



Notice of a public

Decision Session - Executive Member for Economy and Strategic Planning

To: Councillor Waller (Executive Member)

Date: Tuesday, 27 April 2021

Time: 11.00 am

Venue: Remote Meeting

AGENDA

Notice to Members – Post Decision Calling In:

Members are reminded that, should they wish to call in any item* on this agenda, notice must be given to Democracy Support Group by:

4:00 pm on Thursday 29 April 2021 if an item is called in *after* a decision has been taken.

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

Written representations in respect of item on this agenda should be submitted to Democratic Services by **5.00pm on Friday 23 April 2021**.

1. **Declarations of Interest**

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

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

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

2. **Minutes**

(Pages 1 - 4)

To approve and sign the minutes of the meeting held on Tuesday 23 March 2021.

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 **5:00pm on Friday 23 April 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 relevant Democracy Officer, on the details 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. Engagement Strategy – Economic Strategy, (Pages 5 - 106)
Skills Plan and My City Centre**

This report sets out proposals for engagement with businesses, residents and partners to inform the development of a new Economic Strategy and Skills Plan for York.

5. Skills Strategy update (Pages 107 - 112)

This report provides an update on the work the city's Skills and Employment Board in developing a 10-year Skills Strategy.

6. Apprenticeships Update (Pages 113 - 128)

This report provides an update to the Executive Member on apprenticeship activity in York in the first quarter of 2021, including:

- The work of the impartial Apprenticeship Hub
- use of apprenticeships to support skills development within the City of York Council's existing workforce
- the council's apprenticeship levy transfer process.

7. The Housing, Communities and Local Government Committee Inquiry into Permitted Development Rights (Pages 129 - 146)

This report provides the Executive Member with information on the Housing, Communities and Local Government Committee's inquiry into permitted development rights (PDR), which is inviting submissions on PDR related issues. The deadline for submissions is Friday, 30 April 2021.

8. Urgent Business

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

Democracy Officer

Joseph Kennally

Contact details:

- Telephone – (01904) 551573
- Email joseph.kennally@york.gov.uk

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)

 (01904) 551550

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

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

Contact details are set out above

City of York Council

Committee Minutes

| | |
|-----------|--|
| MEETING | DECISION SESSION - EXECUTIVE MEMBER FOR ECONOMY AND STRATEGIC PLANNING |
| DATE | 23 MARCH 2021 |
| PRESENT | COUNCILLOR WALLER |
| APOLOGIES | |

10. Declarations of Interest

The Executive Member was 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 he might have in respect of the business on the agenda. None were declared.

11. Minutes

Resolved:

That the minutes of the previous meeting held on 23 February 2021 be approved and then signed by the Executive Member at a later date.

12. Public Participation

It was reported that there were no registered speakers under the Council's Public Participation Scheme.

13. One-Year Plan - Skills for Employment in York

The Executive Member considered a report which provided information on the development of the One-year plan – Skills for employment in York, which was composed by the Skills and Employment Board.

The Executive Member stated that:

- Businesses were taking the opportunity of lockdowns to assess their future skills needs and he noted the importance of the Council and partners matching their services and plans to those changing needs.
- Key consideration long term must be the creation of green, sustainable jobs and inclusive growth and the need for thorough connectivity with scrutiny on employment and skills plans.

The Executive Member thanked officers and partners on developing this thorough review of different sector's needs and for recognising that both residents and businesses would require varying support throughout the economic recovery.

Resolved:

- (i) That the content of the report be noted.
- (ii) That the One-year plan – Skills for Employment in York be endorsed, recognising the strong partnership approach taken to understand, reflect and respond to local priorities, with provision added for the creation of green, sustainable jobs and inclusive growth long term.
- (iii) That preparation be made for a further joint meeting of Children, Education and Community Policy and Scrutiny Committee and Economy and Place Policy and Scrutiny Committee to review the longer term skills plan in the autumn.

Reason: To continue to help and support people and businesses through change and begin developing the skills and infrastructure that will support York's longer-term economic recovery from COVID-19.

14. MHCLG Consultation: National Planning Policy Framework and National Model Design Code

The Executive Member considered a report which provided an update on the consultation published by the Ministry of Housing, Communities and Local Government (MHCLG) on 30 January 2021 entitled "National Planning Policy Framework and National Model Design Code: consultation proposals". It was noted that the consultation ran until the 27 March 2021.

The Head of Development Services, the Design and Sustainability Manager and the Development Manager were in attendance to present the report and respond to questions.

Key points arising from the consideration of this item included:

- An expression of the Council's opposition to some of the changes to the NPPF, namely the changes to Article 4 and more permitted development rights, as well as concern over the green belt and where development can occur, however on the whole the changes were supported.
- Officers explained that the Government's two imperatives when it came to the NMDC were to make the planning system less complex and uncertain and increase the quality of new developments.
- That the National Design Guide, published by the government contained 10 themes which were to help local government in creating their own design code, however officers emphasised the flexibility in the National Design Guide, which left the choice and implementation of themes to local authorities.
- That early next year would be a good time to conduct a review on the design codes based on the National Design Guide created by other local authorities.

The Executive Member thanked officers for their report and expressed the need for architectural planning to be of quality, sustainable designs and also distinctly adapted to York, in relation to the Government's intentions to standardise language of planning and development throughout the country.

Resolved:

- (i) That the contents of the report and its annexes be noted.
- (ii) That the Council's response to the Ministry of Housing, Communities and Local Government (MHCLG) consultation referred to in the report, with reference to input to the Full Council debate on planning on 22 March 2021, be delegated to the Assistant Director for Planning and Public Protection.

Reason: To enable to MHCLG to receive the council's overall response to the consultation.

15. **Quarterly Economic Update**

The Executive Member considered a report which provided a quarterly economic update for the period January 2021 to March 2021.

Key points arising from consideration of this item included:

- The Executive Member and officers emphasised the need to support those who were unemployed and to increase the availability of support to business start-ups, which were expected to be large sources of employment post-lockdown.
- That progress has been made with colleagues from York St John University to implement a mental health scheme.
- That recent announcements of inward investment to York by companies such as Nestle were encouraging, and that changing business models in terms of home working frees up opportunity for investment in York.

The Executive Member thanked the Head of Economic Development for his report and noted with concern the national statistics regarding the changes to border arrangements with the European Union, as York's exports were particularly focused on the EU.

Resolved:

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

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

CLLR A WALLER, Executive Member
[The meeting started at 10.00 am and finished at 10.54 am].



**Decision Session – Executive Member for
Economy and Strategic Planning****27th April 2021**

Report of the Director of Housing Economy and Regeneration

**Engagement Strategy – Economic Strategy, Skills Plan and My City
Centre****Summary**

1. City of York Council set out an engagement approach in a report to the Executive on 22 April 2021. This report set out how engagement activity places York's residents and businesses at the heart of plans to build an inclusive economy and aligns with this Council-wide Resident Engagement Strategy. A coherent engagement approach has been developed to address the overlapping themes of York's economy, the future of the city centre, carbon reduction plans and the city's local transport plan, reflecting a joined-up approach to policy development that will ensure consistency and alignment of our ambitions for the city.
2. Annexes 1 and 3 to this report set out the detailed approach to engagement for our Economic Strategy and its Skills Plan and for the My City Centre project. These two key pieces of work will set out the city's aspirations for economic development and for the regeneration of the city centre over the next 10 years, both key priorities for York's medium and long term future.
3. For the Economic Strategy and Skills Plan, we will focus on engaging with residents, employees and local businesses to develop approaches to growth that will make a real difference to people's lives.
4. The York way is to work directly with those we are seeking to help, building understanding and trust, while recognising that it is for them to choose how to grow. We work in partnership with the many networks and organisations that connect people and businesses, recognising that it is these community connections which make our economy resilient. It is an approach – a way – a set of principles that guide how we work with others in an inclusive way, and its results are better policy and fairer distribution of resources.

5. The York way can be seen in our response to the Covid pandemic. It was the York way to immediately call all the business networks together, to facilitate their direct connections to policy makers, to work with them to co-design our approach. The York way can be seen in our pioneering micro-grants scheme, our sector round tables, our communications, and most of all in the amazing work done to open up the city centre in a covid-safe manner.
6. It is the York way because all of those things were done by a city-wide partnership of the business community – through the Federation of Small Business (FSB), York Business Improvement District (BID), Institute of Directors, York Chamber, Indie York, and Make It York – working with Higher York and the Council. It is the York way to invest in business networks – we fund the Chamber, the FSB, Make It York, the BID and Indie York, and we invest in Traders' Associations across the city. When we help these organisations to grow, we are making the economy stronger and more productive. That is the economic growth we seek – an economy that grows stronger and healthier, providing employment and income to support our City. An economy that provides green jobs in a sustainable economy. That is the York way.
7. For My City Centre, the time is right to recommence work to shape the use of city centre property and public space. A framework must be developed to guide that development, and we have already begun to engage with people, businesses and communities.
8. In the summer, we trialled different uses of public space and highways, and we built much stronger links to a wider-range of special interest groups and other communities. Before the pandemic, we had held a series of engagement events with stakeholders. The My City Centre project will build on all of this and work quickly to influence the vision for the city centre and create a framework to shape development.

Recommendations

9. The Executive Member is asked to:
 - 1) Approve the plans for public engagement on York's economy set out in Annexes 1 and 3

Reason: To support economic recovery and growth and the development of a new economic strategy and skills plan.

- 2) Approve the recommencement of My City Centre project from May 2021.

Reason: *In order to generate a strategic vision for the City Centre through public engagement, to respond to place-based challenges and opportunities*

- 3) Approve the revised My City Centre project scope and thematic approach in response to the changes brought about by the Covid-19 pandemic

Reason: *To ensure that the project responds to the pandemic's impacts and prevailing (updated) challenges and opportunities*

- 4) Approve the amended My City Centre project engagement plan set out at annex 4, which responds to changes brought about by the Covid-19 pandemic

Reason: *To ensure effective and inclusive engagement, particularly during the period where some form of lockdown will still exist.*

- 5) Approve the budget proposals set out in Annex 3.

Reason: *To ensure that project activity is resourced appropriately to delivery project outcomes*

Background

10. The Council's approach to resident engagement was considered by Executive on 22nd April 2021 (see [Executive report and annexes](#)).
11. In the coming months, work will resume on developing our Economic Strategy and Skills Plan, and on the My City Centre project. Resident and business engagement will follow the principles set out in that report.
12. Detailed reports at Annex 1 – Economic Strategy and Annex 3 – My City Centre set out the details of proposed engagement and the further decisions needed to implement the projects. Each report covers its own implications.
13. Annex 2 provides details of the scope and extent of Economic Strategy engagement. Annexes 4 – 6 accompany the My City Centre report.

Consultation

14. The work set out will support broad engagement across York with communities, businesses and other stakeholders.

Council Plan

15. The Proposals support the core Council Plan objectives for well paid jobs and an inclusive economy, a better start in life for children and young people, a greener and cleaner city, creating homes and world-class infrastructure, and good health and wellbeing.

Implications

See Annexes 1 and 3.

- **Financial**
- **Human Resources (HR)**
- **Equalities**
- **Legal**
- **Crime and Disorder**
- **Information Technology (IT)**
- **Property**
- **Other**

Risk Management

16. See Annexes 1 and 3.

Contact Details

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Tracey Carter
Director of Housing Economy and
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Report **Date** 19th April 2021
Approved

Wards Affected: [List wards or tick box to indicate all]

All

For further information please contact the author of the report

Background Papers:

[The Council's approach to resident engagement](#) - Executive 22nd April 2021

Annexes

- Annex 1: Economic Strategy and Skills Plan Engagement report
- Annex 2: Developing the Economic Strategy: Engagement Plan
- Annex 3: My City Centre Project: Recommencement of Project & Engagement Approach
- Annex 4: My City Centre engagement plan
- Annex 5: My City Centre 2020 summary feedback
- Annex 6: My City Centre: Threats, Opportunities, Challenges, Themes

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Annex 1

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

27th April 2021

Annex 1 - York Economic Strategy and Skills Plan Engagement Activity

Summary

1. This report sets out proposals for engagement with businesses, residents and partners to inform the development of a new Economic Strategy and Skills Plan for York.
2. A twin track approach will be taken to our Economic Strategy and Skills Plan – 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. The Council's low-carbon commitments, York's long and vibrant track record in transport innovation and nationally-significant bio-economy and agri-tech innovation assets will be key in developing the future economy.
3. A progress update provided to the Executive Member for the Economy and Strategic Planning's January 2021 Decision Session saw a revised economic evidence base presented alongside outline plans for engagement activity. Work has taken place to ensure that engagement activity places York's residents and businesses at the heart of plans to build an inclusive economy and aligns with the Council-wide Resident Engagement Strategy. A coherent engagement approach has been developed to address the overlapping themes of York's economy, carbon reduction plans and the city's local transport plan, reflecting a joined-up approach to policy development that will ensure consistency and alignment of our ambitions for the city.

4. In developing York's new Economic Strategy and Skills Plan, our approach will aim to secure engagement with a cross section of York's population and deepen understanding of the different factors which influence employment choices and aspirations. We will also seek to secure engagement for all of York's economic sectors, deepening understanding of perceptions and opportunities of York as a place to do business, understanding the changing requirements for space, infrastructure, skills and workforce, and the support requirements for recovery and longer-term growth.
5. Planned engagement on York's economy will be both ambitious and inclusive, building upon the direct relationship that City of York Council (CYC) has with its communities. Our approach will utilise a wide range of engagement mechanisms to stimulate conversation, aid evidence gathering and ensure that all stakeholders can play a role and share in both short-term recovery and long-term prosperity of the city.
6. Engagement activity will commence in late May and run until October 2021. Plans are in place to transition the current Business Leaders Group into the role that was initially envisaged for the York Economic Partnership, with this Group playing an important role in the development and ownership of a new Economic Strategy for York.
7. A new Economic Strategy and Skills Plan will be brought to the Council's Executive for sign-off in December 2021.

Recommendations

8. The Executive Member is asked to:
 - 1) Note the contents of the report;
 - 2) Approve Council plans for public engagement on York's economy.

Reason: To support the development of a new, inclusive Economic Strategy for York.

Report

9. City of York Council's current Economic Strategy was launched in 2016 and covers the period 2016-20. This was supplemented in July 2020 by a one year Covid economic recovery strategy. The Executive has committed

to renewing and adapting the strategy, with a new focus on inclusive growth, to develop a new Skills Plan, and to launch a new York Economic Partnership, which will include a diverse range of voices and perspectives.

Our Approach

10. 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.
11. Our approach to engagement will place residents and businesses at the heart of plans to build an inclusive economy, making sure growth in York is both fairer and greener. To achieve this, we will do the following:
 - Secure engagement with a cross section of York's population, including all communities of identity and socio-economic groups;
 - Deepen understanding of different factors which influence employment choices and aspirations – so we can support residents to get higher paid, flexible 21st century jobs
 - Secure engagement for all of York's economic sectors, ensuring that small and independent businesses are well represented;
 - Deepen understanding of:
 - i. Perceptions and opportunities of York as a place to do business;
 - ii. Changing requirements for space, infrastructure, skills and workforce;
 - iii. Business support requirements for recovery and longer-term growth (including green growth).
12. Our Economic Strategy Engagement Plan outlined under Annex A provides further information on how we will engage with residents, businesses and partners in an inclusive way. Our approach includes three stages of city-wide engagement and consultation on the development of the Strategy, reflecting the Local Government Association's Engagement Spectrum and Public Participation framework:
 - Inform – deliver a communications campaign across York that lets all audiences (including commuters and business owners) know that City of York Council is keen to hear their views, promoting this

through case studies, animation, social media polling and other conversational communications tactics;

- Stage 1: Consult – Public Attitude Survey to understand the public perception of working in York, doing business in the city, skills, pay and quality of life together with links to transport and the green economy. This will be aligned with and form an integral part of the evidence gathering for both the Local Transport Plan and Carbon Reduction Action Plan. The online survey will be supplemented with multiple entry points targeting different audiences and their values/starting position;
- Stage 2: Inform and Involve – Targeted engagement sessions such as sector roundtables, workshops comprised of community groups, partners and target audiences based around demographics, and/or Facebook Live Q&As focussed on themes.
- Stage 3: Consult and Refine: City-wide consultation as an opportunity to comment and refine the draft Economic Strategy. This stage will also act as an opportunity to inform the consult and refine stages for the Local Transport Plan and Carbon Reduction Action Plan.

13. Our proposed approach to engagement is both ambitious and inclusive, and builds upon the direct relationship that City of York Council has with its communities to develop a people-centred Economic Strategy and Skills Plan. Over the last year, our direct relationship with our communities across York has helped to keep Covid-19 infection rates low, get support to those that need it the most and inform the Council's approach to the city's economic recovery.

14. Engagement activity will commence in late May and run until October 2021, with a new Economic Strategy brought to the Council's Executive for sign-off in December 2021. Regular updates on progress will be provided through future Executive Member Decision Sessions.

Economic Partnership

15. The development of a new Economic Strategy for York will go hand in hand with the creation of a new, inclusive, Economic Partnership to oversee the process and ensure that there is a city-wide focus and response. A Skills Board has already been established to take on this role for the Skills Plan.

16. At present, the city's Business Leaders Group established during the COVID outbreak is fulfilling the role that was initially envisaged for the Economic Partnership, but work is taking place in conjunction with the Executive Member for Economy and Strategic Planning to ensure that this group is inclusive, reflective of our ambitions on Economic Strategy, and plays an important role in development of a new Strategy for York.
17. In addition to the above, the key business support agencies in York – Make it York, York Business Improvement District, Indie York, York and North Yorkshire Chamber of Commerce, the Federation of Small Businesses, University of York, the Institute of Directors and City of York Council, continue to meet on a regular basis to share intelligence and support collaboration. These partners will play a key role in supporting engagement activity on Economic Strategy, utilising their collective networks to ensure that we reach as many businesses as possible through our engagement work.

