Working with regional partners on Inclusive Growth

18. Much focus has been placed in recent months on our York approach to Inclusive Growth which comprises:
  - A clear statement of ambition for all York's residents see the benefits of York's strong economy
  - An Inclusive Growth Fund with 8 investments in projects across the city
  - A broad consultation, taking the lived experience of York residents as its starting point
  - Continued work through the Financial Inclusion Steering Group to work with partners around this crucial agenda
19. Beyond York, inclusive growth is a priority for many other Local Authorities and regional bodies. In Leeds City Region, the West Yorkshire Combined Authority (WYCA) has recently launched a consultation around its Inclusive Growth Framework. As an associate member of WYCA, City of York Council has contributed to the development of this framework, which includes references to our Inclusive Growth Fund investments, the York Skills Plan, and the work of the Financial Inclusion Steering Group.
20. Consultation on the Framework is open until the end of March (see <https://www.westyorks-ca.gov.uk/growing-the-economy/inclusive-growth/>) and is structured around the themes of:
  - Good Work, offering good pay, progression opportunities, good working conditions, employee influence, and flexible ways of working that benefit both employer and employee
  - Transferable and Relevant Skills, allowing residents to take up higher skilled work, with opportunities throughout their working lives
  - Connectivity and Accessibility, enabling everyone to access jobs, services and support
  - Wellbeing, linking economic prosperity with health and wellbeing
21. The Framework places these themes within an asset-based community development approach, which strongly aligns with current work in York to develop both our approach to care and our economic strategy. There is

much synergy between the WYCA approach and our work in York, although our city has its own unique challenges for economic inclusion, as set out in previous reports.

22. In order to respond to the draft Framework, it is proposed that Officers focus on current initiatives being led by the Council and develop a response which highlights Inclusive Growth in action in York. The final submission would be finalised and submitted by the Assistant director for Regeneration, Economic Growth and Asset Management in further consultation with the Executive Member for Economy and Strategic Planning.

### **Consultation**

23. The principal objective of the Economic Partnership and the York Peoples' Panel is to create a process and forum for business, communities and specific sector and individual experiences to engage in the development of the Council's economic strategy.

### **Council Plan**

24. The new Council plan identifies eight priorities, five of which are relevant to this work:
  - Good health and wellbeing;
  - Well-paid and an inclusive economy;
  - A better start for children and young people;
  - A greener and cleaner city; and,
  - Safe communities and culture for all.

### **Implications**

- **Financial** – the contribution of £8,000 would come from within the Economic Development budget
- **Human Resources (HR)** – no implications;
- **One Planet Council / Equalities** – the economic strategy will support our equalities commitments
- **Legal** – no implications;
- **Crime and Disorder** – no implications;
- **Information Technology (IT)** – no implications;
- **Property** – no implications.

## Risk Management

There are no specific risks identified in respect of the recommendations.

## Contact Details

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### Chief Officer Responsible for the report:

Neil Ferris  
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Report  Date 04.10.19  
Approved

**Wards Affected:** List wards or tick box to indicate all

All

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

**Background Papers:** none

## List of Abbreviations Used in this Report

SIC – Standard Industrial Classification  
BME – Black and Minority Ethnic  
ICT – Information and Communication Technology

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**Decision Session - Executive  
Member for Economy and Strategic  
Planning**

**16 March 2020**

Report of the Head of Economic Growth

**City Centre footfall cameras and 'Place Data'**

**Summary**

1. This paper seeks support from the Executive Member for a long term solution to the various issues surrounding current provision of footfall measuring in the City Centre. This will require an interim 'fix' to allow scope, costs and partnership arrangements for this solution to be developed.
2. Footfall counts are provided under contract through a network of cameras at five points across the City Centre in a long-standing contractual arrangement with the data intelligence service provider, Springboard. The company uses its bespoke software to analyse camera data and count people passing those locations. The majority of these cameras are not functioning for a number of reasons, meaning loss of consistency in data provision.
3. The data produced supports the Council, and partners such as the York Bid, York Retail Forum, Make it York and individual retailers, in understanding the health of the High Street, allowing us to produce a key Council Plan performance indicator that consistently maps out footfall in York City Centre. This information is held on the Open Data platform and is available to the public to access.

**Recommendations**

4. That the Executive Member:
  - Notes the difficulties caused by the unplanned switching off of some of the City Centre cameras, and the subsequent interruption in data provision, and the steps being taken to ensure that these difficulties are avoided in future

- Agrees that a long term partnership solution potentially offers greater opportunities for use of data intelligence, and that this should be further explored
- Agrees further examination of how place data can support evidence-led policy making that can be of benefit to the City.

