

## STRATEGIC FRAMEWORK 2018-2019

**PURPOSE:** To develop and promote York as a great place to live, visit, work, study and do business

**VALUES:** To be respectful, ambitious, collaborative and entrepreneurial

### STRATEGIC IMPERATIVES

**SUSTAINABILITY:** Broadening our revenue streams to drive additional income

**CLARITY:** Being really precise about what we're trying to achieve

**FOCUS:** Doing several things exceptionally well rather than more things badly

**COHESION:** Ensuring that activity fits together in a consistent way

### STRATEGIC PRIORITIES 2018/19

**INWARD INVESTMENT:** Develop the Business Ambassador programme to support York's key developments

**SCIENCE CITY YORK:** Finalise and deliver a new creative strategy for the city

**BUSINESS SUPPORT:** Deliver against the new SLA (tbc)

**LEISURE TOURISM:** Maximise tourism growth through consistent and exceptional marketing

**BUSINESS TOURISM:** Continue focus on York's core industry sectors

**THE SHAMBLES MARKET:** Develop the infrastructure of the market

**EVENTS AND FESTIVALS:** Maximise an unprecedented year of festival activity

**CULTURAL DEVELOPMENT:** Build a new cultural strategy through the cultural leaders group

**UNESCO:** Deliver a world class Mediale, bringing the city's UNESCO status to life

**TALENT RETENTION:** Work with partners on a talent retention strategy