



**Notice of a public meeting of
Economy and Place Policy and Scrutiny Committee**

To: Councillors Kilbane (Chair), Daubeney (Vice-Chair),
Douglas, Pearson, D Taylor, Hollyer and Hook

Date: Tuesday, 23 February 2021

Time: 5.30 pm

Venue: Remote Meeting

AGENDA

1. Declarations of Interest

At this point, Members are 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 Committee meetings held on 11 March 2020 and 24 November 2020.

3. Public Participation

At this point in the meeting members of the public who have registered to speak can do so. Members of the public may speak on agenda items or on matters within the remit of the committee.

Please note that our registration deadlines have changed to 2 working days before the meeting, in order to facilitate the management of public participation at remote meetings. The deadline for registering at this meeting is at **5.00pm on Friday 19 February 2021.**

To register to speak please visit www.york.gov.uk/AttendCouncilMeetings to fill out an online registration form. If you have any questions about the registration form or the meeting please contact the Democracy Officer for the meeting whose details can be found at the foot of the agenda.

Webcasting of Remote Public Meetings

Please note that, subject to available resources, this remote public meeting will be webcast including any registered public speakers who have given their permission. The remote public meeting can be viewed live and on demand at www.york.gov.uk/webcasts.

During coronavirus, we've made some changes to how we're running council meetings. See our coronavirus updates (www.york.gov.uk/COVIDDemocracy) for more information on meetings and decisions.

- 4. Q3 Finance and Performance Monitor** (Pages 13 - 30)
This report provides details of the 2020/21 forecast outturn position for both finance and performance across services within the Economy and Place Directorate. The paper incorporates data to December 2020 as reported to Executive on 11 February 2021.
- 5. Inward Investment Strategy Update - Information Only Report** (Pages 31 - 48)
This report provides an update on the York's approach to Inward Investment.
- 6. Economic Recovery Strategy Update - Information Only Report** (Pages 49 - 170)
This report provides an update on the economic recovery strategy.
- 7. Urgent Business**
Any other business which the Chair considers urgent under the Local Government Act 1972.

Democracy Officer
Angela Bielby
Contact details:
Telephone: 01904 552599
Email: a.bielby@york.gov.uk

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

- Registering to speak
- Business of the meeting
- Any special arrangements
- Copies of reports and
- For receiving reports in other formats

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

Meeting	Economy and Place Policy and Scrutiny Committee
Date	11 March 2020
Present	Councillors S Barnes (Chair), Daubeney (Vice-Chair), Douglas, Hook, Pearson and K Taylor
Apologies	Councillor Baker

57. Declarations of Interest

Members were invited 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, that they might have in the business on the agenda. In respect of agenda item 4 [Update report on Planning Enforcement], the Chair advised that one of the cases included in the report was close to his home addresses and he had not been involved with the case. No further interests were declared.

58. Minutes

Resolved:

- i. That the minutes of the meetings held on 10 December 2019 and 15 January 2020 be approved and signed by the Chair as a correct record.
- ii. That the minutes of the meeting held on 12 February 2020 be amended to include the following amendments and brought back to the next meeting for approval:
 - Minute 48 to be amended to: 'That the minutes of the meeting held on 15 January 2020 be updated to include the addition to minute 44 of it being suggested that HR may not be best placed to face to face staff survey HR interviews.'
 - Minute 50: To be amended to include the addition of the following sentence at the end of the first bullet point: It was suggested that residents and employee representation should be included at all stages of the process
 - Minute 52: That the democracy Officer email a suggested amendment regarding the wording of an additional bullet point to state that a number of Members expressed concern that whilst the voting mechanisms were in place for MiY's obligations, this may not be sufficient to cover the issues raised by market traders

59. Public Participation

It was reported that there had been five registrations to speak under the council's public participation scheme.

Johnny Hayes spoke on agenda item 4 [Update report on Planning Enforcement]. He noted that the planning enforcement team was overstretched and under resourced and was therefore not functioning satisfactorily. He referred to the Roomzzz aparthotel in York which he believed was taller than it should be and he was not happy with the way in which his Fol request concerning the matter had been handled.

Kevin Tuohy, Martin Spencer, Ian Weston and June Tranmer spoke on agenda item 5 [Make It York's Economic Development].

Kevin Tuohy explained that he would like MiY to invest in market traders and he urged them to seek help from traders to help them. He expressed disappointment in MiY engagement with traders and noted that there were opportunities to drive locals into the market.

Martin Spencer expressed a number of concerns regarding the management of the market, namely inadequate cleaning and shambles market website being 18 months out of date. He noted that the shambles market had a number of diverse and unique range of businesses and he invited Members to visit.

June Tranmer read out the comments made by Ian Weston (Chair of Guildhall Planning Panel), who was unable to attend the meeting. He detailed his correspondence with the Assistant Director Communities and Equalities in which expressed a number of concerns regarding the renewal of the MiY Service Level Agreement (SLA) in terms of performance metrics, residents' requirements, priorities and views, and abandonment of targets. He proposed that the SLA included a requirement to consult with residents.

June Tranmer expressed a number of concerns regarding the Shambles market and its prominence in relation to visiting markets in the city. She referred to the 2009 city centre action plan noting that a number of items within that plan had not come to fruition. She urged the advertising of the market.

60. Update report on Planning Enforcement

Members were presented with a report that provided an update on the planning enforcement section in terms of cases being dealt with and a vision for the planning enforcement section into the future. Annex A

detailed the Enforcement Register as at 7 January 2020. Members of the Area Planning Sub-committee requested that Planning Enforcement be reviewed by Customer and Corporate Services Scrutiny Committee, which referred the matter to the Economy and Place Policy and Scrutiny Committee.

Assistant Director for Planning and Public Protection and Principal Development Management Officer were in attendance to present the report. The Assistant Director responded to comments made by Johnny Hayes noting that Principal Development Management Officer would be meeting with him that week to discuss the matter. The Principal Development Management Officer outlined the report.

In response to Members, Officers explained:

- Each case was considered on its own merits
- The process and time involved in dealing with complaints
- Expediency was a policy matter not a staffing resource matter

Resolved: That the information in the report be noted.

Reason: To ensure members are aware of the work currently being undertaken in Planning Enforcement.

61. Make It York's Economic Development Priorities for 2020/21

Members considered a report that invited the committee to comment on the broad priority areas to be included in the Council's service level agreement (SLA) with Make it York (MIY) for 2020-21 (as detailed in paragraph 6 of the report). Following consideration by the committee, a report would be taken to a Decision Session of the Executive Member for Economy and Planning in April.

The Assistant Director Communities and Equalities and Head of Economic Growth were in attendance to present the report. Head of Economic Growth outlined the report and detailed the seven priorities for the MiY SLA. Members asked a number of questions to which they responded that:

- The current SLA included a reference to the tourism strategy
- More detail on the relationship between MiY and market traders would be included in the report going to the Decision Session of the Executive Member for Economy and Planning.

- The detail of the MiY contribution to the economic development priorities would be included in the business plan presented to the Shareholder Committee. The Corporate Director Economy and Place then clarified the decision making process for the MiY SLA.
- Skills and apprenticeship training was covered by the MiY sector development plan.
- There needed to be more engagement on an ongoing basis with different sectors.
- Clarification was given on the nature of MiY as a teckal company

The Chair proposed and Cllr Douglas seconded that the Chair of the Committee contact the Chairs of the Customer and Corporate Services Scrutiny Management Committee and Chair of Audit and Governance Committee stating concern that the Committee was unable to effectively scrutinise the economic development function of MiY under current scrutiny arrangements. A vote was taken with three members for and three members against. The Chair's casting vote was in favour of the motion and it was:

Resolved: That the Chair contact the Chairs of the Customer and Corporate Services Scrutiny Management Committee and Chair of Audit and Governance Committee stating concern that the Committee was unable to effectively scrutinise the economic development function of MiY under current scrutiny arrangements

Reason: In order to effectively scrutinise the economic development function of MiY

62. Update report on Guildhall Project

Following the request from Customer and Corporate Services Scrutiny Management Committee (CSMC) to review the project status reporting for the Guildhall project, the committee considered a report that reviewed the project governance and risk management arrangements for the delivery of the project which inform the project reporting. Risk registers were included in the annexes to the report.

The Corporate Director Economy and Place and Head of Regeneration Programmes were in attendance to present the report. They explained risk ratings as detailed in the report annexes. In answer to Member questions they explained:

- How the project management system operated.
- That the risk register was live and how it was updated.
- The reporting mechanism to the Audit and Governance Committee

Resolved:

- i. That the content of the report be noted
- ii. That the role of the Audit and Governance Committee in monitoring the risks associated with major projects be noted.

Reason: To help Members understand how the Guildhall project is being delivered.

63. Update report on Apprenticeships and Skills Scrutiny review

Members considered a report that detailed the proposed remit and objectives of the Task Group to undertake a review of apprenticeships and skills. These were:

Aim:

The Task Group will engage with apprenticeship providers and employers in the city with a view to bringing recommendations to the Committee. The aim of the Task Group will be to explore means by which CYC can work with partners in the city to maximise the proportion of the apprentice levy that is retained and spent on training to improve skills in York's economy.

This is likely to be achieved through partnership, including opportunities for levy payers to work with SMEs and identify opportunities for levy transfer where appropriate.

Objectives:

To evaluate the current number of levy payers in York based on best available knowledge so as to assess the value of funds available;

- i. To understand the current apprenticeship training provision, the potential in York and the current spend;
- ii. To identify the demand from companies who might want to offer apprenticeships;
- iii. To examine best practices with regard to the transfer of the apprenticeship levy;

- iv. To understand the use of the apprenticeship levy within City of York Council and how CYC can help facilitate best practice in the rest of the city with a view to meeting Council Plan priorities in terms of improving skills and sustainable development.

It was

Resolved: That the remit proposed by the Task Group be approved.

Reason: In order to progress the Apprenticeships and Skills Scrutiny review

64. Work Plan 2019-20

Members considered the committee's work plan for the remainder of the 2019-20 municipal year. Following a suggestion for an update report on the economic impact of the COVID-19 pandemic, the Corporate Director Economy and Place advised that this was an emergency planning function and it would not be appropriate for the committee to examine this during the crisis but could do so at a later point. He suggested that further advice could be sought from the Monitoring Officer.

Resolved: That the work plan as set out on page 81 of the agenda pack be agreed.

Reason: In order to keep the work plan updated.

Members expressed gratitude to all council employees for their work during the flooding.

Cllr P Kilbane, Chair

[The meeting started at 5.30 pm and finished at 7.30 pm].

Meeting	Economy and Place Policy and Scrutiny Committee
Date	24 November 2020
Present	Councillors Kilbane (Chair), Daubeney (Vice-Chair), Baker, Douglas, Pearson, Hollyer and Hook
Apologies	Councillor D Taylor

1. Declarations of Interest

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 discloseable pecuniary interest that they might have in respect of the business on the agenda. In respect of agenda item 5 [York Station Frontage] Cllr Pearson declared a non-prejudicial interest as an employee of LNER. Cllr Hook declared a personal non-prejudicial interest as the third member of her support bubble worked for Network Rail. Cllr Kilbane declared a non-prejudicial business interest as the landlord of a business interest who also owned Cycle Heaven at the railway station. He further noted that Members of the Committee also sitting on Planning Committee may look at a planning application for the station frontage and he expressed caution about this. There were no further declarations of interest.

2. Public Participation

It was reported that there had been 4 speakers registered to speak under the council's public participation scheme on item 5 [York Station Frontage].

Tony May spoke on behalf of York Civic Trust who were concerned about the failure to meet improvements in terms of sustainable transport. They questioned how the inclusion of long stay parking aided the council target of being carbon neutral by 2030 and suggested that the council needed to reduce car usage, introduce a bus interchange. He asked that the planning application be deferred until the design issues had been addressed.

Dave Merrett spoke on behalf of York Environment Forum, who welcomed the wish to change and improve the front of the station. He noted concern about the retrograde public transport proposals and additional multi storey car park (MSCP). He suggested that the proposal had been developed in isolation to the York Central proposal, Local Plan and Local Transport Plan.

He proposed that the council pause the current plans and include a bus interchange.

Alan Robinson spoke on behalf of York Bus Forum. The Forum urged the need for better public transport and had identified a number of improvements to reduce carbon emissions. This included improvements to the pedestrian experience, provision for buses with the inclusion of a bus interchange. They asked that the application be deferred to allow further discussion on the bus interchange.

Martin Higginson, Co-Chair of the York Civic Trust Public Transport Sub Group made a number of points in relation to the station frontage proposals which included the need for a bus interchange, clear signage, and for all park and ride services to stop at the station.

3. Q1 Finance and Performance Monitor

The Committee received the Quarter 1 Finance and Performance Monitor. Annex A of the report detailed the Economy and Place Core Indicators and Annex B detailed the Scrutiny Performance Scorecard. The Finance Manager, Assistant Director Transport, Highways and Environment and the Corporate Director Economy and Place were in attendance to present the report. The Finance Manager outlined the report, highlighting shortfalls in income. In response to questions from Members they explained:

- In relation to support for COVID, the council had received £12.6million from the government for general support and would receive three quarters of lost income.
- A report on support to businesses would be considered by the Executive in December.
- Support for Make it York (MiY) would not be included in the income compensation scheme and would come from general grants from the government.
- The number of planning applications had reduced in Q1 because of lockdown but had since, and there was strong confidence in the housing market in York.
- There was capacity in the planning department to process the backlog in planning applications.
- Road repairs were being maintained and the workforce was commended on its support.
- How road maintenance was planned to reach a balance of prolonging the lifespan of roads and repairing the poorest roads.
- The highways investment plan was progressing and would be updated and take to the Executive.
- The statistics on missed bin collections was clarified.

- The loss of parking revenue and the investment in electric vehicle charging in council car parks.
- The quarterly report to the Decision Session of the Executive Member for Economy and Strategic Planning would include a detailed set of indicators for measuring inequality.

Resolved: That the latest finance and performance position be noted.

Reason: In order to be updated on the latest finance and performance.

4. Economic Strategy and Partnership

At the Decision Session of the Executive Member for Economy and Strategic Planning on 21 October 2020, the Executive Member received a report detailing the revised approach to the Economic Strategy and Partnership. One of the recommendations from that report was to submit the document to Scrutiny for further review and to receive comments from Scrutiny before the next stage in the strategy's development. The Corporate Director Economy and Place, Executive Member for Economy and Strategic Planning, Head of Economic Growth and Interim Director of Place were in attendance to present the report and answer Member questions.

The Head of Economic Growth outlined the report presented at the Decision Session on 21 October explaining how COVID-19 had impacted the development of economic strategy and improved engagement and partnership work with businesses. He updated Members on the work undertaken as part of inclusive growth.

In response to Member questions officers explained that:

- There was engagement with businesses across the City of York area. The council worked with a range of organisations including Indie York and York Retail Forum. It was noted that 1100 micro grants had been given to businesses across the city.
- There had been discussions with the Leeds City Region Inclusive Growth Panel about the inclusion of different groups. The council was trying to find different ways of working with the two universities and the Joseph Rowntree Foundation. The two universities had a permanent role in business engagement with the council and had been providing guidance on the recovery strategy as part of the economic strategy. There was also engagement from the TUC on the skills panel. It was noted that these groups were formally constituted.
- The introduction of new ways of working following changes in working patterns and arrangements during COVID-19 had led to looking at the

new office offer with spaces for meeting on offer to address changes in working practices

- The targets for inward investment were primarily from the UK.
- Just transition was parallel to inclusive growth and was about making sure that transition was fair to all sections of society.
- An update on York Business week was given. The events during the week had been well attended as they were held online. Make it York (MiY) and partners were thanked for their input on this. The Executive Member for Economy and Strategic Planning thanked the Head of Economic Growth for his work on York Business Week.
- There was a need to respond to the needs of for a sustainable economy as well as good incomes for people in a variety of jobs in the city.
- An update on the ten year recovery plan and impact of Brexit was given.
- The biotech, agritech, and green economy were generating new skills and new jobs that didn't yet exist. The impact of devolution on this was noted as well as the impact of the component parts of devolution were acknowledged. The role of the council in supporting businesses develop 21st century jobs was noted. This included working with businesses on the circular economy.

Resolved: That revised approach to the Economic Strategy and Partnership be noted.

Reason: In order to provide feedback on the revised approach to the Economic Strategy and Partnership

5. York Station Frontage

Committee Members considered a report that would be received by the Executive on Thursday 26 November 2020 regarding York Railway Station Gateway project. The Executive report requested Members approval of a phased delivery approach and approval for a series of recommendations that allowed the project to progress.

The Corporate Director of Housing, Economy and Place, the Assistant Director of Transport, Highways and Environment, the Capital Programme Manager and the Executive Member for Transport were all in attendance to present the report and answer any questions.

The Assistant Director highlighted the background to the scheme and confirmed the report was setting out the delivery methodology and sought early funding for the enabling works for the project. He confirmed engagement continued with specific groups, including the Civic Trust and the Bus Forum and that Officers continued to work through the formal planning process to address the details that emerged.

Members noted that this scheme required extensive partnership working between the Council and the rail industry and that the improved bus arrangements had been supported by bus operators.

The Capital Programme Manager gave a summary of the report and highlighted the overall objectives. He confirmed that the Masterplan for the full scheme was first submitted in 2018 and then following public and stakeholder consultation an updated Masterplan was submitted in March 2019. He addressed the five Packages of work, as indicated in Table 1 in paragraph 21 of the report, and Members noted that the total cost of works was £26.6m, which would be funded through a combination of awards. The Capital Programme Manager went on to highlight the proposed recommendations to Executive, as indicated in Annex A to the report, and Members questions around funding, the Council's carbon zero commitment, an integrated transport approach, cycling provision, car parking, public engagement and the importance of the station and the railway industry were answered.

Members were informed that the York Railway Station Gateway scheme comprised a coordinated, multi-modal package of interventions in and around York Railway Station. The scheme complemented and connected the proposals being progressed to the west and east of the station and would transform the Station Gateway to York. The improvements to sustainable means of transport and public realm infrastructure provided by the scheme would improve both access to public transport in and around the City as well as improving public transport links to the rest of the country, which would lead to economic growth and wealth.

Officers and the Executive Member than answered questions raised by the speakers where it was noted that the proposals did increase bus stop capacity significantly and that the delivery of a multi-storey car park would be led, funded and delivered by Network Rail. Officers confirmed they would continue to negotiate with stakeholders to deliver a project that best supported the Council Plan.

The Chair thanked Officers for their report and update.

Resolved: That the Executive report and its annexes be noted.

Reason: In order to be updated on the progress of the proposals for the station frontage.

Suggestions for Corporate Scrutiny work planning

Members made a number of suggestions to feed into the corporate scrutiny work planning for the committee. These included:

- The formalisation of organisations in the inclusive growth element of the economic strategy
- Increasing the value in jobs in lower paid sectors such as retail, hospitality and care sectors
- It was agreed that the Chair and Vice Chair would discuss the inclusion of different groups (for example advocacy groups, Citizens Advice Bureau) in the inclusive growth strategy

Resolved: That the above suggestions be fed into corporate scrutiny work planning

Reason: In order to keep committee work planning up to date

Cllr P Kilbane, Chair

[The meeting started at 5.30 pm and finished at 7.54 pm].


Economy and Place Policy and Scrutiny Committee

23 Feb 2021

Report of the Corporate Director of Economy and Place

2020/21 Finance & Performance Monitor 3 Report
Summary

1. This report provides details of the 2020/21 forecast outturn position for both finance and performance across services within the Economy and Place Directorate. The paper incorporates data to December 2020 as reported to Executive on 11th February 2021.

Analysis - Finance

2. A summary of the services within Economy and Place is shown below:

	Budget £'000	Forecast Outturn £'000	Variance £'000
Economy and Place			
Transport	6,524	7,214	+690
Fleet	-268	-268	0
Highways	3,302	3,302	0
Parking Operations	1,280	1,879	+599
Parking Income	-7,605	-3,964	+3,641
Waste	13,401	15,087	+1,686
Public Realm	3,048	3,003	-45
Emergency Planning	121	121	0
Development Management	-345	369	+714
Forward Planning	419	419	0
Building Control & Land Charges	-412	-364	+48
Environmental Management	442	401	-41
Environmental Health & Licensing	670	715	+45
Asset and Property Management	-3,454	-2,975	+479
Economic Development	629	1,126	+497
Management and Support	689	683	-6
Micro Grants – Covid 19	0	1,171	+1,171
Central Government Funding	0	-9,478	-9,478
TOTAL	18,441	18,441	0

Note: '+' indicates an increase in expenditure or shortfall in income
'-' indicates a reduction in expenditure or increase in income

3. It is expected that the forecast Covid-19 related pressures of £9,478k will be funded from a combination of the additional general grant funding provided by Government and the income compensation scheme for the loss of income from fees and charges. In that scheme Councils will have to fund the first 5% of any loss and thereafter Government will fund 75% of the loss with the remaining balance to be council funded.

Financial Impact of Covid-19

4. Reports to Executive have outlined the scale of the financial challenge as a result of the COVID-19 pandemic and the level of additional expenditure incurred. There was also a substantial reduction in income from fees and charges during the first quarter of the year. Whilst the impact of the pandemic is being felt across all Council services the following paragraphs highlight the main issues across the Economy and Place Directorate.
5. The Waste Collection service continued to provide a grey bin and recycling service throughout the lockdown period and the green bin was reintroduced in May 2020 (a month behind original plans). There was a need to employ additional staff across the first quarter of the year as staff were unavailable due to quarantining, shielding and greater numbers were required in order to provide the service within social distancing guidelines. The service also required significantly higher levels of PPE in order to provide the service safely. In order to complete rounds in the first months it also proved necessary to collect more recycling as comingled which has a greater cost to process as well as impacting income levels.
6. In addition to the Government grants we have distributed, the council has provided further funding totalling £1.2m to help micro businesses that were not eligible for the national scheme. A micro grants scheme has helped 1,122 local businesses with grants of up to £1,000 to enable them to adapt in light of the COVID-19 lockdown. In addition, the Federation of Small Businesses has been funded to provide one year's membership for over 500 of York's micro businesses, enabling them to access free support and advice, and to benefit from membership of the FSB network.
7. The closure of markets, attractions and visitor accommodation has had an impact on the financial position of Make It York as income

levels are below those forecast. The decision to cancel the Christmas Market also strongly impacted on Make It York's trading position. In December Executive agreed to support Make It York by waiving the revenue return for the year, agreeing to defer property rents for the first half of the year and providing a loan facility of up to £300k.

8. The Council also experienced significant downturns in income as many income streams, particularly car parking, virtually shut down during the national lockdowns.
9. To 30th November there has been a £2.6m shortfall in parking income. April and May saw virtually no income (down over 90%) as the City was in full lockdown. Income started to recover in June where income was 74% below budget and July where income was 40% below budget. August and September were better with income only 20% below budget. However further restrictions were introduced in October with a lockdown in the majority of November leading to reductions in income collected of 27% and 72% respectively. Estimates at the end of November were that the shortfall to the end of the year would be £3.6m however given the current restrictions in place this is expected to worsen by year end. In addition there is a forecast shortfall on PCN income of £400k. It should be noted that the increases in parking charges agreed at the budget in February were not implemented, following an urgent decision which has also impacted total income. There have also been a number of parking incentives to support local businesses including free parking through RingGo app and reductions in Minster Badge charges agreed over the remainder of the year.
10. There is a forecast shortfall in income on commercial waste of £813k. During the first and second lockdown a large number of the service's customers were not trading and therefore were not charged. The service is currently working with its customers to determine the level of service and charges going forward through the remainder of the year. Given the current restrictions this forecast shortfall in income is expected to worsen.
11. Whilst planning applications have been received and processed during the Covid 19 period there was a significant reduction in numbers during the period March to May but September and November have had higher numbers of applications submitted than in recent years. In relation to fee income the greatest impact is associated with a 21% reduction in the number of major planning applications over the year compared with 2019. It is anticipated that levels will increase as the economy rebounds

next year and applications for medium to large scale development schemes are progressed. However an estimate of c55% of budget to the end of the year is currently anticipated.

12. Rent invoices in respect of commercial property are now sent on the normal timetable following a deferral for quarter 1 bills. Since that time officers in the Asset and Property Management Team have been working with tenants to agree revised payment plans in order that the council can continue to collect its revenue and the tenants can be supported in difficult trading circumstances. To date these conversations have been very successful and the majority of rents are being paid and still assumed to be collected. It is likely, however, that some businesses going forward may not be able to continue to trade and an assessment of the shortfall totalling £0.5m is currently estimated.
13. The pandemic has not only resulted in shortfalls in income across those outlined above but also a large number of other income budgets including licencing (where there was a fee holiday), building control (when construction activity was on hold), land charges (when the housing market was on hold), green bin subscriptions (as the service was suspended). There are also shortfalls across Public Transport Fees (Park and Ride) and Network Management. It remains difficult to have significant confidence in these estimates and they are being closely monitored and updated on a monthly basis.
14. The Directorate is currently forecasting a small overspend that does not relate to additional costs or lost income relating to COVID-19. At this time in the year it is anticipated that these pressures are managed within the overall directorate budget. This can be achieved through a review of staff charged through to other programmes, review of the waste reserve and challenging service managers over ways to reduce expenditure.

Analysis – Performance – Council Plan Outcomes

15. The Executive for the Council Plan (2019-23) agreed a core set of indicators to help monitor the council priorities and these provide the structure for performance updates. The detail on the core indicators relevant to Economy and Place is attached at Annex 1 and the 2020/21 scorecard for Economy and Place is attached at Annex 2.
16. Some indicators are not measured on a quarterly basis. The DoT (Direction of Travel) is calculated on the latest three results whether they are annual or quarterly.

17. A summary of the core indicators relevant to Economy and Place that have a good or poor direction of travel based on the latest available data is shown below and further details around all of the core indicator set can be seen in Annex 1.
18. It is likely that due to impacts of COVID, a number of the indicators will see a significant change both in terms of their numbers and their direction of travel in future reporting periods. The majority of the performance measures within the Council Plan have a lag between the data being available, and the current reporting period and therefore impacts will not be immediately seen, and may occur over several years as new data becomes available.
19. Indicators that have a good direction of travel based on the latest available data are:
 - **% of Talkabout panel who think that the council are doing well at improving green spaces** – 44% of respondents to the Q2 2020-21 survey agreed that the council and partners are doing well at improving green spaces, an increase from 42% in Q3 2019-20.
20. Indicators that have a worsening direction of travel based on the latest available data are:
 - **% of vacant city centre shops** - At the end of Q3 2020-21, there were 57 vacant shops in the city centre, which is an increase from 42 at the same point in 2019-20. The number of vacant shops equates to 8.88% of all city centre shops, which is lower than the national benchmark in Q1 2019-20 of 11.7%. Properties in York are owned by different commercial parties and CYC commercial properties have very low levels of vacancies.
 - **Parliament Street Footfall** – Footfall in Parliament Street decreased from 1,390,431 in Q4 2019-20 to 425,894 in Q1 2020-21. Shops and businesses slowly started to re-open during June and footfall for Q2 2020-21 increased to 1,643,041. This is still someway down on the same period in 2019-20 (2,278,319). In Q3 2020-21, footfall fell to 1,245,444 (also down on the same period in 2019-20 which was 2,144,050). Due to the global coronavirus pandemic, restrictions were placed on movement and all leisure and the vast majority of retail businesses were closed at the end of March 2020. This had a severe impact on the number of visitors to the city centre which mirrored the situation countrywide. When

compared to other local authorities, the York figures show a relatively positive position.

Implications

21. There are no financial, human resources, equalities, legal, crime & disorder, information technology, property or other implications associated with this report.

Risk Management

22. The report provides Members with updates on finance and service performance and therefore there are no significant risks in the content of the report.

Recommendations

23. As this report is for information only, there are no recommendations.

Reason: To update the scrutiny committee of the latest finance and performance position.

Contact Details

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**Report
Approved**



Date 15/2/21

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

All



Annexes

Annex 1 –Economy and Place Core Indicators
Annex 2 – Scrutiny Performance Scorecard

Annex 1 – Performance – Council Plan Outcomes

- 1 This report concentrates on the indicators that make up the Council Plan performance framework and does not cover COVID-related activity.
- 2 It is likely that due to impacts of COVID, a number of the indicators will see a significant change both in terms of their numbers and their direction of travel in future reporting periods. The majority of the performance measures within the Council Plan have a lag between the data being available, and the current reporting period and therefore impacts will not be immediately seen, and may occur over several years as new data becomes available.
- 3 Within the updates on the Council Plan indicators, are a number of indicators which show the status of economic, community or corporate recovery since the start of the pandemic.

Well paid jobs and an inclusive economy

Well paid jobs and an inclusive economy						
	Previous Data	Latest Data	DoT	Frequency	Benchmarks	Data Next Available
Business Rates - Rateable Value	£255,622,846 (Q2 2020/21)	£255,125,478 (Q3 2020/21)	➡	Quarterly	Not available	Q4 2020/21 data available in April 2021
Median earnings of residents - Gross Weekly Pay (£)	£574.60 (2019/20)	£572.60 (2020/21)	➡	Annual	National Data 2020/21: £587.1 Regional Data 2020/21: £540.4	2021/22 data available in November 2021
% of working age population qualified - to at least L2 and above	83.20% (2018/19)	83% (2019/20)	➡	Annual	National Data 2019/20: 75.60%	2020/21 data available in April 2021
% of working age population qualified - to at least L4 and above	47.90% (2018/19)	49.10% (2019/20)	➡	Annual	National Data 2019/20: 40.30% Regional Data 2019/20: 34.20%	2020/21 data available in April 2021
% of vacant city centre shops (compared to other cities)	8.28% (Q2 2020/21)	8.88% (Q3 2020/21)	⬆ Bad	Monthly	National Data 2019/20 Q1 11.7%	Q4 2020/21 data available in April 2021
GVA per head (£)	25,130 (2017/18)	30,258 (2018/19)	➡	Annual	Regional Rank 2018/19: 2	2019/20 data available in May 2021
% of working age population in employment (16-64)	80% (Q4 2019/20)	80.10% (Q1 2020/21)	➡	Quarterly	National Data Q1 2020/21 76.20%	Q2 2020/21 data available in March 2021

The DoT (Direction of Travel) is calculated on the latest three data points whether they are annual or quarterly.
All historic data is available via the Open Data Platform

Business Rates

- 4 The Government support schemes for local businesses that operated during Spring and Summer in 2020 have now closed. The support provided was:
 - 3,591 COVID Support Grants (value of £47.325m)
 - 3,192 Business Rate Reliefs 2020-21 (value of £70.228m)
 - 670 Enhanced Micro Scheme payments (value of £2.249m)
 - Approx. 1,000 Council Funded Micro Scheme payments (value of £1m)

- 5 In October, new grants were announced by Central Government which are still live, including Local Restriction Support grants, Sector Support grants and Lockdown Restrictions grants. As the government announced a return to lockdown from the 5th January 2021, further grant support will be provided in the coming months, including one off payments of up to £9,000 per business where they have a rateable value. In addition to the Business Grants, the Council along with Central Government have been supporting local residents through the crises and continue to do so. The support includes Community food parcels, Discretionary free school meals, Hardship Grant for Council Tax Support, Winter Support Grants, Discretionary Housing Payments and Isolation Grants.
- 6 City of York Council were the 12th fastest authority in distributing business grants to those who needed them most during the initial COVID-19 outbreak and are again paying all grants to both business and residents as quickly as possible. Total support across the city is now approaching £130m and will move well beyond this with the new grants announced by Government on the 5th January.
- 7 The 2020-21 collection rate for Council Tax up to the end of December 2020 was 82% (2.14% below the target collection rate and 1.91% below the collection rate at the same point in 2019-20).

Median earnings of residents – Gross weekly pay

- 8 In April 2020, the median gross weekly earnings for full-time resident employees in York were £574.90, which is a decrease of 0.8% from £579.90 in 2019. Nationally, median weekly pay for full-time employees fell in the private sector (negative 0.6%) but not in the public sector (positive 2.4%), following four years of higher pay growth in the private sector; this fall reflects the different job types across each sector and the extent they have been impacted because of the coronavirus (COVID-19) pandemic. Data for 2021/22 will be available in November 2021.

% of working age population qualified – to at least L2 and above

- 9 In 2019-20, 83% of the working age population in York were qualified to at least L2 and above (GCSE grades 9-4), which is higher than the national and regional figures (75.6% and 72.5% respectively). This result ranks the city of York third regionally. The 2019-20 figure has remained stable compared to 2018-19 (83.2%). York performs in the top quartile compared to other Unitary authorities and is ranked 4 out of 56 Unitary LAs. Data for 2020/21 will be available in April 2021.

% of working age population qualified – to at least L4 and above

- 10 In 2019-20, 49.1% of the working age population in York were qualified to at least L4 and above (certificate of higher education or equivalent), which is higher than the national and regional figures (40.3% and 34.2% respectively). This result ranks the city of York first regionally. The 2019-

20 figure is an increase from 2018-19 (47.9%). York performs in the top quartile compared to other Unitary authorities and is ranked 5 out of 56 Unitary LAs. Data for 2020/21 will be available in April 2021.

GVA (Gross Value Added) per head (£)

- 11 In 2018-9 (the latest available data), the GVA per head in York was £30,258 which was the second highest figure regionally. Apart from a slight dip in 2015-16, the GVA per head has been increasing annually since 2009-10 where it was £25,976 per head. Data for 2019-20 will be available in May 2021. Based on predicted economic trends nationally, it is expected that there will be a negative impact on GVA values in future years.

% of vacant city centre shops compared to other cities

- 12 At the end of Q3 2020-21, there were 57 vacant shops in the city centre, which is an increase from 42 at the same point in 2019-20. The number of vacant shops equates to 8.88% of all city centre shops, which is lower than the national benchmark in Q1 2019-20 of 11.7%. Properties in York are owned by different commercial parties and CYC commercial properties have very low levels of vacancies. The York figure has not fluctuated a great deal in the past 10 years, with a high of 9.2% in 2016-17 and the national benchmark figure has remained stable too, with a high of 12.3% in 2013-14. This measure will continue to be monitored along with a number of new measures looking at vacancy rates within secondary shopping centres to broaden the economic picture of the city. These will include Clifton Moor, Monks Cross, Haxby Village and Acomb High Street.
- 13 In the financial year up to the end of November 2020, there were 634 new business start-ups in the City of York Council area. This figure is very similar to that at the same point in 2019 therefore showing signs of recovery.

% of working age population in employment (16-64)

- 14 In Q1 2020-21 (the latest available data), 80.10% of the working age population were in employment, which is higher than the national and regional figures (76.2% and 74.6% respectively). The York performance gives the city a ranking of first regionally and represents a continued yearly upward trend.
- 15 At the end of November 2020, there were 13,120 people in York receiving Universal Credit, of which, at the end of October 2020, 6,917 were not in employment. These figures are considerably higher than the same period in 2019-20 (5,976 and 3,342).

Getting around sustainably

Getting around sustainably						
	Previous Data	Latest Data	DoT	Frequency	Benchmarks	Data Next Available
P&R Passenger Journeys - (YTD)	4.24m (2018/19)	3.98m (2019/20)	→	Annual	Not available	2020/21 data available in July 2021
Local bus passenger journeys originating in the authority area (excluding P&R) - (YTD)	12m (2018/19)	11.6m (2019/20)	→	Annual	Not available	2020/21 data available in July 2021
% of road and pathway network that are grade 4 (poor) or grade 5 (very poor) - roadways	20.00% (2019/20)	22.00% (2020/21)	→	Annual	Not available	2021/22 data available in November 2021
% of road and pathway network that are grade 4 (poor) or grade 5 (very poor) - pathways	3.00% (2019/20)	3.00% (2020/21)	→	Annual	Not available	2021/22 data available in November 2021
Area Wide Traffic Levels (07:00 -19:00) (Excluding A64) from 2009/10 baseline (2.07m)	2.17m (2017/18)	2.15m (Prov) (2018/19)	→	Annual	Not available	2019/20 data available in February 2021
Index of cycling activity (12 hour) from 2009 Baseline (31,587)	116.00% (2017)	120.00% (2018)	→	Annual	Not available	2019 data available in February 2021
Index of pedestrians walking to and from the City Centre (12 hour in and out combined) from 2009/10 Baseline (37,278)	111.00% (2019/20)	103.00% (2020/21)	→	Annual	Not available	2021/22 data available in January 2022
% of customers arriving at York Station by sustainable modes of transport (cycling, walking, taxi or bus - excluding cars, Lift, Motorcycle, Train)	73.00% (2018)	75.40% (2019)	↑ Good	Annual	Not available	2020 data available in December 2021

The DoT (Direction of Travel) is calculated on the latest three data points whether they are annual or quarterly.
All historic data is available via the Open Data Platform

P&R Passenger Journeys

- 16 In 2019-20, there were a total of 3.98 million Park and Ride passenger journeys into and out of the city. This is lower than in 2018-19 (4.24m) and the lowest in the previous seven years (with a high of 4.61m in 2015-16). Due to the global COVID-19 pandemic, lower numbers than normal were seen during March 2020, which partly explains the decrease since 2018-19.

Local bus passenger journeys

- 17 In 2019-20, 11.6 million local bus passenger journeys originated in the local authority area. This is slightly lower than the number of journeys in 2018-19 (12m) but overall, there has been a steady increase over the previous seven years (from 9.7m in 2012/13).

% of ROAD and pathway network that are grade 4 (poor condition) or grade 5 (very poor condition) - Roadways / Pathways

- 18 In 2020-21, 22% of the road network was classed as in poor or very poor condition. This is a slight increase from 2019-20 (20%) but lower than the two year previous to that. In 2020-21, 3% of the pathway network was classed as in poor or very poor condition. This remains relatively low compared with previous years, with the highest being 6% in 2015-16.

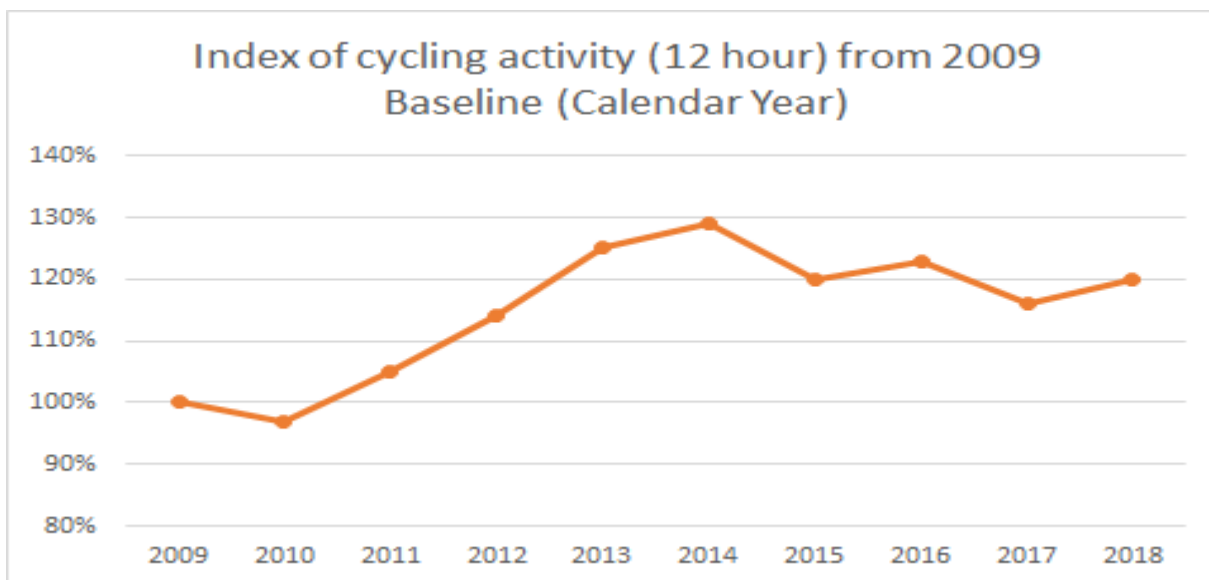
Area Wide Traffic Levels (07:00 -19:00) (Excluding A64)

- 19 Between 2011-12 and 2016-17, the number of vehicles on the city's roads increased year on year to a high of 2.2 million. Since then the numbers have slowly decreased to a provisional figure of 2.15 million in 2018-19. This slight decrease in numbers is set against a backdrop of a city with an

increasing population. Data for 2019-20 will be available in February 2021.

Index of cycling activity (12 hour) / % of residents actively cycling and national comparisons

20 From a baseline in 2009 (31,587), there has been a 20% increase in cycling activity in 2018. The highest level seen since the baseline was established was in 2014 where there was a 29% increase above the baseline. Data for 2019 will be available in February 2021.



21 Statistics about walking and cycling in England in 2019 were published during August 2020. The data is based on two main sources, The National Travel Survey and the Active Lives Survey. The picture for York residents is a positive one with a higher than average proportion engaging in both walking and cycling (the percentage of adults in York who walk or cycle five times per week (50%) is higher than regional and national averages (34.1% and 35.8%).

22 Community mobility data has been available regularly from Google since the start of the pandemic to track how visits to places such as shops and transit stations are changing. Data is sourced through phone location history where consented and changes for each day are compared to a baseline value for that day of the week taken during January and February 2020. At the end of December 2020, in York, there had been a 46% reduction in retail and recreation activity, a 3% increase in grocery and pharmacy activity, and a 57% reduction in the use of Public Transport. Overall, York has performed better than the national averages.

Index of pedestrians walking to and from the City Centre (12 hour in and out combined)

23 From a baseline in 2009-10 (37,278), there has been a 3% increase in the number of pedestrians walking to and from the city centre in 2020-21. This is 8% lower than in 2019-20 and can probably be attributed to the national lockdowns that have taken place during 2020 and early 2021. Data is

gathered on an annual basis over the course of one day; it is a count of pedestrians crossing an inner cordon set just beyond the inner ring road and includes off-road routes such as riverside paths.

% of customers arriving at York Station by sustainable modes of transport (cycling, walking, taxi or bus – excluding cars, lift, motorcycle or train)

24 In 2019 (the latest available data), 75% of customers arrived at York station by sustainable modes of transport which is an increase from 73% in 2018. The data is gathered by an annual survey which takes place for a five- hour period in seven locations around the station. Members of the public are asked how they arrive at the station and the results are flow weighted to take into account the split of people arriving at each entrance.

