

Report of the Interim Assistant Director – Legal & Governance

Overview of York Business Improvement District activities

Summary

1. This report is to update the Economy and Place Policy and Scrutiny Committee on the activities of York Business Improvement District 2018-19 and to outline the BID priorities for the year ahead.

Background

2. The York BID was launched in April 2016 and is now just over three years into its first five-year term. Business Improvement Districts are specifically designated areas where businesses within them work together to invest in services special projects and events with the aim to increase economic development and growth.
3. York BID projects and programmes are in addition to services provided by City of York Council and are funded by an annual contribution from businesses within the BID area. In York the BID area includes streets that are within and surrounding the city walls.
4. Prior to the BID's launch a consultation with businesses identified four key areas for improvement in the city centre:
 - Cleanliness and Environment
 - Safety and Security
 - Events and Festivals
 - Business Support
5. As well as being a substantial levy payer CYC aligns its activities to help the York BID bring about improvements to the city centre. The BID is not used to replace core public services and there is legislation in place to

ensure the BID provides additional or enhanced services. The Council has a baseline agreement with the BID outlining the statutory services that it will continue to provide.

Facts and Figures

6. The BID Annual Review 2018-19 at Annex 1 details the progress the BID has made against its four key objectives and its priorities for 2019-20. Headline figures include:

- £700,000 of public money leveraged for wayfinding and car parking projects
- £93,000 worth of savings identified for local businesses
- 6,663 reports of biowaste cleaned up
- 5,750 vouchers downloaded during York Restaurant Week
- 320,000 pieces of gum removed
- 15,318 business visits conducted by street rangers
- 10% increase in secure cycle parking in the city centre
- 93 new floral planters and hanging baskets installed
- 16km of winter lights during the festive period
- 961 pieces of graffiti and fly posters removed
- 1.9% increase in York footfall
- 1,544 criminal incidents prevented
- 1,484 cases of anti-social behaviour deterred
- £24,000 of stolen stock recovered
- 206 instances of first aid administered by rangers

The Year Ahead

7. In 2019-20 the BID will also focus in:

- Wayfinding implementation: The BID team will work to install around 50 wayfinding signs around the city

- York Gift Card: To encourage more spending in the city centre
- Piccadilly Car Park: Work with the Council to install the best technology at the car park, along with enhancing signage, opening hours and general customer experience
- Trade Waste: A new trade waster service for city centre businesses that will offer value for money and greater recycling options
- City Performance: Investing in technology to help understand not only how many people are coming to York, but where they are coming from, where they go and how long for.

Consultation

8. No consultation was necessary in the compilation of this report. The Executive Director of York Business Improvement District will be in attendance at the meeting to answer any questions Members may have.

Options

9. The effectiveness of scrutiny relies on establishing positive relationships with partners. While there are no specific options before Members in relation to this report it is always open to the Committee to choose to involve York BID in discussion and dialogue around its priorities for the city, making sure York BID's activities and progress are fully understood.

Analysis

10. There is no analysis in this report.

Council Plan

11. This report is linked to A Prosperous City for All, a Focus on Frontline Services and A Council That Listens to Residents elements of the Council Plan.

Implications

12. There are no financial, human resources, equalities, legal, crime and disorder, information technology, property or other implications associated with the recommendation in this report.

Risk Management

13. There are no risks associated with the recommendation in this report other than scrutiny failing to engage with or monitor BID activities if it chose not to receive this report.

Recommendations

14. Members are asked to note the contents of this report, its annex and the verbal information provided by the Executive Director of York BID and make a positive contribution to York BID's priorities.

Reason: To inform members of the progress of York BID's activities.

Contact Details

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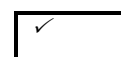
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Report Approved Date 1/07/2019

Wards Affected: Guildhall, Micklegate, Fishergate



For further information please contact the author of the report

Annexes

Annex 1 – York BID Annual Review