Consultation

18. Our approach to engagement on Economic Strategy and Skills Plan aligns with the Council-wide Resident Engagement Strategy, and places York's residents and businesses at the heart of plans to build an inclusive and greener economy.
19. A coherent engagement approach is being taken to the overlapping themes of York's economy, carbon reduction and the city's local transport plan, with insight gathered supplemented by information from other planned engagement activity, including My City Centre and the Council's Skills Plan, as well as recent engagement activities such as Talk York, My Castle Gateway / My York Central, the Future of Acomb Front Street, the Council's micro grants evaluation and City Centre Access.

Council Plan

20. 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

- **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

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Chief Officer Responsible for the report:

Tracey Carter
Director of Housing Economy and
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Report **Date:** 16th April 2021
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 2: Economic Strategy Engagement Plan

List of Abbreviations Used in this Report:

N/A

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Annex 2



Developing the Economic Strategy: Engagement Plan

Supporting a people-centred economic strategy - delivering fairer, cleaner, greener growth for York



Engagement plan

- Scope
- Objectives
- Audiences
- Approach
- Plan
- Key dates
- Evaluation
- Resources inc. costs

Scope

This engagement strategy places York's residents and businesses at the heart of plans to build inclusive economy, making sure growth in York is fairer, greener and cleaner. The engagement strategy identifies the audiences and insight required to develop the right approach to make sure:

- Every resident can play a role in and share in both the short term recovery and the long term prosperity of the city – with access to skills and flexibility to secure higher paid, 21st century jobs
- Businesses have the support, infrastructure, space, skills and workforce they need to drive green, clean and inclusive growth.

This engagement follows the principles of the council's resident engagement strategy (to be approved by Executive – 22nd April, 2021), reflecting the coherent approach to overlapping themes of the economy, carbon reduction and the local transport plan.

The strategy will also complement and benefit from insight gained from linked engagement exercises, including My City Centre, the Future of Acomb Front Street, Local Transport Plan, Carbon Reduction (including woodlands) and future engagement over York Central developments.

Engagement objectives

Residents

1. Secure engagement with a cross section of York's population – including all communities of identity and socio-economic groups
2. Deepen understanding of different factors which influence employment choices and aspirations - so we can support residents to get higher paid, flexible, 21st century jobs.

Businesses & partner organisations

1. Secure engagement for all York sectors, making sure small and independent businesses are well represented
2. Deepen understanding of:
 - i. perceptions and opportunities of York as a place to do business
 - ii. changing requirements for space, infrastructure, skills and workforce
 - iii. Support services required for recovery and long term greener, cleaner growth

Engagement will be inclusive to address:



Lack of internet access

Users who struggle with literacy are unlikely to use the internet alone and would not use the internet as their main source of coronavirus information



Reliance on family and friends

Users who tend to rely on family and friends to support them with tasks that require reading, but not all users have access to that support



Trusted & respected local figures

Respected figures and organisations that people listen to can help build trust in the service and dispel existing myths and alternative narratives



Information is confusing and does not land with the community

Official information is confusing and inconsistent and does not resonate with the user group. Thus, people get alternative narratives from social media and WhatsApp



Visual methods of passing information are beneficial

Pictures, videos, icons and physical signage are beneficial to users as they are visual and easier to quickly understand and engage with



Familiar settings and staff

Engagement activities in familiar places could reduce feelings of fear or exclusion and may increase uptake

Audiences

Broadcast engagement

- City wide to all households, in public spaces and via social and digital communications
- Demographic data will be collected where possible

Targeted engagement – businesses & partners

- Independent shops
- Micro-businesses (c. 90% of York's businesses)
- Self-employed businesses
- Key sectors including bio-economy, digital/ICT, rail, professional and financial services, hospitality and retail
- FE/HE sector and training providers

Targeted engagement - residents

- Workers in hospitality, retail, health and social care
- Teachers/education professionals
- Unemployed and underemployed
- Women and working parents
- Communities of identity (via inclusive toolkit)
- Young people; NEETS, HE, FE

Evidence gather

At the heart of each stage of engagement is an online evidence gathering tool (to be confirmed). All engagement activities will signpost to this to provide multiple access points. The purpose of the evidence gathering tool is to collate demographics and perspectives, and supplemented by:

- broadcast opportunities to feedback
- targeted opportunities
- partners and networks involvement

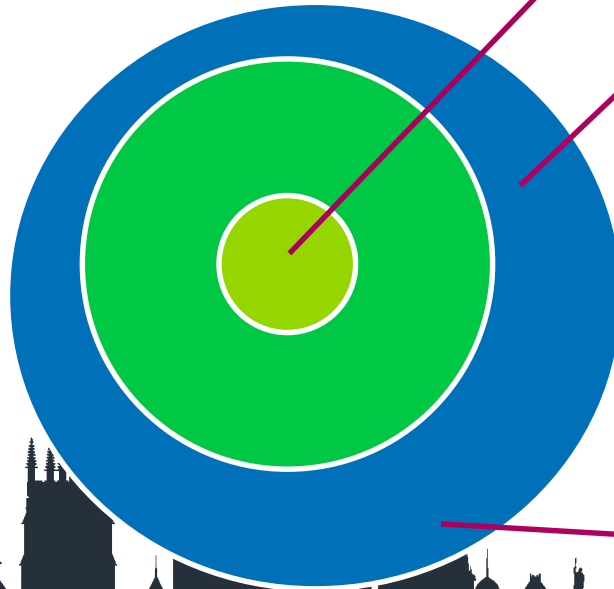
Online Survey – distributed via partners and media

Broadcast engagement

- Master class[es]
- Offline option (dependent on Covid-19 restrictions)
- Thematic webinars
- Social media conversations
- Postcard polls
- Our City

Targeted engagement

Targeted community workshops
Targeted partner workshops
Sector roundtables



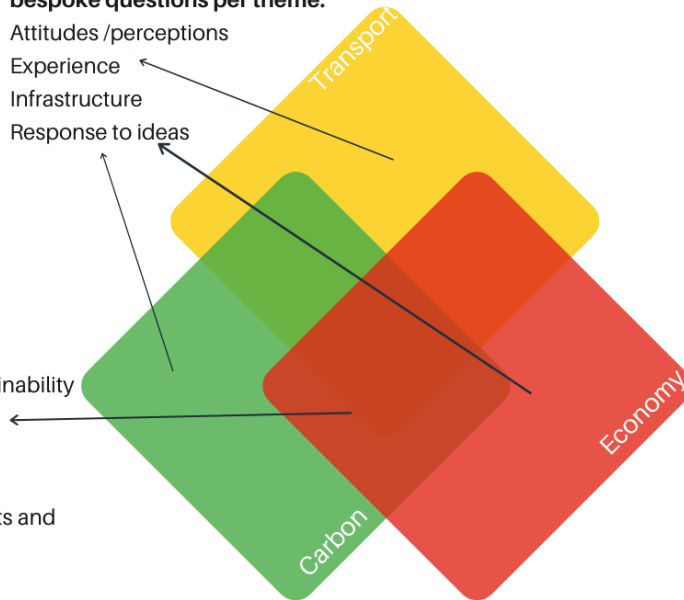
Three strategies – one conversation

bespoke questions per theme:

Attitudes /perceptions
Experience
Infrastructure
Response to ideas

core questions:

Behaviours - travel, earn, spend, sustainability
Motivations
Aspirations - barriers and enablers
Relative priorities
How bold should the council, residents and partner be?



A single core survey:

- Reflects the interdependence of each theme
- Provides contextual insight
- Shows the council joining the dots
- Diversifies the audience engaging with each strategy – increasing understanding of complexity and other perspectives
- Avoids repetition

| Audience | Network/Partners | Engagement tools | Comms Channels |
|---|--|---|---|
| Residents – cross section of York population and representation of all communities of identity/interest | Ward members Res associations Engagement map under development – partners and networks for all communities of identity and York geographies | Online Survey Curate social conversations Webinars by theme | Live Q&As PR Social incl facebook groups Partner network cascade Resident Email Newsletter |
| Commuters – from and into York | Quality Bus Network Bus forum, York Bike Belles, York Cycle Campaign Local employers | Existing partner data Online survey Curate social conversations | Live Q&As PR Social Partner network cascade Resident Email Newsletter |
| Lower paid sectors | Hospitality – York Hospitality Health and care workers - Unions? | Online and offline survey Focus groups | Targeted social, media |
| Unemployed/under employed and NEETS | CAB, JC-plus Training providers | CAB interviews | Page 27 |
| Young Residents (age 16-24 years old) | York Youth Council Schools Show me I matter | Online survey Workshop Commission additional research | |
| Working (and would-be) working parents, | Mumbl, Little Vikings, Schools, nurseries, post-natal healthcare | On and offline surveys | In settings, school FB groups and other comms |
| Women | Women’s business networks | Attend networks | |
| Businesses | Indie York, York BID, Make it York, traders associations Business Membership Groups – FSB, Chamber, IoD Professional Services Sector specific partners e.g. York Retail Forum, York Hospitality Association | Online Survey Curate social conversations incl LinkedIn Sector roundtables Insight briefings Special interest sessions e.g. Property Forum, Chamber events etc. | Business Bulletin & Partner network (cascade) PR Social What do you need to recover? Campaign to draw micros and SMEs into conversation |
| Teachers/education | York Education comms | | |



| Provide balanced and objective info; Existing insight, constraints, influence | Gain feedback, deepen understanding of need from some groups | Sharing perspectives and understanding, esp of trade-offs | Gain feedback and analysis on key elements of strategy | Measure impact and support implementation |
|--|--|---|--|---|
| Engagement activities | | | | |
| <p>Social media key Qs, polls Grants case studies - video York economy factsheet and animation; inclusive economy, economic sectors, pay, quality of life, links to transport and carbon – set scene for council plan CYC landing page Member briefings Partner briefings – build advocacy and networks for engagement</p> | <p>Residents: Core survey including economy, carbon and transport Qs Online and print (Our City, potential library display and community roadshow. In communities: displays in empty units / shop windows – QR codes to drive to engagement CAB interviews Business: Core survey including economy, carbon and transport Qs Social media and print campaign – recovery focused incl LinkedIn - key Qs, curated conversations</p> | <p>Share initial analysis through established networks: Social media: key Qs and curated conversations Update web pages Multi-stakeholder/theme zoom workshops or Facebook live Q&A Partner meetings/focus groups as part of targeted communities of interest engagement Sector roundtables with York’s business community; Place media features – locally to demonstrate responsiveness but regional/national to demonstrate York doing things differently</p> | <p>Updated web pages Social media - present feedback and emerging ideas, curate conversations Revisit partner networks Close the loop with carbon and transport engagement, plus My City Centre and any York Central engagement work</p> | TBC |
| Broadcast | | | | |
| <p>Mailing lists/engagement lists Our City Partner/rep orgs cascade Media activity Social media: key Qs and curated conversations</p> | <p>PR Social campaign Targeted Social media ads Social communities Partner/rep orgs cascade Media activity</p> | <p>PR Social campaign Targeted Social media ads Social communities Partner/rep orgs cascade Media activity</p> | <p>PR & Social campaign Partner/rep orgs cascade Media activity Community impact assessment</p> | TBC |

Publish strategy

What we already know

This engagement will build on existing insight:

- Business engagement held throughout the pandemic:
 - Sector roundtables
 - Regular insight with key partners
 - Micro grants evaluation
- Stakeholder conversations
 - My City Centre
 - Local Plan
 - LEP
- Resident engagement
 - Talk York 2019
 - MyCastleGateway
 - MyYorkCentral
 - Woodlands 2020/21
 - City Centre Access 2021
 - My Acomb Front Street 2021

Evaluation and learning framework

| Objective | Indicator | Tools to measure | Learning questions |
|--|--|--|--|
| Increase participation | Diversity by survey demographic data Engagement map - % engaged across communities (geographical and interest/identity) | Demographic data on surveys Partners / networks reached on engagement map | Which communities engage with which tools? |
| Build confidence in engagement opportunities | Levels of participation – and trust - from under-represented communities Social media sentiment | Feedback surveys Focus groups (testing recognition, attitudes, repeat engagement, progress along framework, perception of levels of influence) | Was it easy to share your views? Do you feel listened to? Do you feel this has had influence? Would you engage again? |
| Surface tensions and increase understanding/ cooperation | Diversity of attendance at multi-community workshops/conversations (by target audience per theme) Produce and publish community briefs for each engagement theme # interactions (comments, shares) with each brief | Demographic data Sentiment of views exchanged Analytics of web page / platform if purchased Content of public speakers/press sentiment after decision published | Do audiences understand each other's aspirations? Do audiences want to compromise their aspirations to accommodate others? |
| Support better decisions | # new perspectives added Stakeholder response to process and recommendations | Feedback / wash-up session with project leads and exec Stakeholder endorsement and advocacy | How has engagement informed our approach? Has engagement led to a more informed decision? |

Key decision points

- 27 April 2021
 - Decision session – confirms engagement timetable
- Late May - start public engagement
- August to September - share results so far and sanity-check emerging ideas
- October - Close engagement
- Dec – Executive sign-off of new Economic Strategy

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Decision Session – Executive Member for Economy and Strategic Planning

27th April 2021

Report of the Director for Housing Economy & Regeneration

Annex 3: My City Centre Project: Recommencement of Project & Engagement Approach

Summary

1. This report sets out proposals to recommence the paused My City Centre project, to establish a high level vision for the future of York city centre. The project initially began in March 2020 but shortly afterwards the country was placed in to lockdown due to Covid-19 and the project was put on hold as staff were redeployed to the emergency response, public engagement became impractical, and the uncertainty created by the pandemic meant it was the wrong time to develop a long term strategy for the city centre.
2. However, with a roadmap out of Covid lockdown and greater clarity on the impact of the pandemic on the city centre, it is timely to now consider restarting the project. The impacts of the pandemic have meant the need for a strategic vision is greater than ever - to both capture new opportunities to ensure the ongoing vibrancy of the city centre, and help mitigate the wide ranging challenges exacerbated by Covid-19. Public funding opportunities which the project would be well placed to feed into and benefit from are also starting to emerge.
3. To reflect the changed circumstances resulting from Covid-19 the scope and thematic approach to developing the vision has been revised and updated, and the proposed form of public and stakeholder engagement has evolved to reflect the new methods that have developed during the pandemic.
4. The project has key relationships with wider strategies being prepared and consulted on over a similar timeframe, including the 10 year Council

plan, strategic review of city centre access and parking, economic strategy and Local Transport Plan 4. A co-ordinated and structured approach to engagement across all of these workstreams will be taken. Further detail is set out in the 'consultation' section below, and in the Executive paper 'Resident Engagement Strategy' being considered on 22.4.21.

Recommendations

5. The Executive Member is asked to:

- 1) Approve the recommencement of My City Centre project from May 2021.

Reason: *In order to generate a strategic vision for the City Centre through public engagement, to respond to place-based challenges and opportunities*

- 2) Approve the revised project scope and thematic approach in response to the changes brought about by the Covid-19 pandemic

Reason: *To ensure that the project responds to the pandemic's impacts and prevailing (updated) challenges and opportunities*

- 3) Approve the amended project engagement plan set out at annex A, which responds to changes brought about by the Covid-19 pandemic

Reason: *To ensure effective and inclusive engagement, particularly during the period where some form of lockdown will still exist.*

- 4) Approve the budget proposals set out at paragraphs 26-28

Reason: *To ensure that project activity is resourced appropriately to delivery project outcomes*

Background

6. Inception of the My City Centre project was approved by executive on 29th August 2019, with the aim:

"To engage the public and stakeholders to develop a long term social, environmental and economic strategic vision for a sustainable future for York city centre"

7. The Project Initiation Document proposed a 4 month 'open conversation' with public and stakeholders, to shape a strategic vision that would be drafted internally by the project team, and then further refined through a further 2 month engagement process.
8. Consultants (Social Communications) were procured through a compliant Request for Quotations process under the Council's Contract Procedure Rules to support the engagement process, and a stakeholder group of key city partners was established to guide the process. The engagement gained good traction and was operated both electronically (webpage and social media) and with a physical presence (exhibitions and pop-up events) using a variety of bespoke tools. The first round of engagement commenced on 2 March 2020, but following the Covid-19 outbreak, was officially paused on 3 April 2020. A summary of the engagement and findings to date at April 2020 is provided at annex B.
9. The project team's principal focus since the pausing of the project has been in responding to the pandemic, including developing and implementing the one year Covid-19 transport and place strategy and preparing the city centre for re-opening from various lockdowns. This activity has strengthened relationships with key partners such as the BID, highlighted inter-dependencies within the city centre economy, and led to new and innovative forms of public engagement. More recently the team has also started to review current and emerging socio-economic impacts – with a great deal of change and acceleration of existing trends evident over a very short 12 month period, as well as new opportunities arising.
10. We are now at a critical juncture in the future of our city centre, with the scale of behavioural change and economic restructuring as a direct result of the pandemic already being felt, but much more anticipated to come. This will present opportunities, as well as some challenges for the centre. *How, Why, What for, and When* people use the city centre will have altered significantly and will continue to evolve, and the institutions who occupy, own and service it are already going through major change. As well as the many challenges which this will bring about, there are also opportunities to re-imagine, re-use, and re-define the centre as a result. Having been locked-out of the city centre (and usual patterns of behaviour) for a significant period, people's appetite for change is also high, and recognising the upheaval, government has identified several funding streams to support the adaptation and sustainability of our high streets. Strong leadership from the council will be required over this period, to navigate it in a way which optimises benefits for the city,

secures long term vibrancy and enables a sustainable and inclusive economic future.