A Greener and Cleaner City

A Greener and Cleaner City						
	Previous Data	Latest Data	DoT	Frequency	Benchmarks	Data Next Available
Percentage of household waste sent for reuse, recycling or composting	45.60% (Prov) (Q1 2020/21)	48.75% (Prov) (Q2 2020/21)	➡	Quarterly	National Data 2019/20 43.50%	Q3 2020/21 data available in April 2021
Residual household waste per household (kg/household)	123kg (Prov) (Q1 2020/21)	130kg (Prov) (Q2 2020/21)	➡	Quarterly	National Data 2019/20 537.2kg	Q3 2020/21 data available in April 2021
Incidents - Flytipping /Cleansing(includes dog fouling,litter)/Graffiti - On Public/Private Land	627 (Q2 2020/21) (Flytipping)	456 (Q3 2020/21) (Flytipping)	➡	Quarterly	Not available	Q4 2020/21 data available in April 2021
	534 (Q2 2020/21) Cleansing	477 (Q3 2020/21) Cleansing	➡	Quarterly	Not available	Q4 2020/21 data available in April 2021
	144 (Q2 2020/21) Graffiti	104 (Q3 2020/21) Graffiti	➡	Quarterly	Not available	Q4 2020/21 data available in April 2021
Citywide KPI on air quality (to be created during CP lifespan)	N/A	In development	N/A	TBC	Not available	Indicator to be created during Council Plan lifespan
Carbon emissions across the city (to be created during CP lifespan)	N/A	In development	N/A	TBC	Not available	Indicator to be created during Council Plan lifespan
Level of CO2 emissions from council buildings and operations (Net emissions) (to be created during CP lifespan)	N/A	In development	N/A	TBC	Not available	Indicator to be created during Council Plan lifespan
Flood Risk properties assessed at lower level than 2019 baseline (to be created during CP lifespan)	N/A	In development	N/A	TBC	Not available	Indicator to be created during Council Plan lifespan
Number of Trees Planted (CYC)	0 (Q1 2020/21)	0 (Q2 2020/21)	➡	Quarterly	Not available	Q3 2020/21 data available in February 2021
% of Talkabout panel who think that the council are doing well at improving green spaces	44.31% (Q1 2020/21)	44.31% (Q2 2020/21)	⬆ Good	Quarterly	Not available	Q3 2020/21 data available in 2021
The DoT (Direction of Travel) is calculated on the latest three data points whether they are annual or quarterly. All historic data is available via the Open Data Platform						

Percentage of household waste sent for reuse, recycling or composting

25 The latest provisional data of 49% in Q2 2020-21 shows that the amount of household waste sent for reuse, recycling or composting has decreased from 56% in the same period in 2019-20. This may be partially due to COVID-19 restrictions being relaxed in July before being tightened in September, however the provisional annual recycling rate has increased from 44% in 2018-19 to 48% in 2019-20 and York performs in the middle quartile compared to other Unitary Authorities (ranked 22nd out of 56 Unitary LA's).

Residual household waste per household (kg/household)

- 26 Latest provisional residual waste (i.e. non-recyclable) per household data shows an increase from 104 kg in Q2 2019-20 to 130kg in Q2 2020-21 possibly partly due to the COVID-19 restrictions being relaxed in July before being tightened in September, however the full year annual figures have decreased from 551kg in 2018-19 to 461kg in 2019-20. York performs in the middle quartile compared to other Unitary Authorities and is ranked 26th out of 56 Unitary LA's.

Incidents - Fly tipping / Rubbish / Cleansing (includes dog fouling, litter and all other cleansing cases) / Graffiti – On Public/Private Land

- 27 The number of service calls received due to cleansing (including dog fouling and litter), graffiti and fly-tipping during Q3 2020-21 have all decreased since Q2 2020-21 (cleansing from 534 to 477, graffiti from 144 to 104 and fly-tipping from 627 to 456).

Air Quality

- 28 At the start of October 2020, Clean Air Day took place and was promoted through the council's Kick the Habit campaign which aims to help tackle the issue of unnecessary vehicle idling in the city. In addition to a press release and social media messages throughout the day, officers from CYC's Public Protection team organised a pop-up campaign within short stay parking at York Railway Station. Anti-idling signage was erected outside a local primary school and at York hospital. The 'Switch off engines for Clean Air Day' message was also posted on all variable message signs around the city. Public Protection has erected further 'Kick the Habit' promotional material and signage at the Askham Bar Flu vaccination site, in partnership with CYC Public Health.
- 29 In November 2020, the City of York Council Public Protection team launched the Air Quality hub (grant funded by DEFRA) as a one-stop resource for other local authorities and air quality practitioners to learn about best practice in terms of air quality strategy, planning, actions and monitoring.
- 30 Also in November, CYC launched its DEFRA funded Low Emission Taxi incentive scheme which offers financial support for eligible CYC registered taxi drivers to upgrade their vehicles to low emission vehicles. The scheme provides grant funding of up to £3000 to purchase petrol hybrid, plug-in hybrid and some petrol/diesel vehicles and will have the effect of reducing emissions of the pollutants NOx/NO2 and particulate matter across the city. The use of low emission taxis will also contribute to City of York Council's net carbon neutral target by 2030, following the declaration of a climate emergency in March 2019. The current taxi incentive builds on an earlier taxi grant scheme that kick-started the conversion of 20% of the York taxi fleet to using hybrid vehicles (figure correct as of July 2020).

Trees Planted

31 Due to the specific times of year that trees are planted, no trees were planted during the first 6 months of 2020-21, but this is expected to increase by Q4.

% of Talkabout panel who think that the council and partners are doing well at improving green spaces

32 The Talkabout Resident Satisfaction Survey was adapted and included in the 'Our Big Conversation' (OBC) consultation which ran in 2020. It was sent to the Talkabout panel and was available to all York residents.

33 The results for Q2 2020-21 (the latest available data) showed that 44% of respondents agreed that the Council and its partners are doing well at improving green spaces, an increase from 42% in Q3 2019-20.



Economy and Place 2020/2021

No of Indicators = 68 | Direction of Travel (DoT) shows the trend of how an indicator is performing against its Polarity over time.
Produced by the Business Intelligence Hub February 2021

			Previous Years			2020/2021				Polarity	DOT	
		Collection Frequency	2017/2018	2018/2019	2019/2020	Q1	Q2	Q3	Q4			
00. Council Plan Indicators	CJGE14	Median earnings of residents - Gross Weekly Pay (£)	Annual	£519.9	£512.9	£574.6	-	-	-	-	Up is Good	◀▶ Neutral
	BUR01	Business Rates - Rateable Value	Monthly	£254,662,152	£255,782,931	£256,083,171	£256,240,236	£255,622,846	£255,125,478	-	Neutral	◀▶ Neutral
	emp1	% of working age population in employment (16-64)	Quarterly	76.90%	78.40%	80.00%	80.10%	-	-	-	Up is Good	◀▶ Neutral
	CJGE23	% of vacant shops - City Centre	Monthly	8.24%	7.19%	7.89%	7.33%	8.28%	8.88%	-	Up is Bad	▲ Red
	CJGE20	% of working age population qualified - to at least L4 and above*	Annual	48.90%	47.90%	49.10%	-	-	-	-	Up is Good	◀▶ Neutral
	CJGE18	% of working age population qualified - to at least L2 and above*	Annual	85.00%	83.20%	83.00%	-	-	-	-	Up is Good	◀▶ Neutral
	CJGE33	GVA per head (balanced calculations) (£)	Annual	29,035	30,258	(Avail Dec 2020)	-	-	-	-	Up is Good	◀▶ Neutral
	CAN031	P&R Passenger Journeys - (LI 3 b) - (2009 baseline: 3,941,852)	Monthly	4.25m	4.24m	3.98m	0.03m (Prov)	0.33m (Prov)	0m (Prov)	-	Up is Good	▼ Red
	CAN032	Local bus passenger journeys originating in the authority area (excluding P&R) (LI 3 a) - (2009 baseline: 10,832,614)	Monthly	12m	12m	11.56m	0.23m (Prov)	1.04m (Prov)	0.15m (Prov)	-	Up is Good	▼ Red
	CES100	Area Wide Traffic Levels (07:00 -19:00) (Excluding A64) from 2009/10 baseline (2.07m) (LI 10diii)	Annual	2.17m	2.15m	NC	-	-	-	-	Neutral	◀▶ Neutral
	CES28	Index of cycling activity (%) (12 hour) from 2009 Baseline (31,587) (Calendar Year) (LI 2c(ii))	Annual	116.00% (2017)	120.00%	NC	-	-	-	-	Up is Good	◀▶ Neutral
	CES33	Index of pedestrians walking to and from the City Centre (%) (12 hour in and out combined) from 2009/10 Baseline (37,278) (LI 1 (vii.i))	Annual	110.00%	126.00%	111.00%	-	-	-	-	Up is Good	◀▶ Neutral
	CES34	% of customers arriving at York Station by sustainable modes of transport (cycling, walking, taxi or bus - excluding cars, Lift, Motorcycle, Train) (LI 4a)	Annual	71.00% (2017)	73.00% (2018)	75.40% (2019)	-	-	-	-	Up is Good	▲ Green
	CES03	% of ROAD and pathway network that are grade 4 and below (poor and below) - Roadways	Annual	24.00%	23.00%	20.00%	-	-	-	-	Up is Bad	◀▶ Neutral
	CES04	% of road and PATHWAY network that are grade 4 and below (poor and below) - Pathways	Annual	5.00%	3.00%	3.00%	-	-	-	-	Up is Bad	◀▶ Neutral
	CJGE89	Average broadband download speed (Mb/s)	Annual	102.9	44	56.1	-	-	-	-	Neutral	◀▶ Neutral
CJGE90	Superfast broadband availability (%)	Annual	92.00%	94.90%	93.81%	-	-	-	-	Up is Good	◀▶ Neutral	
01. Benefits	CJGE06	JSA Claimants: % of Working Age Population (16-64)	Monthly	0.20%	0.10%	0.10%	0.40%	0.40%	0.40%	-	Up is Bad	▲ Red
		Benchmark - National Data	Monthly	1.10%	0.60%	0.40%	0.70%	0.80%	0.70%	-		
		Benchmark - Regional Data	Monthly	1.40%	0.80%	0.50%	0.80%	0.90%	0.80%	-		
		Regional Rank (Rank out of 15)	Monthly	1	1	1	1	1	1	-		
	CJGE151	JSA and UC (Out of Work) % of working age population (16 - 64)	Monthly	1.20%	1.30%	1.30%	3.40%	3.60%	3.40%	-	Up is Bad	▲ Red
		Benchmark - National Data	Monthly	2.10%	2.60%	3.10%	6.20%	6.40%	6.30%	-		
		Benchmark - Regional Data	Monthly	2.50%	2.90%	3.50%	6.50%	6.50%	6.50%	-		
		Regional Rank (Rank out of 15)	Monthly	1	1	1	1	1	1	-		
02. Employment and Skills	CJGE03	York's unemployment rate below the national (%pt) - (Snapshot)	Quarterly	1.10%	1.10%	1.30%	1.60%	-	-	-	Up is Good	▲ Green
		% of Part time employees	Quarterly	31.80%	29.30%	28.20%	28.80%	-	-	-	Up is Bad	◀▶ Neutral
	CJGE05	Benchmark - National Data	Quarterly	25.00%	24.60%	24.70%	24.60%	-	-	-		
		Benchmark - Regional Data	Quarterly	25.90%	25.60%	26.10%	24.80%	-	-	-		
		Regional Rank (Rank out of 15)	Quarterly	15	14	13	15	-	-	-		
		% of working age population qualified - No qualifications	Annual	4.40%	5.50%	4.10%	-	-	-	-	Up is Bad	◀▶ Neutral
	CJGE17	Benchmark - National Data	Annual	7.70%	7.80%	7.70%	-	-	-	-		
		Benchmark - Regional Data	Annual	9.50%	8.50%	8.50%	-	-	-	-		
Regional Rank (Rank out of 15)		Annual	1	1	3	-	-	-	-			
CJGE71	Employment Rate (%) (Male)	Quarterly	76.70%	81.40%	81.90%	82.00%	-	-	-	Up is Good	◀▶ Neutral	
	Regional Rank (Rank out of 15)	Quarterly	10	2	3	3	-	-	-			

			Previous Years			2020/2021				Polarity	DOT	
		Collection Frequency	2017/2018	2018/2019	2019/2020	Q1	Q2	Q3	Q4			
03. Business	CJGE72	Employment Rate (%) (Female)	Quarterly	77.00%	75.50%	78.20%	78.20%	-	-	-	Up is Good	◄► Neutral
		Regional Rank (Rank out of 15)	Quarterly	1	1	1	1	-	-	-		
	emp1	% of working age population in employment (16-64)	Quarterly	76.90%	78.40%	80.00%	80.10%	-	-	-	Up is Good	◄► Neutral
		Regional Rank (Rank out of 15)	Quarterly	2	2	1	1	-	-	-		
03. Business	CJGE23	% of vacant shops - City Centre	Monthly	8.24%	7.19%	7.89%	7.33%	8.28%	8.88%	-	Up is Bad	▲ Red
		Benchmark - National Data (Local Data Company)	Annual	11.20%	11.50%	(Avail Oct 2021)	-	-	-	-		
	CJGE29	Business Deaths	Annual	810	745	(Avail Oct 2021)	-	-	-	-	Up is Bad	◄► Neutral
		Regional Rank (Rank out of 15)	Annual	11	12	(Avail Oct 2021)	-	-	-	-		
	CJGE32	Business Startups - (YTD)	Monthly	969	928	932	230	468	709	-	Up is Good	◄► Neutral
	CJGE33	GVA per head (balanced calculations) (£)	Annual	29,035	30,258	(Avail Dec 2020)	-	-	-	-	Up is Good	◄► Neutral
		Regional Rank (Rank out of 12)	Annual	2	2	(Avail Dec 2020)	-	-	-	-		
	CJGE34	Total GVA (balanced calculations) (£ billion)	Annual	6.04	6.35	(Avail Dec 2020)	-	-	-	-	Up is Good	◄► Neutral
		Regional Rank (Rank out of 11)	Annual	11	10	(Avail Dec 2020)	-	-	-	-		
	TOU14	Parliament Street Footfall	Monthly	8,049,691	8,445,834	7,873,858	425,894	1,643,041	1,245,444	-	Up is Good	▼ Red
04. Earnings	CJGE14	Median earnings of residents - Gross Weekly Pay (£)	Annual	£519.9	£512.9	£574.6	-	-	-	-	Up is Good	◄► Neutral
		Benchmark - National Data	Annual	£552.3	£570.5	£587	-	-	-	-		
		Benchmark - Regional Data	Annual	£502.3	£520.4	£539.8	-	-	-	-		
		Regional Rank (Rank out of 15)	Annual	5	9	2	-	-	-	-		
	CJGE68	Median earnings of residents - Gross Weekly Pay (£) - Gender Pay Gap	Annual	£117.3	£100.2	£133.8	-	-	-	-	Up is Bad	▼ Green
		Benchmark - National Data	Annual	£99.8	£102.7	£103.1	-	-	-	-		
		Benchmark - Regional Data	Annual	£105.1	£101.4	£103.7	-	-	-	-		
		Regional Rank (Rank out of 15)	Annual	11	7	11	-	-	-	-		
05. Resident Surveys	TAP01	% of Talkabout panel satisfied with their local area as a place to live	Quarterly	89.94%	88.61%	84.47%	87.01%	84.90%	-	-	Up is Good	◄► Neutral
		% of Talkabout panel dissatisfied with their local area as a place to live	Quarterly	6.29%	8.02%	10.12%	5.22%	7.67%	-	-	Up is Bad	◄► Neutral
	TAP30	% of Talkabout panel who think that the council are doing well at improving green spaces	Quarterly	37.09%	38.03%	42.14%	44.31%	44.31%	-	-	Up is Good	▲ Green
		% of Talkabout panel who think that the council are not doing well at improving green spaces	Quarterly	45.12%	49.22%	44.14%	32.93%	31.93%	-	-	Up is Bad	▼ Green
	TAP32	% of panel who think that the council and partners are doing well at improving the quality of streets/public spaces	Quarterly	38.26%	33.70%	35.24%	48.47%	48.26%	-	-	Up is Good	▲ Green
		% of panel who think that the council and partners are not doing well at improving the quality of streets/public spaces	Quarterly	52.61%	59.91%	58.81%	39.05%	38.06%	-	-	Up is Bad	◄► Neutral
06. Housing and Planning	CES13	New Homes Built on Previously Developed Land (%) - (YTD)	Quarterly	91.09%	72.97%	75.84%	-	73.16%	-	-	Up is Good	◄► Neutral
		Homes Provided on Greenfield Land (Gross) - (YTD)	Quarterly	119	130	144	-	51	-	-	Neutral	◄► Neutral
		Homes Provided on Brownfield Land (Gross) - (YTD)	Quarterly	1,217	351	452	-	139	-	-	Neutral	◄► Neutral
	CES905	% of major applications determined within 13 Weeks (NP1157a)	Quarterly	89.00%	88.00%	100.00%	100.00%	-	-	-	Up is Good	◄► Neutral
		Benchmark - National Data	Quarterly	86.00%	88.15%	88.00%	88.00%	-	-	-		
		Benchmark - Regional Data	Quarterly	88.00%	89.18%	90.00%	88.02%	-	-	-		
	CES910	% of non-major applications determined within 8 Weeks (NP1157b)	Quarterly	76.00%	88.91%	84.75%	92.00%	-	-	-	Up is Good	◄► Neutral
		Benchmark - National Data	Quarterly	85.00%	88.70%	85.00%	85.00%	-	-	-		
		Benchmark - Regional Data	Quarterly	85.00%	89.08%	87.00%	83.60%	-	-	-		
		Average House Price	Monthly	£240,743	£251,507	£257,398	£259,145	£263,600	-	-	Neutral	◄► Neutral



Economy and Place 2020/2021

No of Indicators = 68 | Direction of Travel (DoT) shows the trend of how an indicator is performing against its Polarity over time.
Produced by the Business Intelligence Hub February 2021

			Previous Years			2020/2021				Polarity	DOT	
		Collection Frequency	2017/2018	2018/2019	2019/2020	Q1	Q2	Q3	Q4			
CJGE121 ^a	Benchmark - National Data	Monthly	£235,782	£238,259	£243,269	£248,119	£256,530	-	-			
	Benchmark - Regional Data	Monthly	£155,251	£162,129	£159,208	£168,799	£174,450	-	-			
	Regional Rank (Rank out of 15)	Monthly	1	1	1	1	1	-	-			
	HM01	Gross Additional Homes Provided - (YTD)	Quarterly	1,336	481	596	-	190	-	-	Up is Good	◀▶ Neutral
	HM03	Net Additional Homes Provided - (YTD)	Quarterly	1,296	449	560	-	182	-	-	Up is Good	◀▶ Neutral
	HM07	Net Housing Consents - (YTD)	Quarterly	1,104	1,626	3,466	-	950	-	-	Up is Good	◀▶ Neutral
07 - Public Protection	PHOF24	% of the population exposed to road, rail and air transport noise of 55 dB(A) or more during the night-time	Five Years	5.51%	5.51%	5.51%	-	-	-	-	Up is Bad	◀▶ Neutral
		Benchmark - National Data	Five Years	5.51%	8.48%	8.48%	-	-	-	-		
		Benchmark - Regional Data	Five Years	5.51%	6.48%	6.48%	-	-	-	-		
		Regional Rank (Rank out of 15)	Five Years	5.51	6	6	-	-	-	-		
	PP04	% of customers who were satisfied with the overall level of service provided	Annual	75.00%	80.60%	86.30%	-	-	-	-	Up is Good	▲ Green
	PP06	% of food premises that are classified as broadly compliant - (YTD)	Quarterly	93.80%	93.00%	95.00%	NC	93.00%	-	-	Up is Good	◀▶ Neutral
08 - Transport	CAN030	The number of businesses signed up to the Eco Stars fleet recognition scheme - (Snapshot)	Quarterly	95	106	106	106	-	-	-	Up is Good	◀▶ Neutral
	CAN031	P&R Passenger Journeys - (LI 3 b) - (2009 baseline: 3,941,852)	Monthly	4.25m	4.24m	3.98m	0.03m (Prov)	0.33m (Prov)	0m (Prov)	-	Up is Good	▼ Red
	CAN032	Local bus passenger journeys originating in the authority area (excluding P&R) (LI 3 a) - (2009 baseline: 10,832,614)	Monthly	12m	12m	11.56m	0.23m (Prov)	1.04m (Prov)	0.15m (Prov)	-	Up is Good	▼ Red
	CAN032-A	Passenger journeys on local bus services (Not comparable with CAN031/CAN032 - DfT measure - BUS0109a)	Annual	15.9m	16.1m	15m	-	-	-	-	Up is Good	◀▶ Neutral
	CAN033	% of non-frequent scheduled bus services (fewer than 6 buses per hour) running on time (DfT measure - BUS0902) (LI 22a)	Annual	84.70%	NA	NA	-	-	-	-	Up is Good	◀▶ Neutral
	CES03	% of ROAD and pathway network that are grade 4 and below (poor and below) - Roadways	Annual	24.00%	23.00%	20.00%	-	-	-	-	Up is Bad	◀▶ Neutral
	CES04	% of road and PATHWAY network that are grade 4 and below (poor and below) - Pathways	Annual	5.00%	3.00%	3.00%	-	-	-	-	Up is Bad	◀▶ Neutral
	CES05	% of Principal roads where maintenance should be considered (NI 168)	Annual	8.00%	10.00%	10.00%	-	-	-	-	Up is Bad	◀▶ Neutral
		Benchmark - National Data	Annual	3.00%	3.00%	(Avail Mar 2021)	-	-	-	-		
		Benchmark - Regional Data	Annual	3.00%	3.00%	(Avail Mar 2021)	-	-	-	-		
		Regional Rank (Rank out of 15)	Annual	15	15	(Avail Mar 2021)	-	-	-	-		
	CES06	% of Non-principal classified roads where maintenance should be considered (NI 169)	Annual	21.00%	24.00%	22.00%	-	-	-	-	Up is Bad	▼ Green
		Benchmark - National Data	Annual	6.00%	6.00%	(Avail Mar 2021)	-	-	-	-		
		Benchmark - Regional Data	Annual	5.00%	5.00%	(Avail Mar 2021)	-	-	-	-		
		Regional Rank (Rank out of 15)	Annual	15	15	(Avail Mar 2021)	-	-	-	-		
CES07	% of Unclassified roads where maintenance should be considered (old BV224b)	Annual	28.00%	27.00%	22.00%	-	-	-	-	Up is Bad	◀▶ Neutral	
	Benchmark - National Data	Annual	17.00%	16.00%	(Avail Mar 2021)	-	-	-	-			
	Benchmark - Regional Data	Annual	17.00%	18.00%	(Avail Mar 2021)	-	-	-	-			
	Regional Rank (Rank out of 15)	Annual	13	14	(Avail Mar 2021)	-	-	-	-			
CES14	Reported number of PEOPLE killed in road traffic accidents (Calendar Year) (LI 13a)	Monthly	2 (2017)	5 (2018)	6 (Prov 2019)	1 (Prov)	0 (Prov)	-	-	Up is Bad	▼ Green	
CES14i	Reported number of PEOPLE killed or seriously injured (KSI) in road traffic accidents (Calendar Year) (LI 13a (i))	Monthly	52 (2017)	60 (2018)	52 (Prov 2019)	4 (Prov)	6 (Prov)	-	-	Up is Bad	▼ Green	
CES16	Reported number of PEOPLE slightly injured in road traffic accidents (Calendar Year) (LI 13c)	Monthly	445 (2017)	412 (2018)	386 (Prov 2019)	27 (Prov)	66 (Prov)	-	-	Up is Bad	▼ Green	
CES17	Reported number of CHILDREN (0-15) killed in road traffic accidents (Calendar Year) (LI 13b)	Monthly	0 (2017)	0 (2018)	0 (Prov 2019)	0 (Prov)	0 (Prov)	-	-	Up is Bad	▼ Green	

			Previous Years			2020/2021				Polarity	DOT		
		Collection Frequency	2017/2018	2018/2019	2019/2020	Q1	Q2	Q3	Q4				
	CES26	Index of cycling activity (%) (AM Peak) from 2009 Baseline (5,171) (Calendar Year) (LI 2a(iii))	Annual	119.00% (2017)	117.00%	NC	-	-	-	-	Up is Good	◀▶ Neutral	
	CES27	Index of cycling activity (%) (PM Peak) from 2009 Baseline (4,557) (Calendar Year) (LI 2b(iii))	Annual	116.00% (2017)	118.00%	NC	-	-	-	-	Up is Good	◀▶ Neutral	
	CES28	Index of cycling activity (%) (12 hour) from 2009 Baseline (31,587) (Calendar Year) (LI 2c(ii))	Annual	116.00% (2017)	120.00%	NC	-	-	-	-	Up is Good	◀▶ Neutral	
	CES33	Index of pedestrians walking to and from the City Centre (%) (12 hour in and out combined) from 2009/10 Baseline (37,278) (LI 1 (vii.i))	Annual	110.00%	126.00%	111.00%	-	-	-	-	Up is Good	◀▶ Neutral	
	CES34	% of customers arriving at York Station by sustainable modes of transport (cycling, walking, taxi or bus - excluding cars, Lift, Motorcycle, Train) (LI 4a)	Annual	71.00% (2017)	73.00% (2018)	75.40% (2019)	-	-	-	-	Up is Good	▲ Green	
	TSS08B	% of tenants who say car parking is not a problem in their neighbourhood	Annual	37.19%	37.01%	38.09%	-	-	-	-	Up is Good	◀▶ Neutral	
	YCC036	Customer Centre Tickets issued - Parking	Monthly	17,599	19,375	18,087	0	0	0	-	Neutral	◀▶ Neutral	
	YCC107	YCC Number of calls offered - Parking	Weekly	17,989	17,359	13,155	1,764	5,494	4,221	-	Neutral	◀▶ Neutral	
09. Waste	CES36	Household waste sent for reuse, recycling or composting (%) (DEFRA)	Quarterly	44.86%	43.60%	43.60%	45.58% (Prov)	48.75% (Prov)	-	-	Up is Good	◀▶ Neutral	
		Household waste recycled / composted: Benchmark - National Data	Annual	43.20%	35.10%	43.50%	-	-	-	-			
		Household waste recycled / composted: Benchmark - Regional Data	Annual	42.40%	43.60%	42.90%	-	-	-	-			
		Household waste recycled / composted: Regional Rank (Rank out of 15)	Annual	8	9	9	-	-	-	-			
	CES48	Missed bins per 100,000 collections - (YTD) (COLI3)	Monthly	57.06	48.65	50.85	30.38	28.58	31.74	-	Up is Bad	◀▶ Neutral	
	CES76	Total tonnes of waste used for energy recovery	Quarterly	22,075.88	45,871.86	37,554.74	9,591.31	-	-	-	Up is Good	◀▶ Neutral	
10. Public Realm	CSPEC6	GRAFFITI - Number of issues reported (all land types)	Monthly	156	183	385	74	144	104	-	Neutral	◀▶ Neutral	
		GRAFFITI - Number of issues reported (Public Land) (not live yet)	Monthly	-	-	-	-	-	-	-	-	Neutral	◀▶ Neutral
		GRAFFITI - Number of issues reported (Private Land) (not live yet)	Monthly	-	-	-	-	-	-	-	-	Neutral	◀▶ Neutral
	CAN008a	GRAFFITI - Number of offensive issues reported (Public Land) (not live yet)	Monthly	-	-	-	-	-	-	-	-	Neutral	◀▶ Neutral
		GRAFFITI - Number of offensive issues reported (Private Land) (not live yet)	Monthly	-	-	-	-	-	-	-	-	Neutral	◀▶ Neutral
	CAN009a	GRAFFITI - Number of non-offensive issues reported (Public Land) (not live yet)	Monthly	-	-	-	-	-	-	-	-	Neutral	◀▶ Neutral
		GRAFFITI - Number of non-offensive issues reported (Private Land) (not live yet)	Monthly	-	-	-	-	-	-	-	-	Neutral	◀▶ Neutral
	CSPEC1	FLY-TIPPING - Number of issues reported	Monthly	2,151	1,995	1,960	596	627	456	-	Neutral	◀▶ Neutral	
	CSPEC4	Calls for Service - Vegetation (includes weeds and overgrown hedges)	Monthly	1,788	1,912	2,191	607	643	227	-	Neutral	◀▶ Neutral	
		Calls for Service - Vegetation (includes weeds and overgrown hedges) - (Rolling 12 months)	Monthly	1,788	1,912	2,191	2,166	1,876	1,737	-	Up is Bad	▼ Green	
	CSPEC7	LITTER BINS - Number of issues reported	Monthly	214	246	185	82	73	96	-	Neutral	◀▶ Neutral	
	CSPEC8	DOG BINS - Number of issues reported	Monthly	175	114	75	35	48	97	-	Neutral	◀▶ Neutral	
YCC227	STREET CLEANING - Number of issues reported	Monthly	1,387	1,943	2,578	405	534	477	-	Neutral	◀▶ Neutral		



**Economy and Place Policy and Scrutiny
Committee****23 February 2021**

Report of the Director of Governance and Monitoring Officer

**INWARD INVESTMENT STRATEGY UPDATE - INFORMATION ONLY
REPORT****Summary**

1. This report provides an update on the York's approach to Inward Investment.
2. Representatives from Make it York (MiY), York and North Yorkshire Chamber of Commerce and York and North Yorkshire Local Enterprise Partnership have been invited to the meeting to participate in discussions with the Committee on inward investment.

Background

3. At his Decision Session on 24 November, the Executive Member for Economy and Strategic Planning received a report setting out York's approach to Inward Investment (Annex A). At this Decision Session, the Executive Member agreed to approve the Council's approach to inward investment and to the creation of a York prospectus outlining the city's inward investment offer and sector-specific propositions.

Consultation

4. As this report is for information only there has been no consultation.

Options

5. Having considered the information in this report and its annexes Members can agree to seek further information on any of the issues raised, or not.

Analysis

6. There is no analysis provided in this report as the Council's approach to Inward Investment is properly examined in the attached report at Annex A, which was duly considered by the Executive Member.

Council Plan

7. The Council Plan identifies eight priorities, four of which are relevant to this work:
 - Well-paid jobs and an inclusive economy; and,
 - An open and effective council.

Implications

8. There are none of the following implications in this report. All relevant implications have been addressed in the attached report:
 - Financial – no implications
 - Human Resources (HR) – no implications
 - Equalities – no implications.
 - Legal – no implications
 - Crime and Disorder – no implications.
 - Information Technology (IT) – no implications.
 - Property – no implications.

Risk Management

9. There are no known risks associated with the recommendations in this report. All potential risks associated with the approach will have been addressed as part of the report attached at Annex A.

Recommendations

10. The Committees are asked to note the content of this report and its annex.

Reason: In order to be updated on the progress of York's approach to Inward Investment.

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**Report
Approved**



Date 10/2/21

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

All



For further information please contact the author of the report

Annexes

Annex A - York's approach to Inward Investment Report presented Executive Member for Economy and Strategic Planning Decision Session on 24 November 2020.

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

24th November 2020

York's Approach to Inward Investment

Summary

1. Inward Investment is an essential tool of economic development which can help deliver York's vision of well-paid employment in a sustainable economy, boosting inclusive growth with new employment created at all levels, and growing green jobs. There are two elements to inward investment:
 - Foreign Direct Investment (FDI) – where an investor from outside the UK establishes business operations or acquires business assets in York
 - UK-owned businesses either relocating or expanding into York.
2. Inward Investment involves work to:
 - promote York as an investment destination
 - identify and target potential investors in specific sectors
 - develop options for investment sites and for talent attraction
 - support investors in making their business case
 - welcome new and future investors to the city
 - support the growth of those businesses to cement their presence and increase economic impact
3. In York, inward investment has been led by Make it York since 2015, alongside Tourism and other business-focused activity. They have focussed their small resource on responding to enquiries through national channels and their website. This report outlines the need for a

renewed focus on inward investment from within the Council, with the aim of helping York to capitalise on the macroeconomic trends being witnessed in light of Covid-19 and EU exit. To ensure that York can effectively compete on a national and global footing, both a proactive and reactive approach to inward investment is required, with the resources placed carefully where they can make the most impact.

4. This will necessitate a new collaborative effort involving the development of a York Inward Investment Prospectus, a strengthening of local, regional and national partnerships, specific financial incentives and budgetary resource to support inward investment activity. This will ensure that we are able to effectively capitalise on the economic opportunities that are presented to the city in response to the pandemic and new global trading relationships that are being forged following EU exit. It will also ensure that we maximise continuing opportunities from our traditional partners within the EU.
5. Inward investment is much more than simply promotional work, and its success depends upon a coordinated effort among key organisations and stakeholders, including the Council, Make it York, our Universities, and landowners and developers. Existing local businesses in our growth sectors also have much to gain from a stronger York economy, and their contribution will also be key in attracting new employers and investors. Strengthening relationships between these organisations lies at the heart of our proposed approach, with the Council having a key role in delivering behind-the-scenes support, while others focus on marketing, making investors welcome, and helping new businesses become part of York's business community.

Recommendations

6. The Executive Member is asked to:
 - 1) Note the contents of the report and approve the Council's approach to inward investment;
 - 2) To approve the creation of a York prospectus that outlines the city's inward investment offer and sector-specific propositions.

Reason: To attract inward investment to York, boosting economic activity and creating new jobs.

Introduction

7. Inward Investment is an important source of economic activity and employment for the UK. In 2019/2020 financial year, the UK attracted 1,852 new Foreign Direct Investment (FDI) projects, creating 56,117 new jobs, and safeguarding 9,021 jobs.¹
8. Of these 1,852 new FDI projects, the Yorkshire and the Humber region attracted 104 projects, creating 2,264 jobs and safeguarding 351 jobs. York has attracted two FDI projects over the same period, creating 18 jobs.
9. Data from the Department for International Trade (DIT) on new projects and jobs from FDI into the UK shows that London continues to outperform the rest of regions across the UK, accounting for 34% of all FDI in 2019-20. This represents a long-term trend with regards to foreign direct investment. Indeed, the share of FDI going to the capital cities in England, Scotland and Wales and the members of the Core Cities group, excluding Belfast, increased from 31% of the total in 1997 to 67% in 2019.² During this period, every place type identified by the Centre for Towns except for the abovementioned cities has seen its share of FDI fall. This demonstrates that the government has significant work to do if it is to achieve its levelling up agenda, and ensure that all regions of the UK are to reap the benefits of inward investment.
10. Of course, FDI only represents one side of inward investment; the other is UK-owned businesses either relocating or expanding domestically. This activity is not supported by DIT, with local authorities and local enterprise partnerships (LEPs) leading on this across England.
11. In York, inward investment is predominantly led by Make it York, the Council's arms-length organisation established in 2015 to lead on business engagement, business support and inward investment, and the marketing and promotion of the city's visitor economy. Despite this specific focus, the reality is that in recent years there has been little strategic emphasis on inward investment in the city. It is testament to York's economic assets and strong place offer, coupled with the great work of partners such as the University of York, the National Agri-Food Campus (now called York Bio-tech Campus) amongst others, that the city has continued to attract interest from businesses looking to invest in, and locate to York.

¹ <https://www.gov.uk/government/news/uk-inward-investment-projects-increase-in-2019>

² [2020 EY UK Attractiveness Survey](#)

12. Covid-19 offers a unique opportunity to readdress the long-term national imbalance witnessed with regards to inward investment, and for cities such as York to capitalise on current macroeconomic trends. Current interest in York as a business location is high, with businesses in London looking to relocate out of the city (known as “north-shoring”), taking advantage of the rise in remote working, lower values and/or rents for commercial space and better quality of life for staff. There is also an opportunity for York (and neighbouring North Yorkshire) to capitalise on the FDI and trade opportunities being provided through Brexit, with future trade agreements being signed by the Government to deepen the UK’s economic relationships with key sources of investment such as the US, Japan, Australia and New Zealand, as well as with our historic partners closer to home, who remain within the EU.
13. York is well positioned to capitalise on these trends; the city offers businesses and residents fast and direct rail connections to London and other major cities across the UK, superb digital connectivity, an excellent quality of life and access to a vast rural hinterland and the coast. In addition to the above, York benefits from having the highest skills levels of any city in the North, and in York Central, the city has one of the largest city-centre mix-use brownfield sites being developed in the UK.
14. A renewed focus on inward investment is required if York is to capitalise on current macroeconomic trends being witnessed in light of Covid-19. This will necessitate developing both generic and sector-specific propositions to attract high quality inward investment to the city, as well as fostering stronger relationships with key partners such as York and North Yorkshire LEP (Y&NY LEP), DIT, City of London Corporation and UK embassies.

Our Proposed Approach

15. To ensure that York can effectively compete on a national and global footing, both a proactive and reactive approach to inward investment is required. These two approaches are outlined below, but in practice will need to work in conjunction with one another.
16. A proactive approach to inward investment will see the city seek to attract specific sectors and businesses to the city. This will see inward investment efforts concentrated on the city’s key growth sectors, and its innovation strengths. This includes rail, bio- and life sciences, creative and digital/ICT and financial and professional services, as well as capitalising on the city’s world-leading research strengths (artificial

intelligence and assured autonomy, computer science, immersive storytelling and the bio-economy).

17. York's key growth sectors and innovation strengths align well with sectoral FDI trends being witnessed in the UK over the last decade. The five sectors generating the most UK projects in 2019 were digital tech, accounting for 39% of all FDI, followed by business services, finance, machinery and equipment, and agri-food businesses in smaller proportional terms.³ Research and development (R&D) FDI projects between 2018 and 2019 have increased by 37.8%, highlighting investor interest in UK-based innovation activity, whilst Headquarter (HQ) FDIs have increase by 242% over the same period indicating that the dampening impact of Brexit on this activity may have passed its peak.⁴ HQ investments tend to provide relatively high-value employment with the potential for further related investments in future, although it should be noted that sometimes a first small office in a new country is classified as a HQ. The other FDI activity that witnessed growth between 2018 and 2019 was back office functions, growing by 14%.
18. In addition to the above, investors have cited digital tech, climate change and health as being high potential opportunity sectors over the long term.⁵ All three are sectors where York has particular strengths, and should underpin the city's approach to inward investment.
19. This sectoral approach to inward investment mirrors the aspirations set out by the Council with regards to the range of occupiers envisaged for York Central. In a [Brief to the Master Developers](#) endorsed by the Executive Member for Economy and Strategic Planning at his Decision Session on 9th September 2019, we outlined the need to grow well-paid employment in the city through the provision of more workspace for York's key growth sectors. This included a focus on graduate-level jobs, working in conjunction with our universities, but also good jobs for non-graduates and training opportunities for people to retrain for the jobs of the future.
20. The Council's new approach to inward investment will work in conjunction with Make it York, the Universities and the York Central Partnership in promoting York Central to key target sectors and businesses. Whilst the list of target sectors set out by the Brief is in line with York's key growth sectors and innovation strengths, there is a need to rethink the commercial space mix following Covid-19 and the

³ [2020 EY UK Attractiveness Survey](#)

⁴ [2020 EY UK Attractiveness Survey](#)

⁵ [2020 EY UK Attractiveness Survey](#)

workspace trends arising from the pandemic. For instance, purpose designed new format offices concentrating on creative spaces for collaboration and meeting in an inspiring environment, but with much reduced desk capacity, would support current and future working patterns much better than more traditional spaces.

21. A reactive approach to inward investment will see the city continue to respond effectively to investment enquiries received through the usual channels (DIT, LEP, Universities, and direct enquiries to Make it York or the Council). We are advocating working closely with our colleagues at Y&NY LEP to position York and the wider region as a great place to invest and locate a business. While the City of York might not be able to accommodate every inward investment enquiry that we receive, nor would every inward investment enquiry be a good economic fit for the city, these investment opportunities might be well situated elsewhere in North Yorkshire.
22. By working collaboratively with the LEP and its constituent local authorities to promote York and the wider North Yorkshire region as a great place to invest and locate a business, our city will be able to benefit from inward investment located elsewhere in the LEP area through strengthening local and regional supply chains, and newcomers to the sub-region choosing to call York home, and/or supporting our visitor economy.
23. Critical to both approaches is the creation of a York prospectus that outlines the city's economic assets, sector-specific propositions, inward investment offer and the broader place offer of York and its neighbouring hinterland.

A York Inward Investment Prospectus

24. EY's 2019 UK Attractiveness Survey provides a useful summary of what foreign investors look for before deciding to invest in a location.⁶ This is summarised as follows:
 - Transport and technological infrastructure – 34%;
 - Availability of skills and local workforce – 32%;
 - Availability of business partners and suppliers – 23%;
 - Local labour costs – 18%;

⁶ [2019 EY UK Attractiveness Survey](#)

- Cost and availability of real estate locally – 15%;
- Strength of business networks locally – 12%;
- Access to regional grants and incentives for investment – 10%
- Local quality of life such as cultural and sporting events – 9%;
- Support for regional economic advisory bodies – 8%; and,
- Strength of local education both trade and academic – 8%.

