

## **York City Centre Partnership (YCCP) Limited** **Activities Summary to November 2007**

### **YCCP Ltd**

- Company established: July 2005
- Appointment of Chief Executive: October 2005
- Agreement with CYC over financial arrangements including administration and audit of YF grant: December 2006
- Business Workshop held: February 2006. Approximately 60 delegates from city centre businesses and public sector attended to determine priority actions.
- Two-year Action Plan: launched April 2006
- First AGM held: December 2006
- Memorandum of Understanding between YCCP and CYC signed: February 2007.
- Board expanded to include additional private sector representatives: summer 2007
- Second AGM held: November 2007

### **Database**

Establishment of database of approximately 1,400 city centre businesses with full contact details including email where applicable. Regularly updated: 2006/07

New classification system planned for January 2008.

### **Communication, Management and Monitoring**

- YCCP established as a core member or consultee of numerous other groups in the City; e.g. First Stop York Tourism Partnership (Product Development), Safer York Partnership, Nightsafe/Licensing group, York At Large, Chamber of Commerce, York Tourism Bureau, Evening Economy Forum, York Business Pride, Shopmobility.
- First footfall counting camera installed on Coney Street: October 2007.  
  
Information on kpi's e.g. car park usage, park & ride usage etc. distributed through Retailers Strategy Group and YCCP Newsletter.
- Benchmarking information on footfall (through Springboard) from 50 key locations in the UK, now available and distributed through Retailer's Forum and future YCCP newsletters: July 2007.
- Regular meetings and information sharing with Key Council departments e.g. Economic Development, City Strategy, Neighbourhood Services.

- Key consultee for City Centre Area Action Plan. North West Area Action Plan (inc York Central) and Local Development Framework.

### **City Centre Environment**

- Chair of “York in Bloom” independent committee and sponsorship of 13 new flower tubs around the City Centre area: 2006/07.

New entry into “Yorkshire in Bloom” regional competition: July 2007 (a year ahead of target).

Won Silver Gilt award: September 2007.

- Trustee of Shopmobility scheme: January 2006.

Regular bi-monthly meetings to improve equipment stock, raise awareness of scheme and fundraising.

- Ongoing work with Council Planning department to enable better signage to be located in the City Centre has resulted in new-look temporary signage for Food and Drink Festival: September 2007
- Work with Council’s Economic Development department and City Centre Office on issues over Newgate Market: 2006/07

### **Transport & Access**

- Input into discussions on transport and access issues, including car parking, methods of payment (strong support for pay on exit), incentive pricing through Retailer’s Forum and Retailer Strategy Group.
- Best Practice seminar and visit to York’s Park & Ride scheme requested by Lincoln CCP and Council: May 2007.
- Consultation with retailers on Boxing Day opening for Park & Ride sites: October 2007. No “critical mass” of open stores/attractions, so Park & Ride will not open this year.
- Promotion of “Pay-by-phone” scheme by distributing 5,000 leaflets and 500 posters to members of Retailer’s Forum, plus media coverage in The Press and Radio York: October/November 2007.

### **Safety & Security**

- Chair of RACY scheme (250 members): February 2006.

Safer Business Award: 2006.

New Service Level Agreement signed with Police: September 2007.

Monthly meetings and ongoing work to ensure that change in police procedure, CCTV control room do not adversely affect RACY. RACY core founder member of the National Information Sharing Alliance launched: June 2007.

Relaunch of scheme in Acomb: September 2007

- Evacuation Plan for City Centre in course of development through City Centre Operations Manager.
- Member of the Begging & Anti-social behaviour group with Safer York Partnership and Police: 2006/07.

Additional "Begging Boxes" installed in the City Centre to encourage people to give to charity rather than directly to beggars on the street: January 2007.

Targeted action by Police on begging: October 2007.

- Member of new Cycle Theft group with Safer York Partnership and Police to discourage cycle theft in city centre: June 2007.

Major cycle awareness event planned for summer 2008.

- Participation in the "Best Bar None" scheme launched in the city with sponsorship of the "Best City Centre Venue" award – presented at the National Railway Museum with over 200 attendees: November 2006 & November 2007.

### **Marketing/Promotion/Events**

- Events strategy review published : 2006.

Emphasis on higher quality events and recommendation that revenue generated can be ploughed back into quality infrastructure

- YCCP magazine "Outlook" published quarterly (2000 circulation) to inform businesses/organisations of YCCP work, city statistics and information of interest. 10,000 distributed to date. First issue: January 2006.
- YCCP website launched: April 2006.

Regularly updated. Links to other relevant websites.

- 20,000 bespoke leaflets produced and distributed in support of Gardening Markets and open air Art Exhibitions: 2006 and 2007.
- Publication of first "Day Out/Night Out" brochures to promote city centre offer to regional audience.

Sponsorship from Northern Rail for distribution in 22 stations. 70,000 produced: June 2007.

Considerable interest from advertisers in future edition.

- Establishment of “Minster Quarter” steering group with retailers/hoteliers to create marketing campaign to promote the area for retailing: April 2007
- Overall contribution to the Christmas “Yuletide York” marketing campaign: 2006/07. Sponsorship of the St Helen’s Christmas Tree: November 2006.

£10,000 contributed to Christmas lights in City Centre: November 2007.

Assistance given to St Leonard’s Hospice for Christmas tree: November 2007.

- First Christmas Window Dressing competition for retailers in association with The Press and Retailer’s Forum.: October 2007.

70 entries now received. 2,000 promotional leaflets produced.

Prizes with an approximate value of £2,000 donated by retailers.

### **Heritage/Culture & Tourism**

- Work with CYC on the Renaissance Lighting scheme, particularly introducing the “shop window” lighting schemes to traders in Micklegate (2006) and Gillygate for 2007.
- Ongoing liaison with York Tourism Bureau with presentation to the YTB Board in February 2007.

Sponsorship of the YTB award scheme event in 2006 for “Best City Event”.

Sponsorship continued: 2008.

### **Business Development/Innovation**

- Establishment of Retailer’s Forum: 2006.

Now meeting regularly under chairmanship of Frank Wood (Braithwaites Jewellers). Currently reviewing seasonal opening hours, participation in the evening economy debate, pressing for “pay-on-exit” car parking. Difficult to overcome complacency/apathy in encouraging attendance, but last meeting in December 2007 attracted over 20 participants with a database of 80 retailers expressing an interest.

- Ongoing promotion of positive aspects of the City Centre with local media, including press and TV 2006/07.

Five media appearances in first three weeks of November 2007.

- Membership of York Business Pride group: 2006/07

### **Business Improvement Districts**

- 2,000 copies of YorkBID newsletter and questionnaires produced: March 2007. Follow-up 2,000 copies of YorkBID newsletter produced: July 2007.

- Face-to-face meetings, presentations to numerous groups on BIDs plus media coverage: 2006/07
- Result of questionnaires and recommendations to Board: July 2007.
- Decision on BID vote: November 2007

### **ATCM**

- Chief Executive appointed Board Director of national organisation: December 2004.
- First ever regional meeting (Yorkshire & North East) held in York. 26 delegates attending in Guildhall welcomed by Lord Mayor: April 2007.
- First ever entry by York in ATCM National Awards – two categories: November 2007.  
Awards announced in February 2008.
- Chief Executive attends International Downtown Association World Conference in New York as speaker: September 2007

22<sup>nd</sup> November 2007