11. Covid-19 has accelerated challenges and trends that existed before the pandemic and brought additional threats to the centre, alongside new opportunities. Additional threats include:

- Retail and leisure business closures, leading to empty property (potentially attracting anti-social behaviour), job losses, and reduced rental/ property values and business rate income.
- Reduced demand for office space due to increased home working, alongside outdated office layouts and operating models, and an absence of city workers and associated spend.
- Macro-economic contraction, with changed investment focus, increased risk and uncertainty, and public finances impact
- Significant disruption to international tourism over the short to medium term (although noting that only 4% of our 8.5m annual tourists have typically been from outside of the UK)
- Pressures on public transport from reduced critical mass of passengers

12. Many of these threats present a corollary opportunity, for example rebasing property rental and values opens up the centre for new use types, owners and occupiers which may previously have been precluded, and will encourage landlords to invest and diversify/ intensify use of their assets. In some areas too, the changes are simply a rapid acceleration of pre-existing trends (eg high street retail decline), and the speed of change presents an opportunity to respond in a more comprehensive and co-ordinated way than would otherwise have been possible with a long, slow decline. Additional opportunities highlighted through the analysis include:

- Increased home working enables a broader economic geography and a wider access to a national and international skills pool, with attractiveness of place (strong for York) a key driver of popularity. City living with amenities and services on the doorstep is likely also to increase in popularity.
- New ways of working including touch-down and collaboration space will drive new demand in highly accessible locations such as the city centre. A more collegiate approach to working in the city should drive further growth, productivity and innovation.

14. The pandemic is already bringing about the structural change to our economies and societies set out above, but the full impacts of this (including secondary and indirect change) will not necessarily be fully understood for some time. Indeed the 'new normal' has yet to settle, with, for example, service sector working norms (flexible working) yet to be established. For this reason, it is recommended that a review period be built into the project, to revisit assumptions and findings at a future point nominally set at 3 years from the adoption of the strategic vision.

Consultation

15. Consultation and engagement was a key component of the project as originally conceived, and will remain so moving forward. The original project envisaged a 4 month initial engagement, followed by 2 months to test and refine the emerging vision before approval.
16. The approach previously taken was based around the successful 'toolkit' developed for Castle Gateway, including the stages:

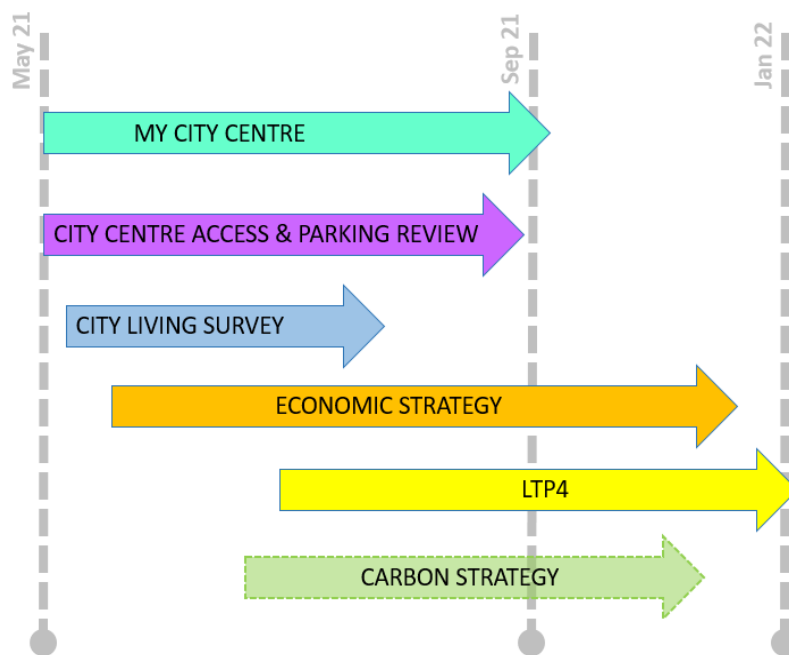
Build a brief: Use a variety of engagement tools to gain an understanding of a diverse range of people's needs and ideas. Make these ideas and differing perspectives visible.

Explore Challenges: Cultivate an open public debate about complex issues. Share and explain challenges, decisions and compromises throughout.

Make change together: Build ongoing networks to retain involvement, as well as long term community influence in decision-making, design and delivery.

17. This will remain the strategic guide for engagement approach moving forward, but the detailed approach has been revised in line with the council's new city wide approach to engagement and to adopt the innovative methods that have emerged as a necessity of Covid restrictions. The updated proposed engagement plan and approach is set out in detail at annex A. This approach will draw and build on the feedback received previously, and the information gathered through the ongoing city wide "Our Conversation" during the pandemic. It also ensures all ongoing conversations are undertaken in Covid-safe environments, whilst ensuring an inclusive and representative approach.

18. The approach also coordinates activity with wider engagement being undertaken over the spring and summer, to both ensure an effective user pathway (and avoid consultation fatigue), and allow cross-fertilisation of findings and outcomes over separate projects. A 'critical path' of engagement and strategy development will be established, with an overarching consultation approach. Further detail on the approach is set out in the 22.4.21 Executive report 'Resident Engagement Strategy'. The timing/ dependencies of projects is summarised diagrammatically/ indicatively below, with more detail in the annex A consultation plan.



19. The engagement plan proposed deployment of a wide range of tools and methodologies to ensure broad and effective influence on the development of the vision from a range of communities of interest. This builds on the previous approach of targeting residents, visitors and occupiers groups who interact with the centre. An engagement stretching over May June and July is proposed, starting with a stage 1a 'open conversation' in May (where initial feedback is sought), followed by a stage 1b where feedback is shared and competing demands start to be articulated. The activity is proposed to be resourced internally using regeneration and communication team officer time.

20. The engagement plan and scope (preceding section) have been shared with the My City Centre Stakeholder Group, and iterated in response, following support for the approach.

Programme

21. The proposed programme for the project relaunch would see engagement carried out between May and July 2021, followed by a drafting period in late summer and a sharing of draft vision document, with report back to executive in September 2021. This programme is designed to align with engagement on wider strategies – with the strategic review of city centre access and parking being undertaken over a similar period to feed into a decision point for St Georges Field carpark, the Carbon and Economic strategies being undertaken over a slightly longer period, and LTP4 (which is likely in part to effectively form a delivery strategy for some of the My City Centre recommendations) flowing from the project engagement. This approach sets out a clear sequencing of vision making, followed by more detailed delivery strategies, and establishes a logical narrative and progression for stakeholders and the public to engage across the programme of projects meaningfully. It also ties into wider milestones around funding and investment.

Options

22. There are three high level options associated with the project. These are:

- 1 Cancel the project, and redeploy residual budget and staff time to alternative activity.
- 2 Recommence the project in May 2021 and refocus the engagement scope and approach (building in a future review mechanism). **Preferred approach.**
- 3 Defer the project recommencement further, to such point as greater clarity and stability exists

Analysis

23. Option 1 to cancel the project could allow alternative work-streams to be undertaken or savings to be made. However, the approach would not allow a strategic vision for the City Centre to be created, therefore not alleviating the challenges currently faced around vacant property, environmental quality, economic productivity and social function. The approach would also not take best advantage of the opportunities which may exist to access public funding streams, and the rebasing of rental markets/ retail vacancies promoting alternative use, nor the potential to pivot the city centre on currently strong public opinion and appetite for

change. The approach would also result in no benefits/ output for the c£40k already expended on the project from launch in 2020.

24. Option 2 is the proposed option, to recommence the project from May, allowing the project to be redefined and re-scoped to respond to current circumstances, and deploying the residual budget to deliver a vision which reflects current challenges and opportunities. The approach would capitalise on strong public desire for change, develop a vision to respond to the challenges and opportunities resulting from the pandemic to ensure the long term vibrancy and success of the city centre, and best position the city for any forthcoming public funding opportunities. Establishing a strong and coherent shared vision would help attract inward investment at a key moment of socio-economic restructuring across the country. A disadvantage of this approach is that since pandemic impacts are not yet fully felt, or a new 'business as usual' established, there may be further key changes which the project cannot now anticipate. To mitigate this disadvantage, it is proposed that a post-adoption review mechanism be built into the project.
25. Option 3 to defer recommencement to a future point would allow for this 'new normal' to become better established and understood, and for the project to respond to it. However, it would risk missing the window to shape and respond to the emerging opportunities and challenges and could be perceived as the council failing to show strategic leadership and act at a hugely difficult time for the city centre economy. It would also fail to position the City well for the public funding and inward investment opportunities which are anticipated in the nearer term.

Budget position

26. The executive in August 2019 established a budget of £100k for the undertaking of My City Centre project. This budget had already started to be deployed to staffing, consultancy support and engagement materials at the point of pause in April 2020, and a further small amount was subsequently used as match funding to secure external funding into a key City Centre feasibility study. Currently, a residual £49.5k from the original £100k budget allocation remains available to the project.
27. The engagement approach outlined at annex A proposes the resourcing of the project (as part of the suite of engagement projects), through use of internal Council officer resource. The engagement approach proposed requires fewer individual officers at events (due to

use of innovative new forms of engagement developed through covid), and the engagement period will be more focussed and condensed. Heightened public awareness of the issues facing the high street has reduced the need to stimulate debate through external public speaker events, and some of the specialist social media input previously provided by consultants can now be resourced internally.

28. Under the proposed approach, the project would be staffed by Council officers at a slightly higher intensity than prior to pause – equivalent to 1.0 FTE across three officers (and a total cost of £32k for a 6 month period). There would also be a contribution of £10k towards resources from the communications team to support resident and community engagement required in the project. With an allowance of £5k for ancillary costs, a small residual would remain available to the project should it be felt once underway that additional resource be required, or further targeted engagement activity undertaken. Ultimately this could be deployed (if still available) to the proposed 3 year point review process (for which a detailed resource plan has yet to be prepared).
29. As previously noted, alternative option 1 (cancelling the project) would allow this residual budget to be redeployed elsewhere. Option 3 may incur some small cost increases through inflationary cost pressure or scope change. The contract option to recommence use of external consultants Social Communications has been maintained, though it is not proposed under the annex A engagement plan to immediately activate this option.

Council Plan

30. This project will assist in achieving the council plan objectives through the creation of a strategy that corresponds to and sets a vision that takes account of:
- Good Health and Wellbeing
 - Well-paid jobs and an inclusive economy
 - Getting around sustainably
 - A Better Start for Children and Young People
 - A Greener and Cleaner City
 - Building homes and World-class infrastructure

- Safe Communities and culture for all
- An open and effective Council.

The strategic vision has a particularly strong role in ensuring inclusive economy with well paid jobs, and a cleaner and greener City where people can get around sustainably

Implications

- **Financial**
Council approved a budget of £100k in the 2019/20 budget. The financial aspects of the report are covered in paragraphs 25-28.
- **Human Resources (HR)**
There are no Human Resources implications
- **Equalities**
There are no equalities implications
- **Legal**
 - a. Further to the preceding sections of this report, the Council originally entered into contract with the consultants, Social Communication, on 6th February 2020 following a compliant Request for Quotation process under the Council's Contract Procedure Rules.
 - b. Given the value of the contract (i.e. c. £45,000 in total) fell considerably below the relevant public procurement threshold of £189,330, Part 2 of the Public Contract Regulations 2015 did not apply to the procurement of the contract, and the contract falls outside of the full procurement regime.
 - c. The Services under the contract were suspended by way of a deed of variation dated 28th April 2020 due to the Covid-19 pandemic lockdown restrictions.
 - d. The contract was originally due to expire on 31st March 2021, but has been extended by way of a further deed of variation dated 31st March 2021 up until 31st October 2021. The suspension however is still in effect, but the extension will allow the Council time to consider the Options outlined above, and if the Service is to continue allow the Consultant time to engage the public and stakeholders.

- e. Further to Rule 19.1 of the Contract Procedure Rules, the above extension by way of variation was approved by the Deputy Monitoring Officer by email on 30th March 2021, and was then approved by the Chief Procurement Officer by email on 31st March 2021.
 - f. If the Council decides to lift the suspension then the contract simply requires the Council to formally notify Social Communication in writing.
 - g. As the Services are currently suspended, it was felt by Legal Services that extending the contract in this way would not significantly increase the value of the contract (and even if it did, it will not cause the value of the contract to exceed the relevant EU procurement threshold).
 - h. Further, given the circumstances in which the extension and suspension originally came about, extending the contract and subsequently lifting the suspension as outlined above would still be in compliance with the Council's Contract Procedure Rules.
 - i. There are therefore no significant legal implications and risks with the proposals set out within this report.
- **Crime and Disorder**
There are no direct crime and disorder implications
 - **Information Technology (IT)**
There are no Information Technology implications
 - **Property**
There are no direct property implications
 - **Other**
There are no other known direct implications

Risk Management

8. There is a reputational risk to not preparing an effective strategy for the city centre which responds to current opportunities and challenges, this also translates into an economic and social risk, with the potential for city centre decline to be exacerbated through ill-judged or absent action. The project has a limited budget and clear deliverables, leading to limited direct financial or operational risks.

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Wards Affected: [List wards or tick box to indicate all]

All

For further information please contact the author of the report

Background Papers:

August 2019 Executive Report (also available at

<https://democracy.york.gov.uk/ieListDocuments.aspx?CIId=733&MIId=11108&Ver=4>)

Annexes

Annex A: Project Engagement Plan

Annex B: Summary consultation findings 2020

Annex C: Threats Opportunities Challenges & Themes graphics

List of Abbreviations Used in this Report

BID = Business Improvement District

LTP = Local Transport Plan

Annex 4

My City Centre Engagement Plan

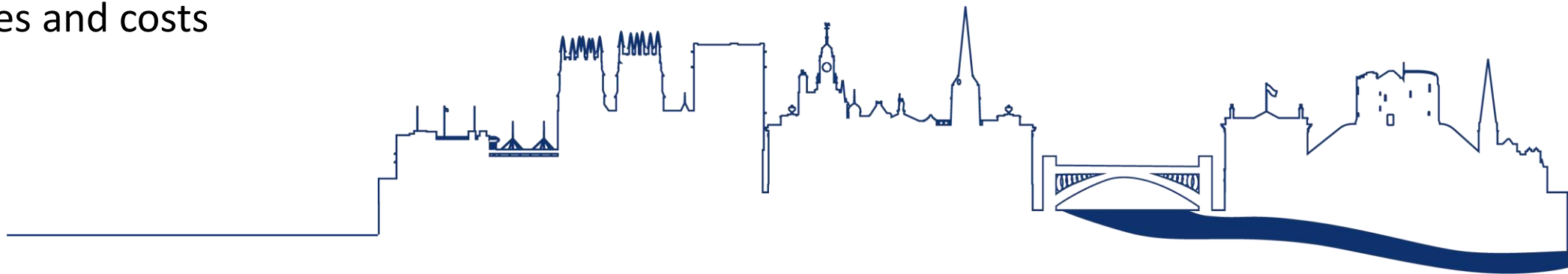
April 2021



Engagement plan

- Scope
 - My City Centre vision/ PID expected outcomes
 - My City Centre engagement
- Objectives
- Audiences
 - Influence and impact
 - What we already know
 - Areas of influence - What has already been decided/ What can still be influenced?
- Approach
- Key decision points
- Project timeline
- Resources and costs

My City Centre



Scope of My City Centre Vision

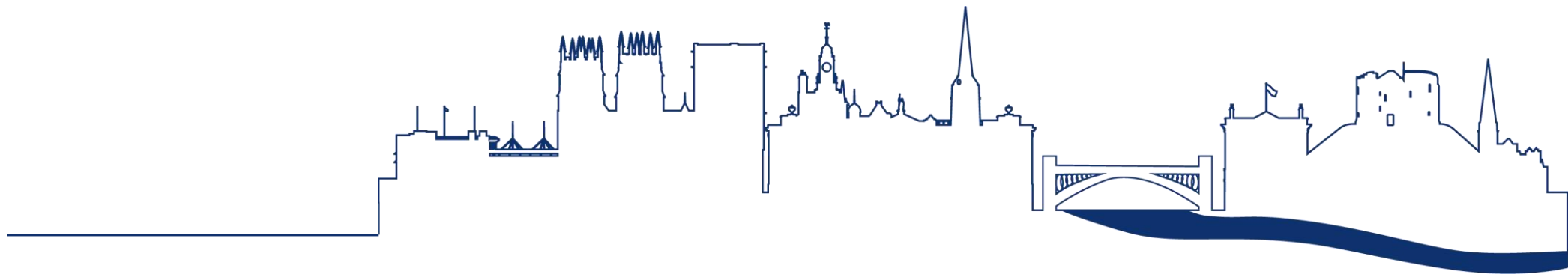
Aim: “To engage the public and stakeholders to develop a long term social, environmental and economic strategic vision for a sustainable future for York city centre”

Due to the ‘open conversation’ approach, it’s scope will retain some fluidity, informed by the public and stakeholders identifying the challenges to which the vision will need to respond.

The vision will be used to guide and inform future investment decisions and funding bids, public realm improvements, events strategies, local plan policies and spatial masterplanning, building flexibility into the City Centre to respond to changing circumstances. It will establish a framework to guide future activity, and establish the broad scope for specific physical interventions to be developed further as future specific projects.

The vision will establish a strategic framework as opposed to being principally focussed on defining physical interventions for buildings and public spaces. Specific projects that emerge from My City Centre will need a business case establishing and additional resource and/or funding.