25. In short, infrastructure assets (physical and digital), workforce skills, the cost of doing business, business networks and supply chain strengths, quality of place, the local offer in terms of education, culture and sport, are all important areas of focus when businesses look to invest in a location. Any further incentives, whether in terms of financial subsidy or other assistance, are what can then make the difference to potential investors. These headings provide a useful structure to follow in developing an inward investment prospectus, and highlight the key areas for us to focus on when promoting the city's offer to businesses looking to relocate to the city. We propose to follow this structure when developing York's Inward Investment Prospectus.
26. In light of the above, it is clear that York has a lot to offer as a business location with the city's strengths strongly aligning with what investors look for before deciding to invest in a location. Our physical connectivity with the rest of the UK and further afield provides a distinct advantage to businesses located in the city. York sits at the heart of the UK's rail network, with direct trains to the UK's major cities - London is less than 2 hours away by rail, Edinburgh under 2 hours and a half, and Leeds is less than 30 minutes away. Trains from York also directly serve Manchester and Birmingham airports and allow passengers travelling into London the opportunity of a short hop across from Kings Cross to St Pancras International and the Eurostar. Looking towards the future, York will continue to be at the strategic centre of the UK's rail network with connectivity improved by HS2 and Northern Powerhouse Rail.
27. York is also the UK's first 'Gigabit City', providing businesses and residents with leading edge digital connectivity. This connectivity makes York the perfect city for homeworking, a claim supported by Uswitch's

recent Remote Working Index which ranked York in the top ten for the best places to work from home in the UK, beating the UK's bigger cities.⁷

28. York's also benefits from having the highest skills levels of any city across the North – just under half of York residents are educated to NVQ Level 4 and higher, outstripping regional and national averages. Home to two universities, two further education colleges and an Institute of Technology, each with their specific strengths, the city is well positioned to meet the needs of local businesses and new investors. In addition to the above, the city is well connected to a wider regional network of universities and home to top ranking schools.
29. The aforementioned discussion has already highlighted York's diverse range of growth sectors and innovation assets. Businesses located in the city are supported by a strong professional services sector delivering top-class services to clients situated in York, the region and beyond. The city also has a great range of business support networks, fostering strong links between businesses and across sectors.
30. Another key selling point for business looking to invest in York is that the city offers good value for money, especially in comparison to London and the South East. Land values and rents for commercial space in York are lower than in the South and the money that companies spend on staff will go further in the city.
31. York also benefits from an unrivalled quality of life offer. The city's well preserved history, exceptional culture and dynamic leisure offer attracts 8.4m visitors a year, and York can be regularly found amongst UK best places to live lists. This strong place offer is further supported by the city's close proximity to the natural beauty of North Yorkshire's two national parks, countryside and coast.
32. Finally, financial and other incentives are an important tool to have when looking to attract inward investment, particularly when businesses have a choice of locations. Historically the City of York has been able to benefit from the grant funding that is available to businesses relocating to Leeds City Region (LCR). This has included grants from £10k to £250k for businesses in LCR's key growth sectors and/or their direct supply chain planning to invest in the city region and create new jobs, as well as a Digital Inward Investment Fund which provides grant funding of £10k to £50k for digital business looking to set up a new operation in LCR.⁸ LCR's Revolving Investment Fund can provide short term, commercial

⁷ [Uswitch Remote Working Index](#)

⁸ <https://www.investleedscityregion.com/business-support/funding/>

loans of over £1m to support infrastructure and construction projects which help to deliver economic growth and job creation within the city region.

33. However, the abovementioned funding streams are no longer available to businesses seeking to relocate and/or invest in York following the Government's review of LEPs across England. One of the reforms implemented by government was the removal of overlapping boundaries – directly impacting City of York as a constituent member of LCR LEP (along with Craven, Selby District and Harrogate Borough). York is now only a constituent member of Y&NY LEP, although City of York Council has retained associate membership of West Yorkshire Combined Authority due to the economic interdependence between our city and Leeds and the city's transport fund.
34. Since these changes in governance arrangements, officers from the Council's Economic Growth team and Make it York have been working collaboratively with Y&NY LEP to help develop its inward investment function to meet the needs of York and the wider LEP geography. If Y&NY LEP is to achieve its ambition of York and North Yorkshire becoming a leading location for targeted inward investment in the North, developing a strategic suite of regional grants and incentives to encourage inward investment will be crucial. We will continue to work with Y&NY LEP in developing their approach to inward investment and ensure that York has the pre-requisite support moving forwards.
35. In addition to regional grants and incentives to encourage investment, there are also incentives we can implement locally. The Council's Discretionary Business Rate Discount Policy makes provision for significant business relocations to York in target growth sectors, amongst other ambitions. This policy sees rates relief offered at 1% relief for every new job created up to a maximum of 50% of funding available in the financial year of application and within the State Aid Rules in the first year of relocation/inward investment only, alongside other qualifying criteria.
36. The current financial predicament that the Council finds itself in following Covid-19 means that it would be difficult for such a scheme to be supported at this moment in time, but it is important that these kinds of mechanisms are available to the local authority in seeking to strategically attract businesses to York, especially given the medium to long term return on investment for the Council.

37. Alongside the abovementioned rate relief scheme, there is also a Business Rates Discount Scheme in operation for the York Central Enterprise Zone (EZ), the Council's large mixed-use development site to the west of York Station. This scheme offers two financial incentives to businesses investing in the site:
- A 5-year government backed discount on the business rates payable by occupiers (eligibility criteria applies here and a discount on rates is offered at the discretion of City of York Council with local costs reimbursed by government); and,
 - A 25-year retention by the Council of any uplift in business rates payable in the relevant EZ areas.
38. In seeking to attract businesses to York, it is the first financial incentive here that is of note. However, the scheme is operational over a five-year period from 1 April 2017 and therefore ends 1 April 2022. Given that the enabling infrastructure works for the York Central development have not commenced yet, it would be difficult to see an occupier inhabit the site before the Discount Scheme ends for the site. We propose that discussions with the York Central Partnership, Y&NY LEP, and ultimately central government, take place over the extension of scheme for the purposes of attracting inward investment to the site.
39. Grants, rate relief and other incentives are important tools to have when it comes to attracting inward investment to York, but as this report has highlighted, York already offers a significant range of economic advantages. Our high-performing education system, from our primary schools through to our Colleges and Universities, also offer businesses a complimentary range of services and the ability to tailor skills supply to meet business needs.

Trade Support

40. Alongside developing a renewed focus on inward investment in York, it is important that local businesses seeking to develop their overseas trade offer receive the support and know how they need to expand into new markets. Whilst discussions with the EU are ongoing over a future trade agreement, the Government is forging new trading relationship around the world and with key sources of investment, and local businesses need to know how they can take advantage of these new trade arrangements to grow exports and achieve productivity gains.

41. We will continue to work with DIT and Y&NY LEP to ensure that local businesses seeking to export and expand into new markets receive the prerequisite support to develop their overseas trade offer.

Partnership Working and Resources

42. The current macroeconomic trends being witnessed in light of Covid-19 and EU exit offers a unique opportunity for York to capitalise on inward investment moving away from London and the Core Cities group. This will require strengthening our relationships with Y&NY LEP and DIT, and developing new relationships with the City of London and the UK's embassy network. By utilising these partners and their networks to help sell York's inward investment offer, we can amplify our message to businesses on why York is a great place to invest and locate in. Key to this is ensuring that York's inward investment offer is clearly articulated and well understood by partners, and therefore budget is required to support the creation of an inward investment-focused online portal and marketing collateral. Together with the Executive Member for Economy and Strategic Planning and partners, we will explore how we can secure budget to support this work.
43. In addition to the above, a renewed local focus on inward investment also requires the prerequisite officer resource to deliver the approach set out in this report. It is important that inward investment activity is not viewed in the same light as tourism marketing, the latter also a focus of Make it York through their Visit York brand. Inward investment, done in the right way, requires a specific skill set, clear propositions and strong partnership working. The Council's current inward investment resource consists of 1 FTE at Make It York, a proportion of Make it York's Head of Business, Network Innovation and Inward Investment's role, an even smaller proportion of the roles being carried out by the Council's Head of Economic Growth and Economic Growth Manager. We have shown above the range of Council services that need to be engaged if Inward Investment is to be effective, and this spread resource must work more closely if we are to make the most of York's outstanding offer as a business location.
44. However, this resource is not sufficient if York is to put its best foot forward and capitalise on the inward investment opportunities presented by macro-economic trends and EU exit. Sustained funding to expand the city's inward investment resource is required if we are to effectively maximise the economic opportunities that have been presented to us. This will include developing Make it York's role in marketing the city, the Council's role in supporting development, and our schools, Colleges and

Universities' focus on developing skilled and rounded potential employees. It will also need to build on our partnership across York's business networks.

45. Finally, York is home to a number of strategic business leaders living and working in the city who are eager to see the city continue to prosper. As part of our work on inward investment, we will create an inward investment working group made up of relevant officers from the Council, Make it York, Y&NY LEP, the University of York, and the private sector to help guide the development of York's inward investment proposition, better combine resources, and maximise lobbying and promotional opportunities. Updates from this working group will be provided to the Executive Member for Economy and Strategic Planning through his Quarterly Economic Updates.

Consultation

46. Consultation on our approach to inward investment will take place through weekly intelligence calls with key partners, the civic partnership structures, and regular updates to the Executive Member for Economy and Strategic Planning through his Decision Sessions. We will also create an inward investment working group made up of relevant officers from the Council, Make it York, Y&NY LEP, the University of York, and the private sector to help guide the development of York's inward investment proposition.

Council Plan

47. Our work addresses the following outcomes from the Council Plan:
- Well-paid jobs and an inclusive economy; and,
 - An open and effective council.

Implications

- **Financial** – no direct implications resulting from this report;
- **Human Resources (HR)** – no implications;
- **One Planet Council / Equalities** – no implications;
- **Legal** – no implications;
- **Crime and Disorder** – no implications;
- **Information Technology (IT)** – no implications;
- **Property** – no direct implications.

Risk Management

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

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Report **Date: 12.11.2020**
Approved

Wards Affected: List wards or tick box to indicate all

All

For further information please contact the author of the report

List of Abbreviations Used in this Report

DIT – Department for International Trade
FDI – Foreign Direct Investment
HQ – Headquarter
ICT – Information and Communications Technology
LCR – Leeds City Region
LEP – Local Enterprise Partnership
R&D – Research and Development
Y&NY – York and North Yorkshire

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**Economy and Place Policy and Scrutiny
Committee****23 February 2021**

Report of the Director of Governance and Monitoring Officer

**ECONOMIC RECOVERY STRATEGY UPDATE - INFORMATION
ONLY REPORT****Summary**

1. This report provides an update on the economic recovery strategy.

Background

2. Members received an update on the economic recovery and partnership at the previous committee meeting on 24 November 2020.
3. At his Decision Session on 22 December 2020, the Executive Member for Economy and Strategic Planning received a report detailing the quarterly economic update (Annex A). At this Decision Session, the Executive Member noted the update in order to support the city's response to the COVID-19 pandemic. At the same Decision Session, the Executive Member also received a skills and employment update (Annex B) and agreed the approach to be taken with the Skills and Employment Board. This was discussed by the joint meeting of the committee and Children, Education and Communities Policy and Scrutiny Committee held on 1 February 2021.
4. The Executive was presented with an update on the recovery and renewal strategy on 26 November 2020 which included an update on the activity to support economic recovery (Annex C).
5. The Executive received a further update at their meeting on 11 February which detailed the response work related not only to Covid-19 but simultaneous concerns around flooding, pressures upon discharge from hospital and cold weather. The impacts of Brexit were considered, alongside the need for the safe reopening of the city when restrictions allowed. (Annex D).

6. The Executive Member for Economy and Strategic Planning received an update on the economic strategy progress at his Decision Session on 26 January 2021. At this session he agreed the business engagement activity be undertaken on the Council's Economic Strategy in late spring/early summer 2021 and that efforts be maintained to ensure that York's voice was heard on national infrastructure programs, that the use of Government funding be maximised and reported in the economic quarterly update and that work to assist young people into employment be endeavoured (Annex E).

Consultation

7. As this report is for information only there has been no consultation.

Options

8. Having considered the information in this report and its annexes Members can agree to seek further information on any of the issues raised, or not.

Analysis

9. There is no analysis provided in this report as the Council's approach to recovery and renewal is properly examined in the annexed reports, which were duly considered by the Executive and Executive Member.

Council Plan

10. The Council Plan identifies eight priorities, four of which are relevant to this work:
 - Well-paid jobs and an inclusive economy; and,
 - An open and effective council.

Implications

11. The following implications have been considered:
 - Financial – no implications
 - Human Resources (HR) – no implications
 - Equalities – no implications.
 - Legal – no implications
 - Crime and Disorder – no implications.
 - Information Technology (IT) – no implications.
 - Property – no implications.

Risk Management

12. No risks identified.

Recommendations

13. The Committee is asked to note the content of this report and it's annexes.

Reason: In order to be updated on the progress of York's approach to the economic recovery strategy.

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**Report
Approved**



Date 15/2/21

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

All



For further information please contact the author of the report

Annexes

Annex A - Quarterly Economic Update Report presented at Executive Member for Economy and Strategic Planning Decision Session on 22 December 2020

Annex B - Skills and Employment Update Report presented at Executive Member for Economy and Strategic Planning Decision Session on 22 December 2020

Annex C – Recovery and Renewal Update presented at Executive on 26 November 2020

Annex D – Recovery and Renewal Update presented at Executive on 11 February 2021

Annex E – Economic Strategy Update Report presented at Executive Member for Economy and Strategic Planning Decision Session on 26 January 2021



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

23rd December 2020

Quarterly Economic Update

Summary

1. York has come through the early economic challenges of the COVID pandemic in a comparatively strong position. Unemployment has risen, but by less than any other UK city, and some businesses have closed, particularly in highly-leveraged retail and hospitality chains. The city's efforts to distribute grant funding and support businesses have helped thousands of local employers.
2. Our economy has fared better than many other cities, with York proving a continued draw to visitors and the city centre adapting rapidly to support new ways of trading. Our pro-active response as a city has enabled our businesses to reopen and get money coming through the tills. But national lockdowns and the current Tier system are difficult for the city centre economy, and many businesses will find the reduced Christmas trade very difficult, with restrictions expected to continue through the coming winter.
3. The longer term economic impacts of COVID are not yet clear and though the news of the delivery of vaccines in the coming months will buoy up some businesses and provide hope for improvements during the coming months this may be hampered if the vaccination programme takes time to roll out. National forecasts suggest that recovery will take several years at least, and York will need to work hard to attract investment and find replacement employment if the retail, leisure and hospitality sectors take longer to bounce back. The partnership approaches developed in York over the past nine months, with the Council working closely with BID, Chamber, FSB, IoD, our Universities and colleges and Make It York, provide a strong platform for our city.

Recommendations

4. The Executive Member is asked to:

1) Note the contents of the report

Reason: To support York's economic response to the COVID -19 pandemic

State of the Economy

5. This report covers the period October 2020 to December 2020. Following a strong August and September in York City centre, the autumn saw the introduction of new social distancing rules through October, followed by Tier 2 local restrictions, and a national lockdown in November. The city emerged back into Tier 2 at the start of December, with the prospect of continued restrictions through to next March at the earliest.
6. In the wider economy, many companies have continued to trade well, with national surveys suggesting that around half of all businesses have seen decreased turnover, a third are unaffected by lockdown, and more than 10% have seen turnover increase.
7. The same survey¹ suggests that 30% of all businesses, and 44% of those in the hospitality sector, are carrying less than 3 months cash reserves, putting them at significant risk of failure in the months ahead. Much of the effort, both locally and nationally, to shore up the economy has focussed on providing grants to help business cashflow. York has continued to distribute such funds widely and quickly and has retained future funds for further lock down support should it be needed. This funding is clearly helping, however we must begin to consider the longer term impacts of the pandemic for employers in the local economy.
8. The Chancellor was clear in his November 2020 Autumn Statement speech that we are only beginning to see the economic impacts of the COVID-19 pandemic. Forecasts from the Office for Budget Responsibility, launched to support the Chancellor's statement, make sobering reading. At national level, unemployment is forecast to double in the first half of next year, while the 11% hit to GDP will not be regained for 5 years. Projecting these forecasts onto the York economy, we still might see our claimant count hit 10,000 by next summer, while the impact of COVID can be estimated at £300m in the current year.
9. The Government's Business Register and Employment Survey (BRES) for 2019 was published in October. This data provides an annual snapshot of the number of jobs by industry, with a breakdown by full time (>30hrs per week) and part time (<30hrs). With the data being from October 2019, there is no insight into the impacts of COVID on the economy. Rather, it is an indicator of how the York economy was progressing prior to the pandemic.

¹<https://www.ons.gov.uk/businessindustryandtrade/business/businessservices/bulletins/coronavirusandtheeconomicimpactsontheuk/19november2020>

10. The headline from BRES is that employment in York had grown to over 111,500 jobs, with increases in construction, education and administration and support services. While full time work remained stable, part time working had seen a further increase, as had self-employment. The medium term trend has seen 1,000 jobs per annum added to the York economy, and the proportion of part time roles has increased to 40% of all employment. This contrasts with the GB average of 32%. This reflects the relatively high living costs of York, leading many households to rely on multiple incomes from a mix of full time and part time employment, together with self-employment in micro-

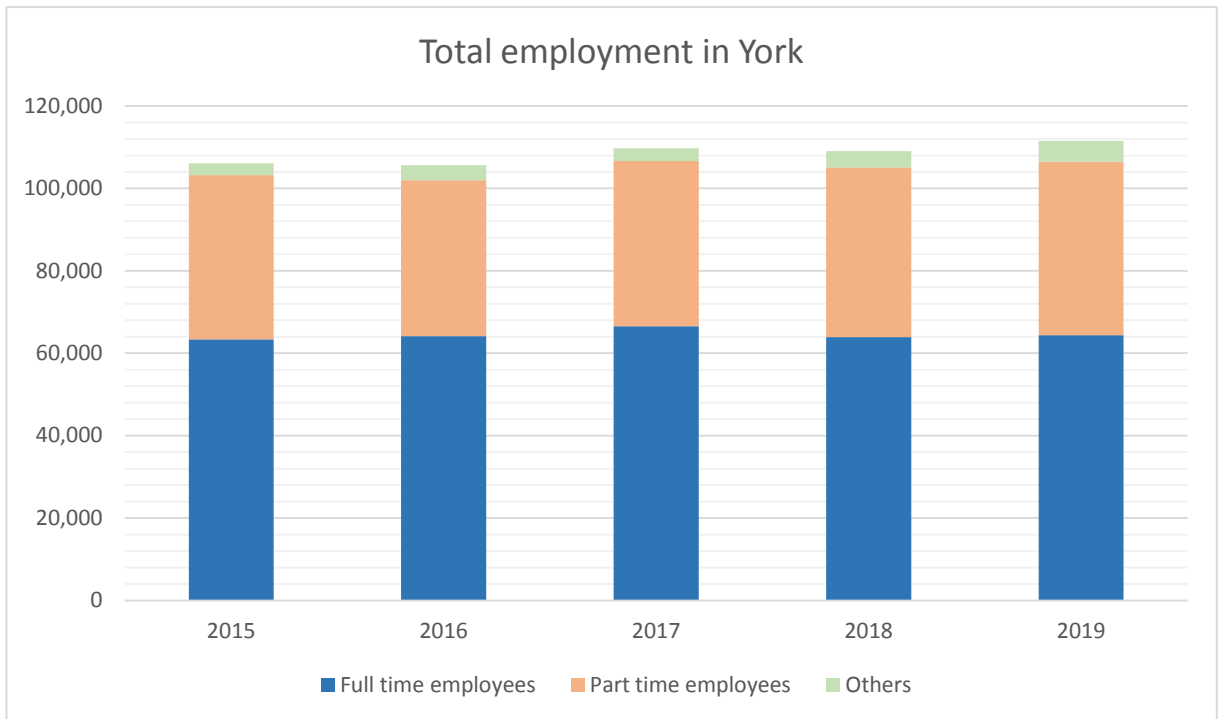


Figure 1 Employment in York, 2015 to 2019

businesses.

11. Further insight is provided by the Government's Annual Survey of Hours and Earnings (ASHE), with the 2020 update being published in October. These statistics provide details of hourly, weekly and annual pay and hours worked. In normal times, we would focus on median pay as a measure of progress in the economy. However, the survey was undertaken in April 2020, a month into the first national lockdown and prior to the development of grant mechanisms. It was this period which saw the York claimant count rise from 1,800 to 5,000 as employers sought to shed staff in the face of severely restricted trade.

12. The ASHE pay figures² show a 0.2% decrease in median full time pay for York residents, but with an underlying 12.4% increase in female full time pay. Looking beyond the average pay figures, ASHE reveals a clearer picture of job losses, with full time male works and part time female workers seeing significant reductions in the York economy. While ASHE figures should be treated with some caution as they are survey based,

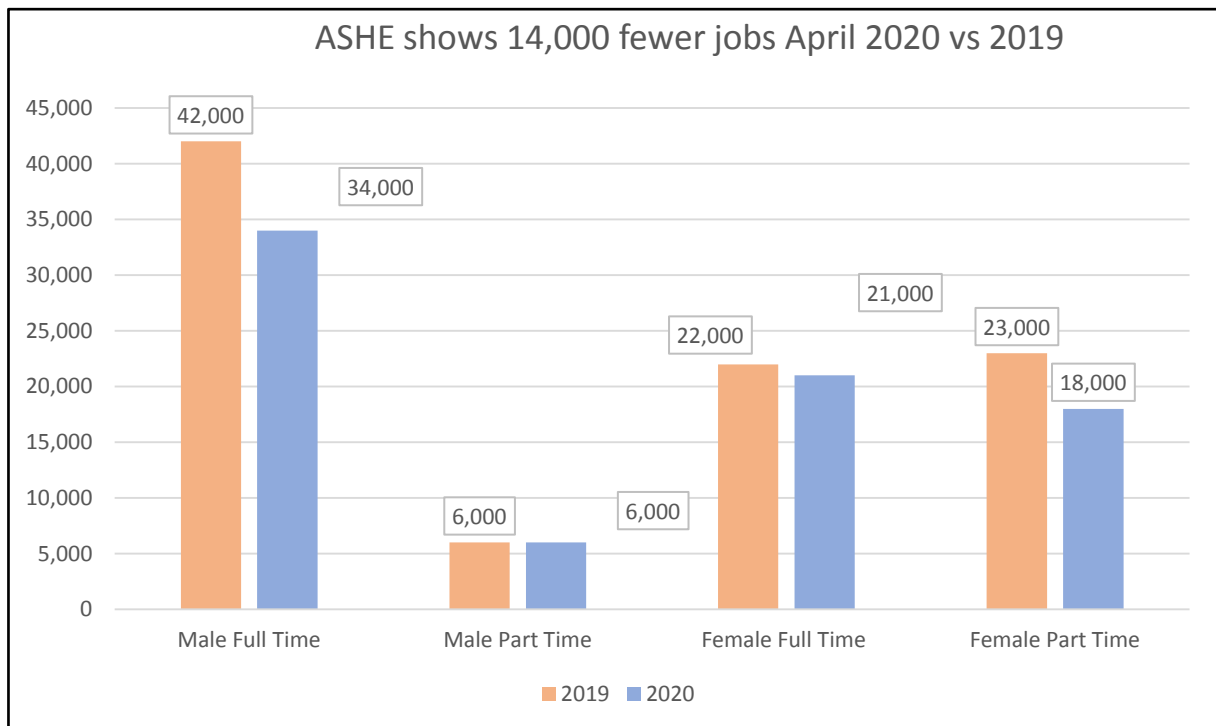


Figure 2 Changes in employment, April 2019 to April 2020

the figures show a reduction of 14,000 in the number of workers in York.

Unemployment (Annex 1 pp.12-13)

13. The impact of the COVID pandemic is shown very clearly in the claimant count³ (Annex 1 p12). This saw the largest increase in at least 35 years in the months since lockdown when the count rose from 1,800 to 5,000 in April, however the total has remained stable since then. This is despite the apparent decrease of 14,000 in those working in York, shown by the ASHE figures discussed above.
14. Centre for Cities have been monitoring increases in unemployment across their cohort of 68 UK centres⁴. York is the city with the lowest percentage increase in unemployment, despite the influence of our retail, tourism and hospitality businesses.
15. Two factors are influencing our claimant count statistics.

² <https://www.nomisweb.co.uk/query/construct/summary.asp?menuopt=200&subcomp=>

³ Data from <https://www.nomisweb.co.uk/query/select/getdatasetbytheme.asp?collapse=yes>

⁴ <https://www.centreforcities.org/data/uk-unemployment-tracker/>

- We know that many of the city's students undertake part time work to support their studies, typically in the retail, tourism and hospitality sectors. As students were sent home at the start of lockdown, they do not show in the York claimant count.
 - As the claimant count measures those receiving out-of-work benefits, and its availability is influenced by other sources of household income, this is perhaps a consequence of the high level of part time work in the city, with many of those now out of work unable to claim benefits.
16. Updates figures for the Job Retention Scheme (JRS) and Self Employment Income Support Scheme (SEISS) have been published by Government⁵. These show a total of 6,800 people furloughed by York employers and a further 5,700 claiming self-employed support at the end of September 2020. The furlough figures have dropped substantially from the 30,300 reported for July, unlike the self-employed figures which have fallen only slightly from 6,500.
17. The Job Retention Scheme is set to continue until March 2021, and those furloughed on the scheme remain at high risk of losing their jobs in the coming months. Our unemployment support, set out in the Skills paper also reporting to this Decision Session, will need to support such workers, alongside those who have already lost work, whether they are able to claim benefits or not.

City centre economy (Annex 1 pp.3-9 + Annex 2)

⁵ <https://www.gov.uk/government/statistics/self-employment-income-support-scheme-statistics-october-2020> and <https://www.gov.uk/government/statistics/coronavirus-job-retention-scheme-statistics-november-2020>

18. Our Springboard footfall counter data, (Annex 1 p3), shows the overall pattern of the year to date. The initial lockdown in March, April and May saw city centre customer numbers consistently below 30% of normal levels. With the easing of restrictions in July and August, people returned, with the peak at August Bank Holiday seeing levels above 80%.
19. A slow but steady decrease across September saw levels in October down to around 60% prior to the second national lockdown in November, which brought numbers down to less than 40% of typical levels.
20. Just prior to the March 2020 lockdown, CYC and York BID agreed to trial new ways to measure footfall and spend in the city centre. Annex 2 provides the first report from the new Movement Insights system, which will continue to develop over the year ahead.
21. Footfall provides a good indication of how busy the city centre was, but for businesses in the city centre, the key question is how much were customers spending? This is where Movement Insights can begin to shed some light. In the last quarterly report, we looked at Centre for Cities data which suggested that spend was strong in York over the summer. Movement Insights presents a similar picture, showing strong sales in city centre restaurants, retail, supermarkets and clothing in the period July to September 2020.
22. Customer origin is also shown in Annex 2, with 68% of customers in the last week of October being from within 6 miles of the city centre, in contrast to the pre-COVID balance of one third locals/two thirds visitors. The balance of locals to visitors has thus changed significantly, while total numbers are well-down on pre-COVID levels. Spend in the crucial pre-Christmas period of November and December is not yet known, but hoteliers, the restaurant sector and hospitality are all concerned about the impact of both the November lockdown and the emergence into Tier 2.
23. Shop and restaurant vacancies have inevitably risen in York over the year. Our own figures, derived from the Business Rates system, show vacancies at 8.1%, up from 7.4% earlier in the year (Annex 1 p.4). As reported last quarter, Local Data Company's surveys show a larger increase, but with York still below the national average. What has been noticeable in recent month is the accelerating rate of closure among national and international retail and hospitality chains. This trend leads to sites in York being closed because of pressures elsewhere on owners.

Tourism (Annex 1 p4 + Annex 3)

24. Make It York's Tourism dashboard for October shows the scale of impact on that sector. While overall footfall remained at 60% or so through October, visits to our smaller attraction were down 80% on the year, and our hotels saw much reduced occupancy.
25. We have refreshed our relationship with Welcome to Yorkshire, agreeing a new Service Level Agreement with the organisation, and are working closely with Make It York to make the most of what scope there is to attract visitors to York. Marketing is beginning to focus on spring and summer 2021, when we hope to be able to welcome tourists back to York, supplementing campaigns to promote the use of local independent shops for Christmas spending.

Business start-ups (Annex 1, pp.10, 11)

26. In a typical year, around 1,000 businesses are started in York. The total for the current year, with 5 months remaining, is just below 400, 75% of what would be expected.
27. Looking at individual wards (Annex 1 p11), those with the highest clamant counts (Westfield, Clifton, Heworth and Holgate) are also showing higher levels of business startups.

Regional update

28. As discussed in September's Quarterly Economic Update, York and North Yorkshire LEP (Y&NY LEP) has developed a sub-regional Economic Recovery Plan titled "COVID-19 – A Plan to Reshape Our Economy" in response to the pandemic. Launched on 19th October 2020, this was followed by a ten day campaign based on each of the ten pledges. This showcased what response activity was being done, and what the LEP had pledged.
29. The LEP's Local Industrial Strategy and Reshaping the Economy COVID-19 Plan form the basis of its future work and priorities. Work is underway to turn the LEP's strategies and plans into clear delivery/implementation plans, setting out clearly the outcomes to be achieved and the actions needed. All of the LEP's strategies will be aligned under a single Economic Plan aimed at achieving their overall vision of a Greener, Fairer and Stronger Economy and becoming a carbon negative region.

30. Resources have also been secured by the LEP to provide additional support to businesses as the UK leaves the EU at the end of the year. This support will work closely with the Make It York team, and will include a mix of online workshops and 1-2-1 advice.

Update on work initiated at previous decision sessions

Economic Strategy

31. Work continues to take place on developing a new Economic Strategy for York, with the approach outlined at the Executive Member's October 2020 Decision Session. The approach to developing a new strategy was reviewed by the Council's Economy and Place Policy and Scrutiny Committee in October
32. Current activity is centred on reviewing and refreshing the existing economic evidence base which will underpin the development of the strategy. Gap analysis work is also being undertaken to ensure that the impacts of the pandemic are incorporated into this economic evidence base, as well as identifying additional themes requiring further research and analysis work and/or engagement. Activity is also underway to reflect on the data and trends emerging from the Council's resident engagement channel Our Big Conversation, as well as the intelligence from the Sector Roundtable initiative.
33. A more detailed progress update on the development of the Council's Economic Strategy is scheduled to be tabled at the Executive Member's January Decision Session. This will include a draft evidence base slide pack, draft plans around engagement activity and a summary of key strategic themes with accompanying text. Consultation on the Council's new Economic Strategy is planned for February to March 2021, with Executive sign off scheduled for May 2021. The strategy will also be considered again by Economy and Place Scrutiny Committee prior to completion.

BID update

34. The York BID presented a draft Business Plan to their Board on 25th November for their proposed 2021-2026 term. It was agreed that the threshold for the levy be raised from £12,500 to £17,500. This means a reduction of 192 hereditaments, and £28,500 less levy funding to be collected than now.
35. The broad themes for the BID have been set out in a draft Business Plan to act as a manifesto for their proposed term. This shows that the existing work that businesses have valued such as additional street

cleansing, the Street Rangers and business support will continue, but there will be an additional element to include green, sustainable and environmental issues.

36. The processes required to bring the BID 2020 renewal ballot paper to the Executive for approval is almost complete, with Members set to consider the report on January 14th 2020, with the ballot beginning the following month.
37. The BID has announced their Winter campaign of events for the City Centre to bring as many visitors as is safely possible back into York. These include the Make a World of Difference business support project which encourages people to shop locally, the Gift Card Advent Calendar and the Fantastic Fiction project at the vacant Debenhams store where all five shop windows be dressed to recreate popular children's stories.

Secondary shopping areas

38. The My Front Street project - looking at wider long-term impacts and economic growth in Acomb Front Street and the surrounding shopping area - was impacted by the second national lockdown in November, and work to engage with the public and other stakeholder had to be temporarily suspended shortly before the pilot was launched for health and safety reasons. The consultants will begin work again as soon as is possible, with the intention of completing the initiative by May 2021.
39. Both Acomb and Haxby now have Christmas lights in situ, designed to encourage footfall and engagement with the local areas. For the first time, Haxby and Wigginton Traders' Association has been able to make a capital investment in Christmas lights for the length of The Village due to the funding set aside by the Council for secondary shopping areas. This has been extremely well received by the local community, with several hundred positive interactions on social media about the project..

Business Support

EU Exit

40. Y&NY LEP have developed six-specific EU transition webinars taking place over November and December 2020, in partnership with professionals Garbutt & Elliot and Thrive Law. Subject areas include preparing for the end of EU transition; key legal changes; financial planning and managing cash flow; importing and exporting in 2021; and tariffs & taxation in 2021.
41. The LEP has also received additional funding from BEIS to deliver advisory support around EU transition up to 31st March 2021. Emphasis

is being placed on impactful business support with speedy delivery and collaboration. The Council's Economic Growth team is working closely with York's key business support agencies and the LEP's Growth Hub to ensure that local businesses have the necessary support and advice to effectively prepare for the UK leaving the EU. A range of information is available from the Make it York website to help businesses during the transition period and beyond.

York Business Week

42. November 2020 saw the return of York Business Week, marking the 10th iteration of the annual event. Taking place between 9th and 13th November, the week-long programme of free virtual events centred around the theme of "Build Back Better", and focused on York's economic recovery from COVID-19.
43. In keeping with the work undertaken to strengthen partnership working throughout the pandemic, a collaborative approach was taken to York Business Week with the Federation of Small Businesses, Institute of Directors, York Professionals, Make It York and the Council all putting on events during the course of the week. The programme also saw participation from York and North Yorkshire Chamber of Commerce, York BID, Welcome to Yorkshire, BioVale, York's two universities and Y&NY LEP.
44. The programme covered many of the common issues raised by businesses through the Council's Sector Roundtable initiative, with events and business support seminars and workshops addressing the topics of EU exit, skills, adapting business models, and leadership development. There were also a series of health and wellbeing events taking place during the week for businesses of all sizes, as well as targeted support sessions for start-ups and tourism businesses.
45. Promotion of York Business Week took place through a number of regional and local media outlets, as well through social media channels. Social media activity around the event reached 123k people, with 2,040 registrations in total throughout the week. Make it York statistics show that website traffic during business week itself increased 19% on the previous year, reflecting the great work of Make it York and its partners in putting on engaging content for a wide range of business audiences.

Partnerships

Circular Yorkshire Month

46. November 2020 also saw the return of Y&NY LEP's Circular Yorkshire Month, which brought together partners and stakeholders from across Yorkshire to accelerate region's transformation towards a circular economy. This year's campaign featured 27 partners (up from 16 last year) and an extensive social media and press campaign, the latter reaching over 200,000 people.
47. Throughout Circular Yorkshire Month, the LEP, its Growth Hub and partners raised awareness of how Circular practices – focusing on the reuse of materials and sustainable business practices - can help businesses prosper by providing a variety of information and guidance. The campaign included a series of webinars, the launch of a package of resources for businesses (including e-guides, animations and case studies), and a range of high profile communication activities. Along with BioVale and the University of York, City of York Council were active participants in Circular Yorkshire Month with the Council's Assistant Director of Housing and Community Safety taking part in a webinar exploring how practically towns and communities can adopt circular economy practices within the built environment. The Council's Housing Delivery Programme and the creation of zero carbon homes and inclusive communities drew widespread interest from attendees.

York Business Accelerator Project

48. September's Quarterly Economic Update report updated the Executive Member for Economy and Strategic Planning on a joint initiative between the University of York and City of York Council to undertake a feasibility study into the establishment of a York-based technology accelerator. 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. The feasibility study would test whether the right conditions are in place for such an initiative in York.
49. Completed by Whitecap Consulting, the study assessed the appetite and opportunity for a business accelerator to deliver job growth, attract new inward investment and to support the expansion of York's innovation and technology ecosystem.
50. Following a consultative process involving approximately 100 stakeholders, the report concluded that an accelerator could enable and support tech start-ups to succeed in York and attract high value inward investment, with strong passion and commitment shown by all stakeholders to drive innovation in the city.
51. Key findings from the report include the need for more suitable physical spaces in the city for innovation and collaboration, a stronger relationship

between start-ups and established businesses, a focus on retaining graduates and ensuring they have attractive local career opportunities in exciting growth sectors, and greater interaction between York's universities and start-ups and established businesses. It was also highlighted that York has multiple sector strengths that would benefit from alignment with key regional and pan-northern innovation activities.

52. A launch event took place on 30th November 2020 to promote the findings of the report and raise awareness amongst the wider York business community and key stakeholders. Further stakeholder engagement is planned through 1-2-1 meetings to gauge the level of support from key stakeholders for the York Accelerator in regards to funding, resourcing and developing a suitable accelerator business model. Additional work is required to assess the validity of the potential operating models such as neutral and independently run; in partnership with an existing accelerator; as a corporate accelerator.
53. In addition to co-funding the original report, Council support includes ongoing officer resource to support the development of the project and well as utilising our relationships across the city and beyond to move the initiative forward. The project has demonstrated citywide commitment to supporting both local employment and entrepreneurs who want to establish and grow businesses in York.

Consultation

54. Consultation on the economy and our COVID response has been through weekly intelligence calls with key partners, the civic partnership structures, 12 sector roundtables and regular meetings of the Executive Economic Recovery Group.

Council Plan

55. Our work addresses the following outcomes from the Council Plan:
 - 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** – no new financial commitments.
- **Human Resources (HR)** – no implications;
- **One Planet Council / Equalities** – our work positively supports the Council's equalities objectives;

- **Legal** – no implications;
- **Crime and Disorder** – no implications;
- **Information Technology (IT)** – no implications;
- **Property** – no direct implications

Risk Management

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

Contact Details

Author:

Simon Brereton
Head of Economic Growth
Economy & Place

Chief Officer Responsible for the report:

Tracey Carter
Interim Director of Place

Report Date
Approved

Wards Affected: List wards or tick box to indicate all

All

For further information please contact the author of the report

Background Papers:

Annexes

Annex 1: Economic Recovery Data Pack – Dec 2020

Annex 2: York BID and CYC Movement Insights report

Annex 3: Tourism dashboard



City of York Council



Economic Recovery Data Pack

December 2020

Economic Recovery - Contents

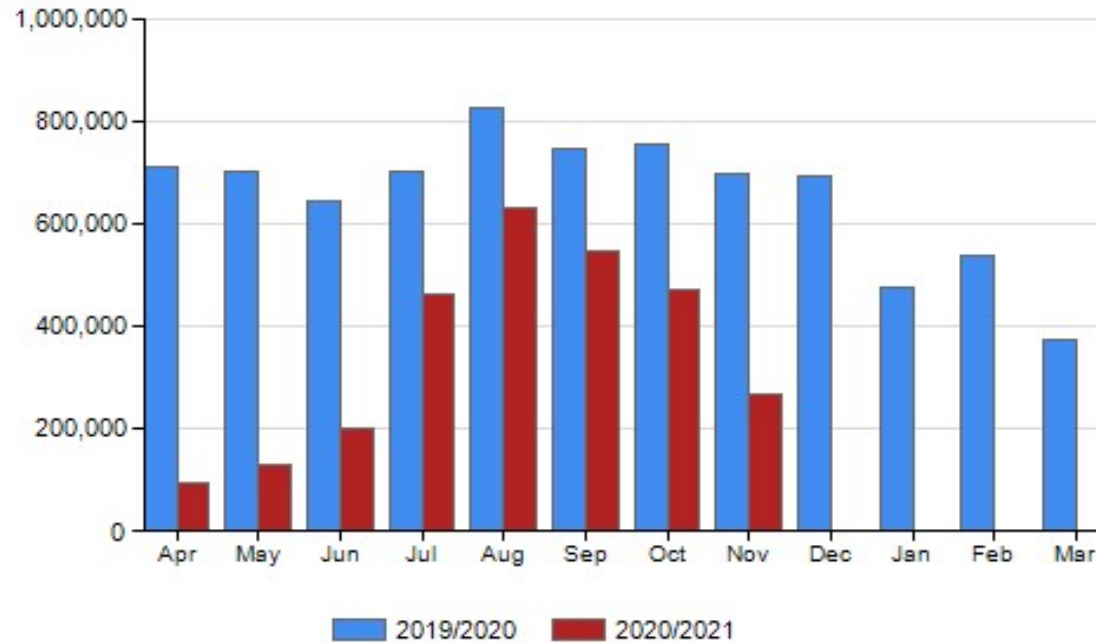
Table of Contents	Covering Data Period	Data Pack Updated
1. City centre and community mobility:		
Footfall	April-November	07-Dec-20
Tourism	April-October	07-Dec-20
Community Mobility	April-November	07-Dec-20
2. Parking:		
Income	April-October	07-Dec-20
Occupancy from CCTV counters	April-November	07-Dec-20
3. Transport:		
Bus Journeys	April-October	07-Dec-20
4. Business Start Ups:		
BankSearch figures	October	07-Dec-20
5. Job Seekers Allowance / Universal Credit:		
ONS Claimant Count 1986 to present	October	07-Dec-20
Claimant Count by Ward	October	07-Dec-20

Economic Recovery - City Centre

Footfall

- Following more positive footfall through the summer months a reduction can be seen at the end of the summer holiday period and further more during the second national lockdown.
- During November Parliament street footfall was around one third of the same period in 2019
- Footfall is predicted to be 47% down against the entire year

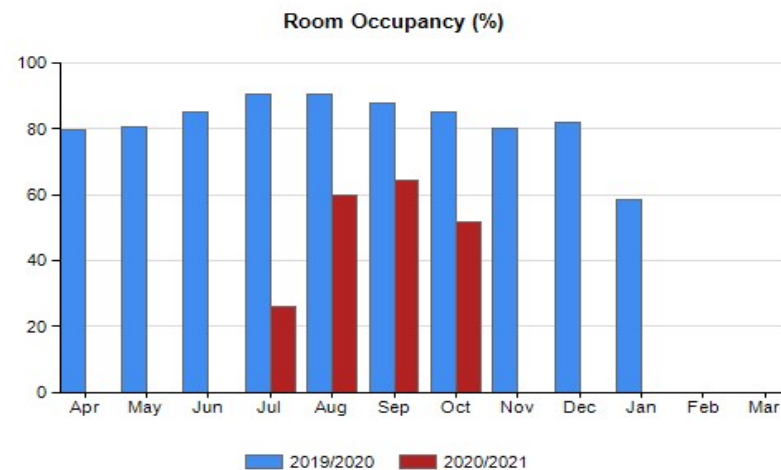
Parliament Street Footfall



Economic Recovery - City Centre

Tourism

- At the end of October 8.11% of shops within the city centre were vacant which is a small increase from 7.43% at the start of the year. The percentage vacant for the same period 2019 was 6.7%
- Hotel room occupancy is around two thirds of usual levels however some recovery can be seen following Q1 closures and the average room rate remains similar to 2019
- Visits to large attractions during October were around one third of the levels seen in previous years, this is due to operating at a reduced capacity with pre-booked visits only

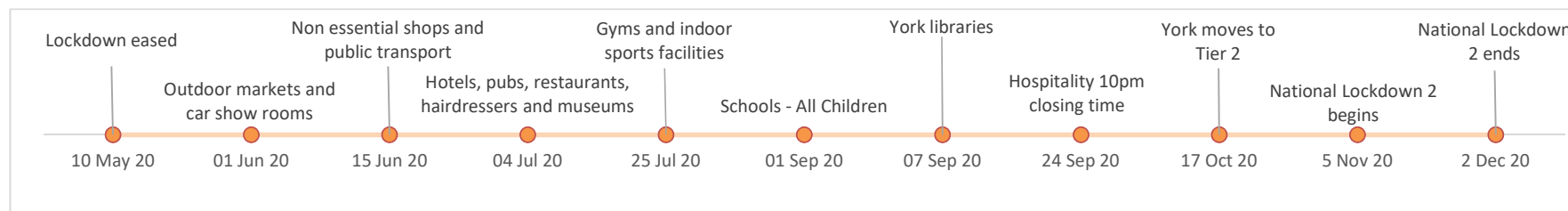


Economic Recovery - Community Mobility

Community Mobility

- Community mobility data has been available regularly from Google since the start of the pandemic to track how visits and length of stay at places such as shops and transit stations are changing.
- Data is sourced through phone location history where consented and changes for each day are compared to a baseline value for that day of the week taken during January.
- The following charts show monthly snapshots of activity at retail and recreation, supermarket and pharmacy, public transport and workplace venues since the start of lockdown.