**Reason:**

- To provide continuity of data and ongoing information about the health of our City Centre streets
- To allow for the exploration of more advanced technologies to assist in future-proofing the strength of our high streets via evidence-led policy making

**Background**

**Springboard and footfall data provision**

5. In a climate where many high streets are struggling across the country, footfall data is an important tool in measuring the health of our City Centre environment and the robustness of the local economy. In York, we have been collecting such data for approximately 10 years.
6. City of York Council has had a contract with Springboard, a data capture and demographics company, to provide counts using their specialist equipment and software. Their footfall counters and subsequent data and reports help us to understand how many people are present in the city centre, but do not currently provide any intelligence on who those users are, how they are using the space, or how much they are spending.
7. The package originally included five cameras, belonging to Springboard, installed at the following locations, the first three of which are at key points for assessing the volume of people using the City Centre:
  - Stonegate
  - Coney Street
  - Parliament Street
  - Micklegate
  - Church Street
8. Springboard's software counts footfall by analysing the camera coverage and recognising human shapes passing across the area monitored by the camera. Although the software can identify a human shape, no unique identifiers are used, and so the same person could be registered multiple times. Conversely, the many people who visit the city

centre but do not pass one of the cameras are not included in the “footfall” count.

9. The arrangement between the Council and Springboard is a rolling contract, funded from the budget of the Economic Growth Team. This contract is due for renewal, and we are seeking to proceed on a short term contract extension for a further 12 months. This will allow for a more comprehensive, advanced place data scoping exercise to be undertaken to put in place a long term holistic solution.

### **Functionality issues**

10. There have been a number of ongoing issues with the footfall cameras, largely due to their location on premises which have become vacant, leading to power and connectivity being lost. The locations of the cameras were established by Springboard, who have agreements in place with landlords or tenants of buildings, independently of the Council.
11. When a retail unit becomes empty, the power is often switched off, rendering the cameras inoperative. Where these are outside of the Council’s ownership, continuity of data is dependent on the goodwill of landlords, and the speed with which vacancies are filled and shops reopen. This has been an issue for two of Springboard’s camera locations – Coney Street and Stonegate – since Summer 2019.
12. A third camera at the Parliament Street site is positioned in such a way that optimum data is not always being captured due to the increased usage of that street for events and specialist markets. A fourth camera, located on Church Street, has not functioned since June 2017 when it was removed from the contract to reduce costs.
13. As a result of these issues, the only footfall data captured for Christmas 2019 was on Micklegate, a street peripheral to the City Centre, and not an accurate indicator of footfall traffic in the busy main shopping streets during this vital period. Springboard have been providing estimates of footfall at the other locations, drawing on the understanding of trends in the data over the last 10 years, backed up with intelligence on footfall in many other UK cities.
14. Steps are currently being taken to make the Springboard camera locations more resilient by providing power and connectivity which is either independent of individual landlords and tenants, or is through buildings which are owned by the Council, where we will be able to ensure continuity.

15. Data capture problems affect a number of partners, as well as the Council, including Visit York and The York BID. Anecdotally, we are aware that some City Centre businesses use these figures as a guide to buying stock and hiring additional staff, so there is an additional knock on effect at a commercial level.

### **The York BID and other potential partners**

16. Although Springboard's counters and software are a useful tool, they provide only basic information. Technology is evolving constantly, bringing alternative ways of providing demographic data, predicting patterns of behaviour and identifying hot-spot areas, through GPS or wi-fi enabled methods, and by supplementing counts with other data on spend and customer origin.
17. The York BID has a long-held desire to look for additional ways of understanding the City Centre and the movement of those who use it. In addition, other partners have expressed an interest in entering a revised arrangement with the Council that would bring the potential for enhanced funding.
18. Reviewing the Council's existing contract with Springboard to provide a short term arrangement, running in parallel with work done to understand how people use the City Centre, provides an excellent opportunity for the Council to revolutionise our understanding of the City Centre, and to explore ways in which we can become better informed about how it is used.
19. Running two methods of data collection in tandem would also reduce the risk of any interruption in data provision, but would still provide consistent and regular information, even, for example, with a reduced number of counters.