My City Centre will set the principles for the future of the city centre, not the full detail of how it will be delivered.



THEMES AND PRIORITISED CHALLENGES 03.21

SUSTAINABILITY/ CLIMATE CHANGE

THEMES

PRIORITISED CHALLENGES

HERITAGE

Modern intertwined with old

City at capacity at busy times

Need for quality public realm

Free to access public space

Footfall



PLAY

Shop to bar/ restaurant conversions

Drinkers & shoppers

Residents & tourists

Family friendly environment

Daytime & evening

Covid impact on established events

Behaviour change/ public safety perceptions

Reduced evening/ lunchtime worker spend

Established Events impacted

Cultural organisations threatened



ENVIRONMENT & MOVEMENT

River is closed off

Lack of cycle parking

Accessibility

Spreading the pressure of markets

Servicing for units and HGV's

Car free City Centre



TECHNOLOGY

Wayfinding


Transport technology change

Impact of hotels and Airbnb

Impact of internet

Planning red tape

Business rates



ECONOMY

Lack of start-up investment?

Lack of start-up and incubator space

Strong Indie sector needs support

Too much retail?

Retail/ office oversupply?


Few but persistent vacancies

Lack and loss of office space

Low pay in retail sector

Too many medium size retail floorplates

Inflated rents and value expectations



LIVING & COMMUNITY

Under-occupation of upper floors

Affordable housing

Terrorism threat

Rough sleeping

Housing demand

Inclusivity and affordability

Lack of indoor public space

Space for meanwhile use

Public seating and conveniences

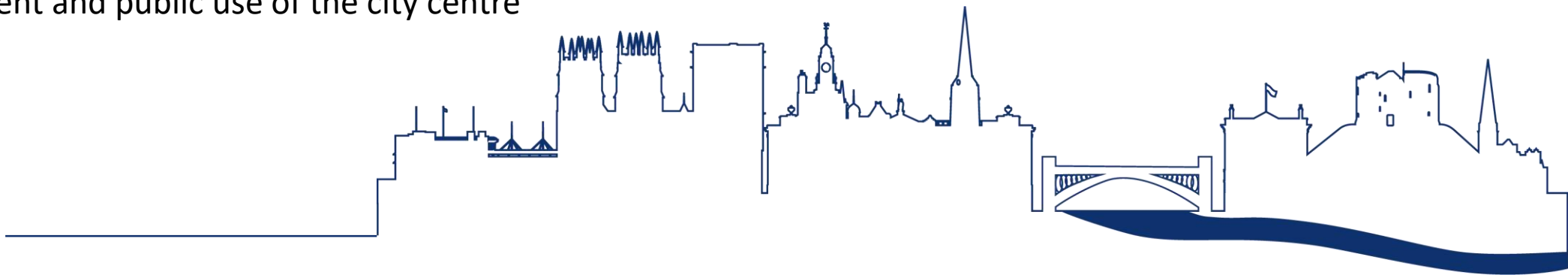


My City Centre Expected Outcomes (PID)



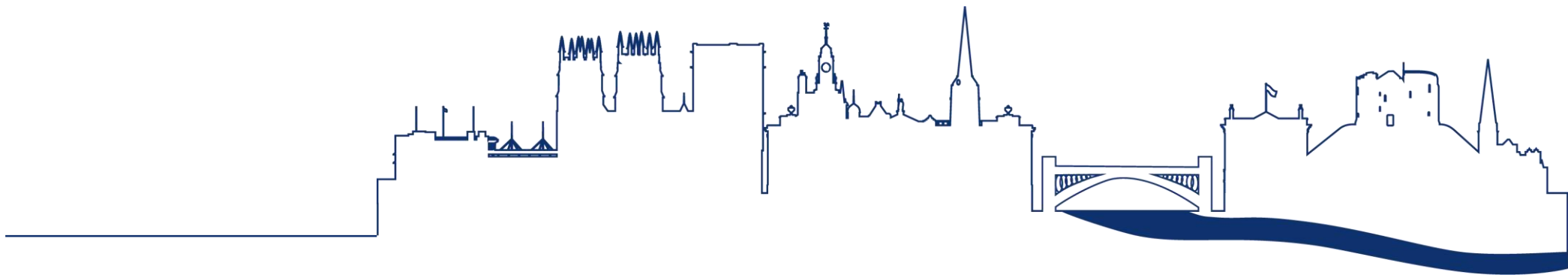
The principal project outcome will be for the city centre to have a long-term shared strategic vision in place that has been fully developed through public and stakeholder engagement. This vision will help to ensure the economic, social and environmental performance of the City Centre is maintained and improved, by allowing us to:

- Respond to the current challenges facing the high street and be prepared to respond to future and emerging trends
- Make informed and targeted investment decisions to maintain a successful city centre
- Be best placed to access regional and central government funding by having an approved, community owned, strategy and vision
- Encourage inward private investment and lend confidence to existing investors and occupiers
- Ensure the city centre meets the needs of both residents and visitors
- Create a supportive environment for local businesses to thrive
- Maintain and enhance York's reputation and role as a driver of regional growth
- Maintain a robust historic city centre that thrives and compliments York Central and other regeneration projects
- Balance the need for counter-terrorism measures with good accessibility to the city centre
- Promote resident and public use of the city centre



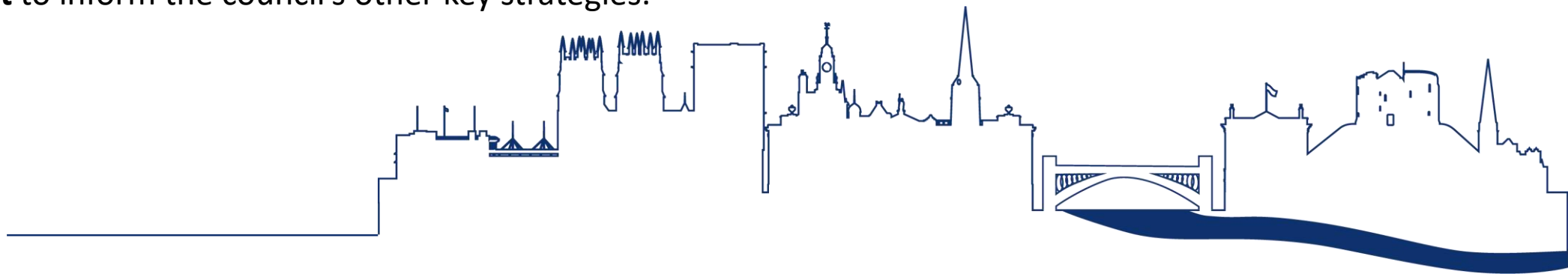
Scope of My City Centre Engagement

- identify the audiences and insight required **to develop a long term strategic vision for York city centre**;
- deepen insight into the **needs and aspirations** of key audiences in relation to creating a people focused city centre, where people drive the economy and vibrancy, towards a sustainable future for York city centre;
- follow the principles of the council's engagement strategy;
- the approach will make sure key audiences and users of the city centre **understand other perspectives and explore responses together**;
- cover **seven themes** relating to the city centre (defined by the BID boundary);
- will complement and benefit from insight gained from **linked engagement exercises**, including My Castle Gateway, City Centre Access Review and Our Big Conversation. The engagement will run alongside and complement the conversation shaping three emerging core strategies: Local Transport Plan, Carbon Reduction Strategy and the Economic Strategy, which in turn will deliver the My City Centre vision.



My City Centre Engagement Objectives

1. Identify the **audiences and insight required** to develop a vision for York city centre;
2. Engage the public and stakeholders in an **open conversation** on the current and future challenges facing the city centre, how they currently interact with York city centre and how this will evolve, and how they want to use it in the future;
3. **Explore and define the challenges** facing the city centre, and **explore responses together** to form a set of shared, prioritised responses to these;
4. **Deepen understanding of different needs and aspirations**, including surfacing any competing perspectives of residents, occupiers and visitors and in relation to creating a people focused city centre, where people drive the economy and vibrancy, towards a sustainable future for York city centre
5. Develop a **long term strategic vision** for York city centre that meets the needs and aspirations of a broad range of users and stakeholders;
6. **Establish networks** of individuals and organisations to enable coordinated action moving forward;
7. **Share insight** to inform the council's other key strategies.



Fit with Wider Engagement

Will benefit from insight gained from **linked engagement exercises**.

The engagement will run alongside and complement the conversation shaping three emerging core strategies: Local Transport Plan, Carbon Strategy and the Economic Strategy, which in turn will help to deliver the My City Centre vision.

| | Apr-21 | May-21 | Jun-21 | Jul-21 | Aug-21 | Sep-21 | Oct-21 | Nov-21 | Dec-21 | Jan-22 | Feb-22 | Mar-22 | Apr-22 | May-22 | Jun-22 |
|---|----------------|--------|-----------------|--------|--------|--------------------------|--------|--------|--------|----------------------|--------|--------|--------|-------------------------------|--------|
| My City Centre | | | | | | | | | | | | | | | |
| Decision | 27 Exec Dec | | | | | Exec | | | | | | | | | |
| Inform | prep materials | | | | | | | | | | | | | | |
| Stage 1a - consult | | | | | | | | | | | | | | | |
| Stage 1b - involve | | | | | | | | | | | | | | | |
| Stage 2 - sense check draft vision | | | | | | | | | | | | | | | |
| Involve / monitor | | | | | | | TBC | | | | | | | | |
| City Centre Access | | | | | | | | | | | | | | | |
| Decision | 13 Exec Dec | | | | | Exec | | | | | | | | | |
| inform | prep materials | | | | | | | | | | | | | | |
| Consult (survey, social, partners) | | | | | | | | | | | | | | | |
| Involve (share perspectives) | | | | | | | | | | | | | | | |
| Sanity check (sharing ideas) | | | | | | | | | | | | | | | |
| involve / monitor | | | | | | | TBC | | | | | | | | |
| Core strategies | | | | | | | | | | | | | | | |
| Stage 1 - living in the city core survey | | | | | | | | | | | | | | | |
| Further stages Economic strategy | | | | | | Sanity check key ideas | | | Exec | | | | | | |
| Further stages LTP 4 | | | Interest groups | | | scenarios and priorities | | | Exec | Statutory engagement | | | | Engage on daughter strategies | |
| Further stages Carbon | TBC | | | | | | | | | | | | | | |
| Linked engagement | | | | | | | | | | | | | | | |
| River walkway | | | | | | | | | | | | | | | |
| Castle Gateway | | | Public realm | | | | | | | | | | | | |
| Footsreets (blue badge exemption removal) | | | | | | | | | | | | | | | |

Audiences

City wide to all households,
in public spaces and via
social and digital
communications

Demographic data will be
collected where possible,
along with an option to keep
informed by storing contact
details of participants, in line
with GDPR legislation, to
enable Stage 2/ sharing the
draft vision

Targeted engagement

Residents

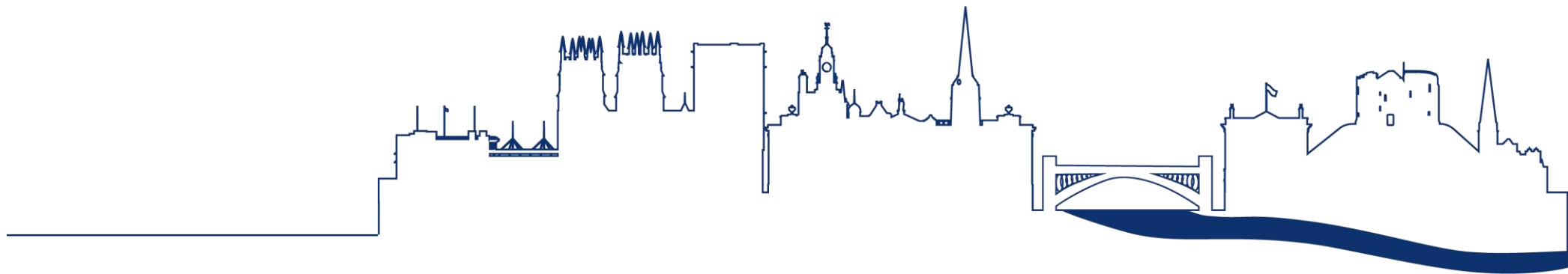
- Who live in city centre
- Who use city centre
- Who avoid city centre

City centre occupiers

- Conversations steered by My City Centre Stakeholder Group

City centre visitors

- Leisure users
- Tourists
- Shoppers
- Commuters



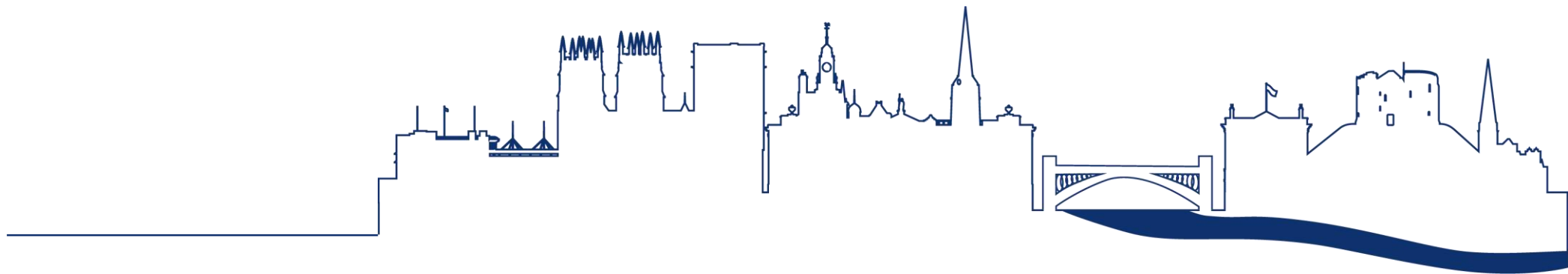
Audience influence and impact

| My City Centre | Sustainability/ Climate Change | Heritage | Play | Environment & Movement | Technology | Economy | Living & Community |
|-----------------------------------|-----------------------------------|----------|------|---------------------------|------------|---------|-----------------------|
| Residents who live in city centre | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Residents who use city centre | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Residents who avoid city centre | ✓ | | ✓ | ✓ | | ✓ | |
| City centre occupiers | ✓ | | ✓ | ✓ | ✓ | ✓ | ✓ |
| City centre visitors | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | |
| Specialist interest groups | ✓ | ✓ | | ✓ | | | |
| Commuters | ✓ | | ✓ | ✓ | ✓ | ✓ | |

What we already know

This engagement will build on existing insight:

- National trend of high street decline - York retail/ occupancy more successful than national picture
- Behaviour changes e.g. remote working
- Footstreets open brief – mobility considerations (Nov 2020)
- My Castle Gateway, new public space open brief (May 2020)
- Our Big Conversation (March 2020 – ongoing)
- Stakeholder conversations through pandemic (eg. BID High Street data)
- City Centre Access counter terrorism (2018)
- My City Centre Mar- Apr 2020



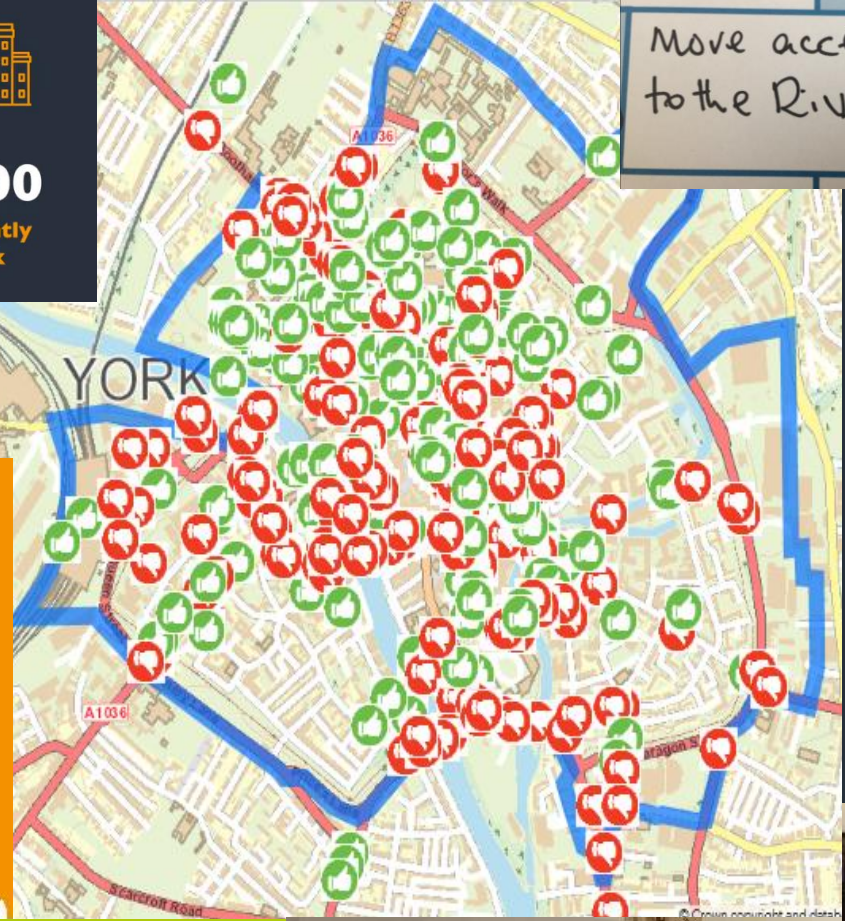


over **209,000** people currently live in York

Move access to the RIVER!