Key Reopening Dates



Retail and Recreation:

York largely spent more time at these venues over the summer period compared to the national picture. Activity has steadily declined from the end of the summer period but has been greater than during the first lockdown.

Community mobility compared to baseline (%) - Retail and recreation (by Month) - 2020/2021

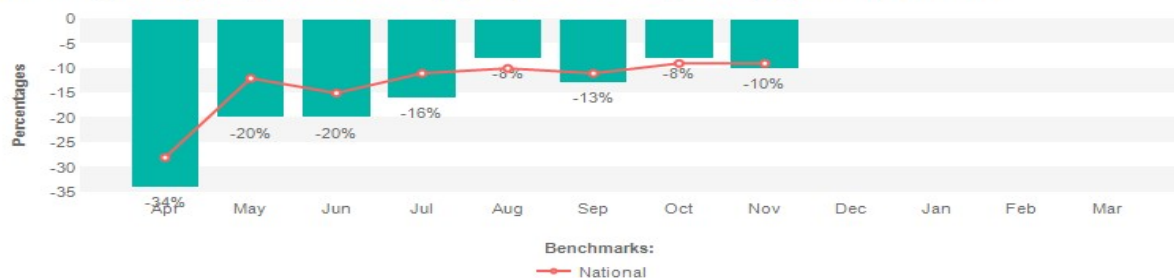


Economic Recovery - Community Mobility

Supermarket and Pharmacy:

Snapshots for the past 3 months show that time spent at supermarket and pharmacy venues has been around 10% less compared to baseline. Activity appears to have remained relatively high despite the second lockdown.

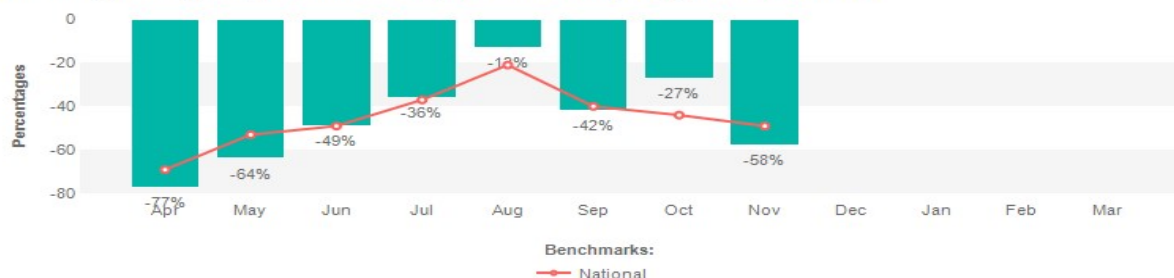
Community mobility compared to baseline (%) - Supermarket and pharmacy (by Month) - 2020/2021



Public Transport:

The November snapshot for visits to transit stations is the furthest from baseline since May. Further information on bus journeys for the authority can be seen later in this report.

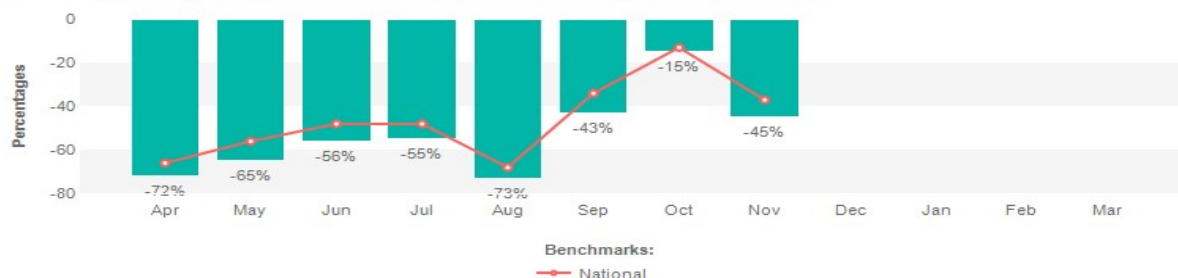
Community mobility compared to baseline (%) - Public Transport (by Month) - 2020/2021



Workplaces:

York follows the national trend for time spent at the work place whilst largely having less visits compared to the national data.

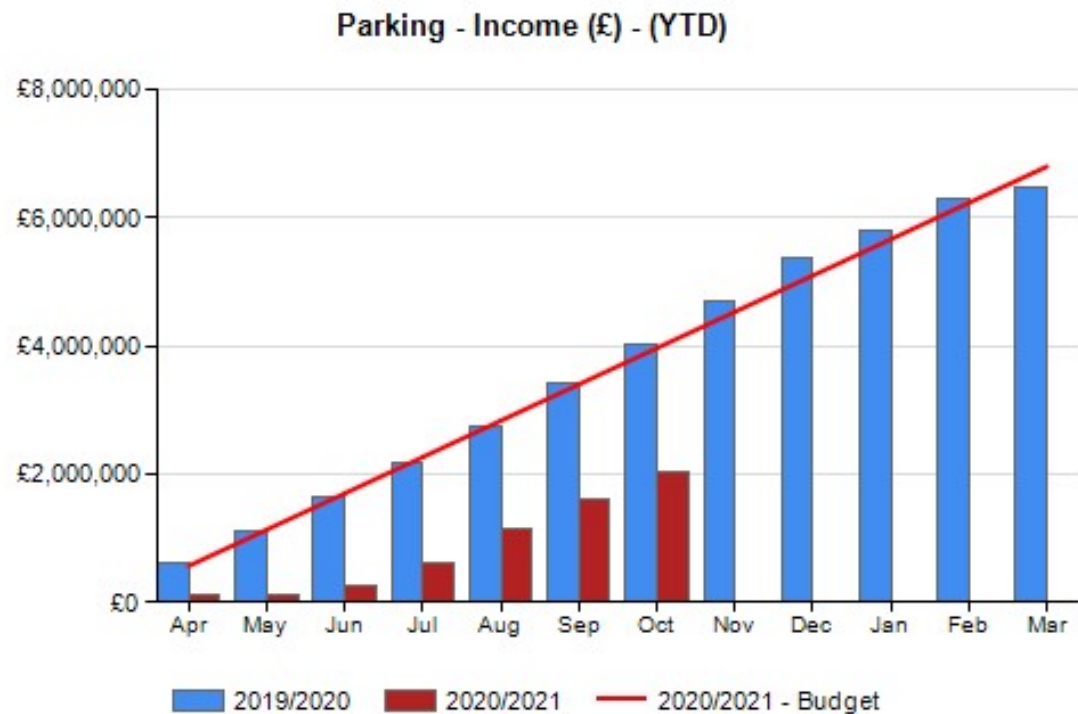
Community mobility compared to baseline (%) - Workplaces (by Month) - 2020/2021



Economic Recovery - Parking

Income

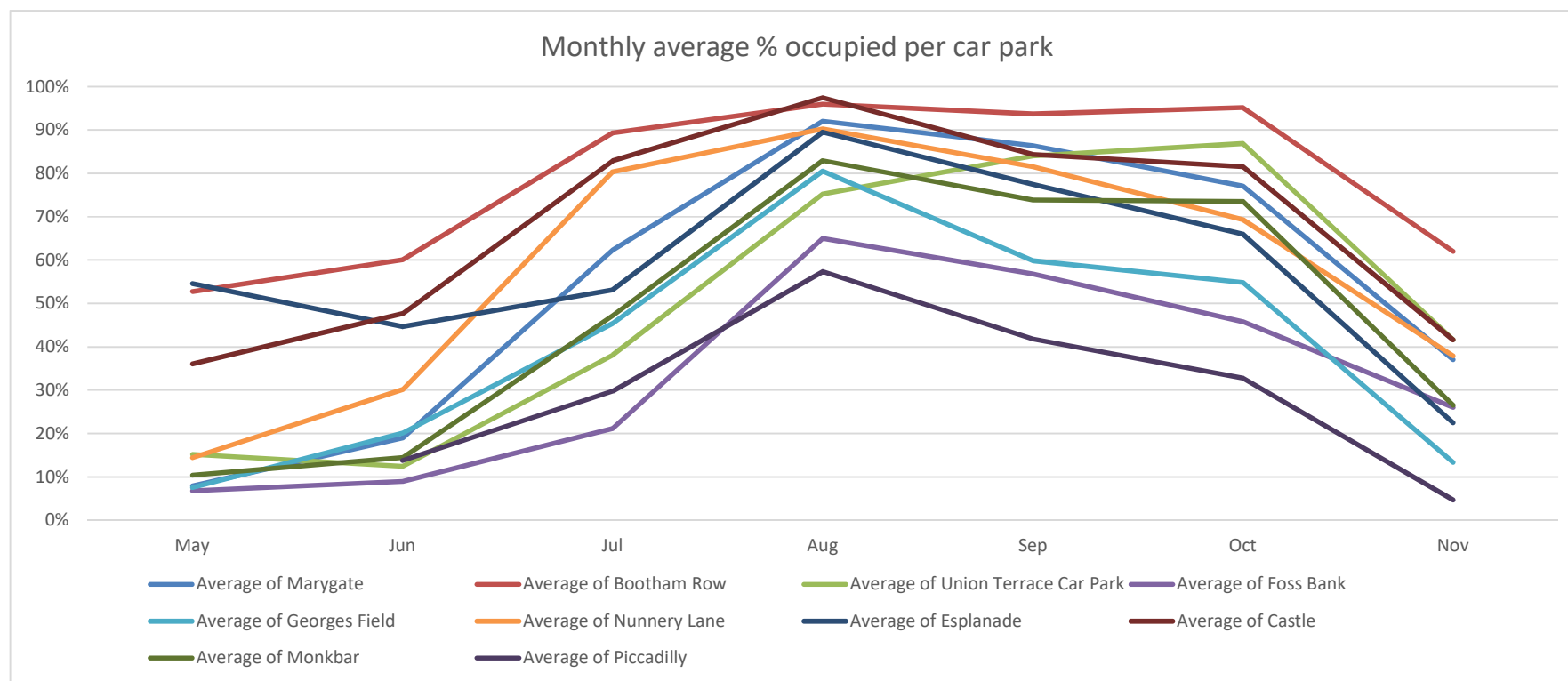
- YTD Parking income at October was £2,030,177 this is below the target amount of £3,967,197
- YTD Parking fines income at October was £116,788 which is also below the target amount of £362,163
- Parking is an area of income which will receive government funding for shortfalls due to COVID-19 and it is hoped the end of year picture will be more positive



Economic Recovery - Parking

Occupancy - CCTV counters

- Parking counts via CCTV counters are available daily
- The chart below shows average occupancy for May to November based on daily figures
- During November St Georges Field and Esplanade have been closed at times due to flooding. Piccadilly has been closed during lockdown.
- Average occupancy rates are now also available on the KPI Machine and can be accessed through a new Parking scorecard

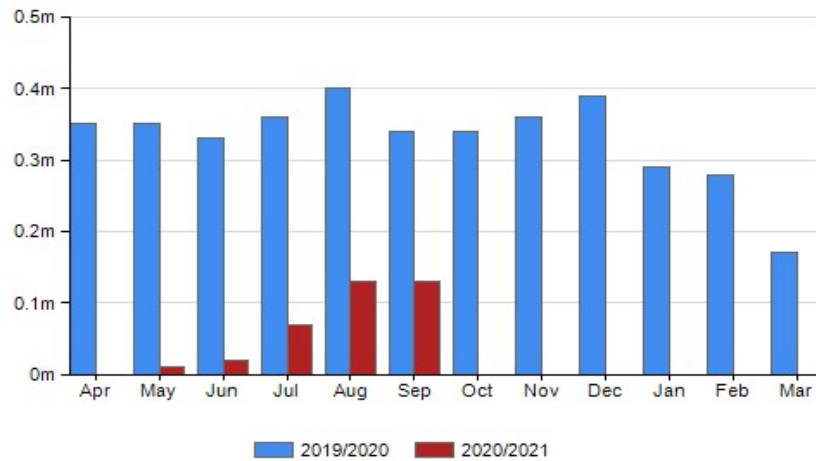


Economic Recovery - Public Transport

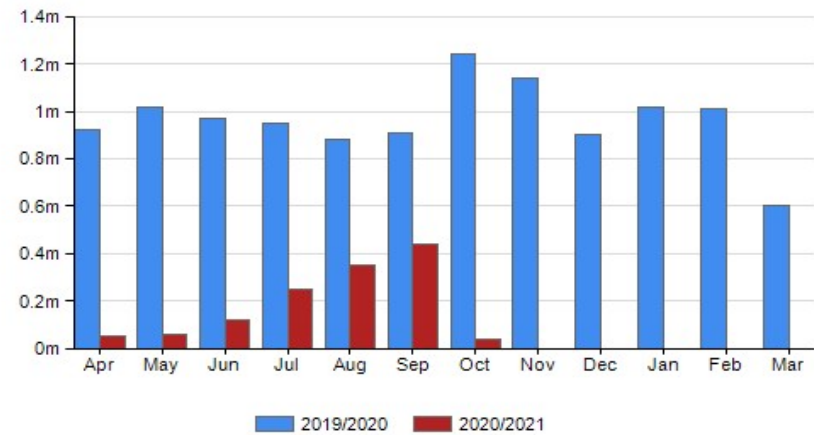
Bus Journeys

- The following charts show monthly patronage for bus journeys within the authority
- Discounted tickets have been on offer during the summer and following the end of the autumn lockdown to incentivise travel

P&R Passenger Journeys - (LI 3 b) - (2009 baseline: 3,941,852)



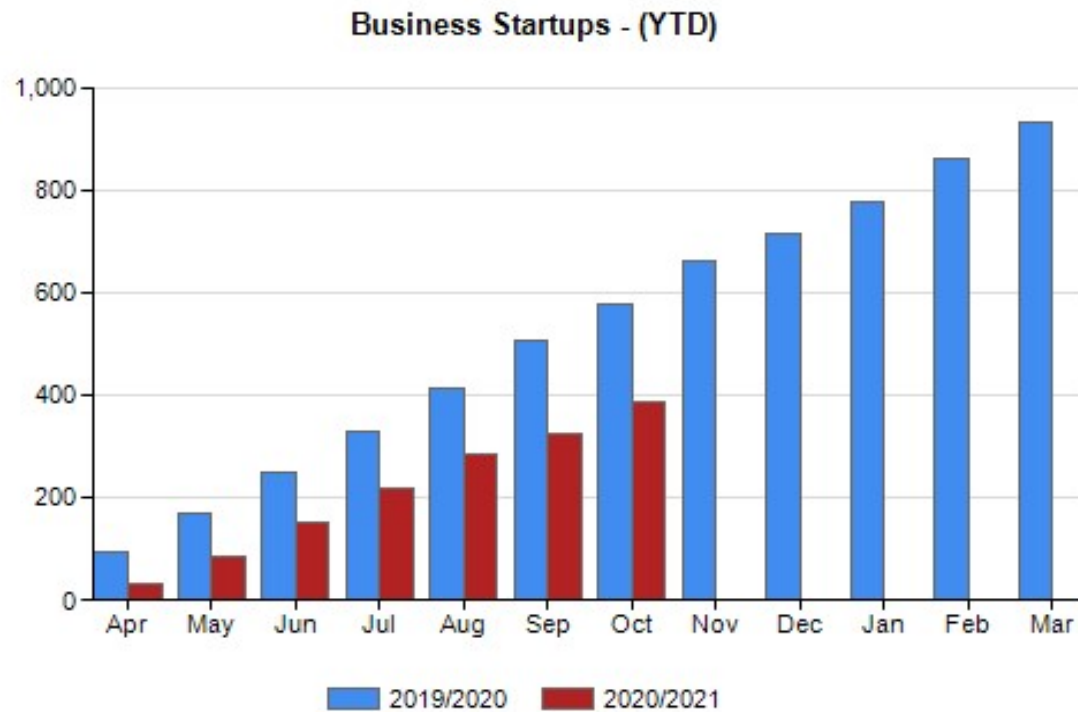
Local bus passenger journeys originating in the authority area (excluding P&R) (LI 3 a) - (2009 baseline: 10,832,614)



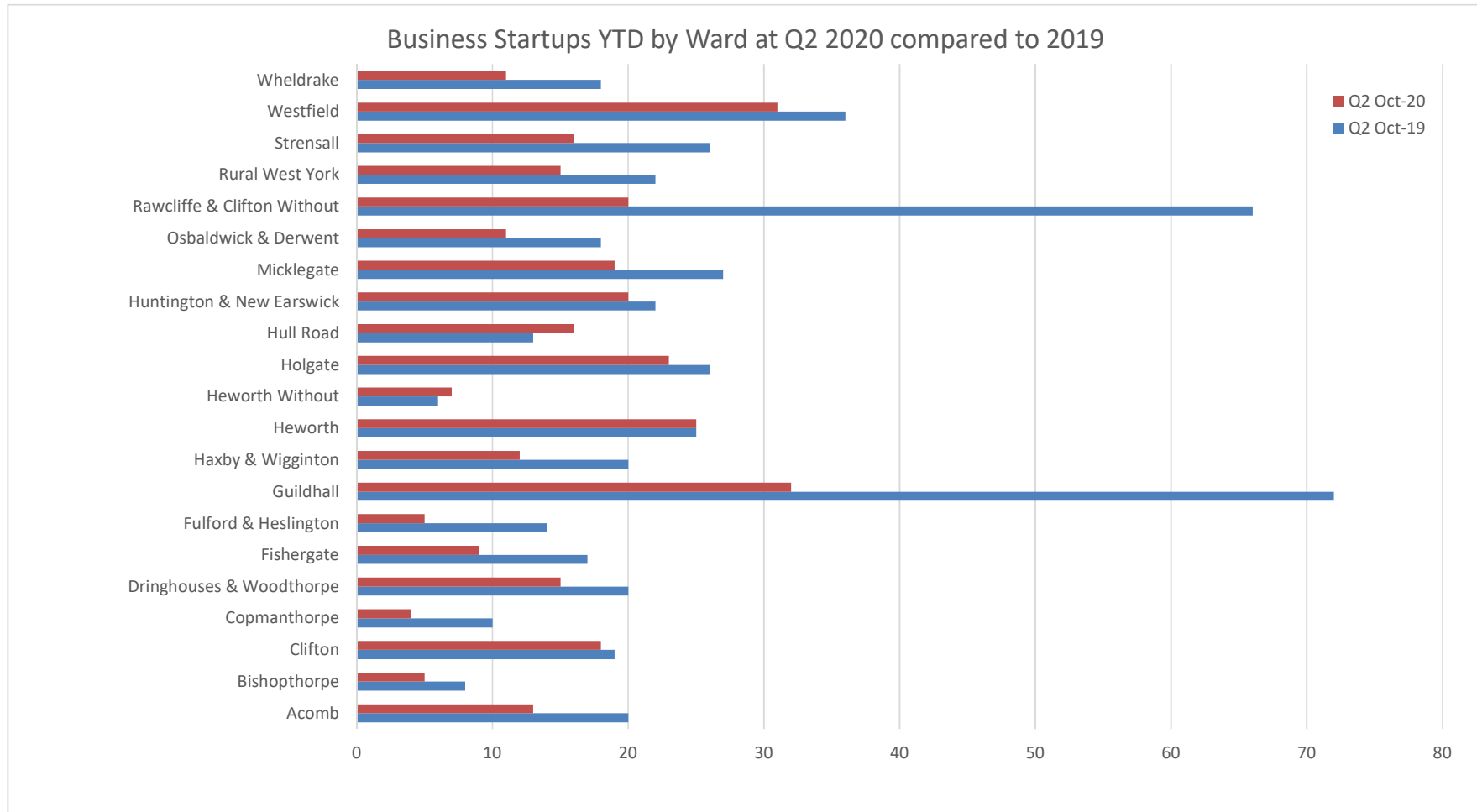
Economic Recovery - Business Startups

Business Startups - BankSearch

- The number of business startups YTD at October was 389 which is a rate of 28 per 10,000 working age population. Although a steady increase can be seen over recent months this is still below the 2019 figure of 580 (41.8 per 10,000 working age population) for the same period
- The chart on the following page shows the number of startups per ward at Q2 compared to 2019

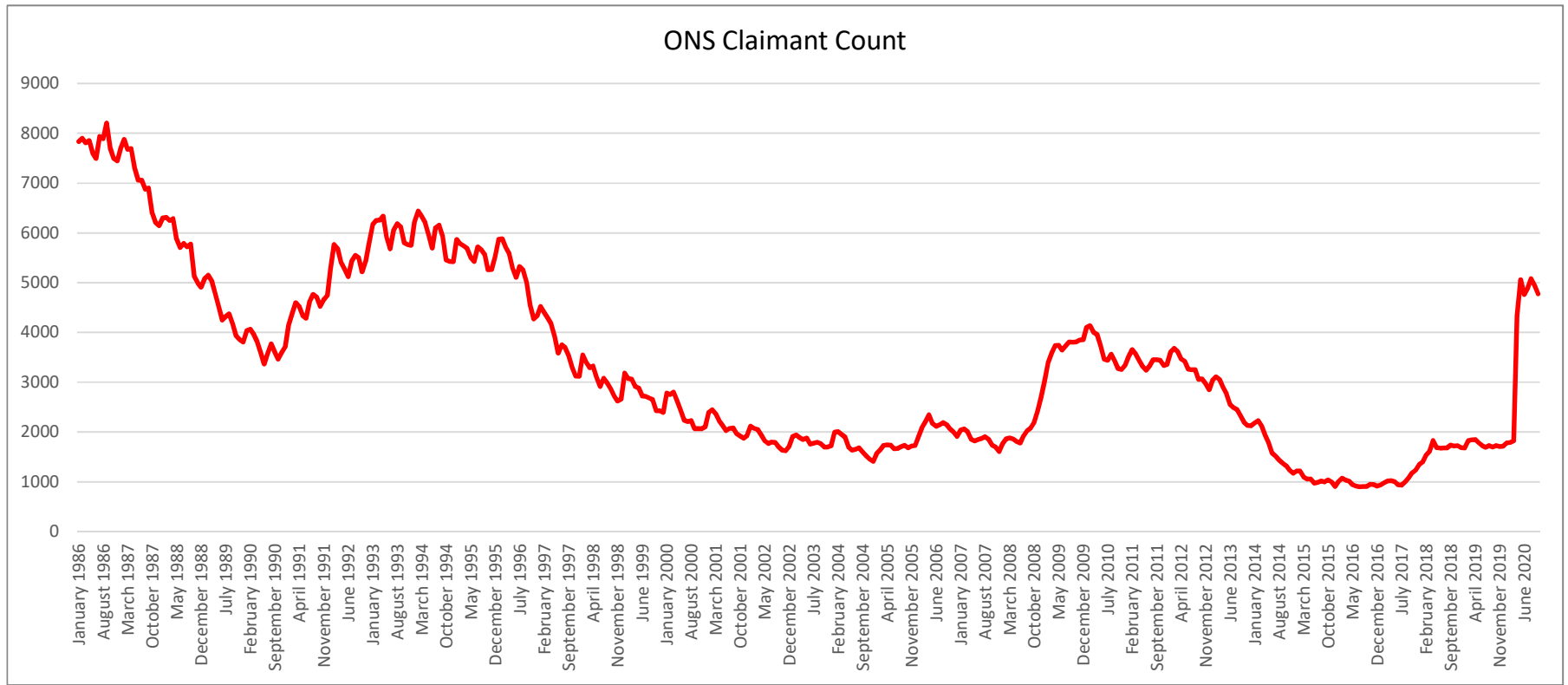


Economic Recovery - Business Startups



ONS Claimant Count

Long term measure of unemployment benefit claimants



Source: [nomis - official labour market statistics \(ONS\)](#)

This experimental series counts the number of people claiming Jobseeker's Allowance plus those who claim Universal Credit and are required to seek work and be available for work and replaces the number of people claiming Jobseeker's Allowance as the headline indicator of the number of people claiming benefits principally for the reason of being unemployed.

ONS Claimant Count by ward

October 2020

Wards	Claimant rate (%age of 16-64 population)	All categories: Age 16+	Aged 16-24	Aged 25-49	Aged 50+
Westfield	6.1	540	120	295	120
Clifton	5.1	365	95	195	75
Heworth	4.8	480	125	255	100
Holgate	4.4	385	75	220	90
Micklegate	3.9	370	60	215	95
Huntington & New Earswick	3.7	275	55	135	80
Acomb	3.6	205	45	120	40
Dringhouses & Woodthorpe	3.4	235	60	110	65
Guildhall	3.3	480	100	285	95
Rawcliffe & Clifton Without	2.9	225	55	105	65
Bishopthorpe	2.8	60	15	30	20
Heworth Without	2.6	55	15	25	15
Osbalwick & Derwent	2.6	120	20	75	25
Strensall	2.6	130	20	75	35
Fishergate	2.4	195	45	110	40
Fulford & Heslington	2.4	55	15	30	10
Hull Road	2.2	275	85	145	40
Rural West York	2.2	100	30	45	25
Wheldrake	2.2	55	15	30	10
Haxby & Wigginton	2.1	135	30	70	35
Copmanthorpe	2.0	45	15	25	5
York total	3.4	4,775	1,090	2,595	1,090

Source: [nomis - official labour market statistics \(ONS\)](#)

This experimental series counts the number of people claiming Jobseeker's Allowance plus those who claim Universal Credit and are required to seek work and be available for work and replaces the number of people claiming Jobseeker's Allowance as the headline indicator of the number of people claiming benefits principally for the reason of being unemployed.

How York city centre performed in 2020

Summary report looking at footfall, visitor origin and visitor spend data



Introduction



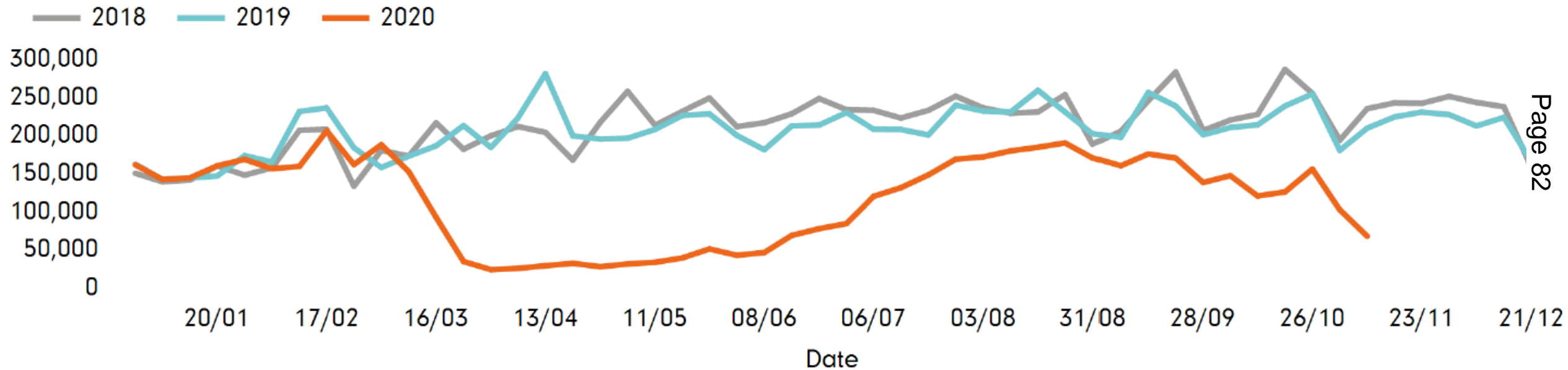
York BID and City of York Council have purchased information from Movement Insights to better understand the performance of York City centre. In summary;

- ❑ this report is by no means definitive – part of its purpose is to demonstrate the type of data the city now has the ability to analyse;
- ❑ all information is anonymous;
- ❑ data from O2 (one third of all UK mobile users) shows the origin of visitors that come to York city centre. This can be analysed weekly to compliment footfall data;
- ❑ data from Visa (accounting for £1 in every £3 spent in the UK) can be analysed quarterly;
- ❑ data analysis is primarily focused on the city centre, although data is available for York local authority area;
- ❑ analysis of data will be used to better understand city performance and help inform investment decisions e.g. targeted marketing spend;
- ❑ this report focuses on data from January 2020 through to November 2020.

Footfall

The drop in visitors coming to York city centre in 2020 is clear & stark!

Graph: Footfall in York Jan 2020 to 1st Nov 2020

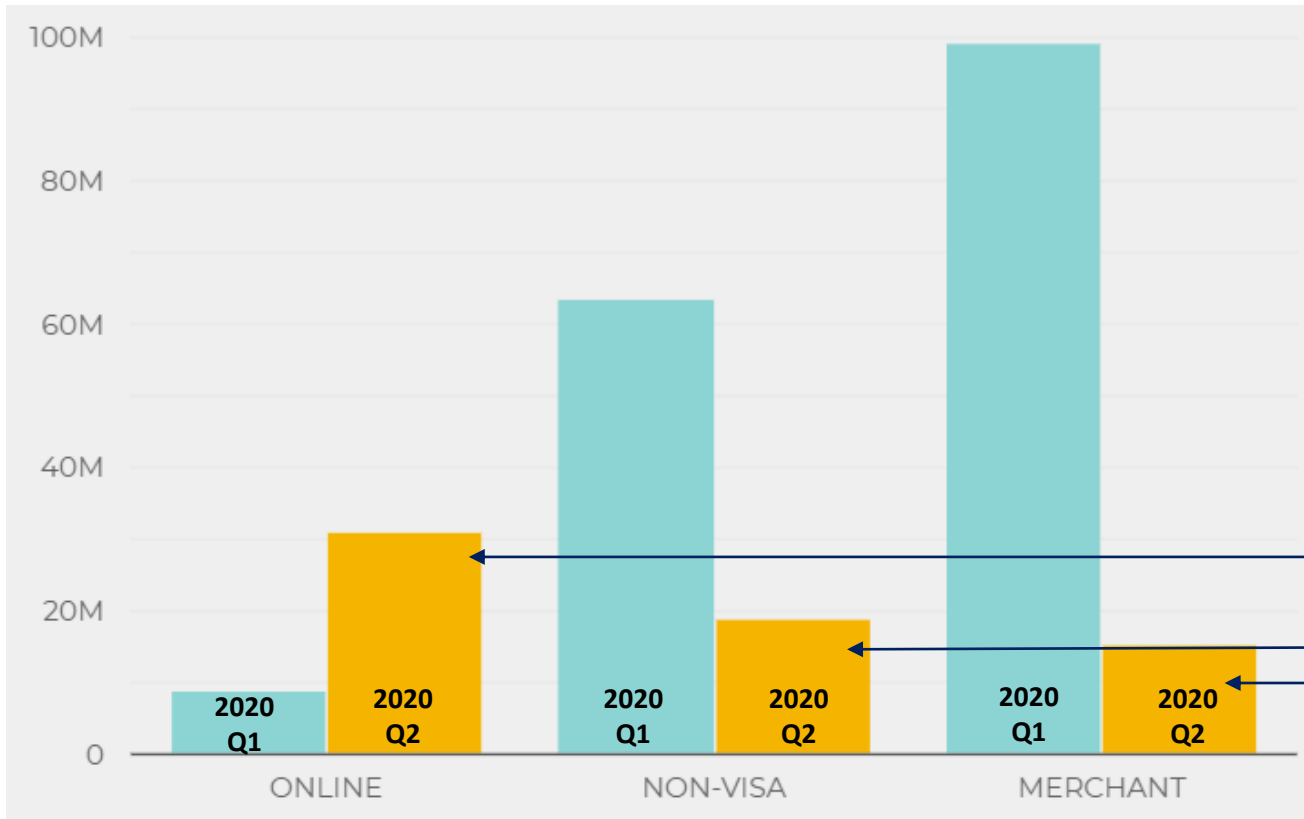


- ❑ Footfall in York was performing as normal before mid March. The graph shows a steep drop off during lockdown.
- ❑ Footfall started to recover from June, but year to date (1st Jan – 15th Nov) it is **43.4% down** on the equivalent time period in 2019. The UK average is **44.1% down**.
- ❑ York did perform better than many UK cities over the summer period, due to the demand for staycations. For example, when looking at the week ending 30th August, footfall in York was down -17% on the same week in 2019, where the equivalent UK average was -33%.

Spend

Drop in city centre spend in Q2 (lockdown) pronounced

Graph: 2020 Q1 vs Q2 spend for Visa online, Visa merchant and non Visa/cash



- Online spend increased 245%
- Non Visa and cash dropped -70% and Visa merchant -84%

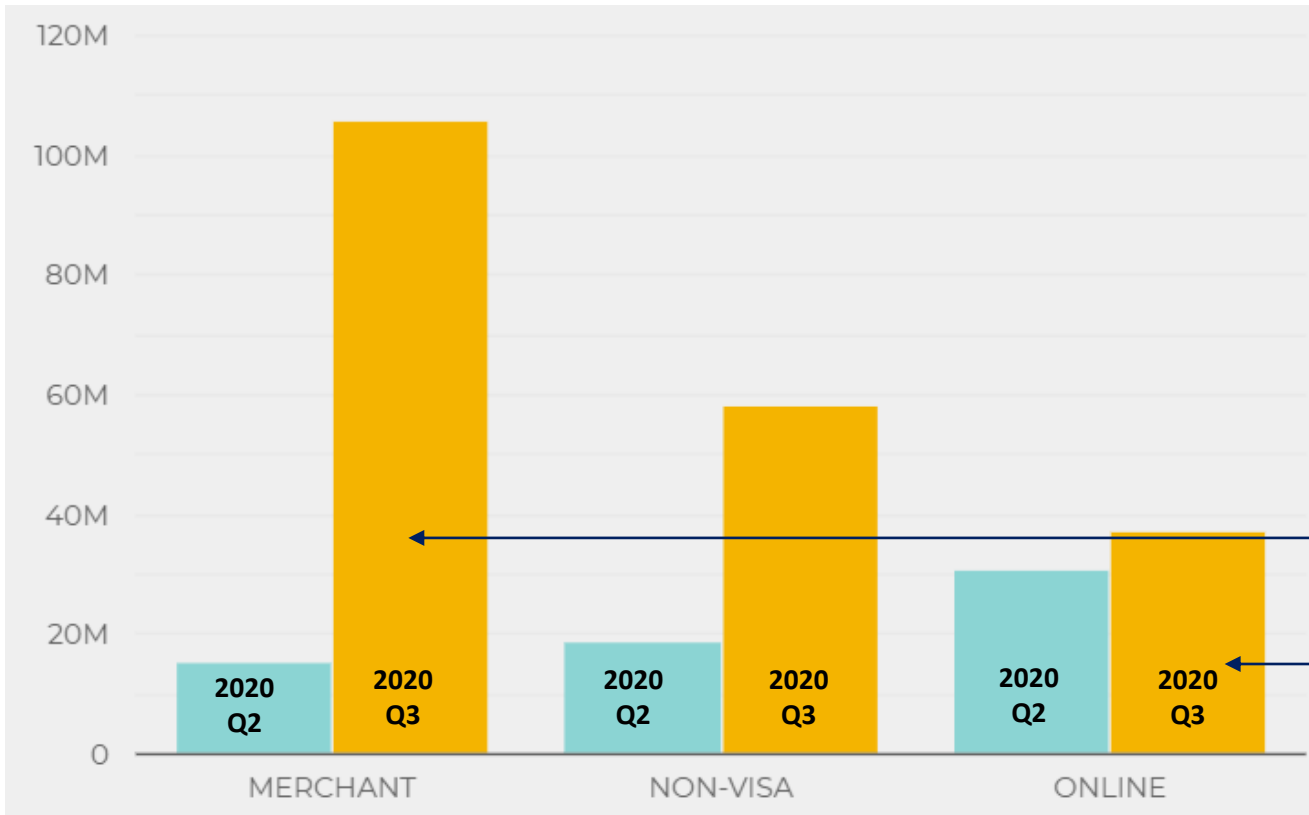
Notes:

- BID has access to VISA data for 2020 quarters (calendar year) 1-3, with some historical data for 2019.
- York city centre, defined as YO1 postcode (circa 1km radius from the centre).
- Note that UK entered full lock down restrictions 23rd March 20, with non essential retail opening 15th June.
- Merchant data = Visa spend in store / Non Visa = other card providers / online = internet spend for people living in YO1 postcode

Spend

The city centre recovered in Q3, but shift to online remained and increased

Graph: 2020 Q2 vs Q3 Spend for Visa online, Visa merchant and non Visa & cash



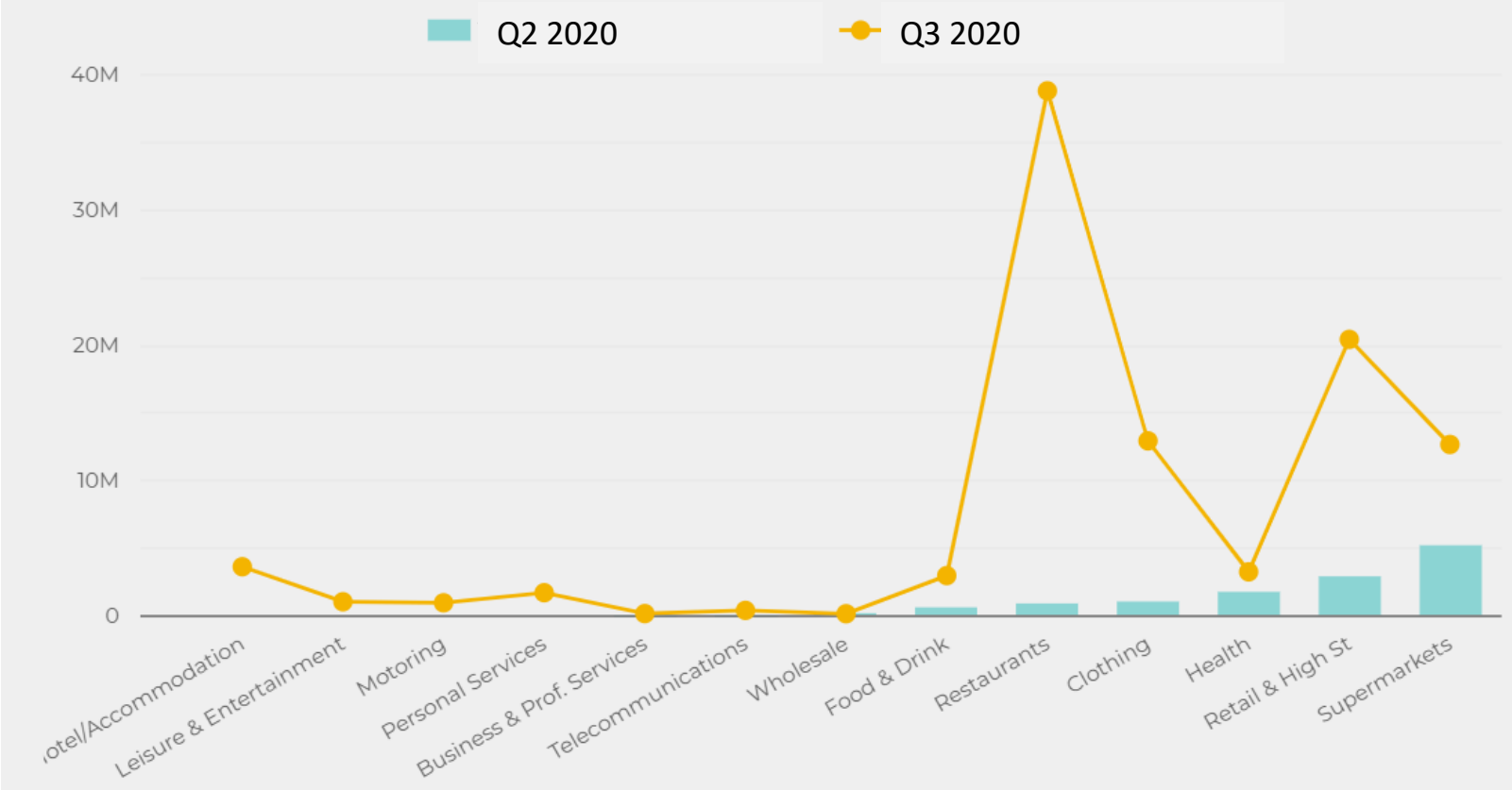
- Q3 Visa merchant up **582%** on Q2 at £106m spend. For comparison, Q4 2019 (run up to Xmas) saw £146m spent.
- Online remains strong 37m, 20% higher than Q2 (lockdown) and 315% higher than Q1 (pre-covid trading).