### **Place data and its application**

20. Although footfall cameras have their use in supplying rudimentary information, using 'place data' is an excellent way of making evidence based policy decisions. Bath is a good case study of where this has happened. The Bath BID has recently developed a new way of drawing together data from a range of sources, including Springboard cameras, city wi-fi data from Pinnacel, mobile phone data from O2, and data from Visa on money spent through their systems.
21. Previously the Bath BID had six footfall cameras backed up by point of sale data, but they now use place data – in this instance from [Movement Insights](#) - to capture information on several critical factors, such as:



- Visitor spend in the area
- How many people visit
- Where visitors come from
- How people move around the area and;
- What people think of Bath as a place

22. This Bath Smart City Data project was launched in May 2019, and was developed in collaboration with several important organisations in the City, including the BID, the Council, Visit Bath, the Counter Terrorism Unit and Avon and Somerset Constabulary.
23. There are a number of case studies from the Bath BID demonstrating where data intelligence has been used to positive effect.
24. The Bath BID awards recognise the efforts of local businesses across several themes, including 'Welcome', 'Prosperous', and 'Safe'. The 2019 winner of the 'Smart' award was L'Occitane, and the part of their success in lies in their use of business intelligence information, as well as footfall data. This excerpt comes from the rationale behind awarding them 'best in category', including their use of evidence based decision making:

*["L'Occitane](#) .....used Bath BID footfall information to demonstrate their performance compared to other UK stores (and) used business intelligence from a number of sources to develop their business including BID footfall and internal footfall information. As a result of their efforts they were ranked 2nd out of 122 national stores and they were particularly commended by their management for the quality of data in their presentations."*

25. In another example of data intelligence application, the Bath BID were able to gain an understanding of coach party start points and attract high-spending visitors via targeted promotional campaigns.
26. All place data collated by the Bath Smart City Data project, including footfall, sales indices and visitor profiling is available to BID levy payers through the Bath BID website, and a bespoke reporting service is also offered. An example of a Visitor Profile report, and the type of knowledge that can be acquired is attached [Bath BID: Visitor profile information, November 2019](#)
27. It is possible to apply this type of approach to York whilst ensuring personal data and privacy compliance. Multiple organisations have expressed an interest in exploring a place data option, but more work is required to flesh out how a consortia approach might work, not least the financial aspects of such an arrangement.

## **Analysis and conclusion**

28. The Council has worked with Springboard to provide footfall data for a number of years. Footfall data is seen as both a useful indicator of the health of the City Centre - particularly core retail areas such as Parliament Street and Coney Street - as well as an important performance indicator measure, as recognised in the Council Plan. Consistent, uninterrupted data provision remains a priority.
29. It is clear that footfall data is important not only to the Council, but to other stakeholders across the City. This opens up opportunities for a new partnership approach to providing and funding statistics, as well as additional capacity for interpreting and analysing metrics.
30. In addition, there is an emerging requirement for partners to understand more about the City Centre, how it is used, and by whom. This indicates a need to explore emerging place data technology, and the subsequent benefits that may bring, in much greater detail, including the ability to make evidence based policy.
31. Our contract with Springboard is an important component of intelligence on city centre usage. As highlighted above, the models used elsewhere often take Springboard camera counts as one of their inputs. It is also important to note that the company is uniquely placed in providing comparison data between cities and other locations, as their system is the most widely adopted model across the UK. Disaggregating local changes from widespread trends in footfall and retail depends on having other comparators, and being part of the Springboard network provides access to such information as one of its broader benefits.
32. The recommended approach is thus to:
  - Extend the Springboard contract for a year, developing the resilience of individual counters by reconfiguring them to have power and connectivity which can be ensured through CYC infrastructure and premises;
  - With the York BID and other partners, explore options for a long term place data solution, with the Council retaining a role as key partner and recipient of metrics and place data evidence.

## **Council Plan**

33. The applicable Council Plan 2019 - 2023 priorities are:
  - Well paid jobs and an inclusive economy
  - An open and effective Council

34. There is a key performance indicator under 'Safe communities and culture for all' to which the data from the footfall cameras is a major contributor:

- Parliament Street footfall and Secondary Centre footfall

35. Understanding the health of the City Centre and how place data is used provides context for several aspects of the Council Plan, including the challenges faced by independent retailers and how customer use patterns might contribute to the number of vacant units on the high street.

## **Implications**

### **Financial**

36. The interim contract proposals will be funded from existing budgets.

37. The outcome of the review and opportunities for new data capture will be subject to a further report to Executive Member and may need consideration by Council in the 2021 /2022 budget process.

### **Human Resources (HR)**

38. Not applicable.

### **Equalities**

39. Not applicable.

### **Legal**

40. As the project proceeds further, we will ensure that our Legal Team is satisfied that the nature of the data received is GDPR compliant and that privacy regulations are adhered to.

### **Crime and Disorder**

41. Not applicable.

### **Information Technology (IT)**

42. Not applicable at present.

### **Property**

43. Not applicable.

**Risk Management**

- 44. The recommendations address the various risks outlined above, including mitigating against having no data at all for the Christmas period, the busiest time of year York City Centre, and not being able to report a key indicator for the Council Plan.

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**Specialist Implications Officer(s)** None

**Wards Affected:** Guildhall

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