YORK CITY CENTRE BINGO

| | | | |
|--------------------------|--|-------------------------|---------------------------------|
| HAD A MEAL OUT | "EVENING OUT" IN PUBS AND BARS | SPENT TIME SHOPPING | SAW THE SIGHTS |
| VISITED A MUSEUM | SPENT TIME IN A PARK / OPEN PUBLIC SPACE | WENT TO THE LIBRARY | ATTENDED A FESTIVAL / EVENT |
| ATTENDED THE THEATRE | SAW A FILM | WENT TO A CONCERT | WENT TO WORK |



Help independent shops

TO STRENGTHEN YORK CITY CENTRE I WOULD...

over **8,400,000** tourists visit every year

0:02 | 905 views



THE THING I LOVE MOST ABOUT YORK CITY CENTRE IS...

MY CITY CENTRE
WHAT I WOULD LIKE TO DO IN YORK CITY CENTRE IN THE FUTURE
Handwritten notes: Electric Cycles, More children play areas, etc.



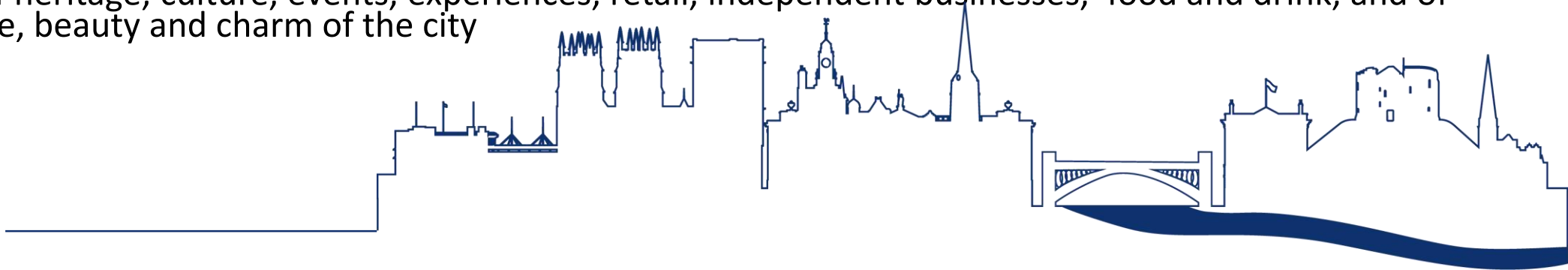
FEELING SAFE & AGREE TO WALK AROUND OUR BEAUTIFUL CITY

over **112,500** work in the city

What we already know

My City Centre resident engagement (March 2020)

- **Access** – cycling, car free/ less traffic, footstreets, walk, public transport, parking, deliveries, disabled access, and things that affect people’s **journeys** (seating, pavements. toilets)
- **Environment** – appreciation of green space, open space, trees, nature, as well as the need to respond to flooding
- The opportunity of opening up the **rivers** was recognised and welcomed
- Free/ **affordable** events, mix of **housing** including affordable to local people
- Appetite for **events** for residents as well as tourists, build **community**, living above the shops, **family friendly** and play space
- Potential conflicts from **antisocial behaviour**/ drinking culture, empty shops, **rough sleeping**, and general need to **clean** up the streets and provide bins
- Some welcome the world class **tourism** offer, seasonal markets and hospitality, but others are wary of **overcrowding** and feel that **residents** are not always prioritised
- **Appreciation** of heritage, culture, events, experiences, retail, independent businesses, food and drink, and of the human scale, beauty and charm of the city



Areas of Influence

What has already been decided?

- Climate Emergency declaration and net-zero target 2030
- Temporary footstreets arrangements to be made permanent (subject to TRO)
- Govt changes to increase planning freedoms; pop-up events, conversion to residential and more
- Castle Gateway masterplan; Castle public realm, open up the Foss, Piccadilly community, new active travel links, adequate replacement parking

What can be influenced?

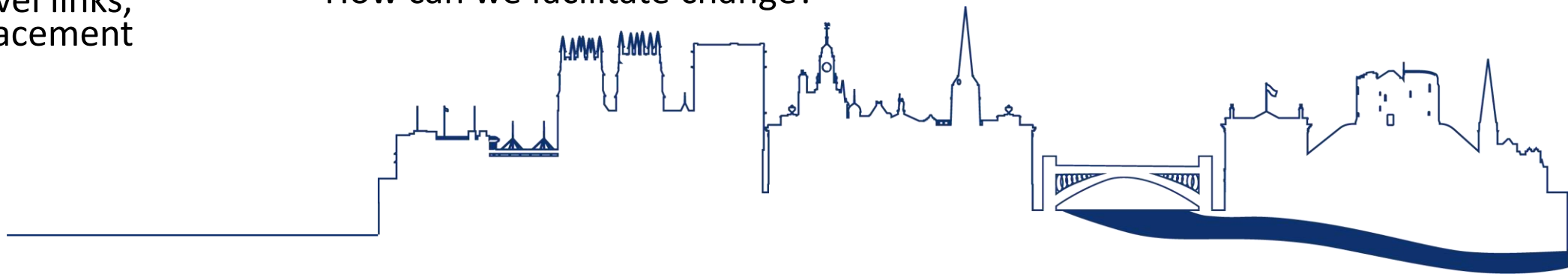
Inform future investment decisions and funding bids, public realm improvements, events strategies, local plan policies and spatial masterplanning.

Residents

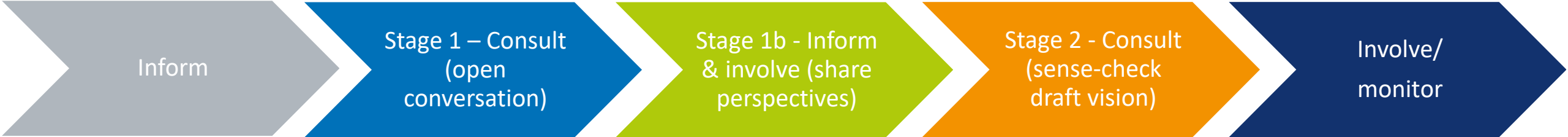
- Evidence base: What do you go to the city centre to do? How do you get there? When do you go to the city centre?
- How would you like to use the city centre in future?

Stakeholders

- What is the city centre's purpose?
- What will the long term impact of changes – accelerated by the pandemic - be on building use?
- How do people get to the city centre/ move about?
- How can we facilitate change?



| Audience | Network/Partners | Engagement Tools | Communication Channels |
|---|---|---|---|
| <p>Residents:</p> <ul style="list-style-type: none"> - Who live in city centre - Who use city centre - Who avoid city centre <p>(cross section of York and surrounding area population and representation of all communities of identity/interest)</p> | <p>Ward members – all wards Resident associations Engagement map under development – partners and networks for all communities of identity and York geographies</p> <p>Hard to reach groups: Parish Councils – York outer residents Young people – York Youth Council, Show Me I Matter Disabled groups – YDRF, footstreets channel map, Age Friendly Families – Mumbler, Little Vikings</p> | <p>Facebook live Q&A Online Survey Curate social conversations polls, short stakeholder videos Community zoom workshop? Social media listening</p> <p>Potential community exhibition/ non-digital presence alongside virtual presence</p> <p>UoY Transform Challenge?</p> | <p>Ward member briefings – internal Zoom PR Social and facebook groups Partner network cascade Resident Email Newsletter Families newsletter Schools Email Newsletter – ask to share Our City insert?</p> |
| <p>City centre occupiers</p> <ul style="list-style-type: none"> - Businesses - Property owners and landlords - Employers and employees in city centre Cultural and public service providers/ civic institutions - Heritage and statutory bodies | <p>Stakeholder Group Membership: BID, Indie York, Make it York, York Retail Forum, Property Forum, York Hoteliers Association, York Minster, York CVS, York Civic Trust, Police, Cultural Partnership, York University, Canal River Trust, York Food Festival, Safer York Partnership, York Museums Trust Location-specific traders associations (x-ref with econ development)</p> | <p>Stakeholder zoom workshop Online Survey Curate social conversations</p> <p>Link to Economic Strategy / Our Big Conversation</p> <p>Potential ‘Linked In’ Business targeting?</p> | <p>Business Bulletin Partner network cascade BID Rangers PR Social</p> |
| <p>City centre visitors</p> <ul style="list-style-type: none"> - Leisure users - Tourists - Shoppers | <p>evening visitors bars/restaurants if feasible Domestic and international tourists visiting the City - day trips or overnight visits, typically with an emphasis on cultural attractions (direct with partners/ providers in lieu of face to face?)</p> | <p>Online survey</p> | <p>Social Media Poster QR Code in venues Venue/partner mailing lists</p> |
| <p>Special Interest Groups for 7 themes: Sustainability & climate change, Heritage, Play, Environment & movement, Technology, Economy, Living & community</p> | <p>York Environment Forum CYC technical officers See Engagement Map</p> | <p>Online survey</p> <p>Link to LTP & Climate Strategy/ Our Big Conversation</p> | <p>Zoom Social media Advocacy organisations cascade</p> |
| <p>Commuters</p> | | | |



| | | | | | |
|--|---|--|--|--|--|
| <p>Provide balanced and objective info; Existing insight, Constraints Points of influence</p> | <p>Gain feedback, deepen understanding of need from some groups</p> | <p>Sharing perspectives and understanding competing demands</p> | <p>Gain feedback and analysis on draft vision - test whether the draft vision reflects what people have told us</p> | <p>Executive decision/ final vision for city centre</p> | <p>Measure impact and support implementation Post adoption review 2024</p> |
| <p>Engagement activities</p> | | | | | <p>TBC</p> |
| <p>Social media key Qs Update CYC landing page - areas of influence and future constraints Reinstate interactive map? Member briefings</p> | <p>Surveys – online and print (Our City, potential library or empty shop display) Our Big Conversation? Community zoom workshop? Multi-stakeholder zoom workshops: - Themes? Social media - key Qs, curated conversations Stakeholder video clips (can we include landowners?)</p> | <p>Share what people have told us so far – deepen understanding – how? Stakeholder Group meetings/ partner meetings; deep dive by theme</p> | <p>Publish vision on CYC website and promote to identified audiences Social media - present feedback and emerging ideas, curate conversations Present draft vision to stakeholder workshop Check against carbon, transport, economy and other engagement work.</p> | | |
| <p>Broadcast</p> | | | | | |
| <p>Signpost to web landing pages and mailing lists/resident eng lists Our City Partner/rep orgs cascade Media activity City Centre resident groups contact</p> | <p>PR Social campaign Targeted Social media ads Social communities Partner/rep orgs cascade Media activity</p> | <p>PR Social campaign Targeted Social media ads Social communities Partner/rep orgs cascade Media activity</p> | <p>PR Social campaign – digital assets (potentially inc images/animations) that break down key themes into bite size pieces Targeted Social media ads Partner/rep orgs cascade Media activity Community impact assessment</p> | <p>Publish insight brief</p> | |

Inclusive approach

Engagement will be inclusive to address:



Lack of internet access

Users who struggle with literacy are unlikely to use the internet alone and would not use the internet as their main source of coronavirus information



Reliance on family and friends

Users who tend to rely on family and friends to support them with tasks that require reading, but not all users have access to that support



Trusted & respected local figures

Respected figures and organisations that people listen to can help build trust in the service and dispel existing myths and alternative narratives



Information is confusing and does not land with the community

Official information is confusing and inconsistent and does not resonate with the user group. Thus, people get alternative narratives from social media and WhatsApp



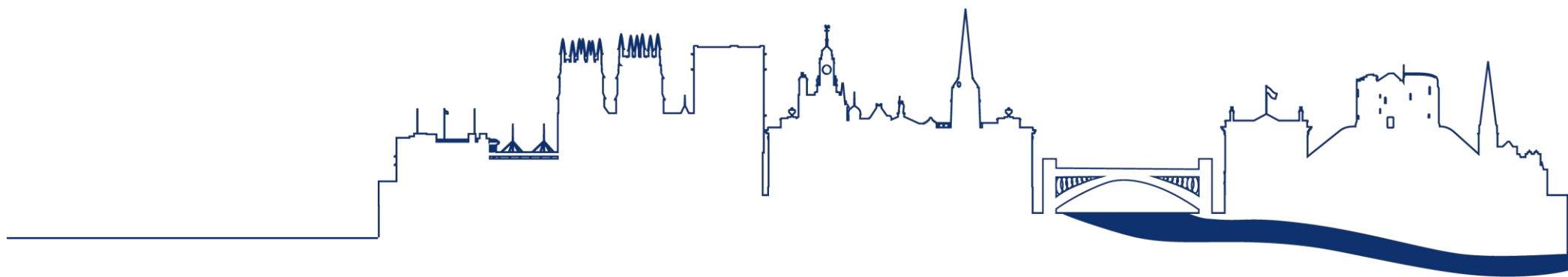
Visual methods of passing information are beneficial

Pictures, videos, icons and physical signage are beneficial to users as they are visual and easier to quickly understand and engage with



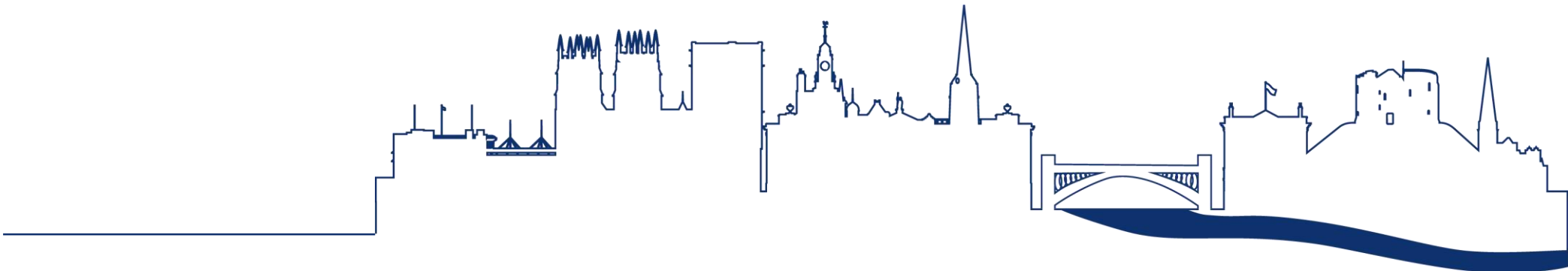
Familiar settings and staff

Engagement activities in familiar places could reduce feelings of fear or exclusion and may increase uptake



Key Decision Points & Project Timeline

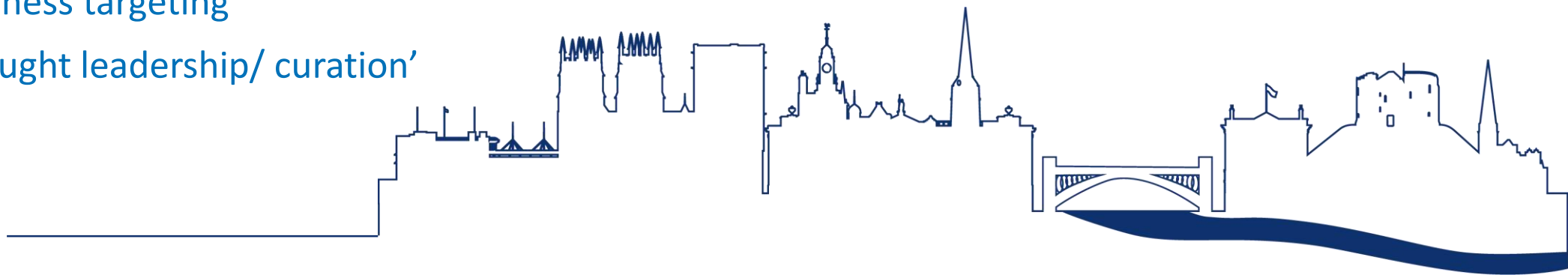
| | April | May | June | July | August | September | | 2024 |
|---|----------|-----|------|------|--------|-----------|--|------|
| Executive Member Decision | 27/04/21 | | | | | | | |
| Stage 1a – Consult (open conversation, deepen understanding - survey, social, partners) | | | | | | | | |
| Stage 1b – Involve (share perspectives) | | | | | | | | |
| <i>(Internal - produce draft vision)</i> | | | | | | | | |
| Stage 2 – Share/ check draft vision | | | | | | | | |
| Executive decision – confirm final vision | | | | | | 30/09/21 | | |
| Post adoption review mechanism | | | | | | | | |



Social Communications

Consultants previously supporting delivery of engagement, whereas now the engagement approach has evolved, internal resources and capacity are improved, and we can build on the work done in 2020. Not proposed to re-activate Social Communications contract, but option to deploy budget residual if necessary to discrete deliverables from them, drawing on their specialisms to add value/ depth:

- Creative and engaging social media adverts to target:
 - Residents of York
 - Followers of York's attractions
 - Prospective visitors to the city
- Targeted digital campaign (focussed geographies/ demographics/ archetypes)
- Social listening
- LinkedIn business targeting
- External 'thought leadership/ curation'



Stakeholder Group Partners Role

Support to distribute messaging & encourage participation/ discussion

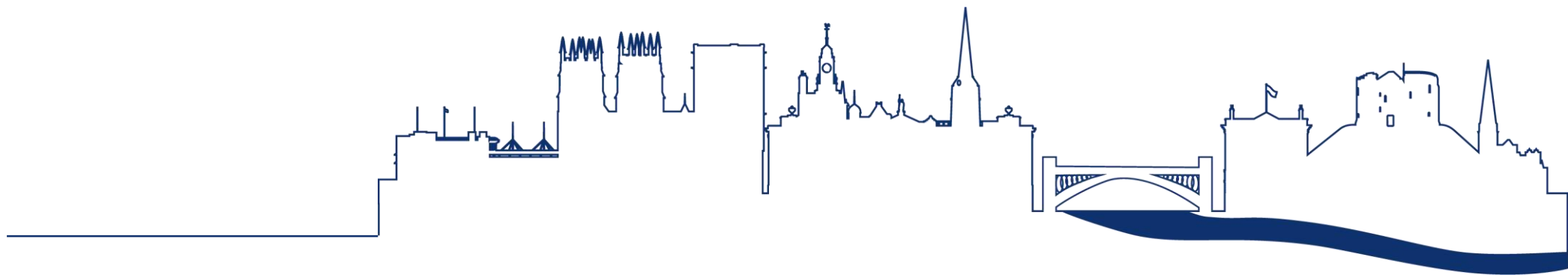
- Survey
- Workshop
- Social media
- Cascade via your membership/ your regular programme of meetings
- Tag us/ share feedback so that we can gather and share insight

Help to broaden our reach and the diversity of responses

 facebook.com/mycitycentreyork (177 followers) plus CYC 15,000

 Twitter twitter.com/mccyork (449 followers) plus CYC 46,500

 Instagram instagram.com/mycitycentreyork (942 followers) plus CYC 2,800



Evaluation and learning framework

| Objective | Indicator | Tools to measure | Learning questions |
|---|--|--|--|
| Increase participation | Diversity by survey demographic data Engagement map - % engaged across communities (geographical and interest/identity) | Demographic data on surveys Partners / networks reached on engagement map | Which communities engage with which |
| Build confidence in engagement opportunities | Levels of participation – and trust - from under-represented communities Social media sentiment | Feedback surveys Focus groups (testing recognition, attitudes, repeat engagement, progress along framework, perception of levels of influence) | Was it easy to share your views? Do you feel listened to? Do you feel this has had influence? Would you engage again? |
| Surface tensions and increase understanding/cooperation | Diversity of attendance at multi-community workshops/conversations (by target audience per theme) Produce and publish community briefs for each engagement theme #interactions (comments, shares) with brief | Demographic data Sentiment of views exchanged Analytics of web page / platform if purchased Content of public speakers/press sentiment after decision published | Do audiences understand each other's aspirations? Do audiences want to compromise their aspirations to accommodate others? |
| Support better decisions | # new perspectives added Stakeholder response to process and recommendations | Feedback / wash-up session with project leads and exec Stakeholder endorsement and advocacy | How has engagement informed our approach? Has engagement led to a more informed decision? |



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Annex 5: My City Centre: Existing Insight

1.0 Introduction

In August 2019 the [Executive](#) approved the My City Centre project, to engage residents and stakeholders to create a strategic vision to respond to the unprecedented challenges and opportunities facing the [city centre](#).