- Data gives an indication of **how the city centre recovered**
- Merchant data = Visa spend in store / Non Visa = other card providers / online = internet

Spend

The spending bounce back was significant for certain sectors

Graph: 2020 Q2 vs Q3 for Visa merchant only



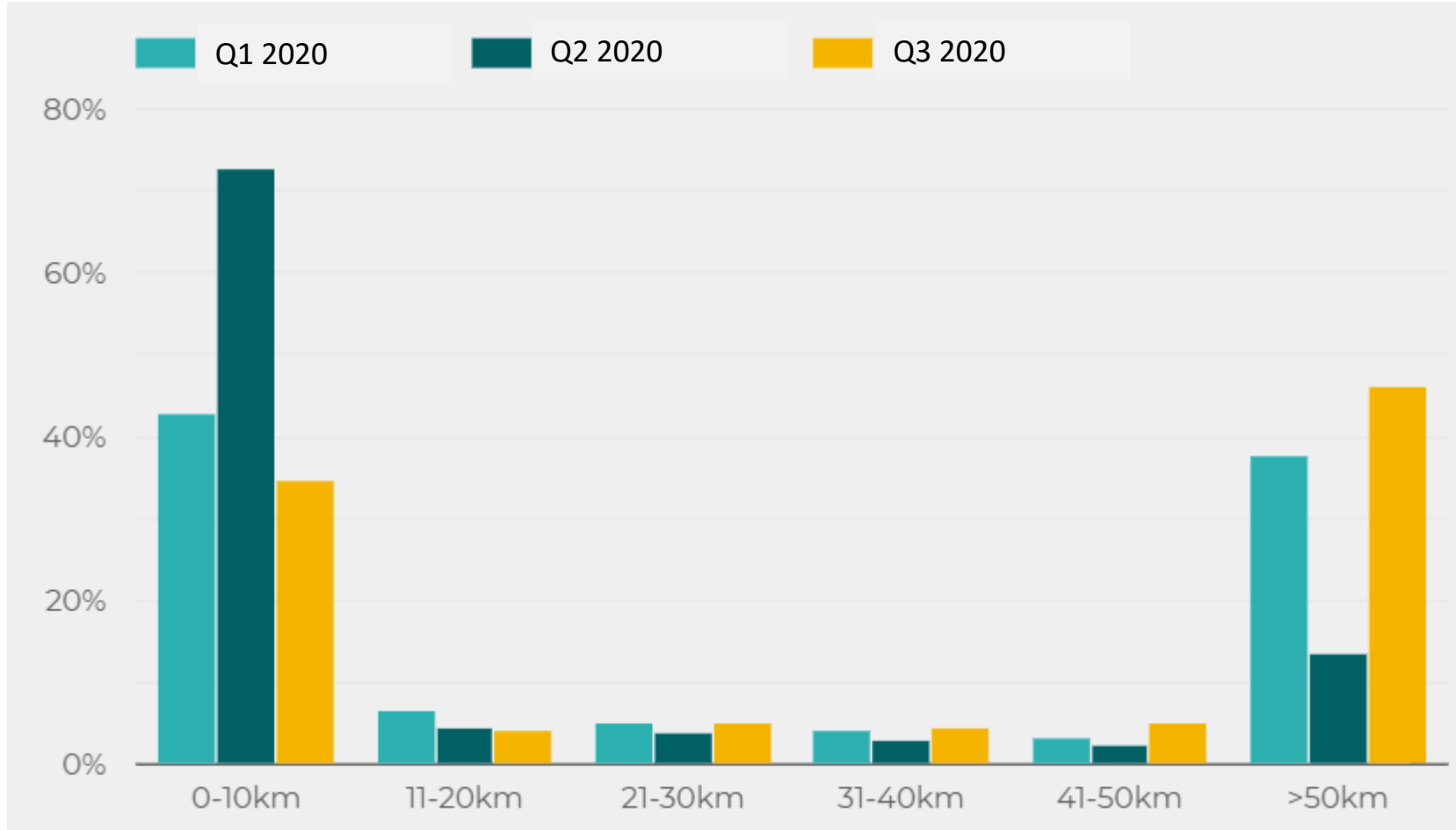
Big benefactors of the city re-opening clearly restaurants, retail and city centre supermarkets

- The table shows the VISA merchant data, Q2 vs Q3 broken down by category.
- NOTE: Categories such as professional services and hotel/ accommodation must be treated with caution, as payments often made online in advance, as opposed to with the merchant in the city centre.

Spend

There are two distinct 'spenders' in the city; locals and visitors from further afield

Graph: % Merchant spend by distance (Q1 – Q3 2020)



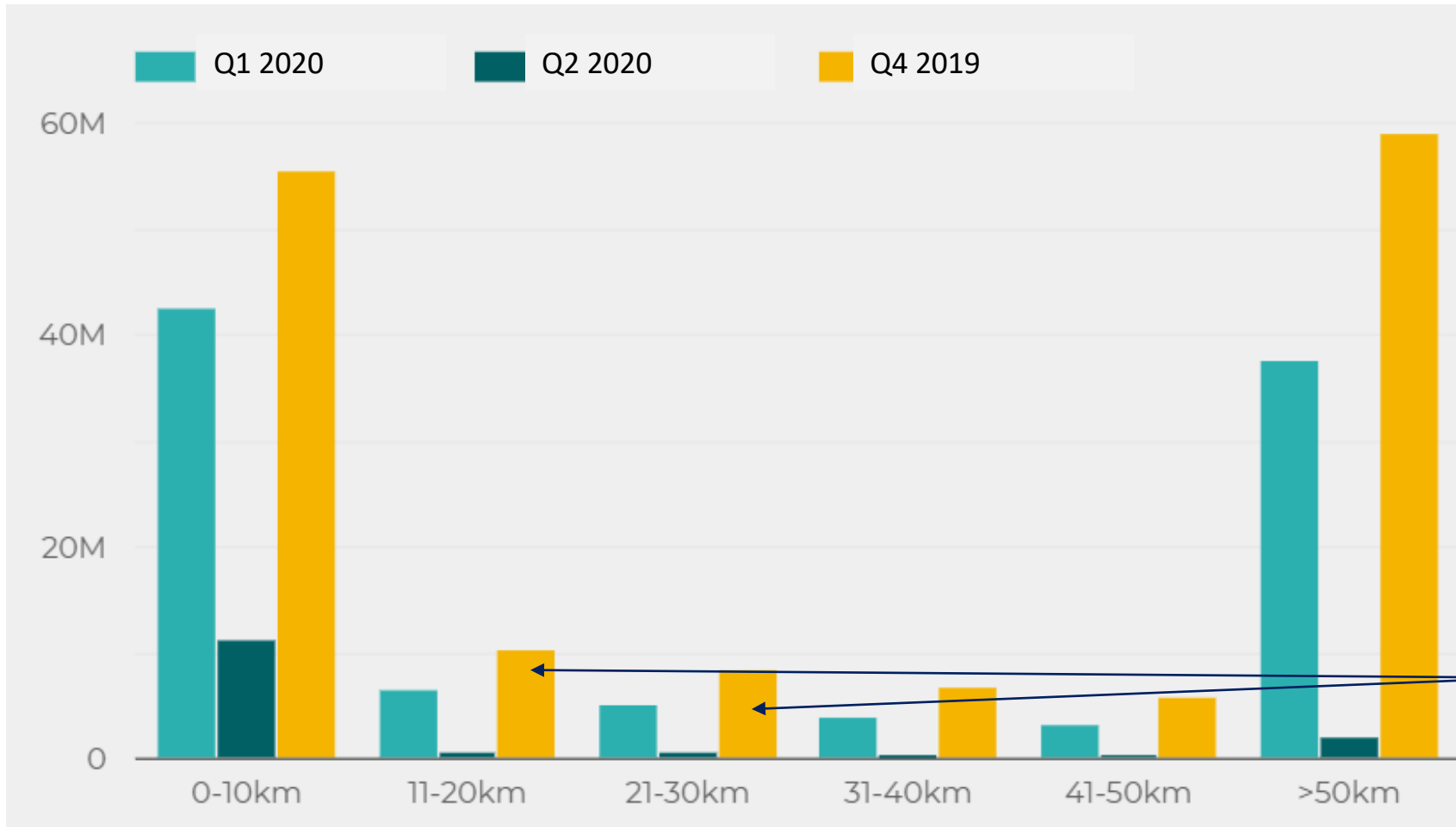
- ❑ Q1 (Jan – Mar) largest spenders in city centre were local people within 10km.
- ❑ During Q2 lockdown, 73% of spend came from locals.
- ❑ In Q3 (the recovery), 46% of spend came from visitors 50km + away.

❑ Data is for VISA merchant spend

Spend

Lost spend from visitors >50km means marketing to York hinterland crucial

Graph: £ Merchant spend by distance Q1 & 2 2020 & Q4 (run up to Xmas) 2019

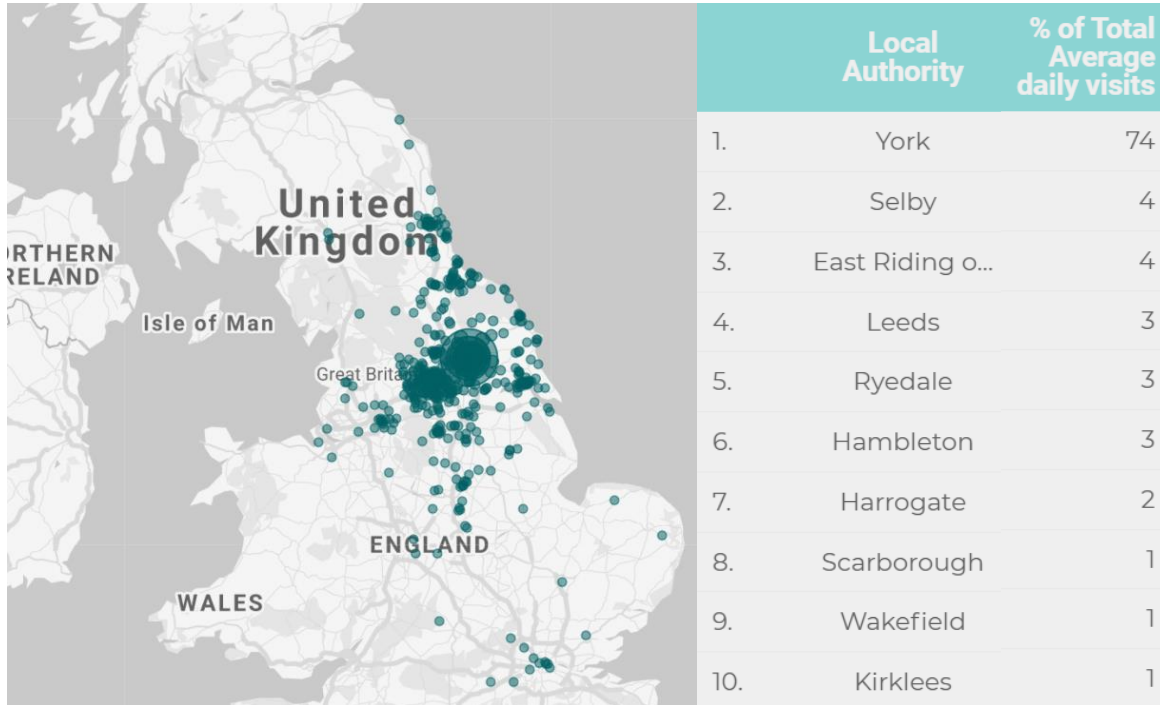


- Q4 2019 (run up to Christmas, circa £59m spent by visitors 50km+. Large majority of these consumers likely not to come in 2020!
- £55m was spent by local people.
- A further £10m by those 11-20km away and £8m from those 21-30km away.
- Targeting these groups for Christmas 2020 essential!

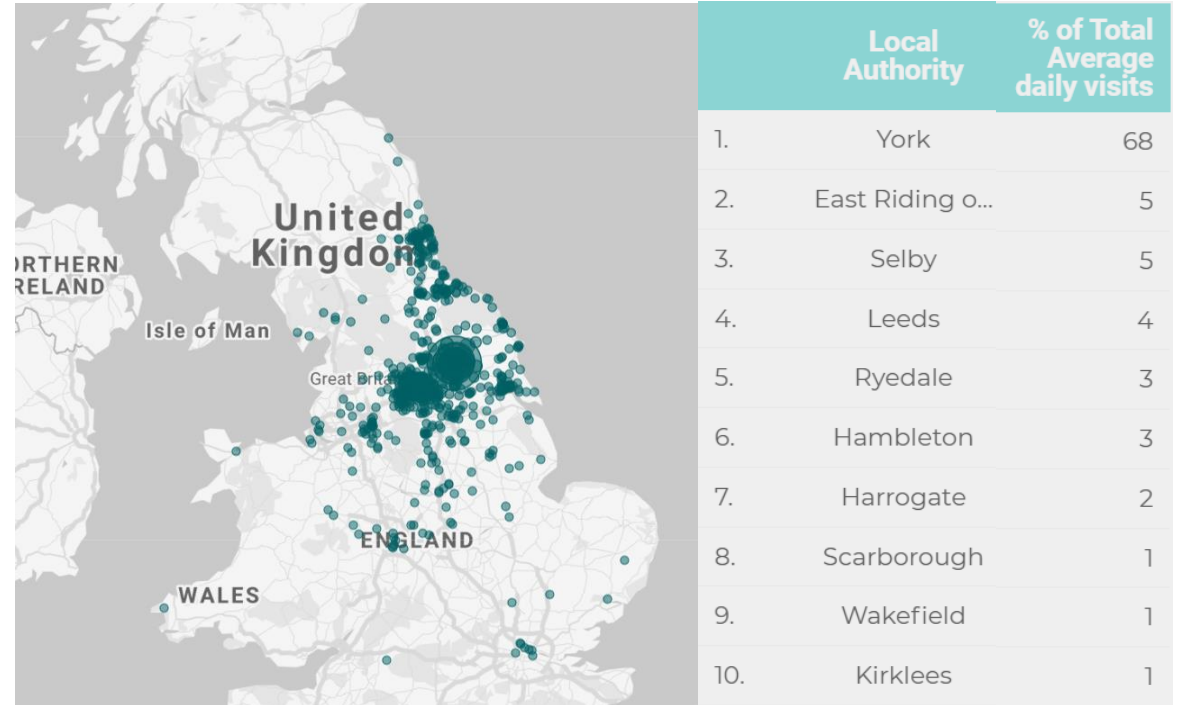
Visitor Origin

The main users of the city centre are local - even in half term holiday, 68% of people using city were from York

Map: Visitors to York week ending 25th October



Map: Visitors to York week ending 1st November (half term)

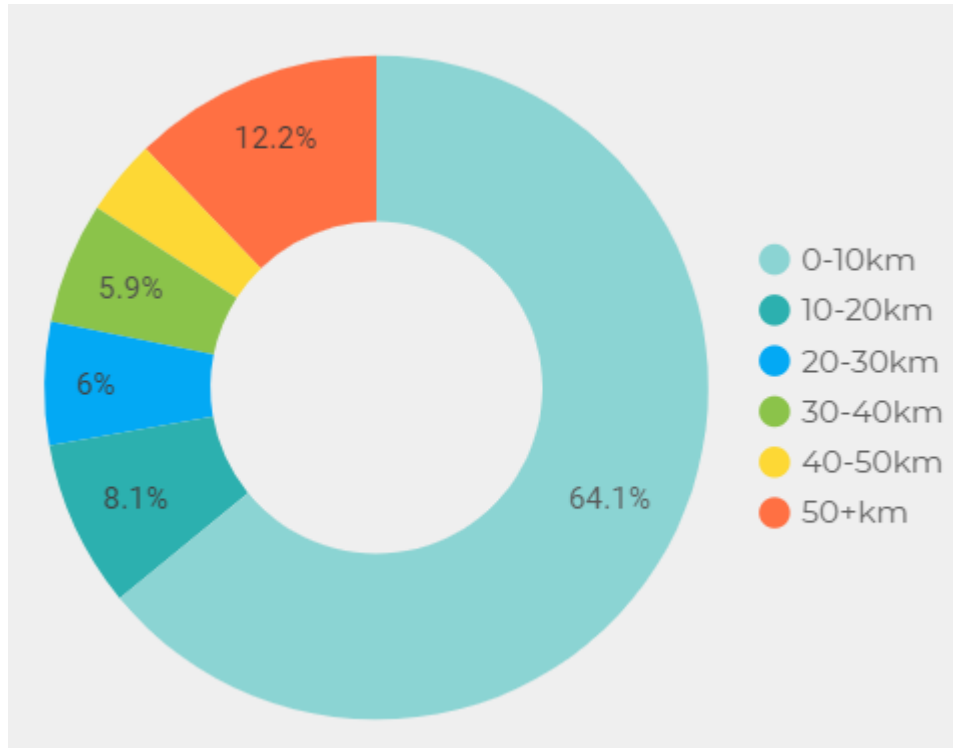


☐ Data from O2 is anonymous

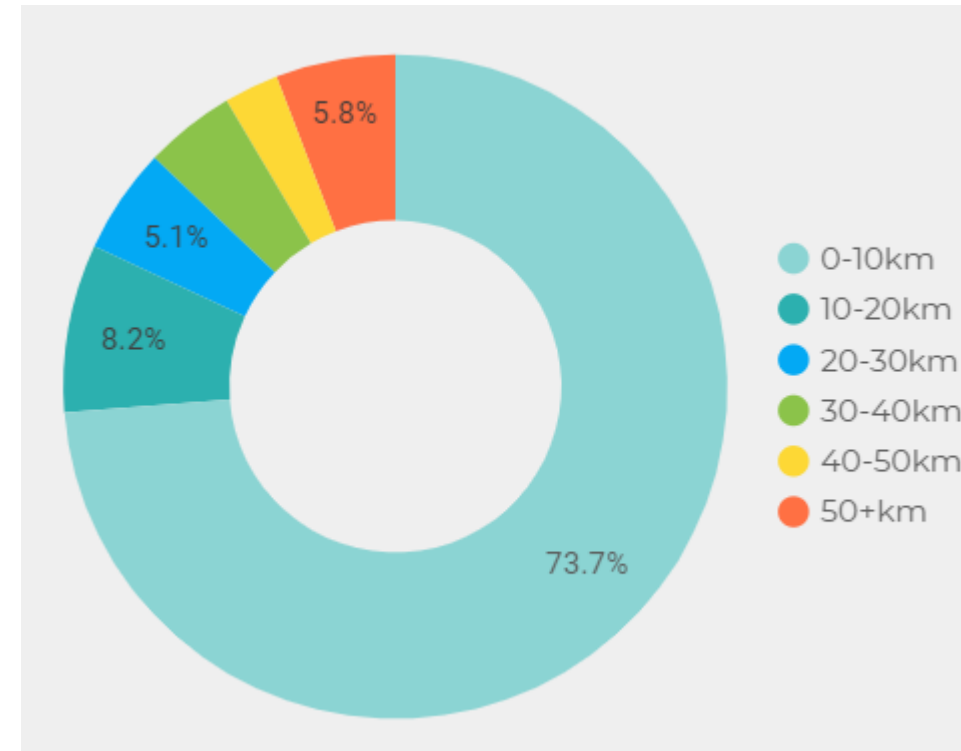
Visitor catchment distance

Holiday periods effect visiting patterns for those living 0-10km and 50km+; but patterns for those living 10 – 50km remains consistent.

Graph: Catchment distance wk/ ending 6th Sept 20
(last week summer holidays)



Graph: Catchment distance wk/ ending 25th Oct 20
(a 'non holiday week')

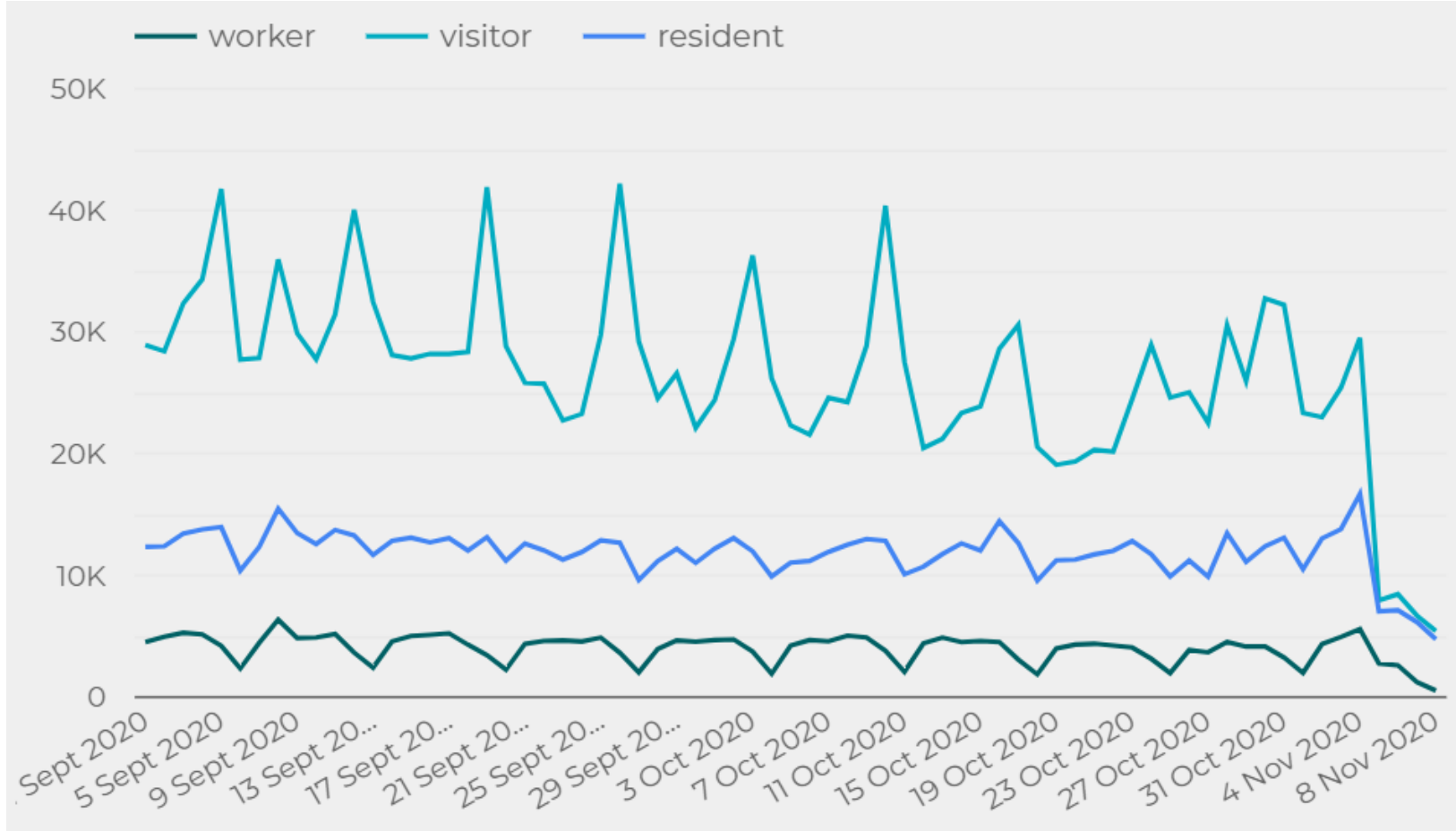


- ❑ Data includes residents, visitors and workers.
- ❑ The graphs show clearly that the majority users of the city centre are what would be classed as local i.e. within 10km of city centre.
- ❑ Data from O2 only starts 1st Sept, so no data available before this period i.e. unable to look at whole summer holiday period.

Visitor Type

Data shows that workers, visitors and residents have all respected second lockdown

Graph: Daily number of journeys by visitor type



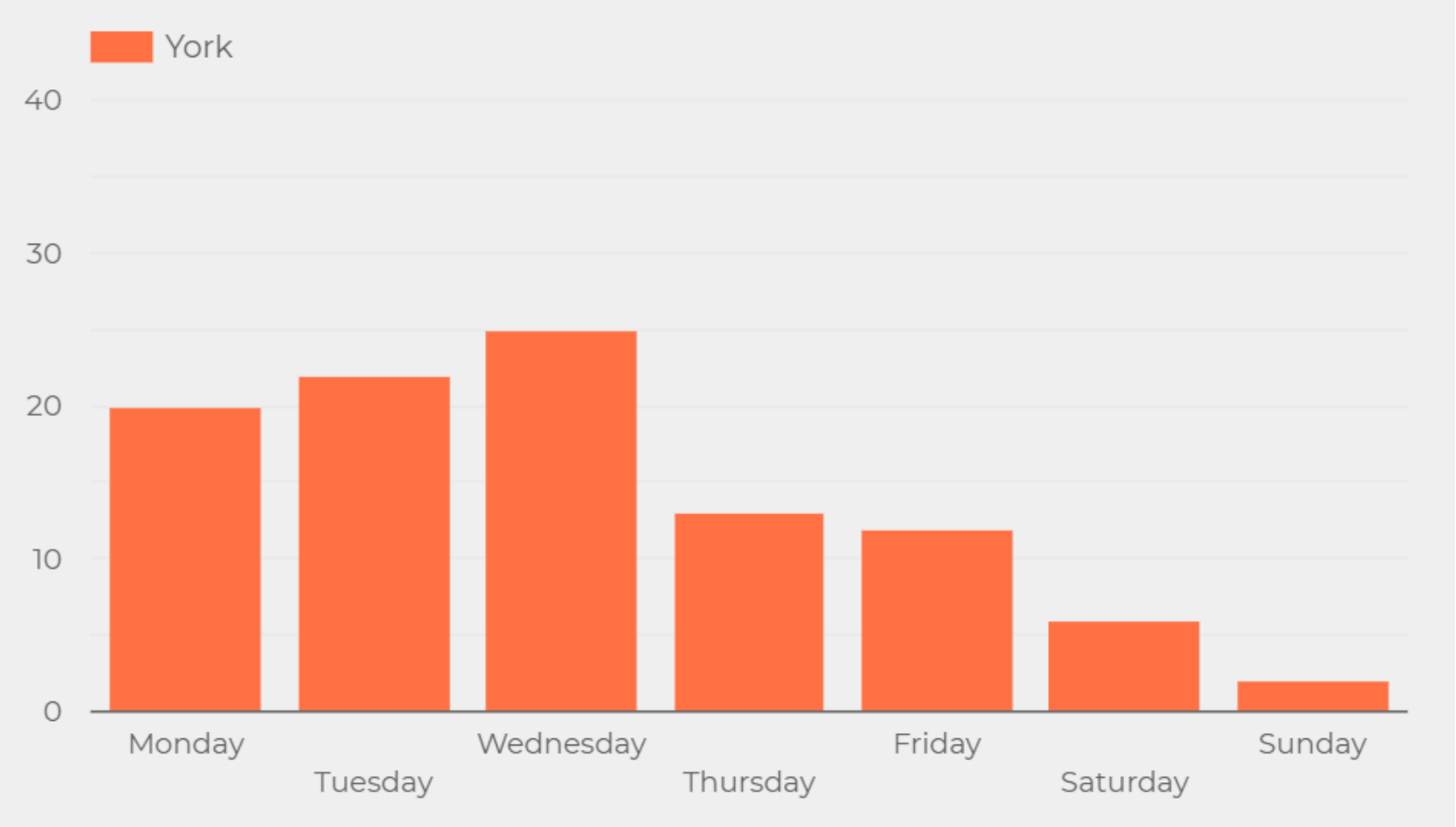
- Graphs shows clear patterns on usage, with visitors coming at the weekend (Saturdays in particular) where resident usage is consistent.
- Sunday is the day with least workers in the city centre.

- Time period is 1st Sept – 8th Nov 2020
- Resident** is classed as someone who lives within 1km of city centre
- Data collection only started 1st Sept, so there is no comparison information for what pre-Covid journeys by visitor type look like

Worker patterns in lockdown 2

Data shows that workers make more journeys into the city at the start of the week

Graph: % of journeys for workers/ commuters wk/ ending 8th Nov

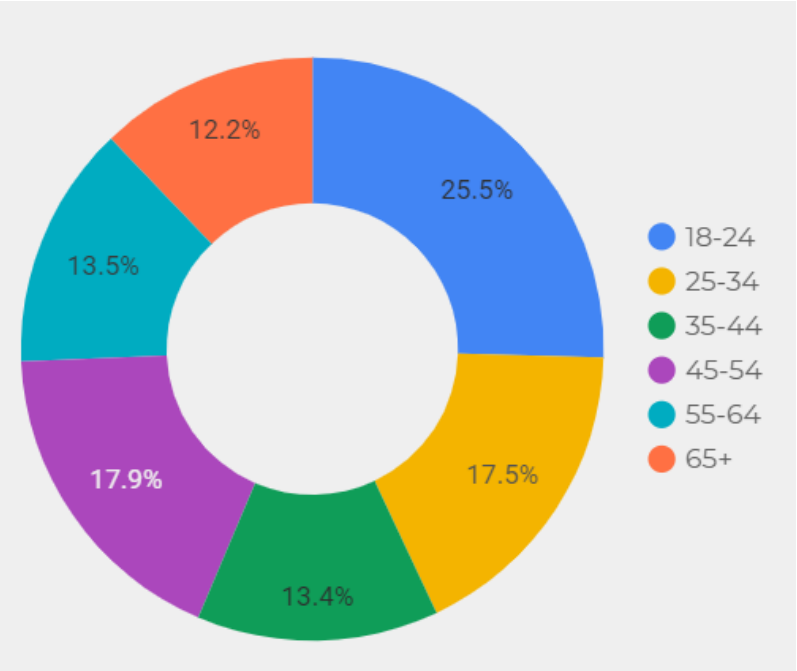


□ Time period week ending 8th Nov 2020
□ Worker locations are where users spend a substantial period during the working day (all data anonymised)

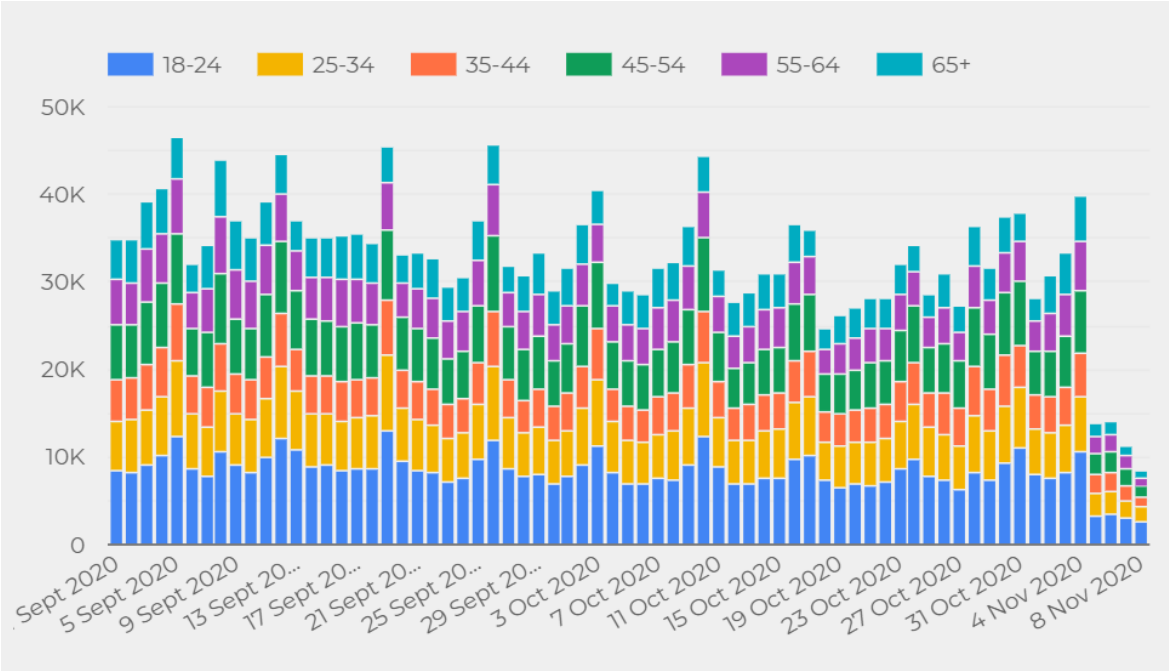
Visitor age

During Oct half term main users of city centre those aged 18 - 34

Graph: Visitor age for wk ending 1st Nov 20 (Oct half term)



Graph: Visitor by age 1st Sept – 8th Nov 20

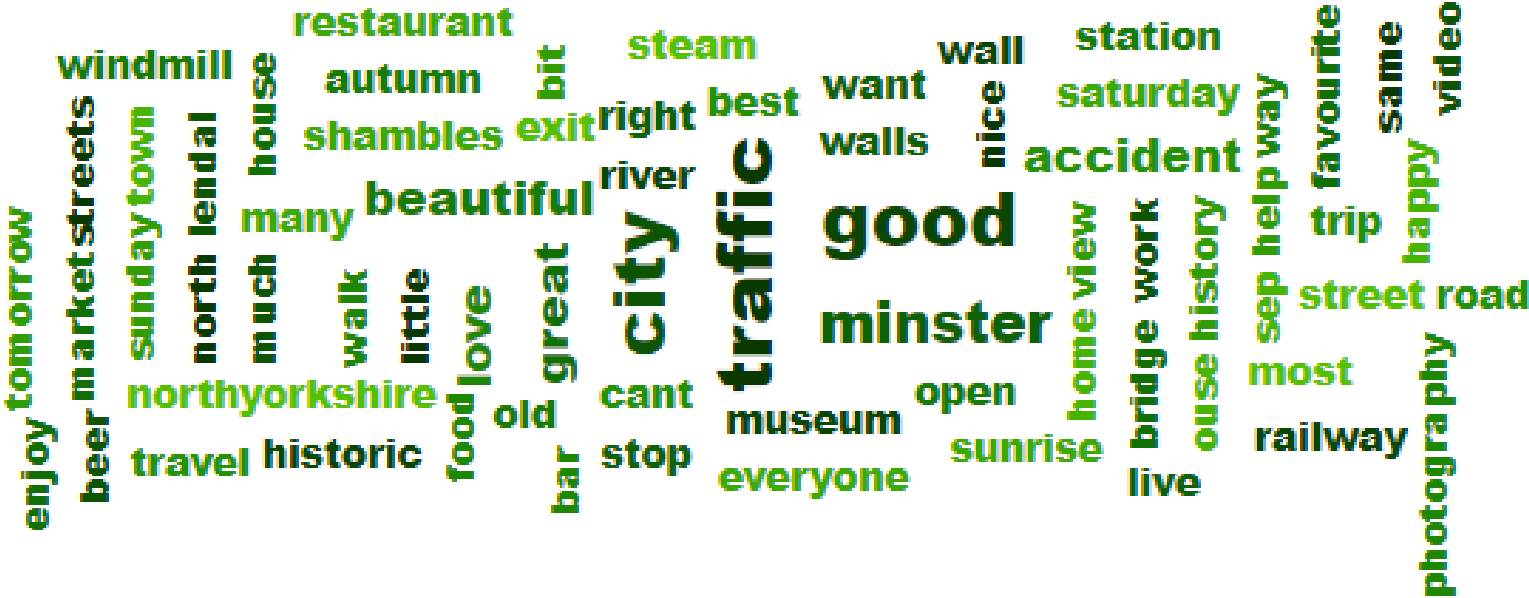


- ❑ Second national lockdown began 4th November 2020
- ❑ Individual days can be analysed to observe patterns e.g 18 – 34 percentage share of visits increases on Saturdays, probably linked to early eve economy.

Social media sentiment

Local 'tweets' can be analysed to ascertain positive/ negative stories in the city

Graphic: Most popular tweet terms Sept 2020



- ❑ Going forward, this can be looked at for distinct time periods i.e. one day, so if an event is put on, part of the measure of success can be looking at whether people talked about it on social media?
- ❑ Analysis can be viewed at different time frames; days, weeks, months.

Thank You

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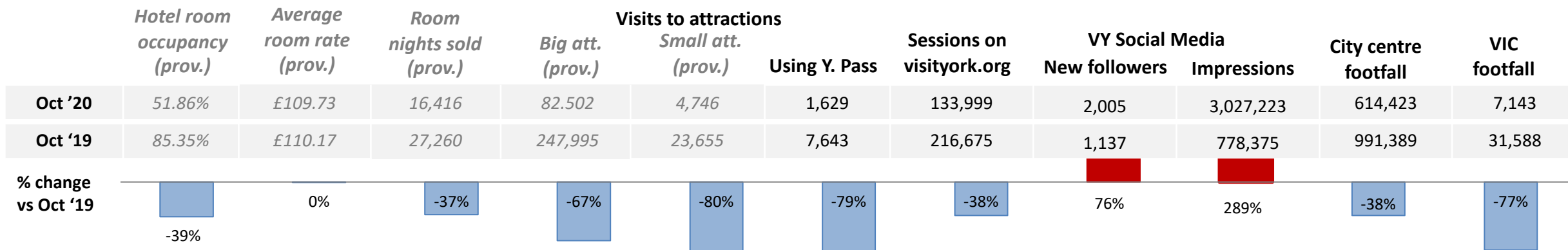
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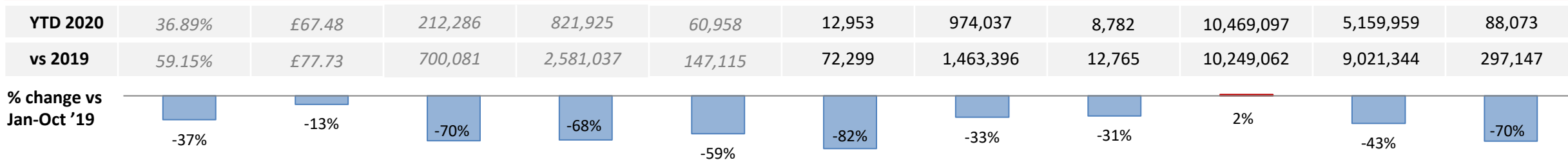
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- The provisional data for hotels shows a -39% decrease in hotel occupancy vs October 2019, however the average room rate is on par with the same month last year - thanks to the government’s support scheme allowing hospitality businesses to reduce their VAT from 20% to 5%. October 2020 has also continued the downward trend in terms of room nights sold, with a -37% decrease vs October 2019. Year to date all of the metrics continue to show a decline.
- Big attractions have had significantly less visitors in October vs the same month last year (-67%), while small attractions have seen a decrease of -80% in visitors. This is due to big attractions operating at a reduced capacity with pre-booked visits only and many small attractions deciding not to re-open in 2020 after the lockdown was lifted. October 2019 also includes numbers from school visits during half-term – group visits were not possible this year due to Covid-19. Year on year data continues to show a decrease with big attractions reporting a -68% drop in visitors and small attractions showing a -59% decrease when compared to 2019.
- The number of visits using York Pass is significantly down (-79%) compared to October 2019, which is due to a reduced number of visitors travelling to York.
- Sessions on visitoryork.org have decreased (-38%) vs October 2019. However, social media channels have seen a major rise in both number of followers (76% up) and impressions (289% up) vs October 2019. This is due to the paid social media campaign promotion of ‘Light and Dark’ and the October half-term/Halloween offer.
- City centre footfall is down by -38%, when compared to October 2019, while year to date the numbers are down -43%. Footfall into the Visitor Information centre has decreased significantly (-77%) vs October 2019.



Climate: Ave temp 10°C. **Events:** York’s Medieval & Magical Treasure Trail, York Mediale 2020, York Design Week

[Find out more about the profile of visitors to York and consumer sentiment here](#)

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**Decision session – Executive Member for
Economy and Strategic Planning**

22 December 2020

**Report of the Assistant Director Education and Skills
Skills and Employment Update**

Summary

1. At his Decision Session on 22 September, the Executive Member for Economy and Strategic Planning received a paper setting out the key skills and employment related issues that York is facing as a result of the Covid-19 pandemic. It highlighted the need to strengthen the city-wide partnership approach that had been adopted during the early phase of the pandemic, to respond to the immediate needs and increased demand anticipated over the next 12-18 months.
2. The city-wide partnership approach and framework for developing a new skills strategy was agreed. This included the Terms of Reference of the City Skills and Employment Board and remit of Task & Finish Group, comprising partners from York's FE colleges, universities and the council.
3. The associated communications plan and suggested timelines for production of a one-year plan to 'Help people through change' and a 10-year strategy for '21st Century Jobs' were also agreed.
4. Whilst York's 10-year skills strategy will support York's longer-term strategy for economic recovery, the focus of the one-year plan needs to be on aligning existing and emerging provision to address the immediate needs and increased demands expected over the next 12 months.
5. This report provides an update on the skills and employment support available to people and businesses within York and how the council is working with partners to:
 - align and, where possible, adapt existing public-funded provision
 - shape local implementation of new national initiatives
 - communicate support available to residents, young people and businesses
 - signpost York's emerging and future skills needs to influence the development of York and & North Yorkshire LEP plans.

6. In addition to updating on actions to respond to the immediate economic impact of Covid-19, this report also provides an updated timeline for the development of the one-year plan and skills strategy, and covers the progress made by the Skills and Employment Board's Task & Finish Group to build an evidence base that will underpin these.

Recommendation

7. The Executive Member is asked to:
 - i. review and support the activity detailed in the skills and employment update report including, the formation of the Skills and Employment Board and the progress made by the Task and Finish Group towards building a robust evidence base.
 - ii. approve the approach taken to develop the one-year skills plan, which is to prioritise activity that will help support people and businesses through change. The approach will continue to maximise the impact of current support available and that to be implemented in 2021.
 - iii. support and approve the updated timeline for completion and sign off of the one-year plan, which allows for the latest Government skills and employment support to be reflected in the plan.

Reason: To continue to help support people and businesses through change over the next 12 months and highlight the role of skills in supporting York's economic recovery from Covid-19 in the longer term.

Introduction

8. Economic forecasts are still predicting a significant number of job losses across the global economy but with the recently announced extension to the Job Retention Scheme, the peak of unemployment is now expected in early summer 2021. For York, current estimates suggest a potential rise in benefit claimant count to around 10,000 at that time.
9. York's current benefit claimant rate is 4,775 and has remained relatively consistent in recent months (Oct 2020 Vs 4,995 July 2020). According to Centre for Cities, York has the lowest percentage of benefit claimants nationally, at a rate of 3.4%, a 2.1% rise since March 2020. Of this, around 1,100 claimants are in the 'youth' category (those aged 16-24), with a benefit claimant count of 3.1%

10. As work on the one-year plan continues through to end of January 2021, the council is already delivering on its commitment to help people through change by facilitating city-wide partnerships and communicating the support available to individuals and businesses.

Skills and employment support

Aligning and, where possible, adapting existing public-funded provision

Individuals

11. Public funded face-to-face skills support for individuals, including most Jobcentre Plus services, stopped during the first lockdown. The council's FutureGoals programme which supports those aged 15-24 into education and training and York Learning's adult, community and family learning offers quickly adapted to provide remote support.
12. Apprenticeship training providers also moved to delivering training online. The council's skills team utilised its apprenticeship provider network to gain an understanding of the emerging picture for learners, employers and the providers themselves.
13. Despite some providers needing to place their own business engagement and wider support teams on furlough, any apprentices made redundant during this time were supported. The council run York Apprenticeship Hub was also on hand to help source alternative employment and signpost to the National Redundancy Support Service for the small number who needed it.
14. The rapid move to digital learning and work has meant that work is continuing to address the challenges this has created for some learners. A key concern reported by a range of employment and skills providers continues to be that some learners do not have sufficient connectivity and/or access to access to IT equipment to support online learning. Where possible, providers have loaned equipment to their learners and as part of the council's digital inclusion strategy, a new city-wide scheme, designed to digitally connect residents through donated laptops or tablets, will provide further targeted support

Businesses

15. In February 2020, with the support of the Employment Related Services Association (ERSA) and Leeds University Business School, the council's skills team held a workshop with commissioners and delivery partners of public funded skills and employment support in the city. The ambition of

the ERSA project was to make engagement more effective for employers and through its York impact study, partners wanted to identify ways to make it easier for businesses to engage with and access support.

16. Whilst the pandemic disrupted the intended next steps for this project, the network continued to work together to identify the emerging needs of businesses and adapt provision in response. Providers across the city quickly moved to remote delivery and put much of their training for businesses online. Short-courses and topics such as business resilience, remote working and mental wellness were prioritised.
17. At the same time different national and regional initiatives were being announced so, in partnership with Make It York (MIY), the network developed '**The Skills Hub**'. The online hub is part of the Make It York website and brings together local, regional and national skills and employment support to make it easier for businesses to access the help they need, much of which is fully or part-funded.
18. At the same time, providers with Department for Work and Pensions (DWP), European Social Fund (ESF) or European Regional Development Fund (ERDF) contracts considered the impact of the pandemic on their programmes and engaged with their commissioners to, where possible, make adjustments to benefit the needs of local people and businesses.
19. A welcome addition to the local network is the Business Partnership Adviser (BPA) under the Leeds City Region (LCR) ESF-funded **Skills for Growth Programme**. The role of the BPA is to work with individual SMEs (Small and Medium-sized Enterprises) to help them identify their skills and training needs, signpost them to relevant provision and help develop strategic partnerships with colleges and universities to meet their current and future skills needs. Throughout 2020, the council's skills team worked closely with the programme manager at Leeds to support recruitment of the advisers and ensure the programme supports local priorities.

Shape local implementation of new national initiatives

20. Key to the government's economic and fiscal strategy is ensuring it meets the immediate need to support workers and businesses as the UK recovers from the Covid-19 pandemic. Under its 'Plan for Jobs', the Government unveiled ambitious plans to support people in finding jobs, enable them to gain the skills they need to get jobs and provide targeted help for young people to get into work. National initiatives that the council and partners are helping to implement in York include:

21. **Apprenticeships** - employer incentives of between £1,500 and £3,000 (dependent upon age of the apprentice) for hiring a new apprentice introduced and then extended, as part of the Chancellor's spending review, to March 2021
22. The council run impartial Apprenticeship Hub continues to support individuals, businesses and training providers in York to make the most of apprenticeships.
23. Whilst the split between advertised apprenticeship vacancies at different levels has remained about the same (the majority of opportunities at level 3, continuing a trend of very few at level 2, and the number of higher and degree remaining about the same), the overall volume of advertised vacancies is around half of that in previous years.
24. The availability of level 2 apprenticeships is a national concern following the transition from apprenticeship frameworks to standards. However, the impact of the pandemic on retail, hospitality and tourism sectors in York has consequently affected the apprenticeship market.
25. In the last 10 months the predominance of hospitality, retail and tourism related apprenticeships, at about 30% of the previous 1,400 per annum market, has declined to near zero. Traditionally, these are also sectors in which people would have accessed entry level (level 2) opportunities.
26. In recent months, advertised apprenticeship vacancies have tended to be in pharmacy, dental, early years and care roles. Whilst manufacturing, particularly in the food supply sector, has remained at previous levels. The Apprenticeship Hub is therefore proactively working with employers in these sectors to support the creation of new apprenticeship opportunities.
27. **Kickstart Scheme** – £2bn fund to create high quality work placements for those aged 16-24 at risk of long-term unemployment. For each six-month placement (until December 2021), the Government covers the National Minimum Wage, associated employer National Insurance contributions and minimum automatic enrolment contributions for 25 hours per week. In addition, £1,500 per job placement is available for setup costs, support and training, which includes helping participants to develop the employability skills and experience they need to find work after completing the scheme.

28. The council's skills team has been working with DWP and York & North Yorkshire LEP to shape local rollout of this programme. In particular, advising local organisations about the process of becoming a Gateway organisation and guiding businesses with fewer than 30 placements to appropriate support.
29. The early bids for placements by employers with 30 or more vacancies were the first to be reviewed and York was one of the first areas in the DWP district to receive live vacancies. Bids from Gateway organisations and those more recently submitted by employers are still being considered.
30. Kickstart is still in a very early phase but there are some encouraging signs of potential placements with large local employers, and support from the Federation of Small Businesses (FSB) as a Gateway organisation.
31. York Learning also submitted an early expression of interest to become a Gateway organisation and is working with local businesses to develop their employability support offer and initial bid of at least 30 placements.
- 32. Traineeships** – additional funding for traineeships in England to fund high quality work placements and training for 16-24 year olds. Trainees do not receive a salary but the Government will fund the employer £1,000 per trainee.
33. Traineeship opportunities in York are limited with fewer than 5, in a 10 mile radius of York, advertised via the national find a traineeship service. Through the Apprenticeship Hub, the council continues to work with providers and employers to promote the need for additional opportunities.
34. York Learning has recently secured additional funding to deliver a small number of traineeships in Business Administration and Customer Service for those aged 19 – 24.
- 35. Industry Placements: T-levels** - £162 million in 2021-22 to support the rollout of T Levels wave 2 and 3.
36. York College was selected to deliver T-levels for 16-19 year olds from launch in September 2020 and in 2021/22 will offer courses in digital, construction, education & childcare and health.

37. **Expanded Youth Offer** – increased intensive support offered by DWP in Great Britain to young jobseekers, to include all those aged 18-24 in the Intensive Work Search group in Universal Credit
38. To help make this support more accessible to young people, the skills team has been working with partners at Job Centre Plus and Aspire-igen on plans to implement a Youth Hub in York. The hub will look to bring together a range of youth services, starting with a dedicated Jobcentre Plus Youth Employment Coach and advisers from the council's FutureGoals and Aspire-igen's Accelerate programmes.
39. Plans to develop a physical hub in the city centre were impacted by the second national lockdown and DWP is now considering whether the hub should initially be launched as a virtual offer.
40. **Job finding support service** – £40m for private sector capacity to introduce a job finding support service in Great Britain. This online, one-to-one service helps those (of any age) who have been unemployed for less than three months increase their chances of finding employment.
41. Throughout November and December, York successfully trialled this service ahead of the national rollout planned for January 2021.
42. **New funding for sector-based work academies** – additional £17m this year to triple the number of sector-based work academy placements in England in order to provide vocational training and guaranteed interviews for more people, helping them gain the skills needed for the jobs available in their local area.
43. In York these are being well-received by employees across a variety of sectors and are supporting people to change sector through developing transferable skills. Academies have included training for roles in rail engineering, customer service, civil service, manufacturing and security.
44. **Flexible Support Fund** – increased funding by £150m in Great Britain, including to increase the capacity of the Rapid Response Service. It will also provide local support to claimants by removing barriers to work such as travel expenses for attending interviews.

Communicate support available to residents, young people and businesses

45. As detailed in the council's Skills and Employment Recovery Communications Plan, a key strand of work was to develop an online

information hub where residents and employees can find information about and access skills, training and employment support.

46. The Skills Hub, hosted on the Make It York business-facing website (see section 17), brings this information together for employers, whilst support for people looking for employment and training can be found on the council's website at <https://www.york.gov.uk/LetsBeYorkSkills>
47. A variety of council and partner channels are being used to signpost to these hubs to help build reach and engagement. These include the council's regular resident and parents' newsletters, and the Family Information Service for signposting to the Let's Be York webpage and FutureGoals programme. The Skills Hub and specific programmes are promoted to businesses via the council, business support partners and Make It York newsletters and social media channels.
48. The skills team also plays a key role in providing information to support positive transitions for those leaving secondary or further education. Working with education, training and business partners, in August, the council hosted a Facebook #AskTheLeaders Q&A for college and school leavers who had questions about local opportunities. The '*Planning your Future Post-16 - A guide for parents, carers and young people*' has also been updated to reflect the local impact of the pandemic and help those currently in Year-11 to make informed choices about their next step in education, training or employment.

Signpost York's emerging and future skills needs to influence the development of York and & North Yorkshire LEP plans.

49. The council continues to work closely with the skills team at York and North Yorkshire LEP to improve local delivery and shape recovery and skills plans.
50. To respond to the challenges of upskilling and reskilling our workforce, the council has already set out a need for £10m to support adult learning and skills development and enable 5,000 people to get better jobs.
51. Through 2020 the council and LEP skills teams have jointly engaged with providers, business support partners, DWP and ESFA to share updates on national initiatives and gather local feedback.

52. A shared priority is to understand and maximise the opportunities in our area for job creation as set out in the Government's 'Plan for jobs'. In particular, how to support the development of suitable expertise in the construction supply chain to deliver the Green Home Grants Scheme.
53. In addition, the city is to benefit from investment from the Government's Getting Building Fund, following a bid by the LEP in June which outlined a list of local projects capable of boosting economic recovery from Covid-19. Askham Bryan College's project to construct a Digital Skills Academy to support skilling and reskilling opportunities, and York College's plan to help increase technical skills capabilities in electric vehicle technologies support key priorities within the Council Plan 2019-2023.

Skills and Employment Board

The skills team Manager has supported Lee Probert, Chair of the Skills and Employment Board, to engage new board members. A list of members is provided (Appendix A) and the first meeting is planned for December 2020.

Task and Finish Group

54. Over the past three months, key skills and education partners in York – Askham Bryan College, York College, University of York, York St John University, York Learning and the council – have been working together as a Task and Finish Group to build an evidence base that will underpin the one-year skills plan and 10-year skills strategy.
55. This work has strengthened the city-wide partnership approach that had been adopted during the early phase of the pandemic, to understand and respond to the changing skills needs of people and businesses.
56. Chaired by The University of York, the Task and Finish Group meets on a monthly basis, with the Chair and City of York Council's Skills Team Manager having regular contact.
57. The main area of work for the Task and Finish Group has been shaping skills summaries for each of the sectors engaged through the roundtables earlier in the year. Building on the output of those discussions, each partner has drafted a localised summary for one or more of those sectors.
58. Where the partnership has strong connections into a sector, especially with microbusinesses and SMEs, they have spoken with those businesses to gather supplementary and 'real-time' qualitative feedback.

59. Seven teams of University of York students complemented this work by conducting in-depth, qualitative interviews with 17 prominent employers from across the city. However, to ensure a robust evidence-base, it's key that feedback is also gathered from those who are seldom heard or hardest to reach.
60. Recognising that many businesses are currently time poor and have areas of concern before skills (as outlined in the *Sector Roundtable Update – Output and Next Steps* paper presented at the Executive Member's Decision Session on 24 November 2020), a simple online survey has been created to gather quantitative data and provide businesses with an opportunity to opt in to sharing their views.
61. Key skills questions from the Make It York business survey (Q2 2020) were included to ensure consistent measures and where possible, allow themes or broad changes to be identified. To help reach businesses of varying sizes and sectors, the survey will be promoted via social media and shared directly with business support agencies and intermediaries.
62. Through the survey, businesses will be able to ask for support with their workforce, skills or training needs by 'opting in' to being contacted by an experienced (council skills team or Make It York) business adviser.
63. In line with the original strategy development timeline, this feedback along with other evidence (outputs of the roundtables and York Business Week discussions, LEP and sector skills academy reports) is being reviewed and a gap analysis prepared which will inform the next phase of the group's work.
64. During this period, the partnership also delivered an interactive **Talent and Skills Event** as part of York Business Week. Supported by local employers and stakeholders including the York & North Yorkshire LEP, Education Skills Funding Agency (ESFA), Confederation of British Industry (CBI) and Federation of Small Businesses (FSB), this was a key opportunity to raise awareness and connect businesses with the skills and training support available to them. The breakout sessions and panel discussion not only encouraged best practice sharing but provided the opportunity to gather feedback about the current and future skills needs of York's businesses.

Updated timeline – one year plan

65. The partnership remains strong but the capacity of partners has been reduced, particularly through the second period of lockdown. Priority was given to the research work streams to help build the evidence base and

procuring the support of a consultant to keep the development of the 10 year strategy on track.

66. Progress in developing the one-year plan has therefore been slower than set out in the original timeline. However, as demonstrated in sections 11 – 64, the city-wide partnership is working hard to respond to the emerging needs and to connect people and businesses with the skills and employment support that can help.

67. As the one-year plan will focus on maximising and aligning activity to help people and businesses through change, a benefit of the updated timeline (Appendix B) is that it allows for the latest Government skills and employment support (announced in the Chancellor's spending review) to be reflected in the plan.

Consultation

68. Members of the Task and Finish group and the Chair of the Skills and Employment Board are engaged in the work to develop the one-year skills plan, 10-year skills strategy and deliver activity on the ground. At its meeting on 4 December, the Task and Finish Group agreed the one-year plan would be drafted by end January 2021. Jobcentre plus and York Learning have also had input.

Council Plan

69. The Council Plan identifies eight priorities, four of which are relevant to this work:

- Well-paid and an inclusive economy;
- A better start for children and young people;
- Safer communities and culture for all;
- An open and effective council.

Implications

70. The following implications have been considered:

- Financial – no implications
- Human Resources (HR) – no implications
- Equalities – no implications.
- Legal – no implications
- Crime and Disorder – no implications.
- Information Technology (IT) – no implications.
- Property – no implications.

Risk Management

71. No risks identified.

Recommendations

72. The Executive Member is asked to:

- i. review and support the activity detailed in the skills and employment update report including, the formation of the Skills and Employment Board and the progress made by the Task and Finish Group towards building a robust evidence base.
- ii. approve the approach taken to develop the one-year skills plan which is to prioritise activity that will help support people and businesses through change. The approach will continue to maximise the impact of current support available and that to be implemented in 2021.
- iii. support and approve the updated timeline for completion and sign off of the one-year plan, which allows for the latest Government skills and employment support to be reflected in the plan.

Reason: To continue to help support people and businesses through change over the next 12 months and highlight the role of skills in supporting York's economic recovery from Covid-19 in the longer term.

Contact Details

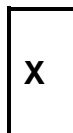
Author:

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Education & Skills

Chief Officer Responsible for the report:

Maxine Squire
Assistant Director – Education & Skills

Report
Approved



Date 13 December 2020

Background Papers: None

Annexes:

Appendix A_York Skills and Employment Board Membership 2020_21

Appendix B_One-year plan and 10-year skills strategy timeline

**York Skills and Employment Board
Membership for 2020/2021**

Stakeholder Group	Organisation	Member	Role
Local Authority – Executive Member	City of York Council	Councillor Andrew Waller	Executive Member - Economy and Strategic Planning
Local Authority	City of York Council	Maxine Squire	Assistant Director - Education and Skills
FE Colleges	York College	Lee Probert	Chief Executive & Principal
Universities	University of York	Professor Kiran Trehan	Pro-Vice-Chancellor for Partnerships and Engagement
Universities	York St John University	Professor Karen Bryan	Vice-Chancellor
FE Colleges	Askham Bryan College	Dr Tim Whitaker	Chief Executive
Department for Work & Pensions / Jobcentre Plus	York Jobcentre	Angela Stabeler	York & North Yorkshire Employer and Partnership Manager
Large employer representative	West & North Yorkshire Chamber of Commerce	Mark Goldstone	Head of Policy and Business Representation
Small employer representative	Federation of Small Businesses (TBC)	Carolyn Frank	North Yorkshire Development Manager
Local Enterprise Partnership	York and North Yorkshire LEP	Jude Knight	Head of Skills
Employer	Simpson York Limited	Amanda Davidson	HR Manager
Employer	Netsells	Bethan Vincent	Marketing Director
Independent training provider	The Skills Network	Mark Dawe	Chief Executive
Trade Union	TUC (TBC)		

Appendix B: Timeline for the one-year plan and 10-year skills strategy

	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21
Developing the One-year (2021) Plan - Helping people through change							
Developing an Adult Learning & Skills Strategy (to 2030) - 21st Century Jobs							
Skills and Employment Board ToR, T&F Group remit and framework agreed							
Building the evidence base							
CYC and Partner intelligence sharing							
Sector summaries							
LMI and sector specific data (relevant to one-year plan)							
Engagement - Emerging skills and employment needs							
University of York Student Research & Feedback							
Enterprise skills survey							
Intermediary business survey							
Drafting							
Outline framework - one year plan							
Drafting							
One-year (2021) Plan - Helping People through change drafted							
Engagement - Future skills and employment needs							
University of York Student Research & Feedback							
Sector Skills Academies							
Workforce Development Groups							
Drafting							
Outline framework - 10 year strategy							
Drafting 2-5 year strategy							
Drafting 6-10 year strategy							
10-year Strategy - 21st Century Jobs drafted							
Governance							
Task and Finish Group							
Executive Member E&P Decision sessions							
Scrutiny Engagement							
Skills and Employment Board							

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Executive**26 November 2020**

Report of the Chief Operating Officer
Portfolio of the Leader of the Council

City of York Council Recovery and Renewal Strategy – November Update**Summary**

1. This report provides an update on activities both directly in response to Covid-19 and the work to support recovery and renewal. This follows previous Executive decisions to approve the Recovery and Renewal Plan, which frames the Council's recovery activity for this year.
2. In this month's report, the implications of further lockdown are discussed with the latest information on council services, financial assistance for businesses and the council's test and trace arrangements.

Recommendations

3. Executive is asked to:
 - a. Note the contents of the report

Background

4. On 25th June, Executive received a report to outline the council's 1-year Recovery and Renewal Strategy. This highlighted the need for a revised set of strategies to address the very significant and immediate impacts of coronavirus across all aspects of life in our city.
5. The strategy set the following principles upon which we will build our response:
 - a. Prioritise the health and wellbeing of our residents, against the immediate threat of coronavirus and the consequences of changes to the way we live. Public Health guidance will be paramount in all the decisions we make.

- b. Support the economic recovery of the City, helping to create a strong, sustainable and inclusive economy for the future. Learning lessons from the challenges of coronavirus, promote a system that utilises the strengths of our city and region to the benefit of all York’s residents and businesses.
 - c. Protect and prioritise the City’s environment and reinforce our work to mitigate and adapt to climate change.
 - d. Pursue improvements in service delivery where they have been identified as part of the Response phase, creating a more efficient and resilient system.
 - e. Reinforce and restore public confidence in the resilience of public agencies and resilience to future challenges and emergencies.
6. Included in June’s report was a One Year Transport and Place Strategy, as the first part of the economic recovery approach. A report in July supplemented this with a Business Support Plan, a Skills and Employment Plan and a Tourism Marketing Plan.

CYC Recovery and Renewal Plan (1 year)				
Economic Recovery Plan			Communities	Corporate
Business Support Plan	One Year Transport and Place Plan	Skills and Employment Plan	Recovery from coronavirus: A community-based approach	Organisational Development Plan
Tourism Marketing Plan				

Latest Outbreak Update

- 7. Given the rapidly changing context in respect of the second period of lockdown, an update on the latest situation will be given verbally to the Executive at the meeting.
- 8. Since the 7 day rate of cases per 100,000 of population in York peaked at 309.6 on 20 October, the rate has recently fallen to 176.6 (as at 6 November). The rate in York is below the national and regional averages and is currently among the lowest in the Yorkshire and Humber Region.
- 9. The percentage of people who test positive after taking a community based (Pillar 2) test in York has fallen to 10.2% (as of 9 November) after a peak of 18% (on 15 October). The rate in York is currently lower than national and regional averages.

10. On 5 November, national restrictions came into force limiting what people are allowed to do. For the duration of restrictions, people:

- a. must stay at home, except for specific purposes, including:
 - i. education
 - ii. work, if you cannot work from home
 - iii. exercise and recreation outdoors, with your household, support bubble, or on your own with 1 person from another household (pre-school aged children or those requiring round-the-clock care are not counted towards the total number of people)
 - iv. for medical reasons, appointments and to escape injury or harm
 - v. to shop for food and essentials
 - vi. to provide care for vulnerable people, or as a volunteer
- b. cannot meet people who are not part of your household/support bubble, except for specific purposes
- c. cannot use or operate certain businesses and venues, which will close

11. It is anticipated these restriction will remain until 2 December.

Recovery Updates

Economic

12. City of York Council is urging eligible businesses to register for government grants. Business owners can apply for the grants online at www.york.gov.uk/COVID19BusinessGrants.

13. The latest Government grants cover both the brief period York was in Tier 2 restrictions and the current national lockdown. Council officers have been quickly working to set up the process after the government issued detailed guidance on delivering the three new grant schemes.

14. The government-prescribed grant allocations, cover:

- a. The period of national lockdown;
- b. The brief period whilst York was in Tier 2 of local restrictions;
- c. The new grant for sectors which have received no previous government support

15. Businesses will soon be able to apply for the following grants:

Lockdown Local Restriction Scheme

16. Business forced to close by law under national lockdown from 5 November will receive:
- a. For properties with a rateable value of £15k or under, grants to be £1,334 per month, or £667 per two weeks;
 - b. For properties with a rateable value of between £15k-£51k grants to be £2,000 per month, or £1,000 per two weeks;
 - c. For properties with a rateable value of £51k or over grants to be £3,000 per month, or £1,500 per two weeks.

Tier 2 Local Restriction Scheme

17. Businesses in the hospitality and leisure sectors, B&Bs and hotels will receive a proportion of the following monthly grants to reflect the 19 days spent in Tier 2:
- a. For properties with a rateable value of £15k or under, grants of £934 per month
 - b. For properties with a rateable value above £15k and below £51k, grants of £1,400 per month
 - c. For properties with a rateable value of £51k or above, grants of £2,100 per month

Sector support

18. A new government grant aimed at businesses which have not previously received support, including nightclubs, dance halls, and discotheques was introduced from 1 November 2020. However, this will be superseded from 5 November by the lockdown restriction scheme.
- a. For properties with a rateable value of £15k or under, grants of £667 per 14-day period
 - b. For properties with a rateable value above £15k and below £51k, grants of £1,000 per 14-day period
 - c. For properties with a rateable value of £51k or above, grants of £1,500 per 14-day period

Additional Restrictions Grant

19. The council has also been in extensive discussions with representative groups across the city to develop proposals for an additional discretionary fund given to local authorities by the government.

20. A decision was taken by the Executive Member for Finance and Performance on 12 November, outlining how the fund would be used to support businesses which are forced to shut in the current lockdown, but miss out on the government funding, including:
- a. Providing equivalent grants to the supply chains of business forced to close
 - b. Offering direct grants of up to £1334 per month for businesses which have to close but don't pay rates
 - c. A voucher scheme to be spent on effective local business support
 - d. A small fund to support future events or works to bring customers to businesses
21. More details on the application process for these grants will be available soon.

Communities

22. In recent weeks the council has launched its local contact tracing programme to reach those the national system has been unable to. Since then, the number of people being contacted to check they are ok and identify any contacts has increased substantially. In the past two weeks, the council has reached well over 80% of contacts passed to them by the national test and trace service and the team are thankful for the support of residents who are contacted for this vital service.
23. Directors of Public Health have been asked to submit expressions of interest to Government to test 10% of our local population on a weekly rolling basis, which will mean testing approximately 20,000 residents every week in York.
24. This is something new that has never been done before and so the council is planning how this new testing programme can be delivered effectively and in a safe way. Anyone testing positive will need to be referred into the local contact tracing service and, therefore, this service must be expanded in order to accept more referrals.
25. An 'expression of interest' will be presented to the Outbreak Management Advisory Board for consideration, after which the proposal will be submitted to the Department for Health and Social Care.
26. Over the October half term, City of York Council approved funding to provide more than 2850 children with food vouchers. Almost £43,000 of emergency funding was identified to continue supporting children with free

school meals, for children who normally receive free school meals during term-time. This is on top of the £9000 previously spent on free school meals from the emergency fund set up to support individuals and families during the pandemic.

27. The council is currently developing plans to use the Winter Grant Scheme Fund recently announced by Government.
28. At the beginning of November, the council put front line teams on standby to support residents and businesses as river levels rose. Working with the Environment Agency, the council used the latest advice to identify peak levels and will communicate any potential impacts separately. Letters were sent to residents living in homes and properties which might be directly affected by high river levels, providing advice and support in addition to any direct mitigation measures put in place.
29. Whilst responding to issues such as potential flooding in addition to Covid-19 is inevitably challenging, working closely with the York and North Yorkshire Local Resilience Forum allows the council and partners to work within tried and tested procedures to ensure an appropriate response.

Corporate

30. The latest restrictions have impacts on council services. The council confirmed on Wednesday 4 November which services will remain open, operate slightly differently, or close in order to support local businesses and key workers for the duration of lockdown:
 - a. early years settings, schools, colleges and universities will remain open
 - b. children's and adults services will continue with further guidance expected
 - c. public toilets, parks and children's play areas will remain open
 - d. household waste and recycling sites will remain open
 - e. public meetings will continue remotely with residents encouraged to take part
 - f. footstreets restrictions will revert to finishing at 5.00pm rather than 8.00pm
 - g. temporary loading bans will be removed to ensure additional help for local businesses moving to delivery services

- h. staff working at York District Hospital are able to park for free at Union Terrace coach park until national restrictions end
- i. York, Tang Hall and Acomb Explore Libraries will remain open for use of public computers and to collect items ordered online - all other libraries will close
- j. wedding services will not take place
- k. outdoor and indoor gyms, sport facilities and swimming pools will close
- l. York Mansion House will close
- m. Bereavement Services at York Crematorium will continue.

31. A full list of services impacts of these restrictions can be found at <https://www.york.gov.uk/downloads/file/6174/service-areas-affected-by-covid-19-national-restrictions>

32. York's bus operators have confirmed that the vast majority of bus services in York are continuing to be available during the lockdown for essential travel only. Unless residents or commuters are travelling for work, education or for other legally permitted reasons, Government advice is that people must currently stay at home unless travelling for these reasons.

Council Plan

33. The Recovery and Renewal Strategy outlines activities for the next year to allow the continued achievement of Council Plan outcomes.

Implications

- **Financial** – No specific impacts identified in this report.
- **Human Resources** – No specific impacts identified.
- **One Planet Council / Equalities** – A principle of recovery is to ensure climate change is considered in decisions taken. The economic recovery plans recognise and respond to the unequal impact of coronavirus and the risk of increasing levels of inequality as a result.
- **Legal** – No specific impacts identified.
- **Crime and Disorder** – No specific impacts identified.
- **Information Technology** – No specific impacts identified.

Risk Management

34. There remain significant areas of risk in responding to this crisis across all areas of recovery. The highest priority continues to be the health and

wellbeing of residents and all planning and decisions will be taken with this in mind.

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Report

Approved

Date

17/11/20

Wards Affected: List wards or tick box to indicate all

All

For further information please contact the author of the report

Background Reports

Update on Coronavirus Response – 7 May 2020

<https://democracy.york.gov.uk/documents/s139955/Coronavirus%20Executive%20Report.pdf>

City of York Council Recovery and Renewal Strategy - June

<https://democracy.york.gov.uk/ielIssueDetails.aspx?IId=59688&PlanId=0&Opt=3#AI55501>

CYC Recovery and Renewal Strategy Update – July

<https://democracy.york.gov.uk/mglIssueHistoryHome.aspx?IId=59899>

CYC Recovery and Renewal Strategy update - August

<https://democracy.york.gov.uk/ielIssueDetails.aspx?IId=60167&PlanId=0&Opt=3#AI55914>

CYC Recovery and Renewal Strategy update – September

<https://democracy.york.gov.uk/documents/s142400/Recovery%20and%20Renewal%20Update%20Report.pdf>

CYC Recovery and Renewal Strategy update – October

<https://democracy.york.gov.uk/ielssueDetails.aspx?IId=60724&PlanId=0&Opt=3#AI56530>

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Executive**11 February 2021**

Report of the Chief Operating Officer
Portfolio of the Leader of the Council

City of York Council Recovery and Renewal Strategy – February Update**Summary**

1. This report provides an update on activities both directly in response to Covid-19 and the work to support recovery and renewal. This follows previous Executive decisions to approve the Recovery and Renewal Plan, which frames the Council's recovery activity for this year.
2. In this month's report, there is an update on response work related not only to Covid-19 but simultaneous concerns around flooding, pressures upon discharge from hospital and cold weather. The impacts of Brexit are considered, alongside the need for the safe reopening of the city when restrictions allow.
3. It is highly likely given the fast-changing nature of the pandemic that some of the information within this report will have changed between publication and the Executive meeting. Updates will, therefore, be given at the meeting.

Recommendations

4. Executive is asked to:
 - a. Note the contents of the report

Background

5. On 25th June, Executive received a report to outline the council's 1-year Recovery and Renewal Strategy. This highlighted the need for a revised set of strategies to address the very significant and immediate impacts of coronavirus across all aspects of life in our city.
6. The strategy set the following principles upon which we will build our response:

- a. Prioritise the health and wellbeing of our residents, against the immediate threat of coronavirus and the consequences of changes to the way we live. Public Health guidance will be paramount in all the decisions we make.
 - b. Support the economic recovery of the City, helping to create a strong, sustainable and inclusive economy for the future. Learning lessons from the challenges of coronavirus, promote a system that utilises the strengths of our city and region to the benefit of all York's residents and businesses.
 - c. Protect and prioritise the City's environment and reinforce our work to mitigate and adapt to climate change.
 - d. Pursue improvements in service delivery where they have been identified as part of the Response phase, creating a more efficient and resilient system.
 - e. Reinforce and restore public confidence in the resilience of public agencies and resilience to future challenges and emergencies.
7. Included in June's report was a One Year Transport and Place Strategy, as the first part of the economic recovery approach. A report in July supplemented this with a Business Support Plan, a Skills and Employment Plan and a Tourism Marketing Plan.

CYC Recovery and Renewal Plan (1 year)				
Economic Recovery Plan			Communities	Corporate
Business Support Plan	One Year Transport and Place Plan	Skills and Employment Plan	Recovery from coronavirus: A community-based approach	Organisational Development Plan
Tourism Marketing Plan				

Latest Outbreak Update

8. Given the rapidly changing context and increase in cases in York, an update on the latest situation will be given verbally to the Executive at the meeting.
9. The latest official 7 day rate of positive cases of Covid in York is, at 29 January, 269.2 per 100,000 population. This is higher than the average rate of cases for the Yorkshire and Humber region but below the national average. In recent weeks, the case rates in the city have fallen substantially following a sharp rise. However they are still too high, and the council is reminding everyone of the importance of staying at home where possible, to protect the NHS and save lives.

10. During the third week of January, a combination of factors began to put additional strain on the council's response efforts. Snow melt and heavy rain across the catchments of the Ouse and Foss led to rising river levels. Whilst normal flood protocols were enacted, additional challenges were created by the need to ensure Covid-safety for officers, partner agencies and residents during these operations. The council and partners went out early with mitigation measures which helped to allow residents to plan and enact their own flood plans. The response worked well, despite the challenges, and with river levels peaking at just below 4.8m, the defences protected as many homes and businesses as possible.
11. At the same time, additional pressure was being felt by social care teams working closely with health colleagues, as the number of people who needed hospital care increased significantly. This required all parts of the system to work together to identify places where people could be safely cared for and supported, including those with highly complex needs. Partnership working, incredible commitment and flexibility by all staff and good communication between agencies ensured safe arrangements for patients and residents but the challenge was and remains significant.
12. Towards the end of the week, the weather also turned colder again and gritting teams were deployed across the city. Given the multiple competing demands upon council front line teams and back-office support, the fact that response protocols coped with the challenges was pleasing, acknowledging the round-the-clock efforts of staff required to respond.
13. The council continues to support the Vale of York CCG and Primary Care will the rollout of the Covid-19 vaccination programme. The vaccination programme continues to progress well and is expected to meet the target of offering the vaccine to the first four Joint Committee for Vaccination and Immunisation (JCVI) priority groups by 15th February 2021. There has been good feedback about the mass vaccination centres in York. Initial logistical teething problems with parking and flow of people have been resolved and the sites are operating at a high-level of throughput.
14. The council is progressing well with the implementation of the Covid-19 testing and contact tracing strategy for the City. Testing for people with symptoms of Covid-19 continues to be available at the drive-through site at Poppleton Bar and the walk-in site at Wentworth Way. Rapid asymptomatic or symptom-free testing continues to be available at the York public health team run sites at York St John University and University of York, with a further site opening at the York Stadium Leisure Complex on 8 February 2021. There are also mobile testing sites at York Acorn Rugby Club and in Haxby to improve access to testing in those communities that have recently seen a high rate of infection.

15. This approach to providing testing in areas of higher rates of infection is proving effective at identifying cases and represents a flexible model to continue to address community transmission. The council is also lobbying for more granular data from Government and health agencies to support this more targeted approach to testing and support local track and trace systems.
16. The council contact tracing service provided by the Public Health Team continues to be effective in reaching the majority of positive cases referred by the NHS Test and Trace Service

Recovery Updates

Economic

17. Given the current lockdown restrictions, the council has continued to ensure businesses can access available grants and financial support as quickly as possible. Looking ahead, when lockdown restrictions are lifted, there is evidence from recent reports (including Centre for Cities) that York is well placed to recover quickly in comparison to come other places.
18. In particular, the return of visitors to support York's visitor and tourism economy will be welcome for the many of our businesses. However, it is likely that York will be a very attractive destination as soon restrictions allow visits from further away and it is important that the city can cope safely with the volume of people, given the need for ongoing social distancing.
19. Officers are working with businesses and transport operators to ensure plans are robust to deal with a return to high levels of visitors, supporting local businesses whilst prioritising public health.
20. Since 31st December, the UK has been subject to post-Brexit rules and regulations. As previously reported to Executive, Covid-19 has been a far higher immediate priority for businesses and there was uncertainty both in terms of the intelligence the council received and businesses themselves as to whether all necessary preparations had been made.
21. At this point, the evidence base of impacts is still emerging. The York and North Yorkshire LEP has been continuing to liaise with business at a regional level and has reported some emerging issues with trade arrangements. Over half of the region's import and export activity is to/from the EU. There are emerging concerns about:
 - a. shipments not complying with Rules of Origin or not adhering to Sanitary and Phytosanitary (SPS) requirements;

- b. some items not meeting EU rules on export. One example is raw sausages and other minced meats (unless frozen);
- c. a drop in available migrant workers;
- d. the additional administration costs needed to trade with the EU, especially given the predominance of small businesses;
- e. the ending of EU funding programmes for sectors such as BioTech.

22. The council itself has seen some isolated challenges in terms of supply chain. This has affected spare parts for mechanical equipment from European suppliers, impacting on the availability of particular machines. Work is ongoing with suppliers to try to rectify the supply issues.

23. So far, the council has helped more than 6,000 businesses, paid out £56m in business grants, awarded over £140million in grants and relief, with City of York Council one of the fastest paying councils in the UK. In January, senior councillors approved proposals to extend grant payments to businesses severely impacted by current national restrictions. These additional categories eligible for the Additional Restrictions Grant were:

- a. Offering grants to businesses which trade almost exclusively in York, but are not residents of the area, including many York-licensed taxi drivers and market traders who missed out on previous grants
- b. Giving the small number of B&Bs and hotels who legitimately pay council tax, rather than business rates, the same level of grant as other accommodation businesses
- c. Adding the childcare sector to the list of eligible businesses, and allowing nurseries to qualify for the highest level of grant
- d. Supporting supply-chain businesses who are dealing with the closures of their customers.

24. For those businesses who apply successfully for the first time, a grant for November's lockdown period will automatically be paid. Any business which has already successfully applied for the schemes does not need to reapply. Grants will automatically be distributed and this is being managed by the council's payments team, who are aiming to process the grants quickly.

Communities

25. 31 January marked a year since the first cases in the UK were reported in York. Over the last 12 months, as it has throughout the city's history, York's community spirit and resilience has been displayed time and time again.

26. For example:

- a. Over 4,000 people stepped forward to volunteer.
- b. Thousands of residents have been supported from our 9 community hubs.
- c. We have home-schooled, supported local businesses and adapted to the many challenges
- d. Schools and early year's settings have worked hard to keep schools open. 100 per cent of schools are open for vulnerable children and children of key workers
- e. City of York Council continue to provide 2,100 children free school meals and 6,400 vouchers have been provided with a value of £95,000

27. The efforts of residents, communities and institutions across York have been remarkable. However, it is clear that much of the impact of Covid-19 remains to be felt, with the likelihood of increased poverty and debt, mental health and other health issues, rising inequality and the need to rebuild and strengthen community connections which have been impacted by enforced isolation. The refresh of the Council Plan and development of a 10 year City Plan (see paragraph 33 below) is driven directly by the recognition that the human costs of Covid will continue to be felt for years to come.

Corporate

28. 31 January marks a year since the first cases in the UK were reported in York. At the time, nobody would have predicted the enormity of impact of the pandemic to come. However, there is evidence that the initial response by all agencies in York was effective. Research published in the *Epidemiology and Infection Journal*¹ shows that following those first two cases, there was no onward transmission and for a short time the actions taken helped keep the city and the country safe.
29. The anniversary has attracted considerable media scrutiny, reflecting the media interest at the time. As a result, the council has worked with local, regional and national media to make sure the way York's response is reported reflects the considerable effort of officers and members, public health, partners and residents and businesses to continue to keep the city safe.
30. Following local and national insight showing that people are suffering from "Covid fatigue", with the risk they are less likely to adhere to the restrictions or follow public health guidance, the council has launched a campaign designed to highlight the impact of Covid on York residents and businesses. Known as "mycovidStory", the campaign retells sometimes

¹ <https://www.cambridge.org/core/journals/epidemiology-and-infection/article/covid19-public-health-management-of-the-first-two-confirmed-cases-identified-in-the-uk/86BFB6BE58CA5260915C3E4B45D31D59>

harrowing stories from residents, medical professionals and those adversely affected by Covid. The campaign has been supported by a wide range of partners including York Hospital, CVS, St Leonards Hospice, Universities and sports clubs.

31. As outlined in the Capital Budget Report, also on this agenda, there continues to be significant investment in York to support a strong and sustained recovery. The council remains committed to the key capital investments in support of our major regeneration projects.
32. 2020 was a really significant year for the York Central Project. Following the granting of the Outline Planning consent in 2019, the Reserved Matters application for the first phase of enabling infrastructure was submitted in April and approved in November. In August the Ministry of Housing, Communities and Local Government (MHCLG) awarded a £77.1m funding package to the landowner partners Homes England / Network Rail for delivery. Detailed Design work for the infrastructure was completed, benefitting from the outcomes of Early Contractor Involvement, and pricing is being confirmed by the contractor. In July, delivery of an early phase of enabling works was approved by Executive with CYC / York North Yorkshire Local Enterprise Partnerships (YNYLEP) funding, ahead of the MHCLG announcement. This has now been contracted and starting on site this month to clear areas of the site ahead of the main works.
33. The information necessary to discharge the West Yorkshire Transport Fund Final Business Cases conditionality was submitted in December and formal approval and release of the £23.5 WYCA Transport Fund is anticipated by March 2021. We should therefore see delivery of the infrastructure commence later in the year to open up the site for development.
34. To ensure that the full potential of the York Central development to deliver wider social and environmental benefits is realised; Executive released £150k in November to undertake a Housing Feasibility study for the initial phase of development, working with the landowner partners. A YNYLEP funded review has also examined the potential to deliver the standards of Environmental Performance necessary in commercial developments to accord with the Council's net zero carbon ambitions
35. There has been significant progress too on the Castle Gateway project. Planning permission has been secured for both Castle Mills and the new St George's Field multi-storey car park which are the first key sites in the delivery of the masterplan. Procurement is under way to appoint a contractor to undertake the detailed design of Castle Mills and provide a tender price for construction. At that point a report will be brought to the Executive in the autumn of 2021 to approve the project and allocate the total construction budget, and to decide whether to proceed with the

procurement of a contractor for St George's Field. This would provide the replacement car parking which would allow Castle Car Park to close to be replaced with new public realm. The design work for that public realm is underway, with a planning application due to be submitted in the summer, to create a shovel-ready project to give the council the best opportunity of securing external or government funding

36. Recognising the changed context within which the council will be operating for the coming years, the Council Plan is being refreshed to identify any areas of new or additional focus. Alongside this, work is underway with city partners to structure a 10-year plan to help shape recovery and build on York's strengths. The plan will unite the strategic direction provided by existing city-wide strategies and policies, creating an overall direction of travel at a city level over the coming decade. By doing so, the increased alignment of the objectives of city partners will support greater clarity of messaging out to communities, businesses and investors, supporting York's recovery. York is already being identified as a place with significant potential to recover quickly and build back better. Creating a compelling strategy at a city level will support and add to this potential. This will be reported on to Executive in due course.

Council Plan

37. The Recovery and Renewal Strategy outlines activities for the next year to allow the continued achievement of Council Plan outcomes.

Implications

- **Financial** – No specific impacts identified in this report.
- **Human Resources** – No specific impacts identified.
- **One Planet Council / Equalities** – A principle of recovery is to ensure climate change is considered in decisions taken. The economic recovery plans recognise and respond to the unequal impact of coronavirus and the risk of increasing levels of inequality as a result.
- **Legal** – No specific impacts identified.
- **Crime and Disorder** – No specific impacts identified.
- **Information Technology** – No specific impacts identified.

Risk Management

38. There remain significant areas of risk in responding to this crisis across all areas of recovery. The highest priority continues to be the health and wellbeing of residents and all planning and decisions will be taken with this in mind.