The vision will not create a spatial masterplan, but provide a framework to guide future policy, investment decisions, and funding bids to ensure the long term resilience and vibrancy of York.

Drawing on the successful ‘My Castle Gateway’ engagement programme, the project will use the same strategy of:

- i) Building a brief,
- ii) Exploring Challenges, and
- iii) Make Change Together

2.0 Engagement

The original engagement programme was due to run through 2020 as set out below, but this was paused on 3 April as staff were redeployed into the Covid emergency response:

- February to May - 12 week engagement targeting residents, visitors and city centre business/ occupiers
- June/ July - Team to create brief
- August/ September– 6 week engagement to test and share the draft vision



2.1 Events/ activities completed

- OurCity, Press release, library distribution (poster info & hard copies survey), email to Parish Councils 16/3
- Web content launched
 - www.york.gov.uk/MyCityCentreYork
 - www.york.gov.uk/MCCYVision

- www.york.gov.uk/MCCYConversation
- MCC stakeholder group
 - Launch 23/1/2020 Prioritising the challenges, thematic mapping
 - 5/3/20 engagement themes, consultation process, timeline, theme discussion
 - 05/11/20 Zoom workshop to test footstreets proposal pre Exec
- Guildhall Ward Committee 12/02/20
- Indie York 25/02/20
- Property/ Retail Forum 02/03/20
- Dringhouses & Westfield Ward Committee 03/03/20
- CYC staff drop-in at West Offices 09/03/20
- CYC staff drop-in at Hazel Court 11/03/20
- Carers Action Group 11/03/20
- Exhibition at Explore 02/03/20, curtailed by took down 18/03/20
- Pop-up 1 Parliament Street 14/03/20

2.2 Events/ activities postponed

- Pop-up 2 St Helens Square 20/03/20
- Disability workshop
- Open session for Members/ members newsletter
- Youth engagement event 22/04/20 postponed (Helen Jarvis-Ong, Shiona March, Jack Woodhams, Charlotte Tomlinson) shared social media posts with Youth Council
- Workshop 23/3 Bill Grimsey, panel AK/TC, Emily Pickard York Mumbler, Andrew Lawson, facilitated by Simon Brereton)
- Touring Exhibition to Burnholme, Acomb, West Offices with staffed drop-in sessions
- LinkedIn group

3.0 Feedback

A lot of information was captured during the month that the engagement was open, from a variety of methods including comments walls at the library, meetings, interactive map, survey, pop-up in Parliament street and social media.

3.1 Comments walls

We created a 'brick' comments wall to gather 'quick feedback' asking:

- What you love
- What you want to change
- What you would like to do in the future



The results (716 responses), key issues and volume of responses for each element can be seen at:

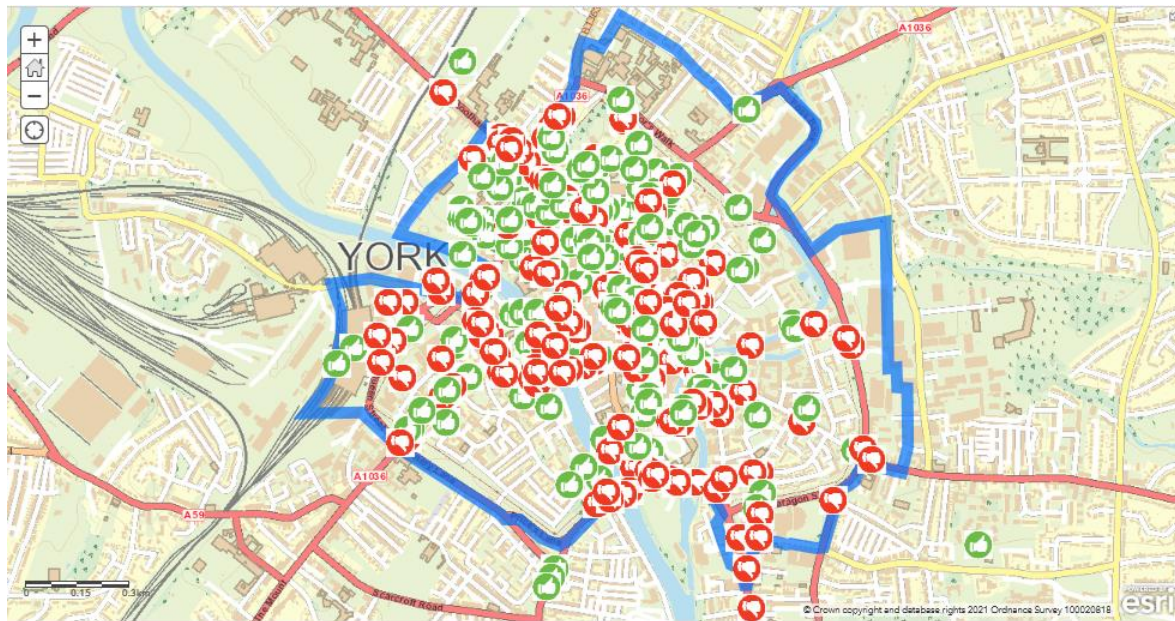
- <https://www.flickr.com/photos/187735781@N02/albums>
- <https://www.flickr.com/photos/187735781@N02/tags>

Headlines from this feedback include:

- **Access** – cycling, car free/ less traffic, footstreets, walk, public transport, parking, deliveries, disabled access, and things that affect people’s **journeys** (seating, pavements. toilets)
- **Environment** – appreciation of green space, open space, trees, nature, as well as the need to respond to flooding
- The opportunity of opening up the **rivers** was recognised and welcomed
- Free/ **affordable** events, mix of **housing** including affordable to local people
- Appetite for **events** for residents as well as tourists, build **community**, living above the shops, **family friendly** and play space
- Potential conflicts from **antisocial behaviour**/ drinking culture, empty shops, **rough sleeping**, and general need to **clean** up the streets and provide bins
- Some welcome the world class **tourism** offer, seasonal markets and hospitality, but others are wary of **overcrowding** and feel that **residents** are not always prioritised
- **Appreciation** of heritage, culture, events, experiences, retail, independent businesses, food and drink, and of the human scale, beauty and charm of the city

3.2 Interactive Map

The map was available online, and a paper version was also available at the exhibition and at events. 378 Responses were received during March 2020 (Good 174 & Bad 204).



The table below analyses streets with at least 6 entries, but a full database is available for other localities.

| STREET | TOTAL | ISSUES |
|--|-------|--|
| Parliament Street | 16 | 4 good – turn back into a public space/ urban park with seating, centre is buzzing on a Saturday, exciting atmosphere 12 bad – poor paving, difficult to walk on, wasted space, make into a playground like Bremen Germany. Always hired out for commercial use/ to stage events for tourists, doesn't support local economy/ residents, too many markets/ St Nicholas Market disrupts city centre too much, would be best café/ restaurant street. Miss the seating. Trees, bike racks, toilets. Need 2 way cycle track. |
| Minster Yard/ Gates/ footpath Precentors Court | 15 | 14 good – beautiful, open green space, picnics, Minster makes York distinctive, views 1 bad – full of dross daily |
| Station Rise/ Road | 14 | 5 good – nice short cut to railway station, council offices and landscaping have a nice feel, new plans look good, nice landscaping, ordered and usable built environment 9 bad – terrible traffic, move short term car park, dangerous/ nasty to navigate on bike, improve cycle links through station, unpleasant, congestion |
| Coney Street | 13 | 4 good – fantastic views of the river, shops, access land behind shops to live/ visit 9 bad – empty shops, poor state, poor quality shops, unappealing, stag and hen parties, vans midweek, rough sleepers |
| Piccadilly | 13 | 6 good – Spark amazing, great vibe, brought much needed independent commerce, made dull street more interesting, |

| | | |
|---------------------------------|----|---|
| | | <p>baby group, great incubator for new food options, incredible independent space, great for York</p> <p>7 bad – Spark horrible, will improve when buildings complete</p> |
| Castle/ Castle Walk/ Castlegate | 12 | <p>6 good – Castlegate charming street, under appreciated, good for outdoor seating if closed to vehicles. River Foss nice, but potential overlooked. Exciting plans for this area, can't wait.</p> <p>6 bad – shoddy car park, pothole ridden eyesore, difficult to cross on foot, so many good things could replace this car park, could be used better as open green area, get the cars out and clean this area up</p> |
| St Saviourgate | 11 | <p>11 bad – Stonebow House developers left land derelict and unsightly, drug dealing, taxi rank, idling vehicles, antisocial behaviour, poor air quality, scruffy, not nice to walk here, need to enforce access only and reduce speed of taxis</p> |
| Fossgate | 10 | <p>9 good – independents, keeps improving, favourite part of York, pedestrian friendly footstreet, heritage pub</p> <p>1 bad – ugly buildings being built</p> |
| High Petergate | 9 | <p>4 good – great pub, YorBag left luggage</p> <p>5 bad – open to 2 way cycle traffic, lost opportunity, cars too fast in evening for the environment with families and narrow streets</p> |
| Tower Street | 9 | <p>2 good</p> <p>7 bad – dangerous approach for cyclists, Cyclists need a cut through system emerging from Tower Street to turn onto Skeldergate Bridge, rather than cycle round the dangerous rat run through Fulford St/ Barbican area.</p> |
| Museum Gardens | 8 | <p>8 good – beautiful open space, family friendly, green, great place to relax, need more like this</p> |
| Goodramgate | 8 | <p>5 good – fabulous hidden spot and church, would be better if traffic control was enforced</p> <p>3 bad – poor paving, dangerous camber, high kerbs, cars enter during footstreet hours, untidy</p> |
| Micklegate | 8 | <p>4 good – Indie shops, quiet street, historical buildings, better since car flow changed, back on the up after years of decline, lovely street</p> <p>4 bad – closure of Bar causing congestion elsewhere, wait ages as pedestrian at lights to cross road, horrid to cycle because of cobbles, alternate traffic free cycle route would be lovely</p> |
| North Street | 7 | <p>3 good – river helps to make York an attractive city</p> <p>4 bad – corner dirty/ smells, We turn our back on our rivers. Nowhere else in the world does this. Let's celebrate them and open them up. Floating art installations during non flood season, new pedestrian/cycle bridges, promenades.</p> |
| Gillygate | 7 | <p>1 good – could be so much better, best shops in York, traffic and narrow footpaths hold it back</p> <p>6 bad – horrible street, stationary traffic fumes, traffic, air pollution, Footway too narrow</p> |
| George Hudson Street | 7 | <p>7 bad – hectic, filthy, unwelcoming, embarrassment to York</p> |

3.3 Survey

A total of 325 were completed between 2-30 March 2020, mostly online with a smaller number of hard copies completed at the library exhibition. The full survey results for each question are included in Annex C.

Average responses per section of the questionnaire:

- You and the City Centre – 295
- Leisure, Culture and Play – 280
- Economy – 264
- Living & community – 270
- Technology – 237
- Environment and Movement – 244
- Heritage – 305

The feedback from the survey per section is set out below.

3.3.1 About you

Of the 325 respondents, 57% were female and were 42% male.

3.3.2 You and the City Centre

Connection to York: 224 respondents lived in City of York Council area, 127 work in York, 65 lived in city centre, 52 said that they visit the city centre for the day, 7 study in York, and 6 visit the city centre for short breaks.

When do you most often visit the city centre: Most respondents visited during the day (236 weekday, 225 weekend), compared to during the evening (117 weekday evening, 113 weekend evening).

How often do you visit the city centre: 33% visited the city centre more than once a week, 33% visited daily.

Is this more or less than 5 years ago: 37% said that this was about the same as their frequency of visits as 5 years ago, whereas 33% said this was less, 29% said this was more often than 5 years ago.

Which activities have you done in the city centre over the last 12 months (2019-20): The five most popular activities were shopping (295), eating out (287), spending time in a park or public open space (244), attending theatre/ cinema/ concert (227), evening out in pubs and bars (220), and visiting attractions such as the Minster or museums (214).

Do you feel welcome in the city centre: 66% felt welcome, 12% did not.

Do you feel that the city centre meets your needs: 43% yes, 39% no.

3.3.3 Leisure, Culture and Play

Which groups do you think York caters for the most: People visiting for a day out (254), people visiting for a night out (254), out of city residents (148),

shoppers (116), students (100), city centre residents (74), families (57), workers (38).

Are you happy with the leisure and culture offer in York: 58% were reasonably satisfied, but there is room for improvement, 27% were happy and felt there is a lot to do, and 15% were not happy and felt other cities have more to offer.

Respondents felt that:

| | Do you think York is good at? | Do you visit/ use? | Would you like to see improved in York city centre? |
|--|-------------------------------|--------------------|---|
| Family friendly activities | 51% | 24% | 56% |
| Public open spaces | 41% | 46% | 59% |
| Pedestrianised areas | 45% | 41% | 58% |
| Culture & arts | 56% | 42% | 42% |
| Food hall/ street food | 60% | 36% | 41% |
| Places for small and creative business start ups | 29% | 22% | 75% |
| Gyms, sports & leisure | 38% | 23% | 56% |
| Museums/ galleries | 79% | 42% | 20% |
| Cinema/ theatre | 81% | 49% | 13% |
| Heritage based culture | 86% | 44% | 14% |
| Music/ dance | 30% | 22% | 70% |
| Festivals/ events | 59% | 36% | 44% |
| Digital & creative arts | 36% | 17% | 62% |
| Shopping | 29% | 41% | 68% |
| Nightlife | 59% | 31% | 36% |

3.3.4 Economy

What sort of jobs would you like to see more of in the city centre:

Independent retail (262), creative industries (234), tech and digital (177), professional services (115), mainstream retail (90), manufacturing (82), and hospitality and tourism (72).

Which type of use would you like to see empty space converted into: Retail start-ups (180), creative space (174), a mix of these answers (155), leisure (120), flats (63) and offices (41).

Respondents felt that:

| | Is good for York's economy | Is good for you (do you use or benefit from it?) | Has a positive overall impact on the city centre |
|-----------------------------|----------------------------|--|--|
| York races | 95% | 20% | 23% |
| Hotels | 91% | 7% | 45% |
| Other visitor accommodation | 90% | 7% | 39% |
| Festivals & events | 86% | 47% | 63% |
| Shambles market | 74% | 57% | 72% |
| Christmas market | 88% | 44% | 55% |
| Bars & restaurants | 84% | 72% | 52% |
| Independent shops | 86% | 72% | 75% |
| Mainstream shops | 81% | 67% | 49% |

Do you think York city centre is inclusive and affordable: 52% no, some people feel shut out, 27% yes.

3.3.5 Living and community

Do you think it would be beneficial if more people lived in the city centre: 49% yes, 21% no.

What services would the city centre need more of to make it a better place to live: free to use activities – museums, libraries (218), parks and other open space (217), pedestrianised streets (207), activity along the rivers (201), health facilities (165), food shops (148), education facilities (112).

What kind of new homes should be provided in the city centre: mixture (164), affordable homes (138), homes for young people (112), family homes (71), retirement homes (49), no new homes (38).

What could be done to improve the sense of community in York city centre: More public seating and conveniences (222), a bigger emphasis on making the centre a community hub (211), more free public space (199), more communal amenities like food halls and roof terraces (167), more space for pop up shops (150), more events (114).