Contact Details

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Report

Approved

Date

03/02/21

Wards Affected: List wards or tick box to indicate all

All

For further information please contact the author of the report

Background Reports

Update on Coronavirus Response – 7 May 2020

<https://democracy.york.gov.uk/documents/s139955/Coronavirus%20Executive%20Report.pdf>

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<https://democracy.york.gov.uk/ielIssueDetails.aspx?IId=59688&PlanId=0&Opt=3#AI55501>

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CYC Recovery and Renewal Strategy update - August

<https://democracy.york.gov.uk/ielIssueDetails.aspx?IId=60167&PlanId=0&Opt=3#AI55914>

CYC Recovery and Renewal Strategy update – September

<https://democracy.york.gov.uk/documents/s142400/Recovery%20and%20Renewal%20Update%20Report.pdf>

CYC Recovery and Renewal Strategy update – October

<https://democracy.york.gov.uk/ielIssueDetails.aspx?IId=60724&PlanId=0&Opt=3#AI56530>

City of York Council Recovery and Renewal Strategy - November Update

<https://democracy.york.gov.uk/documents/s144127/Recovery%20and%20Renewal%20Update%20-%20November%202020%20v0.3.pdf>

City of York Council Recovery and Renewal Strategy – December update

<https://democracy.york.gov.uk/ielssueDetails.aspx?IId=61412&PlanId=0&Opt=3#AI57153>

City of York Council Recovery and Renewal Strategy –January Update

<https://democracy.york.gov.uk/ielssueDetails.aspx?IId=61755&PlanId=0&Opt=3#AI57489>



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

26 January 2021

Economic Strategy Update

Summary

1. This report provides a progress update on City of York Council's work to develop a new Economic Strategy for York.
2. A comprehensive report on work towards a new Economic Strategy and Partnership for the city was taken to the Executive Member for Economy and Strategic Planning's October 2020 Decision Session. This report outlined a twin track approach to our new Economic Strategy – to continue the long established focus on developing higher paid jobs in key sectors across the economy, while developing a clearer approach to inclusive growth across our economy. These two priorities will be underpinned by two cross cutting themes: the notion of 21st century jobs, built flexibly around the needs of employees, and supported by continuous learning to improve individual mobility, and a focus on a green economic recovery, addressing the Council's low-carbon commitments and the city's world-leading bio-economy and agri-tech innovation assets.
3. The approach to developing a new Economic Strategy was reviewed by the Council's Economy and Place Policy and Scrutiny Committee in November. Activity since October's Executive Member Decision Session has focused on reviewing and refreshing our economic evidence base, which will underpin the development of the strategy. Gap analysis work has also been undertaken to ensure that the impacts of Covid-19 are incorporated into this economic evidence base, as well as identifying additional themes requiring further research and analysis work and/or engagement. Work has also taken place to reflect on the data and trends emerging from the Council's resident engagement survey, 'Our Big Conversation, as well as the intelligence from the Council's Sector Roundtables initiative, the latter presented at the Executive Member's November Decision Session.

4. Finally, work is underway to plan the Council's engagement activity with business, residents and partner organisations which will inform and shape the content of our Economic Strategy for York. Internal collaboration is also taking place to ensure that this engagement activity dovetails with, and informs, separate planned engagement activity taking place across the Council's Economy and Place Directorate during 2021, including My City Centre, Local Transport Plan 4, Climate Change and the Council's Skills Plan.
5. Whilst our timetable for developing the Council's new Economic Strategy saw engagement activity planned for February and March 2021, with a strategy going to Executive for sign-off in May, subsequent national lockdowns (November 2020 and January 2021) and rapidly changing Tier restrictions has had a significant impact of the workload of the Council's Economic Growth team. In addition to the above, businesses cannot be expected to meaningfully engage with the Council on medium to longer-term economic matters at a time when business survival is paramount. We therefore propose to undertake business engagement on the Council's new Economic Strategy in late spring/early summer, with a new strategy brought to Executive in the autumn for sign-off.

Recommendations

6. The Executive Member is asked to:
 - 1) Note the contents of the report;
 - 2) Provide comments on the draft economic evidence base and plans for engagement activity;
 - 3) Agree to undertake business engagement activity on the Council's Economic Strategy in late spring/early summer 2021.

Reason: To support York's economic recovery from Covid-19.

Report

7. City of York Council's current Economic Strategy was launched in 2016 and covers the period 2016-20. The Executive has committed to renewing and adapting the strategy, with a new focus on inclusive growth, and to launch a new York Economic Partnership, which will include a diverse range of voices and perspectives.

Our Approach

8. A comprehensive report on work towards a new Economic Strategy and Partnership for York was taken to the Executive Member for Economy and Strategic Planning's October 2020 Decision Session. This outlined a twin track approach to the Council's new Economic Strategy – to continue the long established focus on developing higher paid jobs in key sectors across the economy, while developing a clearer approach to inclusive growth across our economy. These two priorities will be underpinned by two cross-cutting themes: the notion of 21st century jobs, built flexibly around the needs of employees, and supported by continuous learning to improve individual mobility, and a focus on a green economic recovery, addressing the Council's low-carbon commitments and York's world-leading bio-economy and agri-tech innovation assets.
9. Activity since October's Executive Member Decision Session has focused on reviewing and refreshing our economic evidence base, which will underpin the development of the strategy. This evidence base can be found in Annex A. Gap analysis work has also been undertaken to ensure that the impacts of Covid-19 are incorporated into this economic evidence base, as well as identifying additional themes requiring further research and analysis work and/or engagement. Work has also taken place to reflect on the data and trends emerging from the Council's resident engagement survey, 'Our Big Conversation, as well as the intelligence from the Council's Sector Roundtables initiative, the latter presented at the Executive Member's November Decision Session.

Economic Evidence Base

10. Our economic evidence base explores York's levels of productivity (pre-pandemic) and wage levels, employment mix (sectors, skills, and types of roles), numbers of business start-ups, skills levels, housing affordability and the economic impacts of Covid-19, current and forecasted.
11. Economic data shows that pre-pandemic, York's economy was performing strongly with higher levels of productivity than the rest of the region, and consistent growth in GVA per hour worked over the last five years. It also shows that our prevailing economic strategy since the 2007 financial crash – to focus on growing high-paid jobs, has borne fruit:
 - We have a strong knowledge economy which has grown, with more than 14,000 high skilled jobs created in York since 2008;

- Pre-pandemic, pay in York was close to the national average (higher for part-time roles), and higher than much of the Yorkshire region;
 - We also have the highest level of skills of any northern city.
12. With significant new developments coming forward in the city, York Central, Hudson Quarter and the Guildhall, we can expect further growth in well-paid jobs. We have also seen strong growth in hospitality, retail and social care employment. These lower-paid sectors provide much of York's part-time work, contributing to household incomes, but also providing some challenges. Data on York property price to earnings ratio shows that York's housing affordability is at UK average levels, but compares poorly with much of the north. In terms of property rents, rental prices in York are equivalent to those in the south of England, outstripping the national average when looking at homes with two bedrooms or more. Those dependent on part-time work have few options beyond lower-paid roles in retail, hospitality and social care.
 13. The economic impact of Covid-19 has been disproportionately felt by industries relying on visitors and consumers. Whilst York's economy has fared better than many other cities, national lockdowns and the current Tier system have disrupted trade in retail, hospitality and leisure sectors, with restrictions expected to continue through winter and spring. National forecasts suggests that economic recovery from the pandemic will take at least a couple of years.¹ Forecast modelling undertaken by Oxford Economics predict that the hit to York's GVA will not be regained for three years, with local employment returning to pre-pandemic levels in 2022.²
 14. During Covid-19, we have seen the total number of people furloughed by York employers reach 15,900 in July 2020, before reducing to 6,800 at the end of October. A further 5,400 people were claiming self-employed income support. This has been accompanied by a significant rise in unemployment, as shown by claimant count data which so far has peaked at just over 5,000 residents unemployed in August. Given current extensions to the Job Retention Scheme and the reality that those on furlough remain at high risk of losing their jobs in the coming months, we can expect further job losses in the city.

¹ [Office for Budget Responsibility's Economic and Fiscal Outlook – November 2020](#)

² Forecasts by Oxford Economics undertaken in September 2020, before the second and third national lockdowns.

15. How the city responds to job losses and supports residents into new employment is critical, and an emphasis on inclusive growth in our new Economic Strategy is paramount. Pre-pandemic data shows that while full-time work in York had remained stable, the number of employees working part-time had increased to 40% of all employment – contrasting with a national average of 32%. Focus needs to be placed on growing the amount of part-time work available in high-paid sectors and encouraging continuous learning to improve individual mobility.
16. Additional growth has also been seen in self-employment, with this standing at 11.4% at June 2020 – greater than regional and national averages. Supporting residents in setting up and growing their own business will be an important component of our economic recovery response. Indeed, looking at business start-up data across individual York wards, those with the highest claimant counts (Westfield, Clifton, Heworth and Holgate) are also showing higher levels of business start-ups.

Engagement

17. Wide-scale engagement with businesses, residents and partners is planned to inform and help shape the development of the Council's new Economic Strategy for York. The themes and nature of questions asked will vary according to their target audience. In terms of engagement with businesses, we want to better understand the impact of the pandemic on their turnover, workforce, skills needs (both now, and in the future) and workspace requirements. We also want to know what businesses perceive to be the advantages and disadvantages to doing business in York. Engagement here will include questions on York's connectivity (physical and digital), availability/access to skilled labour, the availability of land/workspace, and the city's overall quality of place, amongst other things. Finally, we would also like to engage businesses on what support they need for business recovery and medium to longer-term growth.
18. With regards to resident engagement, we want to better understand how residents feel about the security of their job and/or business, career prospects and the job prospects for their family in light of the pandemic. We also want to get an understanding of attitudes towards adult learning, and what skills residents would like to learn and develop to help them adapt, upskill, and potentially access new careers opportunities. Also important is understanding residents' experiences of employment in York. This will include exploring the reasons behind residents undertaking part-time work, as well as residents' interest in self-employment, and the barriers to them setting up their own business. For

those residents who are self-employed, we want to understand what additional support they need to develop and grow their business. In addition to the above, understanding what residents perceive to be the advantages and disadvantages to living and working in York will be important in informing the development of our Economic Strategy.

19. In terms of engagement with partners, we will take a slightly different approach to the one outlined for businesses and residents. Here, we want to understand from partners where they think the Council should prioritise infrastructure improvements (transport; housing; employment space; digital; energy and low carbon), what is required to support businesses to recover, grow and become more productive in our city, and what skills interventions would have the biggest impact in the city. Focusing in on our two cross-cutting themes of 21st century jobs and a green economic recovery, we would also like to understand what partners think is required to ensure that residents and businesses are able to contribute to and benefit from economic growth in a sustainable way.
20. Work is underway to ensure that this engagement activity dovetails with, and informs, other planned engagement taking place across the Council's Economy and Place Directorate during 2021, including My City Centre, Local Transport Plan 4, Climate Change and the Council's Skills Plan. Budget is available from the Council's Inclusive Growth Fund to support the development of the Council's new Economic Strategy, and could therefore be used to enable effective engagement.

Revised Timetable

21. Whilst our timetable for developing the Council's new Economic Strategy saw engagement activity planned for February and March 2021, with a strategy going to Executive for sign-off in May, subsequent national lockdowns (November 2020 and January 2021) and rapidly changing Tier restrictions has had a significant impact of the workload of the Council's Economic Growth team. A great deal of resource is currently being utilised responding to business queries in relation to the economic impacts of the current lockdown, and signposting businesses to available sources of grant funding.
22. In addition to the above, businesses cannot be expected to meaningfully engage with the Council on medium to longer-term economic matters at a time when business survival is paramount. We therefore propose to push business engagement on the Council's new Economic Strategy back to late spring/early summer, with a new strategy brought to

Executive in the autumn for sign-off. This will allow for a better understanding of the impact of the pandemic, as well as more meaningful engagement with businesses, residents and partners.

23. Work continues on the development of York's one-year skills plan and 10-year skills strategy, as outlined in the skills and employment update report provided to the Executive Member's December 2020 Decision Session.

Consultation

24. Engagement with businesses, residents and partners on the development of the Council's new Economic Strategy is currently planned to be carried out through existing communication mechanisms such as the Council's Big Conversation, sector roundtables, business bulletin and the various channels and networks operated by York's business support and membership groups. This activity is planned for late spring/early summer 2021.
25. Work is also taking place to ensure that this engagement activity dovetails with, and informs, other planned engagement taking place across the Council's Economy and Place Directorate during 2021, including My City Centre, Local Transport Plan 4, Climate Change and the Council's Skills Plan.

Council Plan

26. Our work addresses the following outcomes from the Council Plan:
 - Good health and wellbeing;
 - Well-paid and an inclusive economy;
 - A better start for children and young people;
 - A greener and cleaner city;
 - Safe communities and culture for all; and,
 - An open and effective council.

Implications

27.
 - **Financial** – no new financial commitments.
 - **Human Resources (HR)** – no implications;
 - **One Planet Council / Equalities** – our work positively supports the Council's equalities objectives;
 - **Legal** – no implications;
 - **Crime and Disorder** – no implications;

- **Information Technology (IT)** – no implications;
- **Property** – no direct implications.

Risk Management

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

Contact Details

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Chief Officer Responsible for the report:

Tracey Carter
Director of Place

Report **Date** 18/1/21
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

Annexes

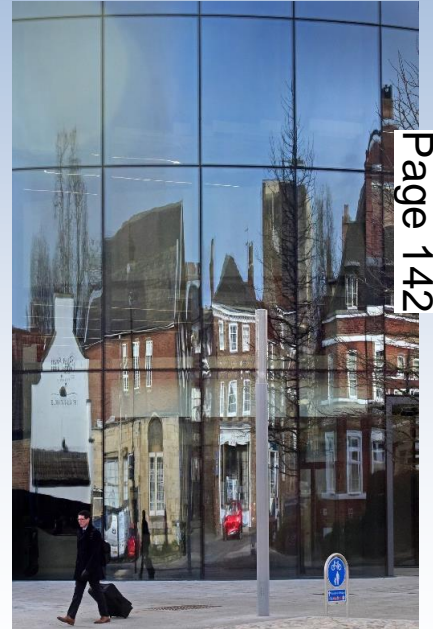
Annex 1: York Economic Strategy Evidence Base (draft)

York Economic Strategy 2020-25: Draft Economic Evidence Base

Simon Brereton
Head of Economic Growth

We will cover:

- Economic strategy – what is it & why now?
- Beyond productivity – a new basis for strategy
- How are we going to build our new strategy?
- How you can help!

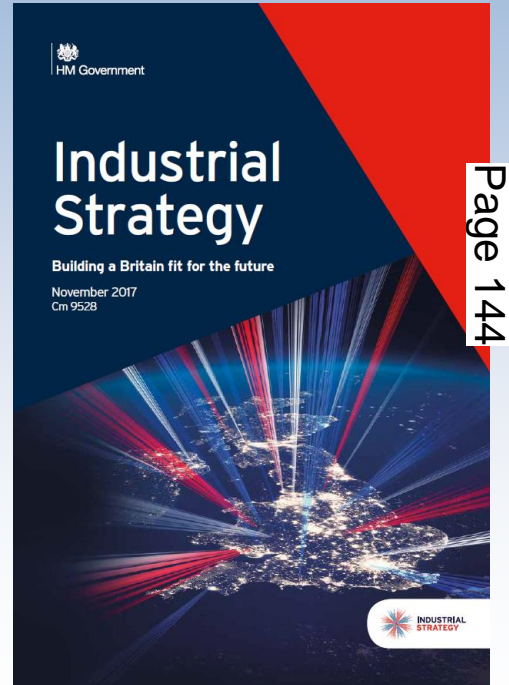


Why do we need a new Economic Strategy?

- Economic strategy – statement of city priorities, allowing all stakeholders to push together
- Current strategy runs 2016-2020
- Continued sense across the city that not all are benefitting
- New Council Plan setting new city priorities, while MyCastleGateway and MyYorkCentral have raised the bar for consultation!

National Industrial Strategy

- “A long-term plan to boost the productivity and earning power of people throughout the UK”
- Priorities for Government & LEPs
- Headline: Increase productivity
- 5 foundations: ideas, people, infrastructure, business environment, places
- 4 grand challenges: AI & data, ageing society, clean growth, future of mobility



ANNEX 1

The economic strategy landscape



- National and regional strategies guide funding
- Local strategy interprets and adds a local layer
- Enables CYC, Universities, businesses & LEPs to collaborate

Build Back Better: Government ^{ANNEX 1} Priorities

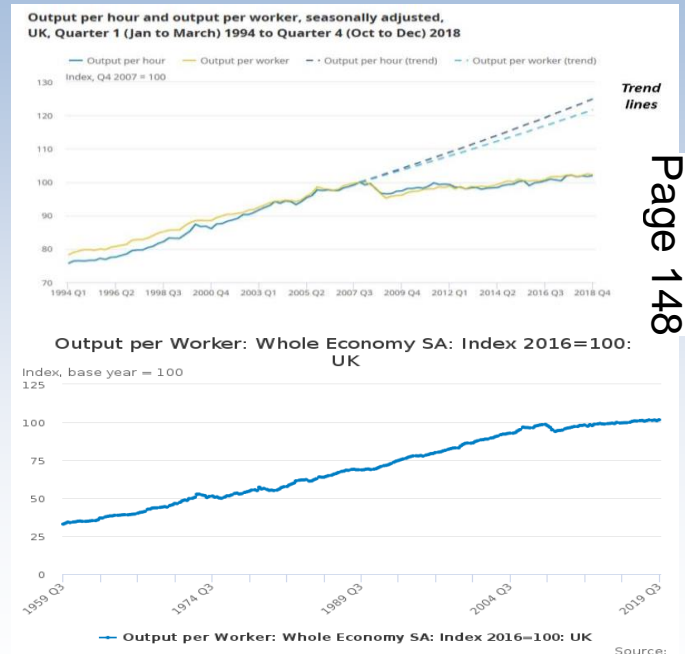
- “Levelling up” agenda – addressing inequality and investing in underperforming places
- UK as a science powerhouse – investing in R&D, developing and attracting top talent and scaling up innovation
- A green industrial revolution – achieving net zero by 2050 whilst creating and supporting <250,000 jobs

Covid-19 – Economic Impacts

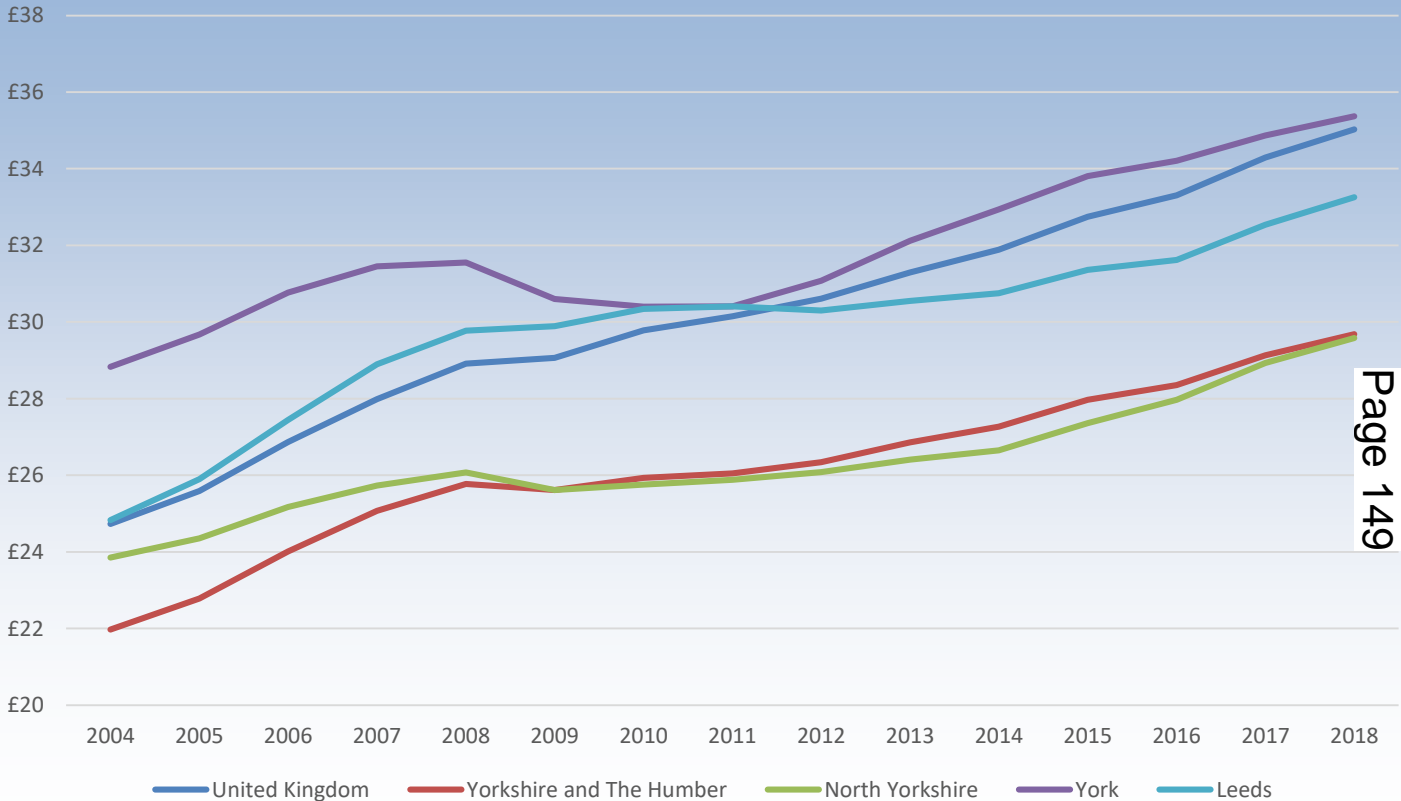
- Full economic impact of Covid-19 still unknown
- Nationally, OBR forecasting a 11% drop in GDP for 2020 – we've since had another lockdown!
- Oxford Economics forecasts for York predict a 11% decrease in GVA for 2020, with GVA returning to pre-pandemic levels in 2022
- Full impact on jobs difficult to tell due to Government support (furlough, business grants, loans etc.)

The productivity challenge(s)

- UK productivity stalled in 2008
- Productivity growth underpins wage growth
- For low-wage cities, growing jobs, skills and productivity is vital – “more jobs, better jobs”



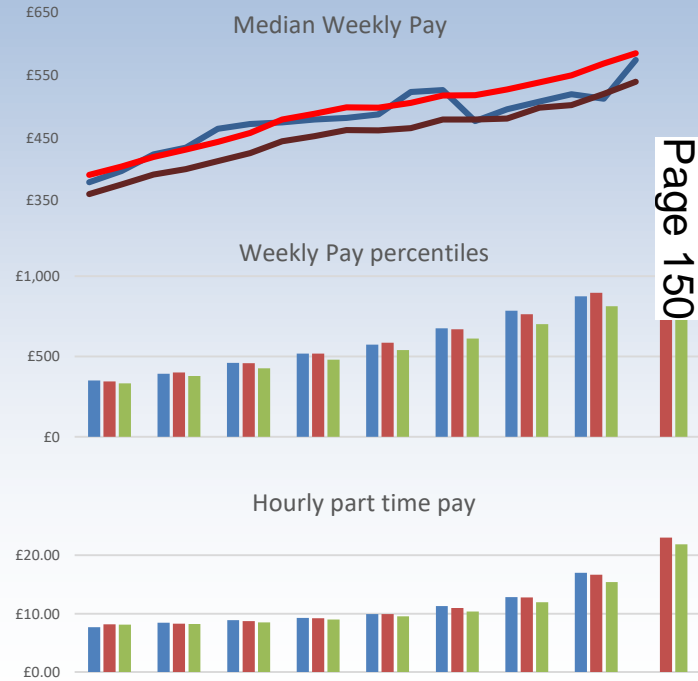
York is a highly productive city ANNEX 1



ONS: Nominal smoothed GVA (B) per hour worked (£) 2004-2018

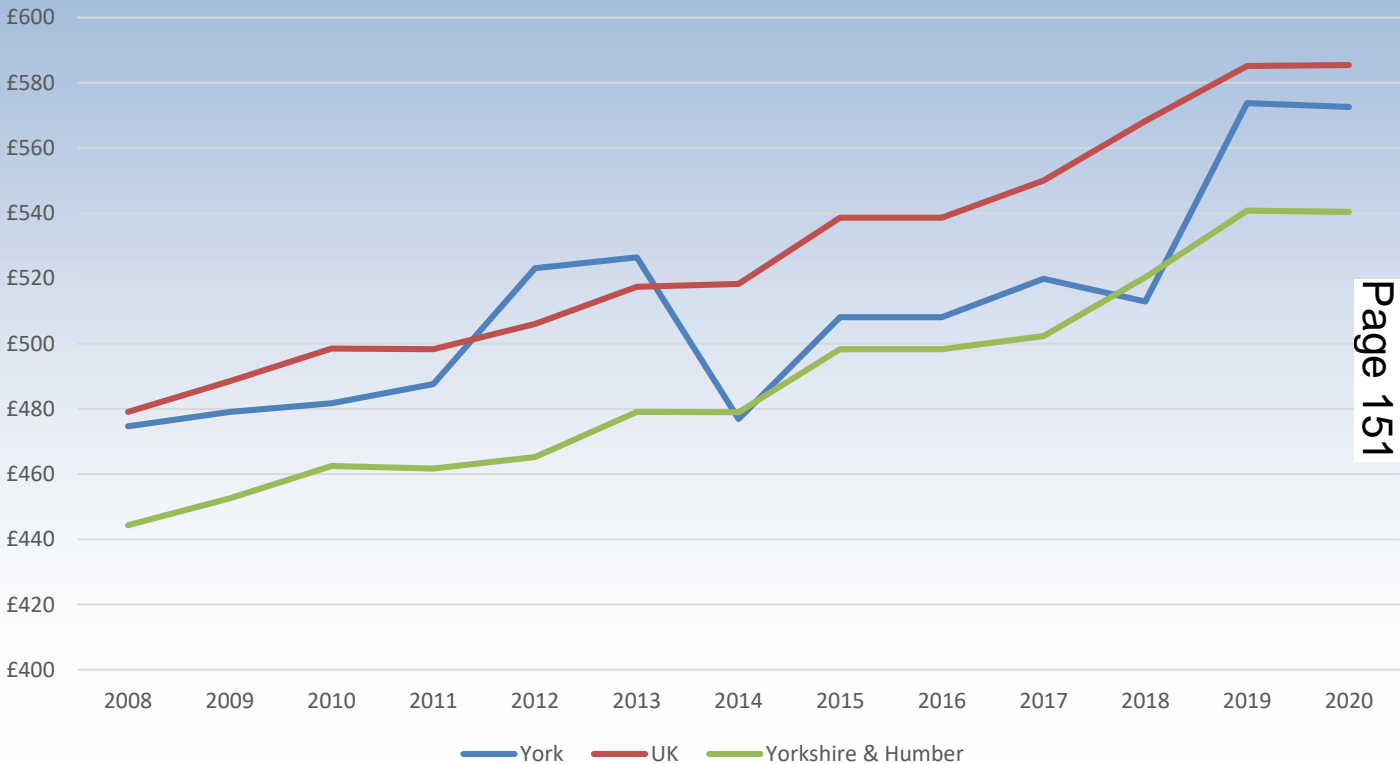
York is not a low wage city

- Median full time pay close to national levels
- At all percentiles, York is above our neighbours
- Also true for hourly rates of part time staff
- See following charts for more information



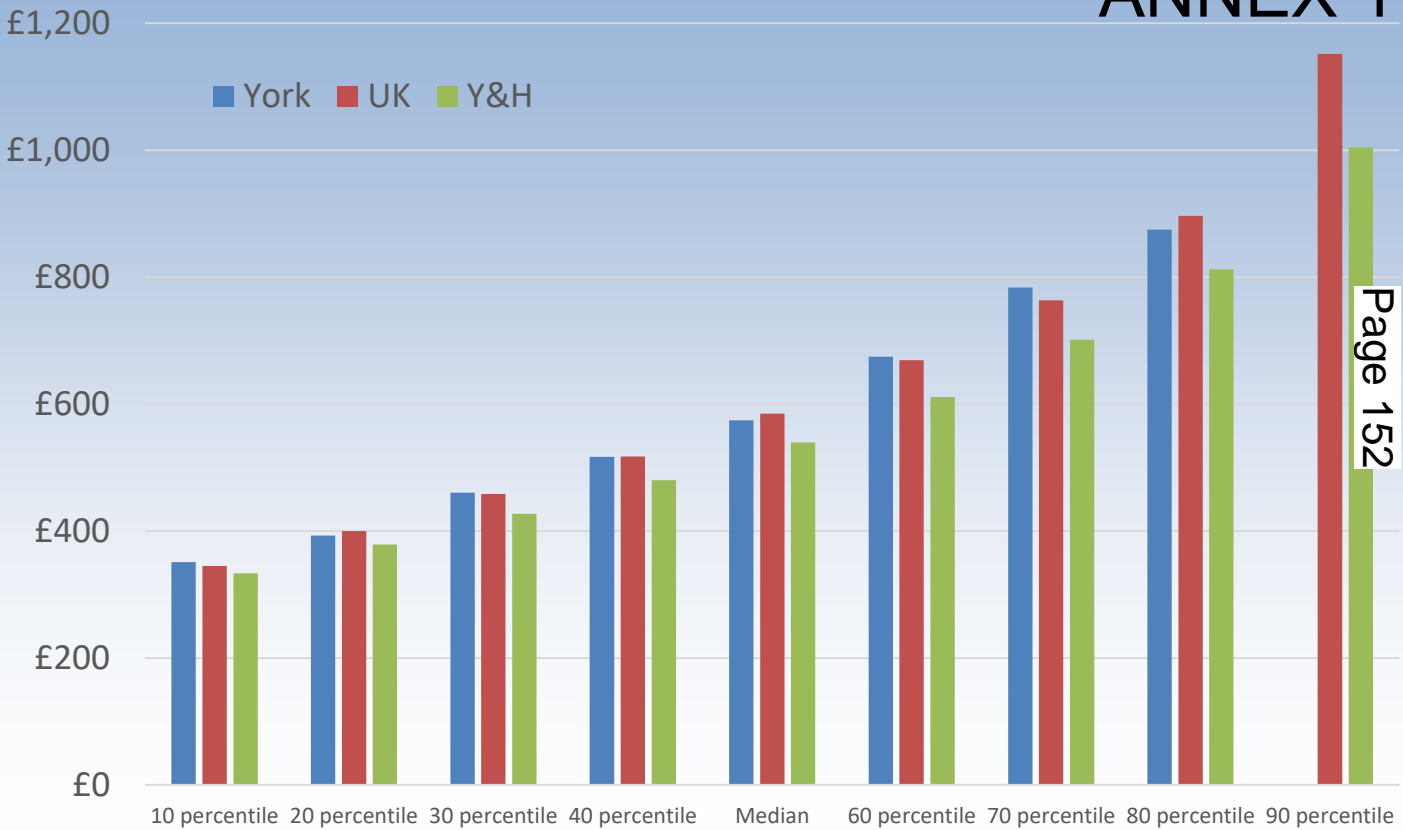
Median full time weekly pay in York is close to the national average

ANNEX 1



York's full time jobs pay UK rates!

ANNEX 1



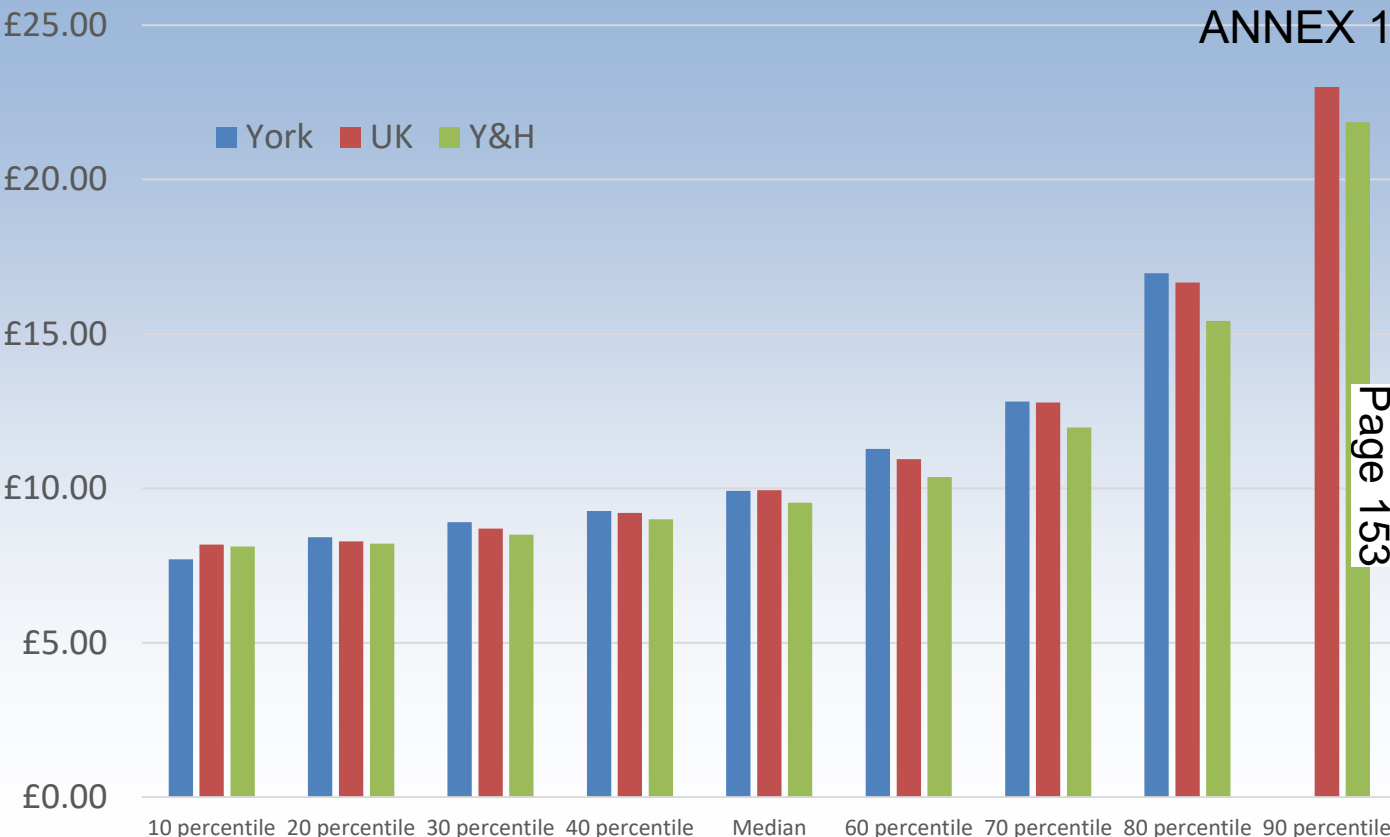
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Annual Survey of Hours and Earnings (ASHE): Office for National Statistics 2019 figures - York residents

York's part time jobs pay above UK average

ANNEX 1

■ York ■ UK ■ Y&H

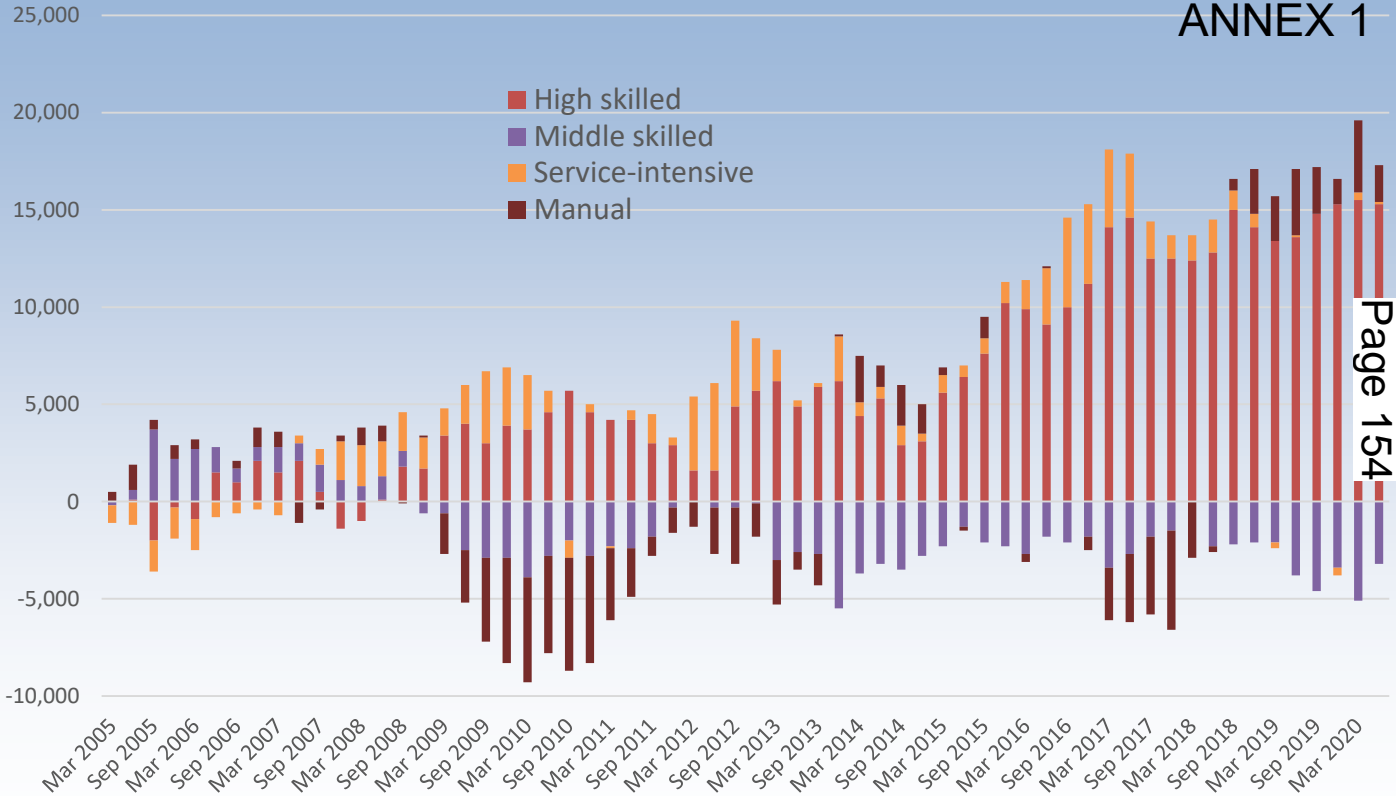


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Annual Survey of Hours and Earnings (ASHE): Office for National Statistics: 2019 figures – York residents

15,000 high skilled jobs created since 2005

ANNEX 1

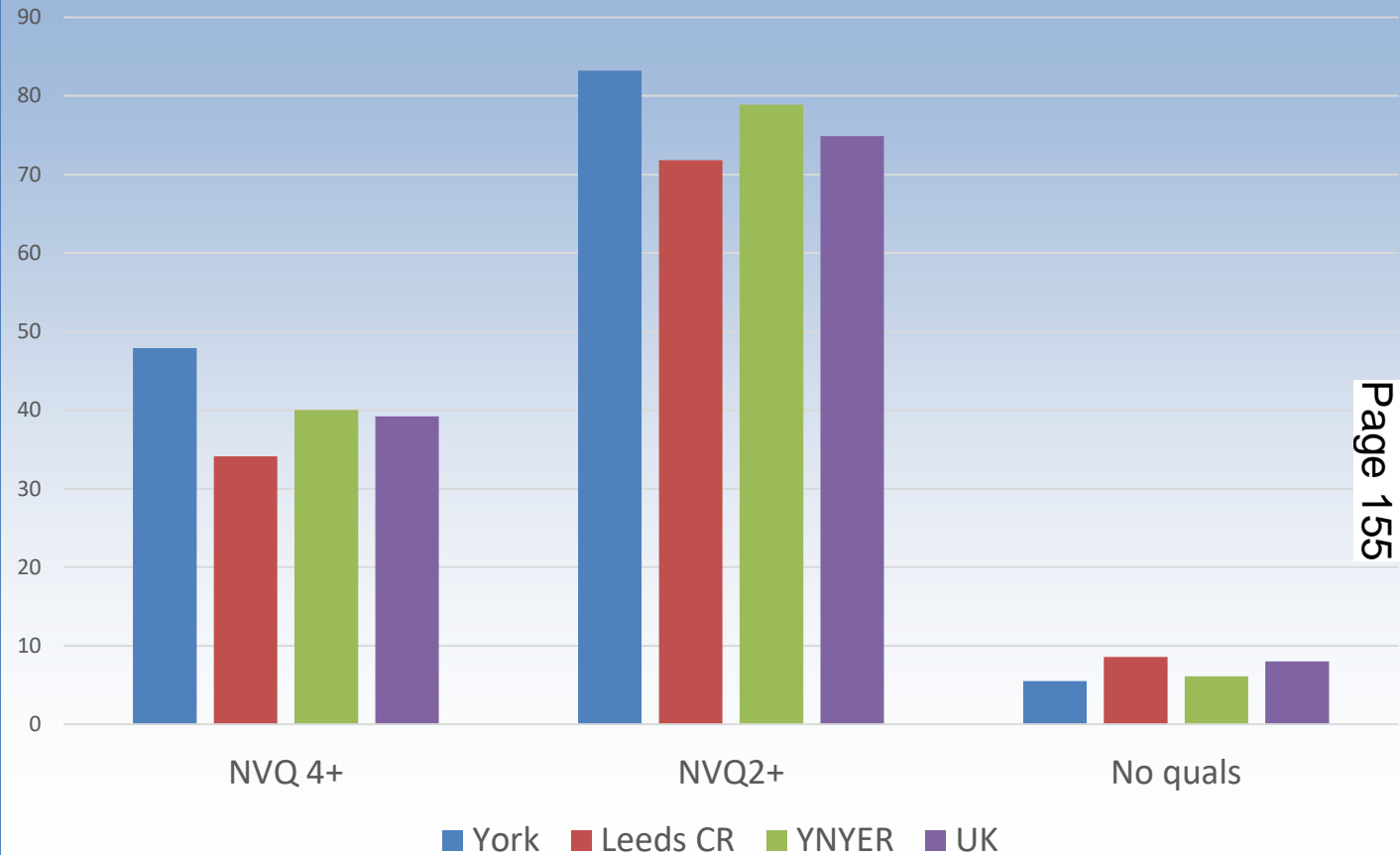


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NOMIS: Annual Population Survey employment by SOC Code