3.3.6 Technology

How do you connect to the internet in York city centre: by mobile data (81%), 28% use shop/ café wifi, 21% use CityConnect free wifi, 8% do not connect to the internet.

What do you use the internet when in the city centre for: general use (202), social media (171), take and share photos (134), public transport information (129), to find somewhere to eat/ drink/ visit (117), to find your way around (85), online price comparison (55), do not use the internet (25).

How could digital/ technology improve their experience of York city centre: Real time information about local transport, cycling and parking (185), promoting events and things to do (179), tell stories of our heritage through virtual reality/ augmented reality (121), a comprehensive business and community app (91), retail offers and promotions (85), 5G coverage (77), help finding your way (76), better use of technology to improve safety (64), none of these (1)

3.3.7 Environment & Movement

Which areas do you want the council to focus on to meet its climate goals: Improve sustainable transport like buses and cycle routes (257), explore wider pedestrianisation of the city centre (193), promote low carbon developments through the planning process (188), take action to reduce pollution (187), invest in cycle parking (176).

How do you travel to the city: by walking (213), public transport (160), car (144), bike (123), taxi (50), park and ride (42).

3.3.8 Heritage

From a choice of nine images for each question, respondents selected three pictures that best represent:

York's history and heritage (score 202/ 195/ 138):



Modern York (scores 134/ 128/125):



3.4 Social Communications

We contracted Social Communications to help us run the engagement and they produced 4 weekly feedback reports throughout March 2020.

3.4.1 Social Communications Reports

Headlines from their weekly summary of responses:

- **Anti-social behaviour** - rise of anti-social behaviour linked to visiting groups on party weekends
- **Traffic infrastructure concerns** - debate over the future of traffic and congestion. Respondents are divided over transport infrastructure and a particularly lively discussion about the future of city centre traffic has emerged. Whereas many participants would like to see a move away from city centre congestion and towards greater investment in public transport, cycling and pedestrian paths, and improving **air quality**, others have requested for more city centre car parking and criticised plans to remove more cars from the road
- Provision of **family friendly** amenities - importance of steering the city centre towards being a family friendly destination, more family friendly amenities such as free activities

- **Affordability** - majority of participants have indicated that the city is unaffordable, citing concerns over house prices, business rates, and transport prices
- Several **residents** expressed feeling like outsiders, with the city centre being tailored to the needs of **tourists** over those who live there
- The **historic significance** of the city centre is the leading factor most admired by respondents, including the Minster and other historic sites. Admiration for heritage and history, and a desire to preserve historic nature of York for future generations.
- **Retail** - greater variety in retail shops, including encouraging a larger number of **independent** outlets on the high street
- Equip the city centre to respond to the council's **climate emergency**
- Improve the **aesthetics** of the city. Suggestions to improve **empty shops** include cuts to business rates.

3.4.2 Social Communications Blogs

- Week 2, 13 March, Shaping the future of York City Centre (Annex A)
- Week 3, 20 March, Using Digital to Shape the Future of our City Centre (Annex B)

3.4.3 Pop-up 1, Parliament Street Saturday 14/03/20

Kit: business cards, banners, interactive comments wall, postcard, gazebo

People listed what they loved, would change, and what they would like to do in the centre in the future.

Feedback included suggestions on supporting independent shops, preserving the valuable heritage of the area, and introducing further family friendly amenities.



3.4.4 Social media engagement

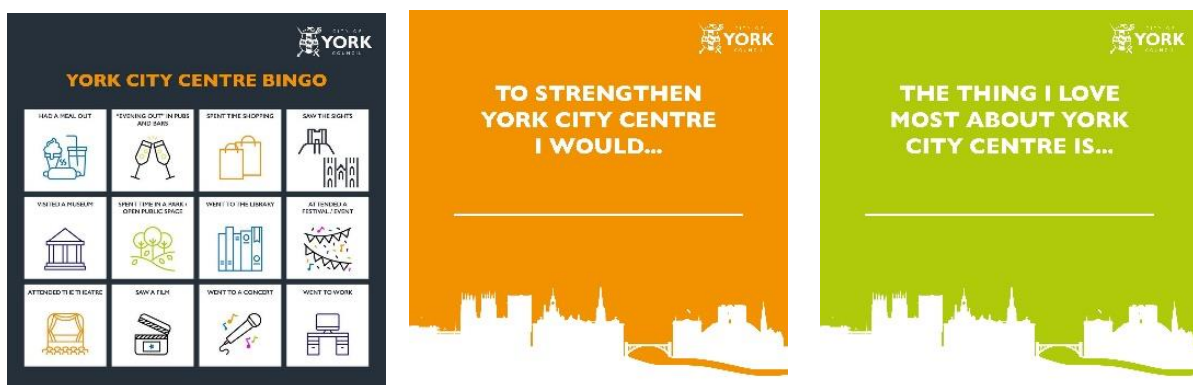
The amount of engagement has been relatively low, but engagement rates particularly on Facebook (12% 30/03/20) showed that people who saw the content were engaging with it.

The audience size and interactions were areas on which Social Communications were aiming to improve via increased targeted social media activity.

We produced a social media toolkit, which was shared with the York 'Head of Communications' group across the city to help build the digital audience.

- Facebook [facebook.com/mycitycentreyork](https://www.facebook.com/mycitycentreyork) (177 followers)
- Twitter twitter.com/mccyork (449 followers)
- Instagram [instagram.com/mycitycentreyork](https://www.instagram.com/mycitycentreyork) (936 followers)

Examples of content including videos:



- video city centre figures <https://twitter.com/i/status/1235558471006924803>
- video interactive map <https://twitter.com/i/status/1237692932574117889>
- video of Parliament Street pop-up feedback <https://twitter.com/i/status/1243516577443651589>

4.0 Other insight

This engagement will build on existing insight:

- National trend of high street decline - York retail/ occupancy more successful than national picture (footfall, occupancy)
- Behaviour changes e.g. remote working - attitudes unknown
- Footstreets/accessibility [open brief](#) – mobility considerations (Nov 2020)
- My Castle Gateway, [new public space open brief](#) (May 2020)

- [Our Big Conversation](#) (March 2020 – ongoing)
- Stakeholder conversations through pandemic (eg. BID High Street data, business sector)
- City Centre Access counter terrorism comments (2018, Annex D)

The engagement will benefit from insight gained from linked engagement exercises such as the Strategic Review of City Centre Access & Parking (cycling, deliveries, taxis, blue badge, loading bays, parking – engagement due to take place May/ June 2021).

It will run alongside and complement the conversation shaping three emerging core strategies: Local Transport Plan, Carbon Reduction Strategy and the Economic Strategy, which in turn will deliver the My City Centre vision.

ANNEX A Social Communications Blog Week 2 13/03/20

Shaping the future of York City Centre

The future of York City Centre consultation has been up and running for two weeks, and so far over 300 residents and visitors have submitted their views on the opportunities and challenges which lie ahead for the area.

Early responses to the consultation have shown the passion and connection which local residents have with their city centre, and an overwhelming desire to see it overcome the challenges it faces. People have been giving us their views on the environmental, technological, economic and social future of the area, with many already making vital contributions to the discussion.

A clear message which has already come through is the admiration which people have for the heritage and history of the area. Both in online submissions, and at our exhibition event on Saturday, people have been eager to highlight the importance of preserving the historic nature of York for generations to come.

High street shopping, air quality, traffic, and public transport, are some of the issues raised in the early stages of the consultation. Another talking point has been the provision of family friendly amenities. A number of people have noted how important it is to have a city centre which can be enjoyed by all the family. Family friendly amenities and other topics are among some of the issues which we want to explore further at some of our upcoming drop-in events.

On Saturday, the consultation team braved the cold in the first of our exhibition events, but they were met with a warm reception from local residents and visitors. Writing their responses on the interactive comments wall, people listed what they loved, would change, and what they would like to do in the centre in the future. Some people submitted feedback forms and commented on the rich heritage which York has to offer, whilst others made suggestions on how to boost the economic fortunes of the city centre.

Our next drop-in event will take place on Friday (20th March) at St Helens Square, and all are invited to attend to help shape the future of the city centre.

In the meantime, the discussion about how to best move the city centre forward is continuing on social media. As people have engaged with one another, ideas have been developed about how to overcome current environmental and retail challenges. You can join in the conversation by following us on Twitter at @mccyork, liking us on Facebook (<https://www.facebook.com/mycitycentreyork/>), or following us on Instagram at @MyCityCentreYork.

Whether its through social media, on our website, or at one of our exhibition events, please join us as we build our city centre together.

ANNEX B Social Communications Blog Week 3 20/03/20

Using Digital to Shape the Future of our City Centre

The future of York City Centre will be shaped by the people who live and visit here. The current climate adds to the challenges which our city centre faces, but as locals and tourists we can come together to help make our city socially and economically fit for the future.

Last weekend we held the first of our city centre drop in events, and our team received a warm reception from residents and visitors. We enjoyed discussing people's ambitions for the city centre and received excellent feedback on our interactive comments wall. Feedback included suggestions on supporting independent shops, preserving the valuable heritage of the area, and introducing further family friendly amenities.

Our priority is to keep people safe, and as such our future public exhibition events have been postponed. Whilst we are disappointed that we won't be able to receive your feedback face-to-face, our consultation will continue to be available online. We're making sure that all of the information that would have been available at our drop-in events, is also available online, to help give people as many ways as possible to provide their feedback.

So far over 300 people have already responded to our online consultation and their comments are proving vital in shaping the future destiny of the city centre. Many people have commented on traffic arrangements, public transport, and equipping the city centre to respond to the council's climate emergency.

To help make the city centre suitable for everyone, we need as many people in York to respond. Please share with your family and friends on social media and encourage them to get involved. Everyone's feedback and views are welcome and could be pivotal in shaping our future.

The discussion about how to best move the city centre forward is continuing on social media. As people have engaged with one another, ideas have been developed about how to overcome current environmental and retail challenges. You can join in the conversation by following us on Twitter at @mccyork, liking us on Facebook (<https://www.facebook.com/mycitycentreyork/>), or following us on Instagram at @MyCityCentreYork.

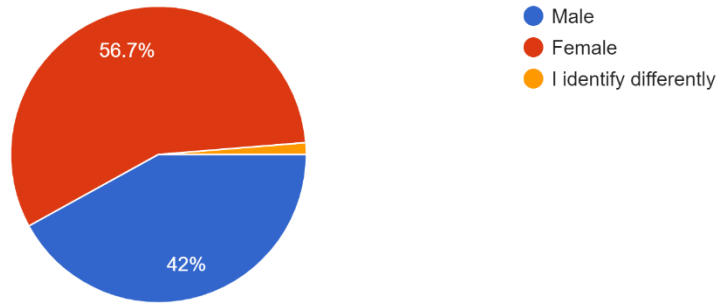
As we work through the challenges of the coming weeks, please join us as we shape the future of our city centre together.

ANNEX C Questionnaire Analysis

Section One – About You

Gender

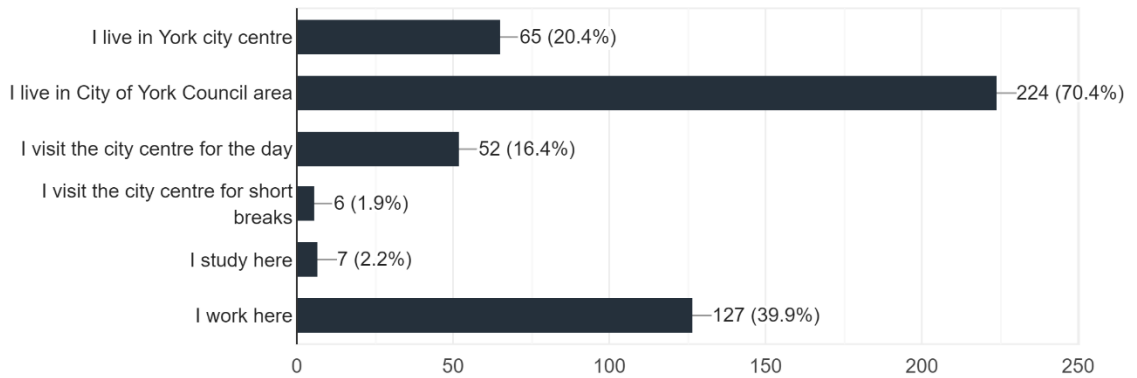
312 responses



Section Two – You and the City Centre

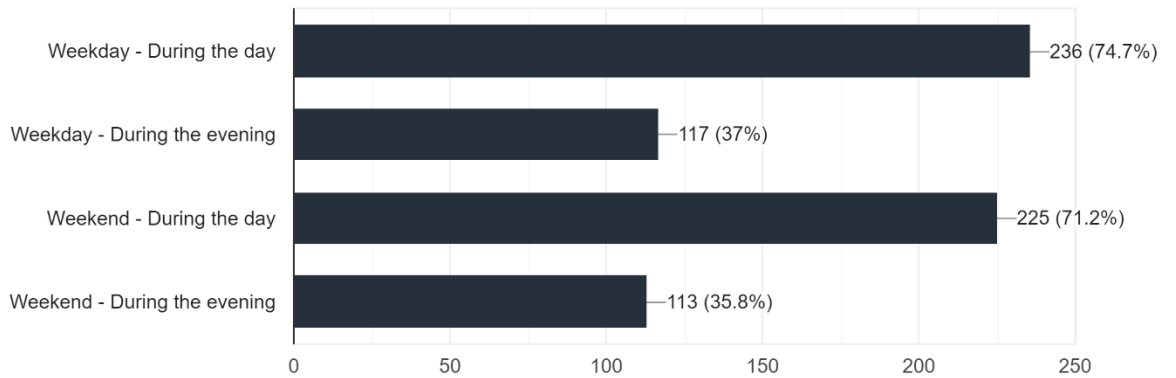
What is your connection to York?

318 responses



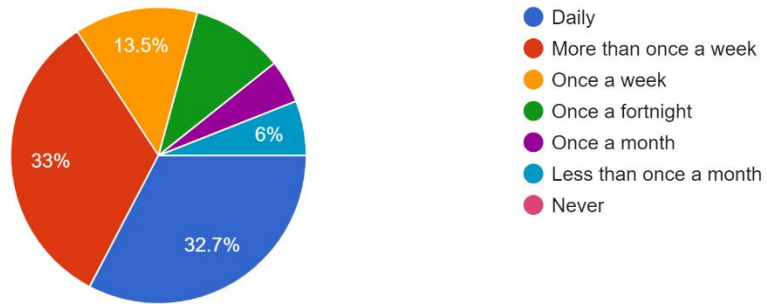
What time of the day do you most often visit the city centre? (tick all that apply)

316 responses



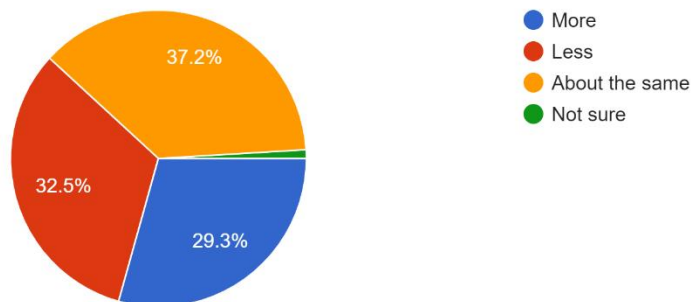
On average, how often do you visit the city centre?

318 responses

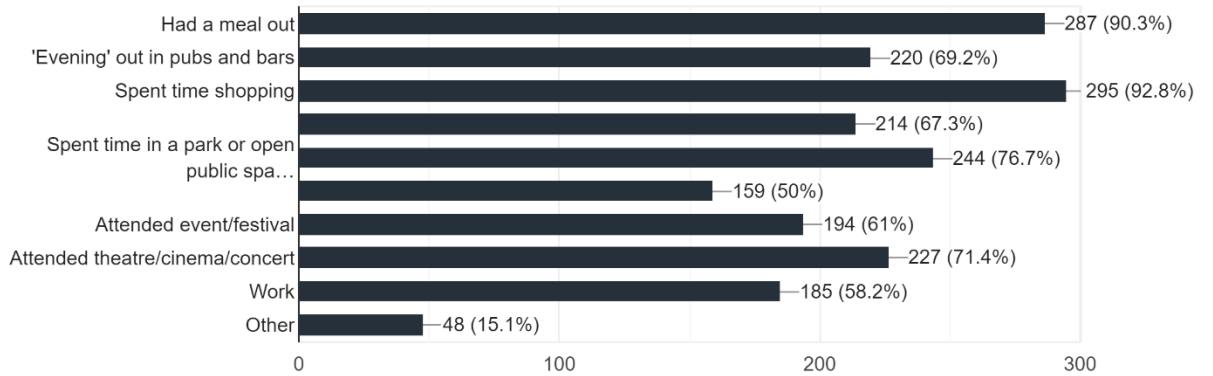


Is this more or less often than 5 years ago?