York is a highly skilled city

ANNEX 1

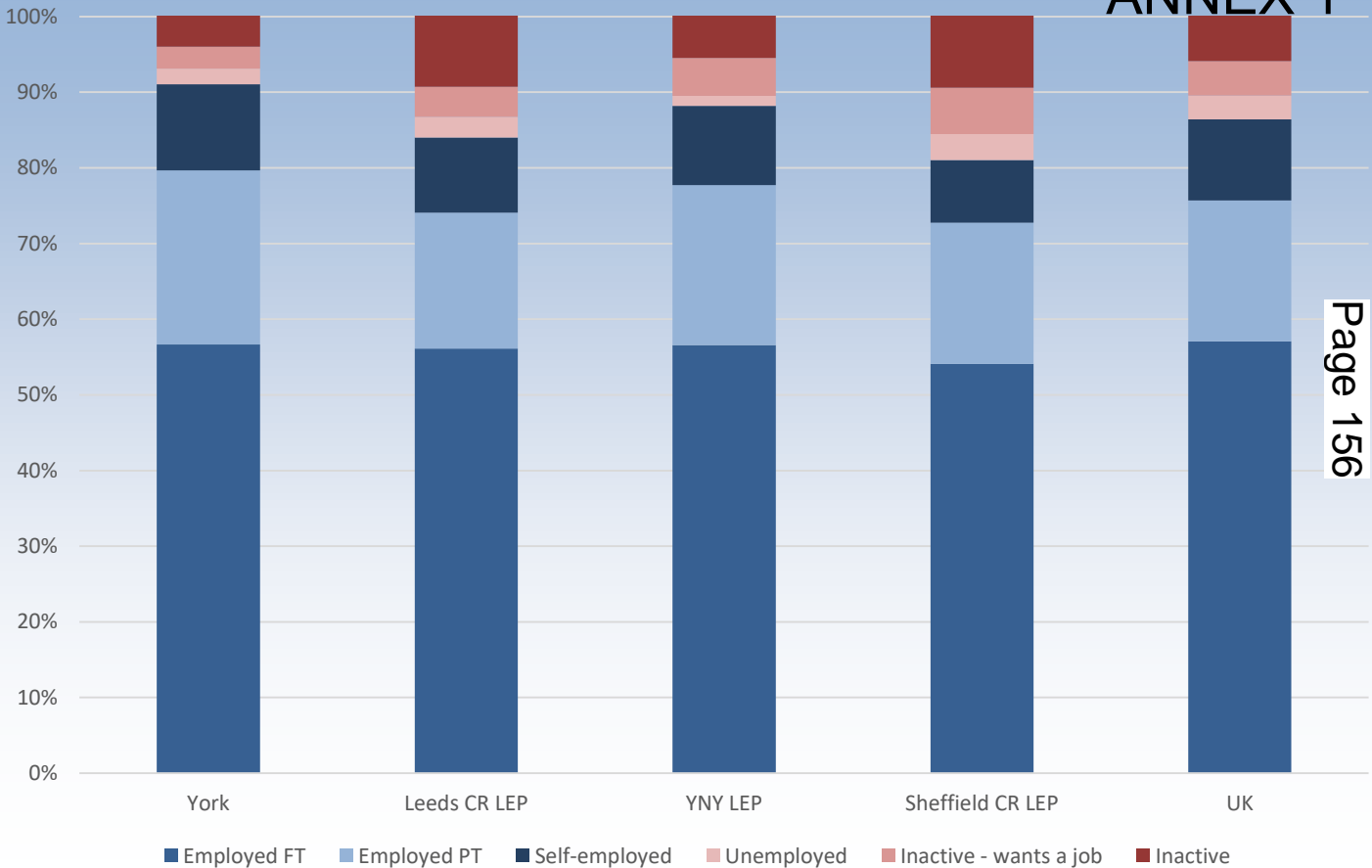


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York has high employment, unlike much of Yorkshire

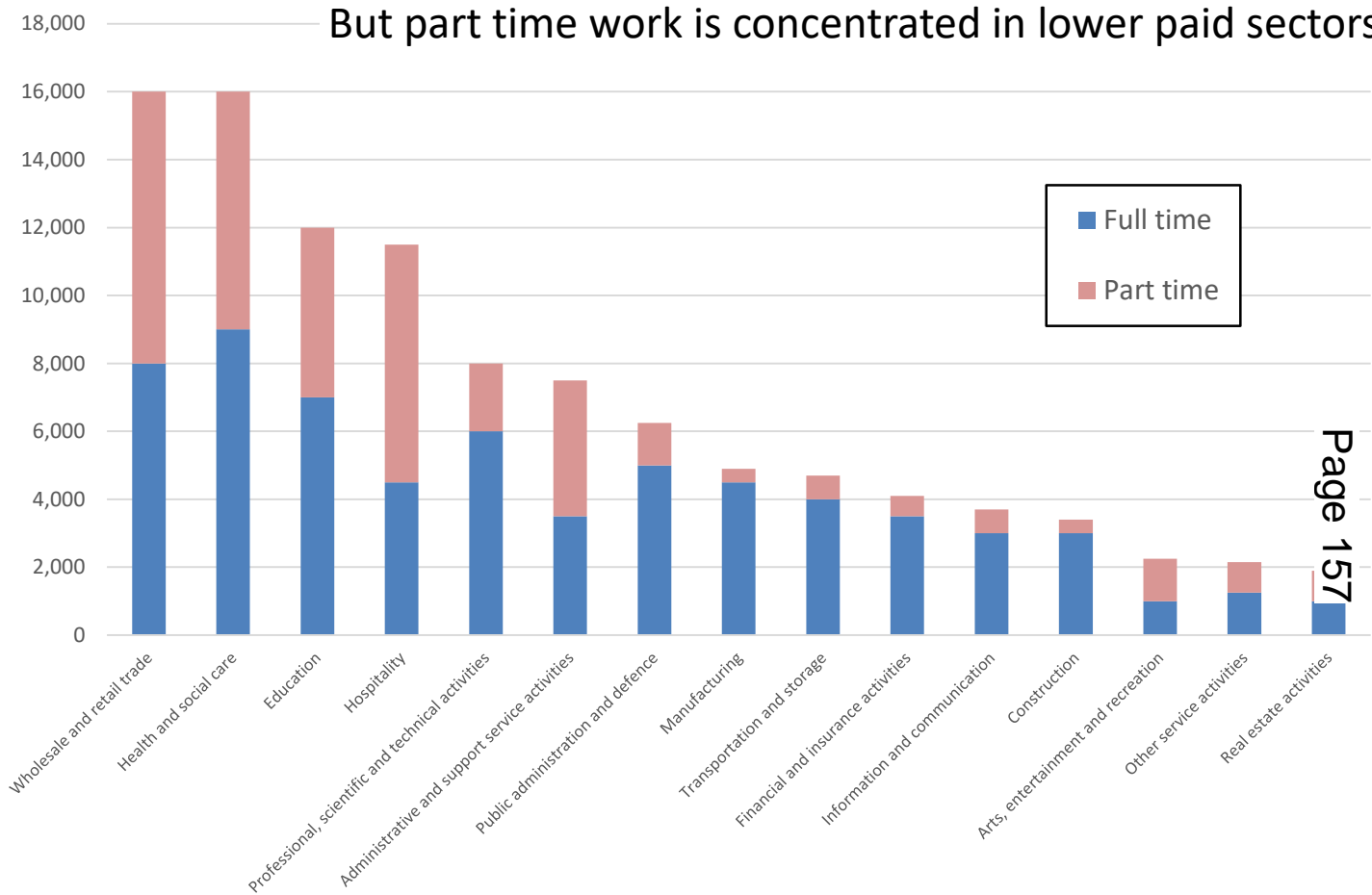
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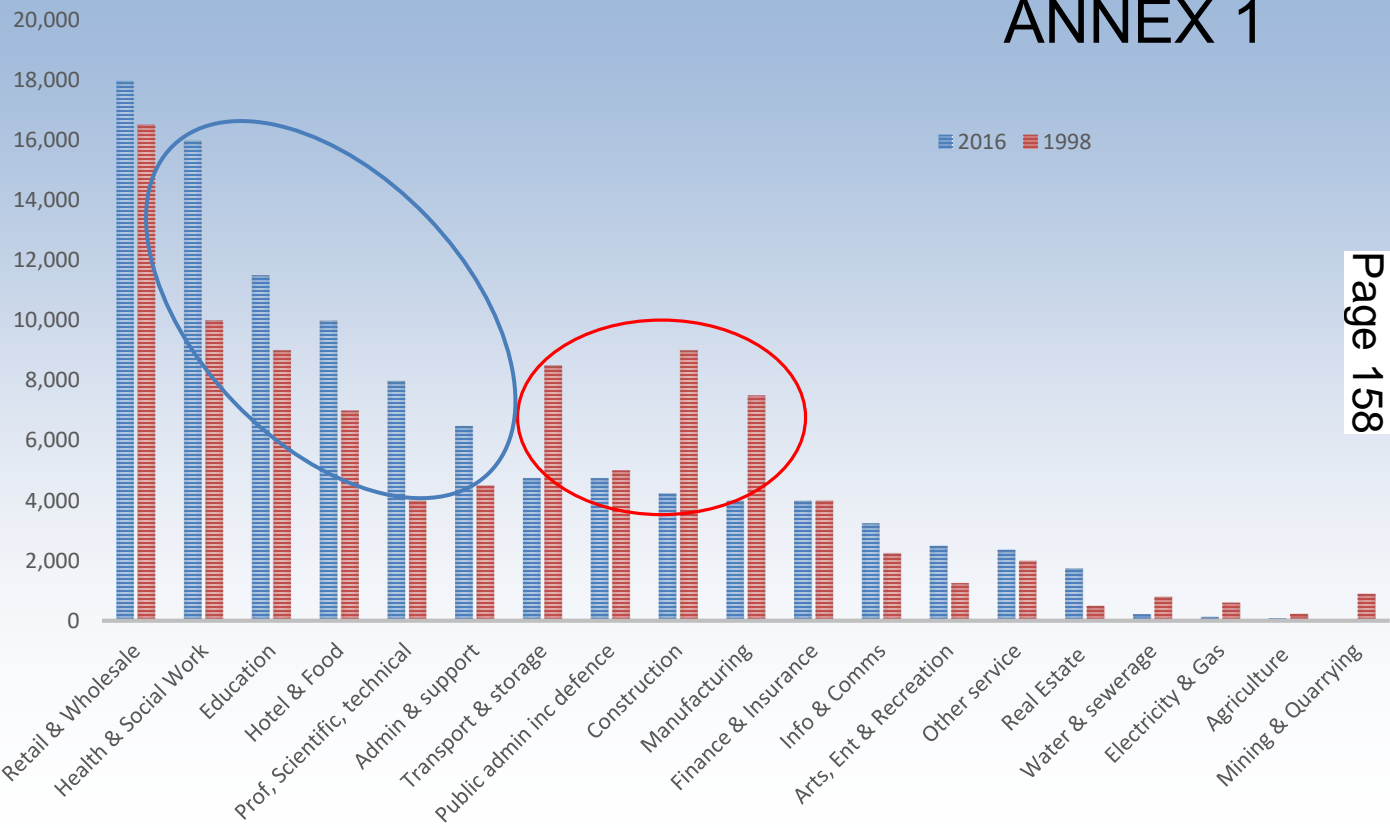
ANNEX 1

But part time work is concentrated in lower paid sectors



AND WE HAVE LOST 16,000 WELL PAID LOWER SKILLED JOBS OVER THE PAST 20 YEARS

ANNEX 1

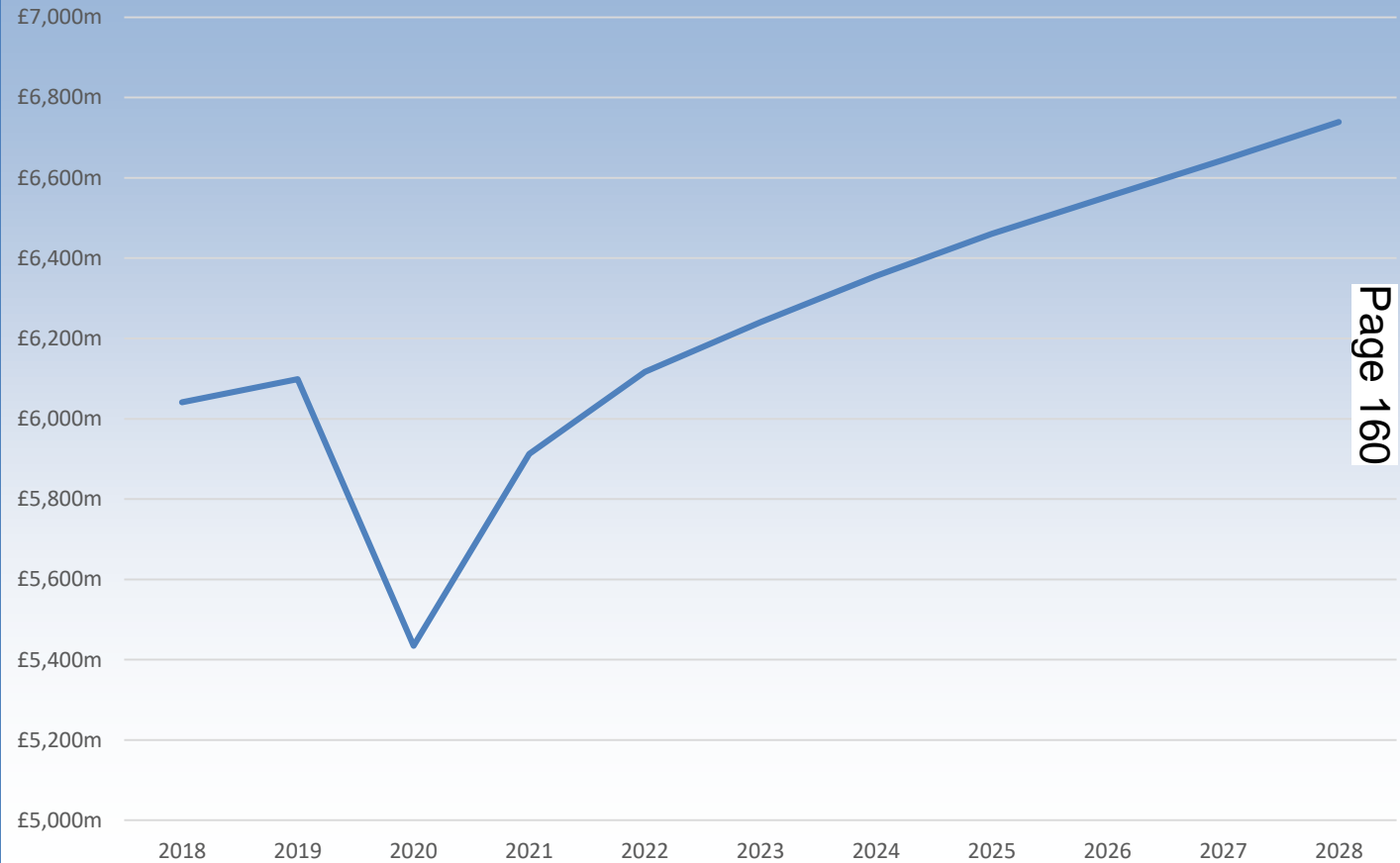


Employment in York is forecast to continue to grow in the years ahead **ANNEX 1**



And GVA will grow too

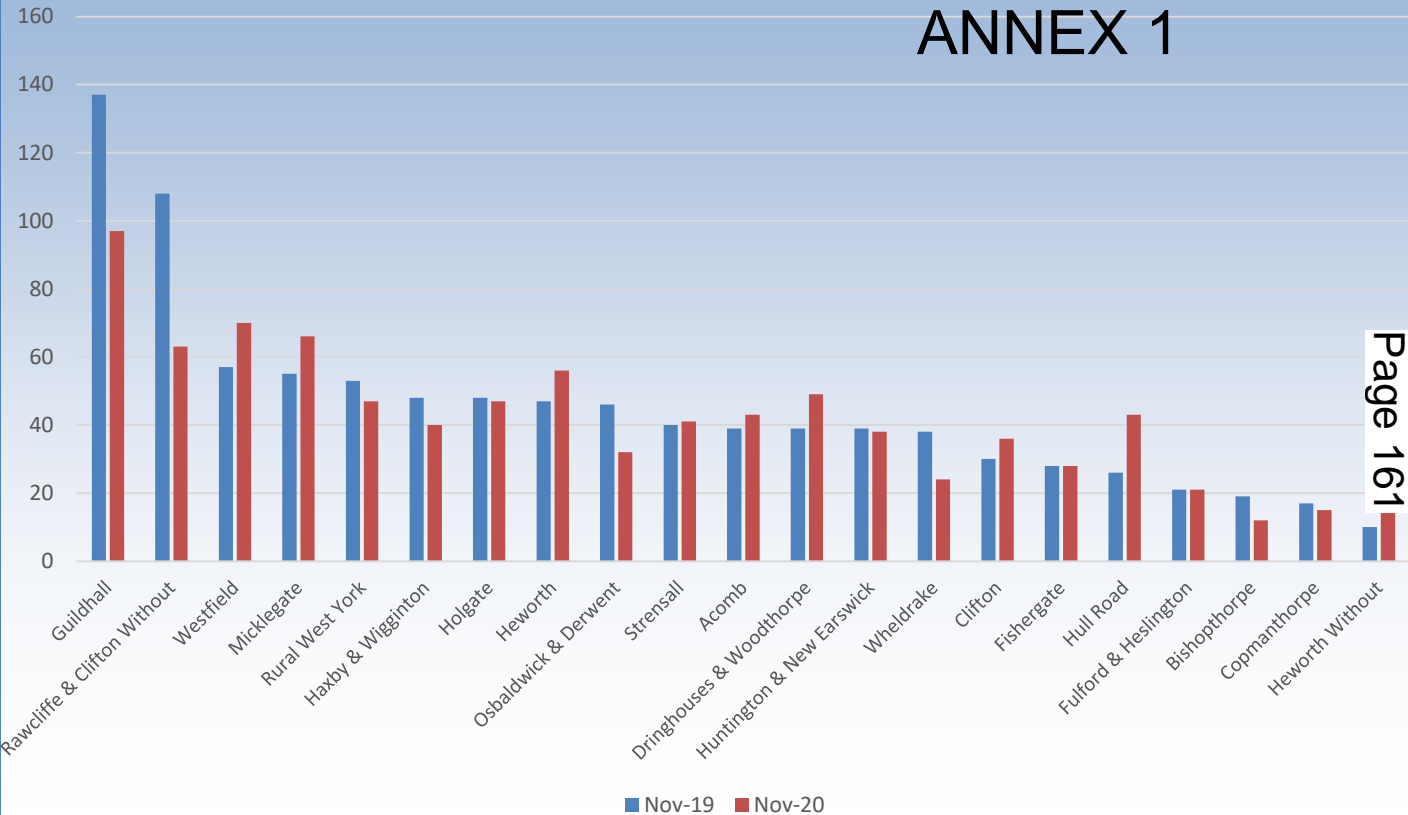
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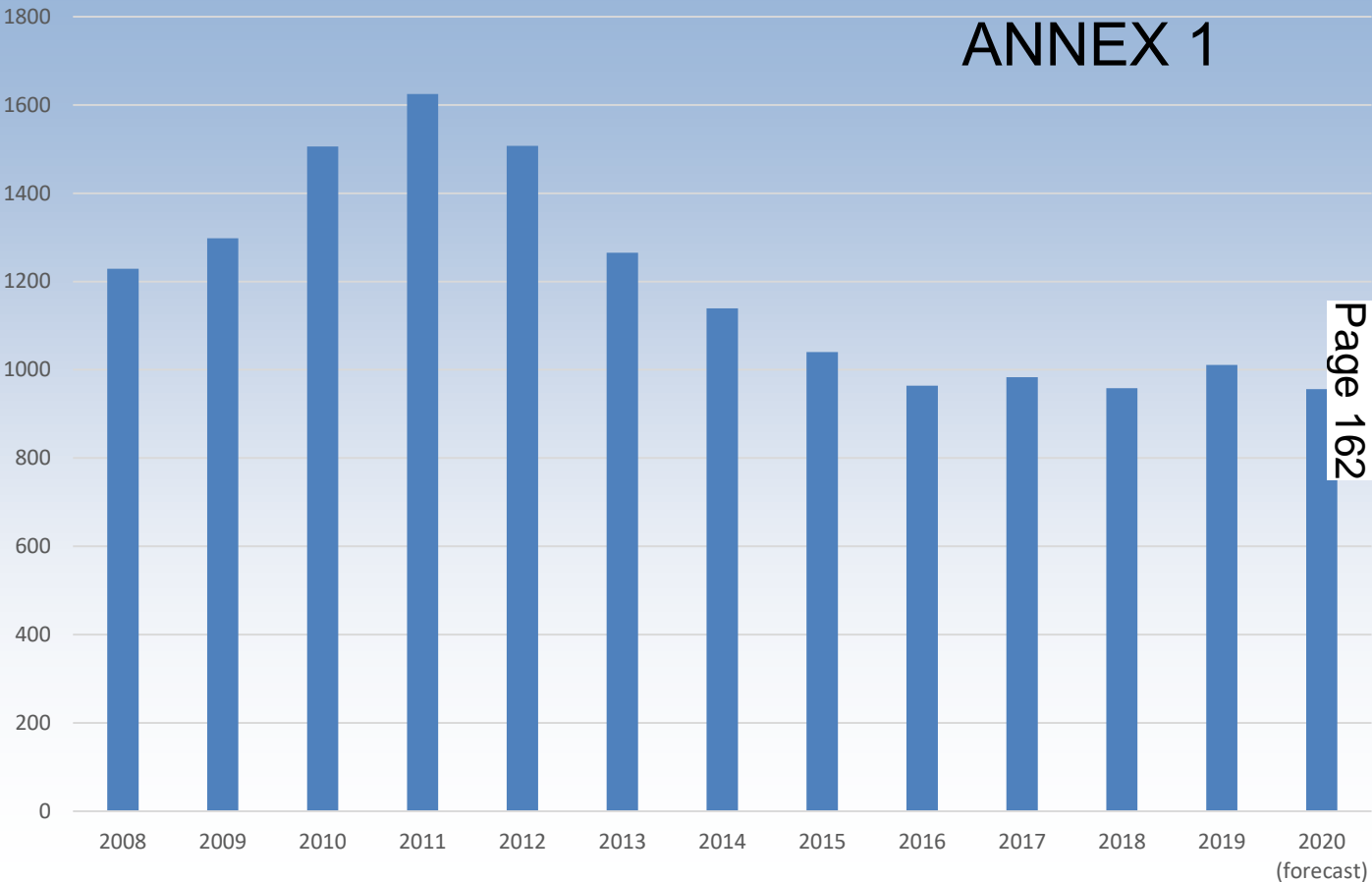
Start-ups in 2020 remain at similar levels to pre-pandemic, but are higher in more deprived wards

ANNEX 1



Around 1,000 businesses start in York each year

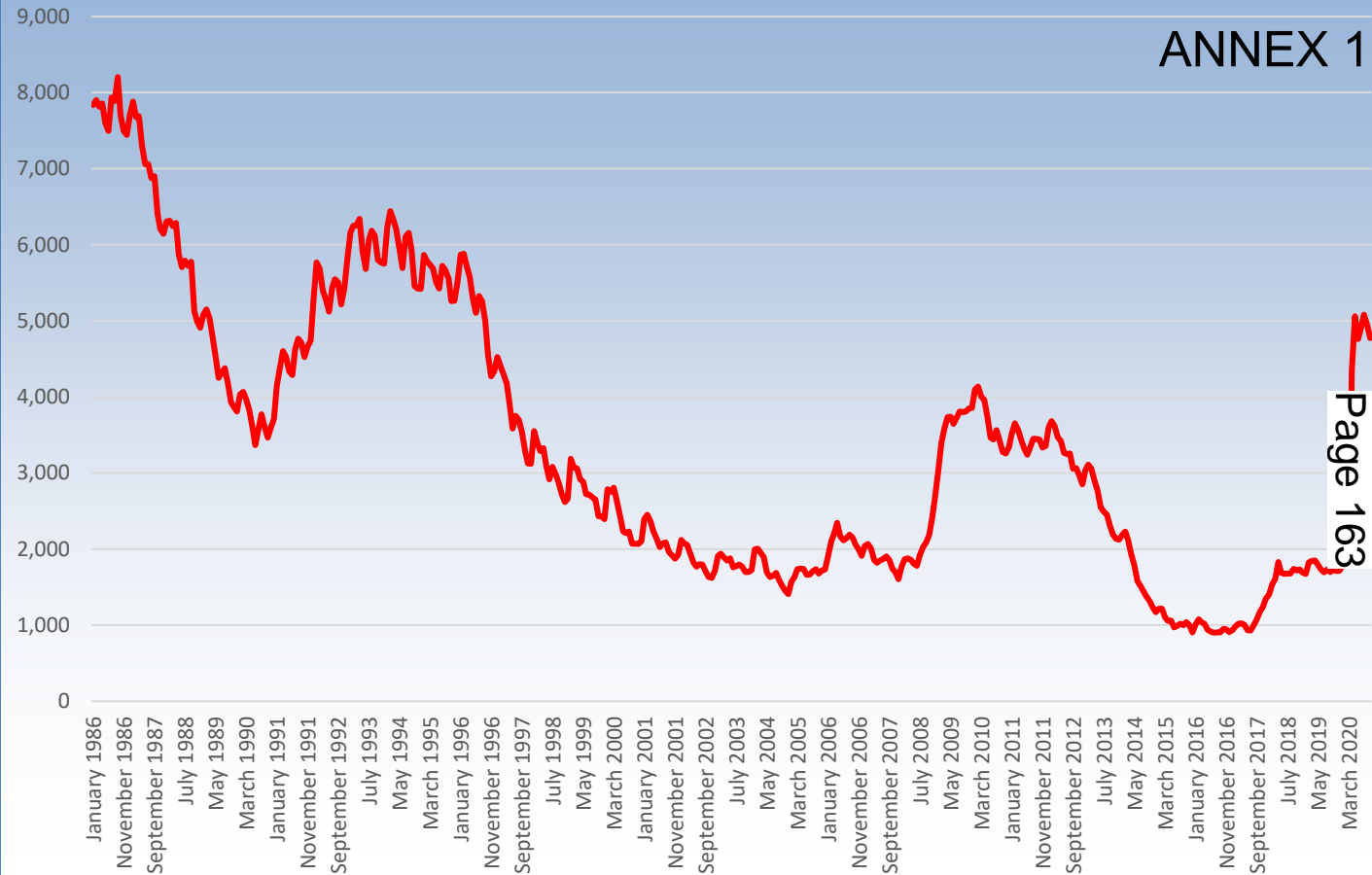
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York's claimant count is at its highest level for 25 years

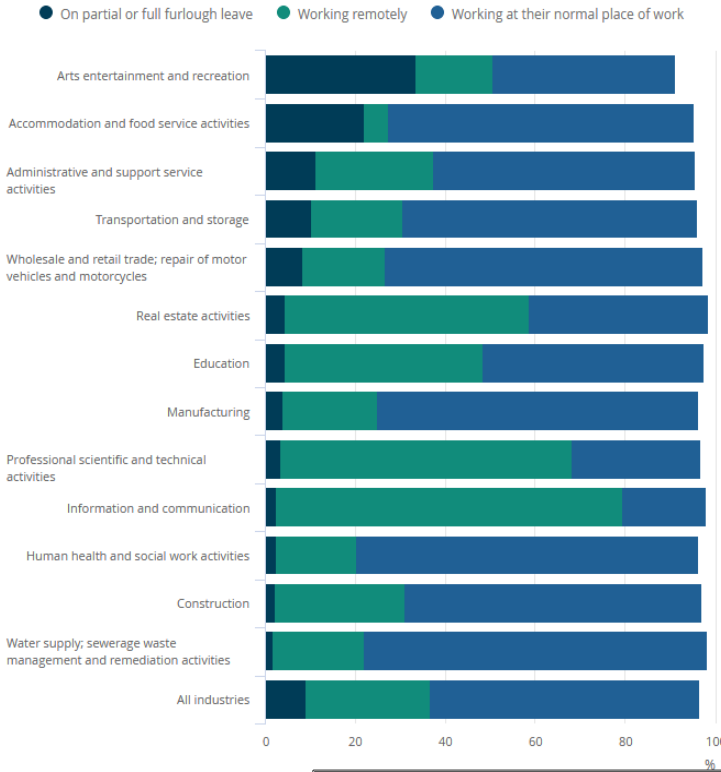
ANNEX 1



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Working arrangements, businesses that have not permanently stopped trading, broken down by industry, weighted, UK, 19 October to 1 November 2020

November 2020



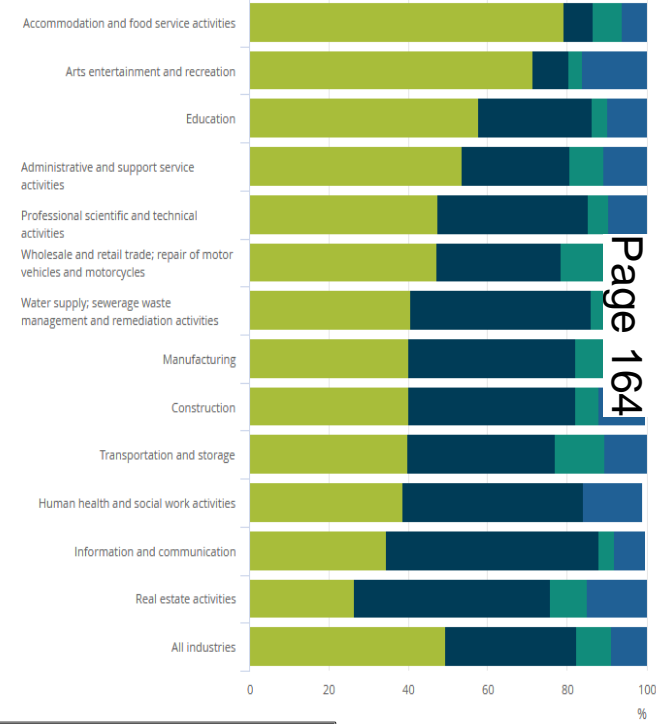
30th Sept 2020: York 6,800 Furloughed : 3,700 female, 3,100 male

Source: Office for National Statistics – Business Impact of Coronavirus

Impact on turnover, businesses that are currently trading, broken down by industry, weighted, UK, 19 October to 1 November 2020

● Turnover has decreased ● Turnover has not been affected ● Turnover has increased ● Not sure

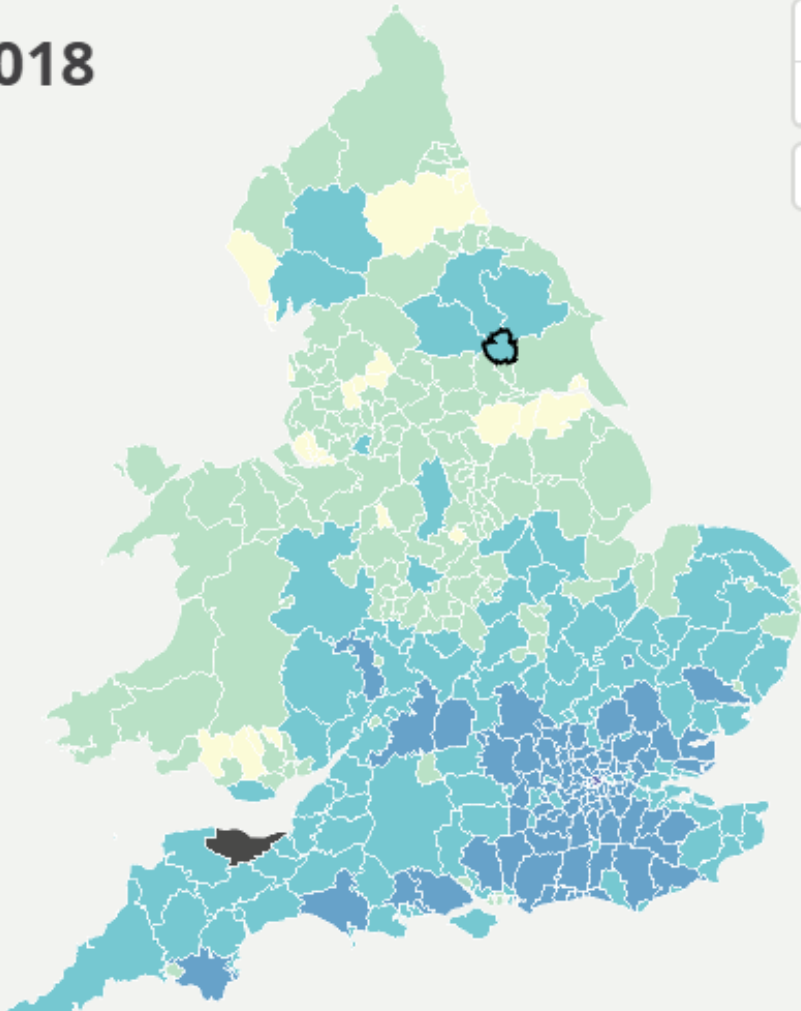
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Source: Office for National Statistics – Business Impact of Coronavirus

2018

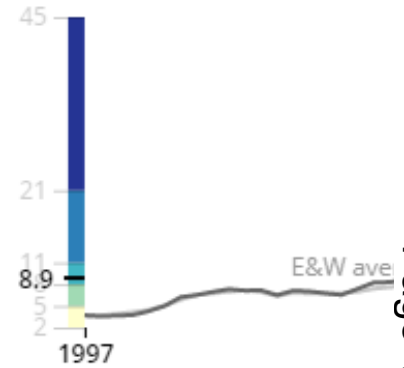


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York ✕

Property price to earnings ratio

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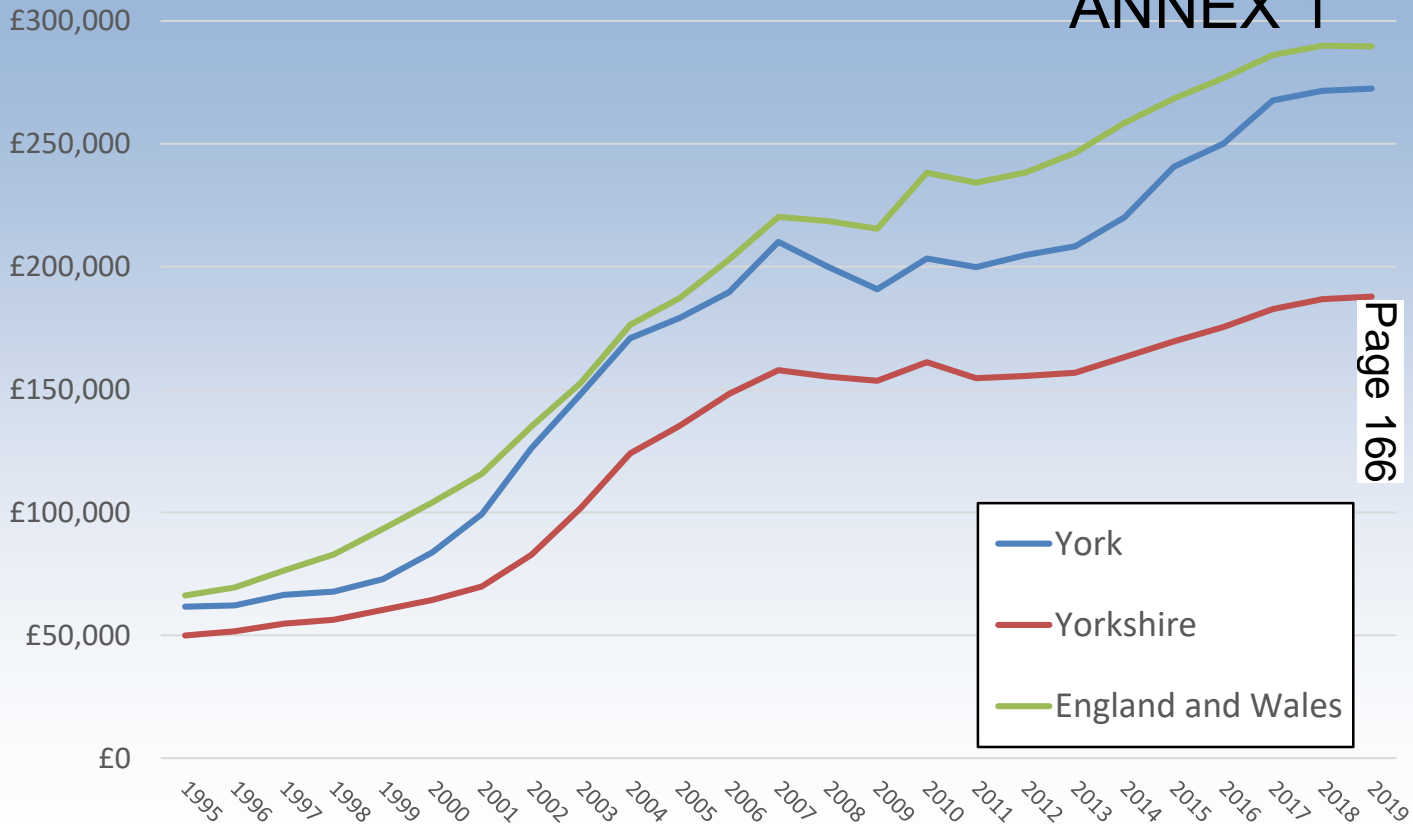


York's housing affordability is at UK average levels, but compares poorly to much of the north

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York house prices remain close to the UK average

ANNEX 1



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York's rental costs are like the south of England

ANNEX 1

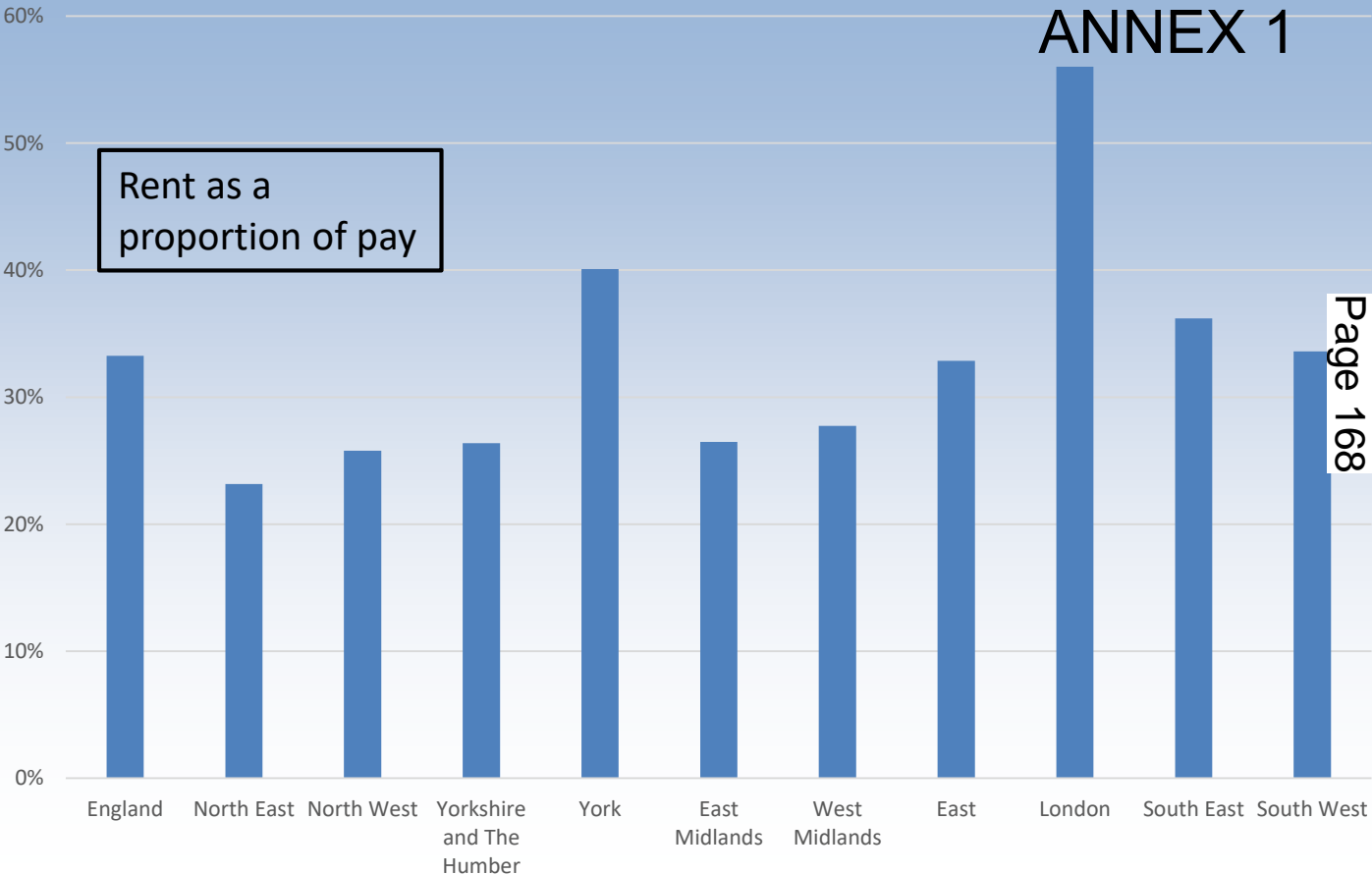


York rents are among the least affordable in England

ANNEX 1

Rent as a proportion of pay

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So what do we know?

- Wages are not the whole story
- High employment but limited options for many
- High skills but limited opportunities for many
- In work poverty, insecure employment are issues
- Part time work options are limited
- Housing affordability can be challenging
- Many people do not feel well-off!

What do we need to know more about?

ANNEX 1

- Experiences of our residents
- Future skills needs of businesses
- A view from businesses on the advantages & disadvantages of being located in York
- Covid impacts
- Self employment & micro-businesses