317 responses

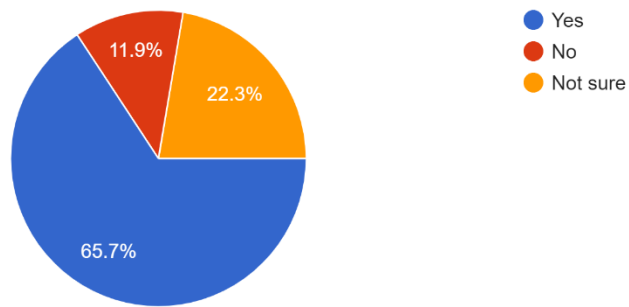


Which of the following have you done in the city centre over the last 12 months? (tick all that apply)
318 responses



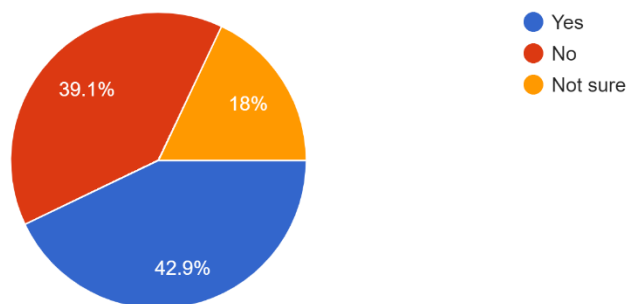
Do you feel welcome in the city centre?

318 responses



Do you feel that the city centre meets your needs?

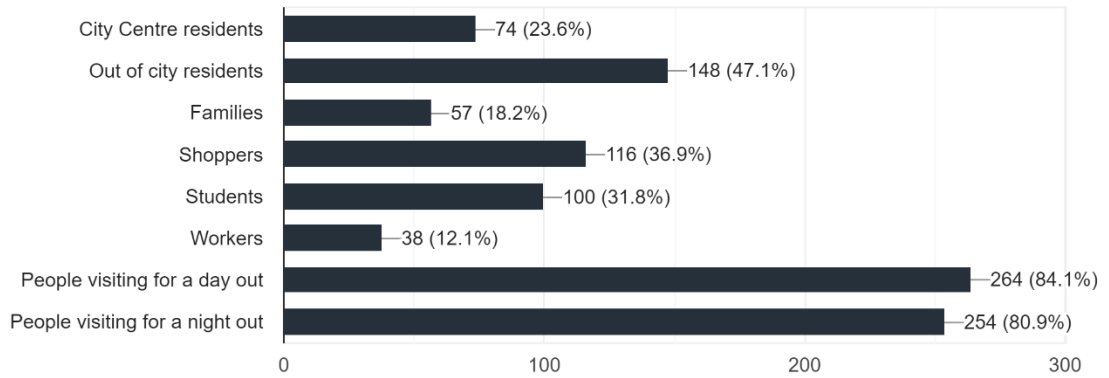
317 responses



Section Three – Leisure, Culture and Play

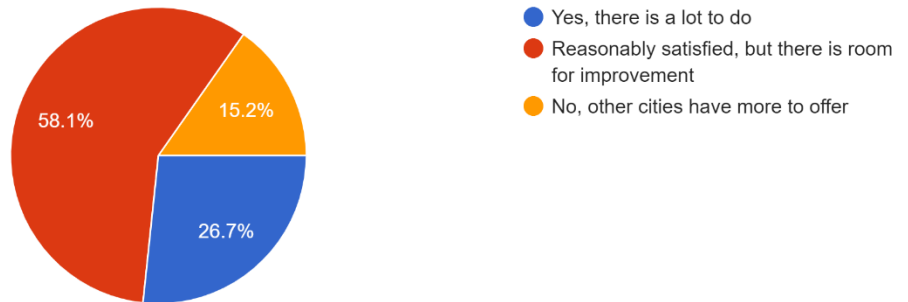
Which of the following groups do you think York city centre caters for the most? (tick all that apply)

314 responses



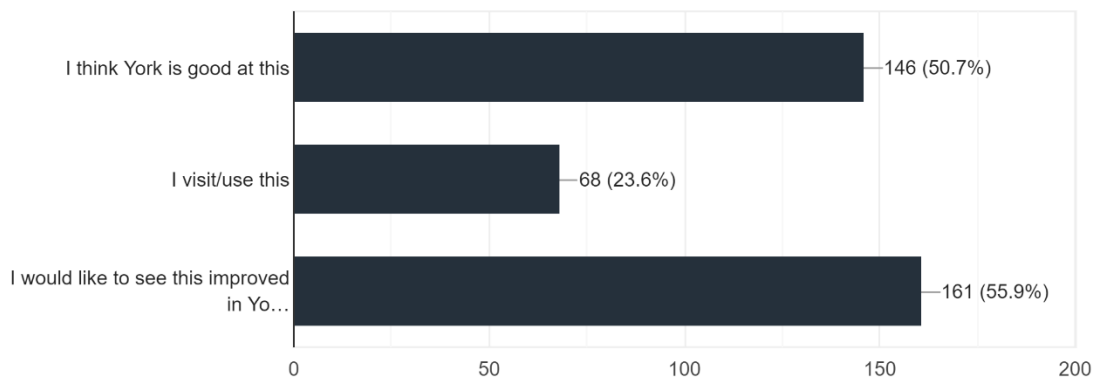
Are you happy with the leisure and culture offer in York?

315 responses



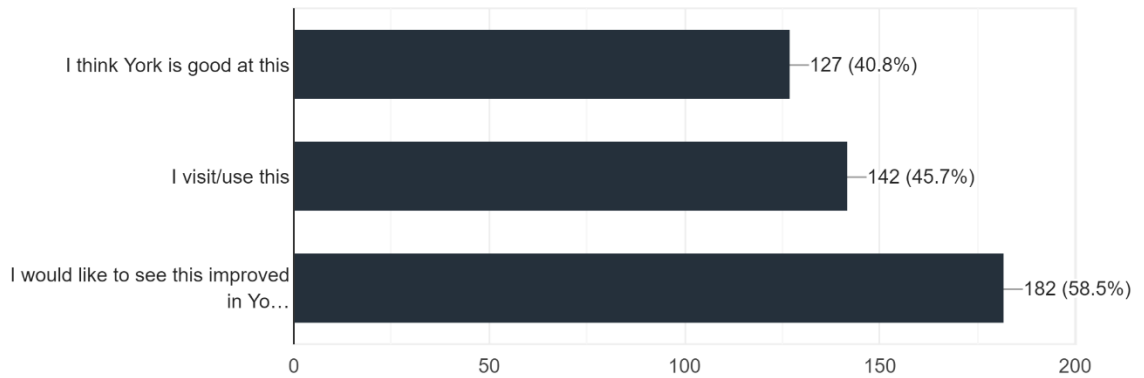
Family-friendly activities

288 responses



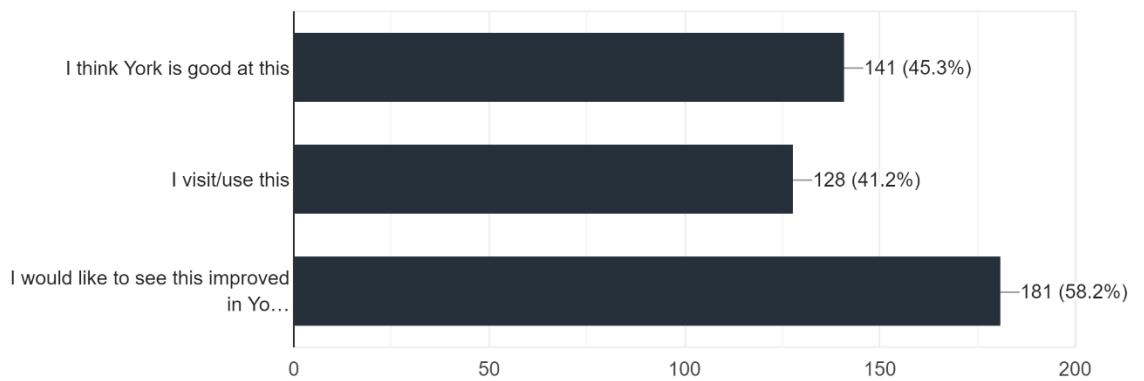
Public open spaces

311 responses



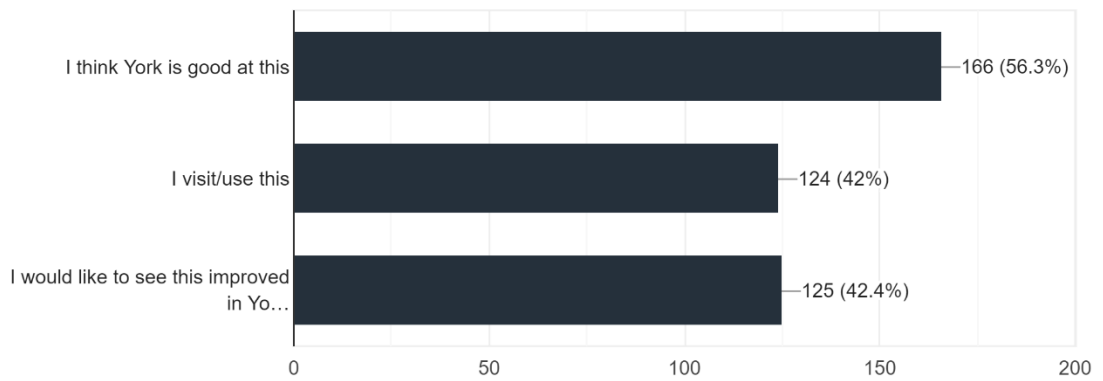
Pedestrianised areas

311 responses



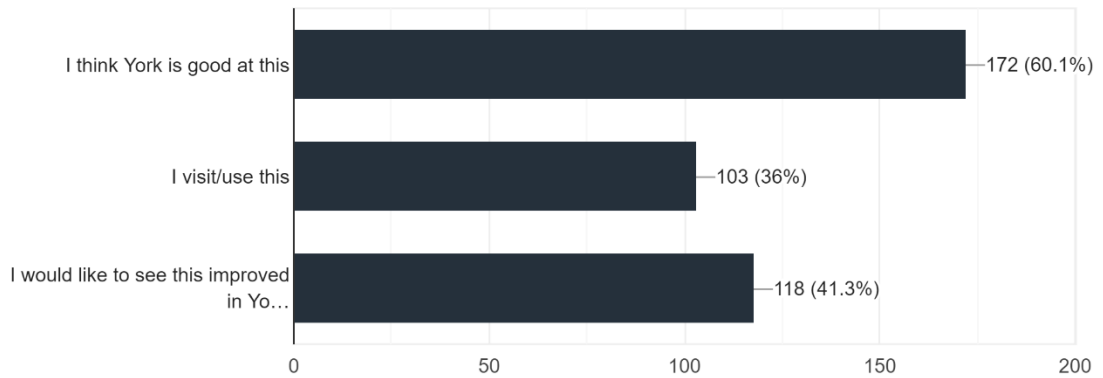
Culture & arts

295 responses



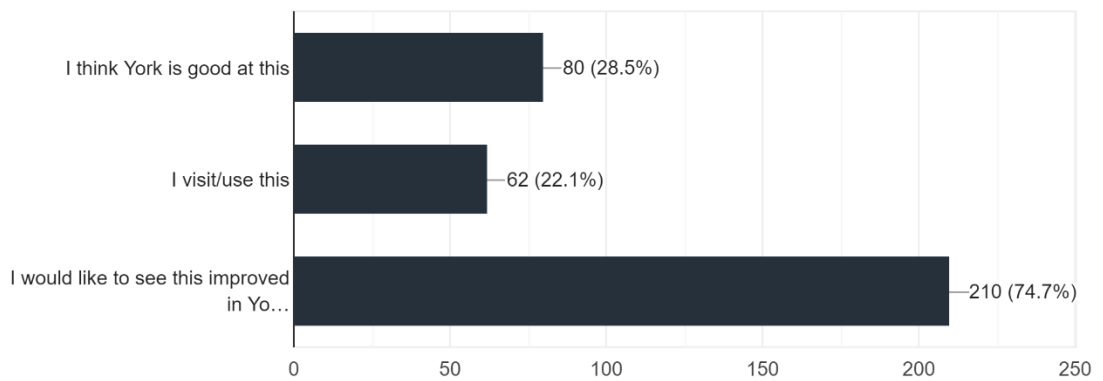
Food hall / street food

286 responses



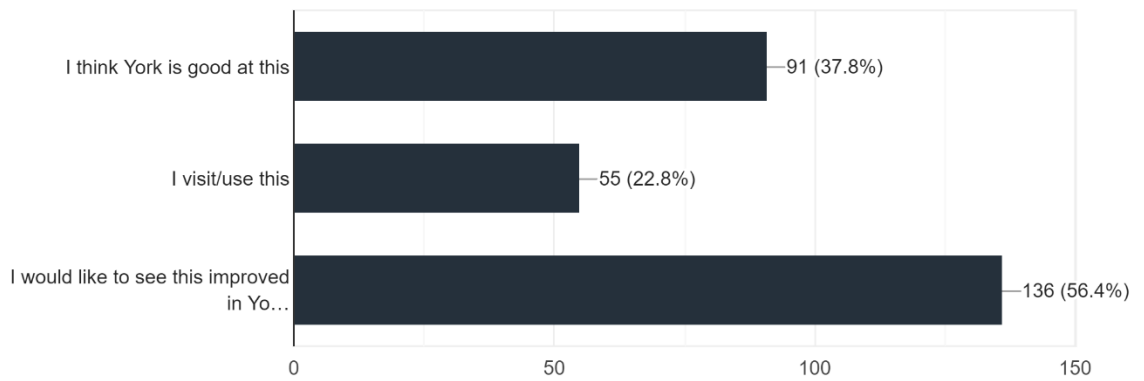
Places for small and creative business start-ups

281 responses



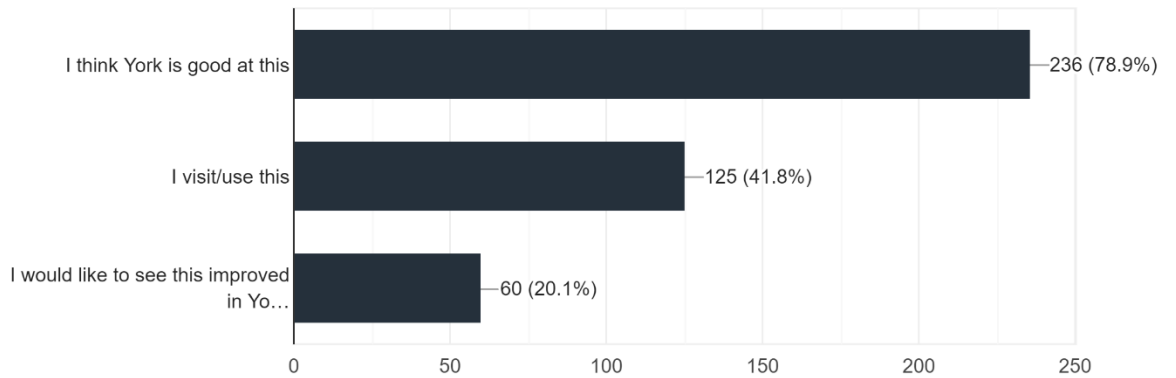
Gyms, sports & leisure

241 responses



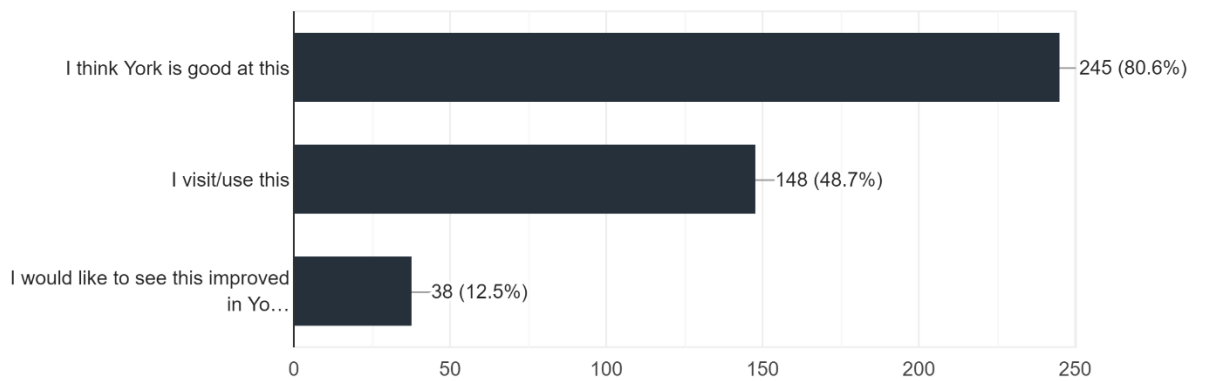
Museums / galleries

299 responses



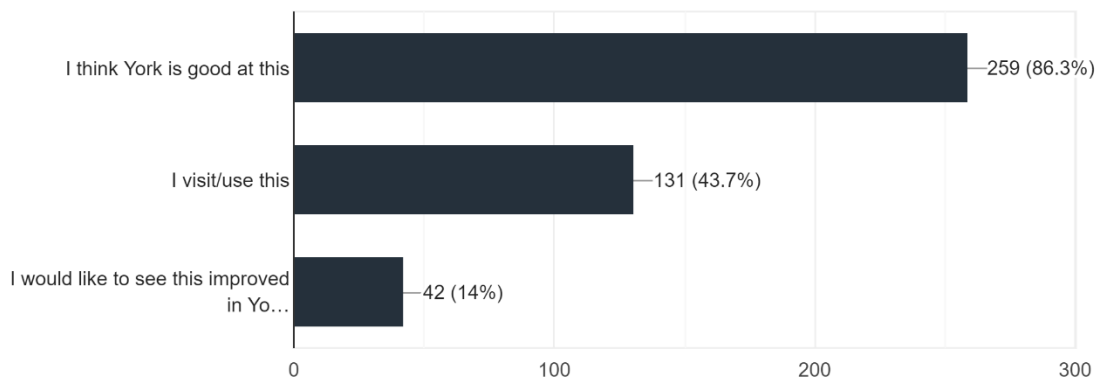
Cinema / theatre

304 responses



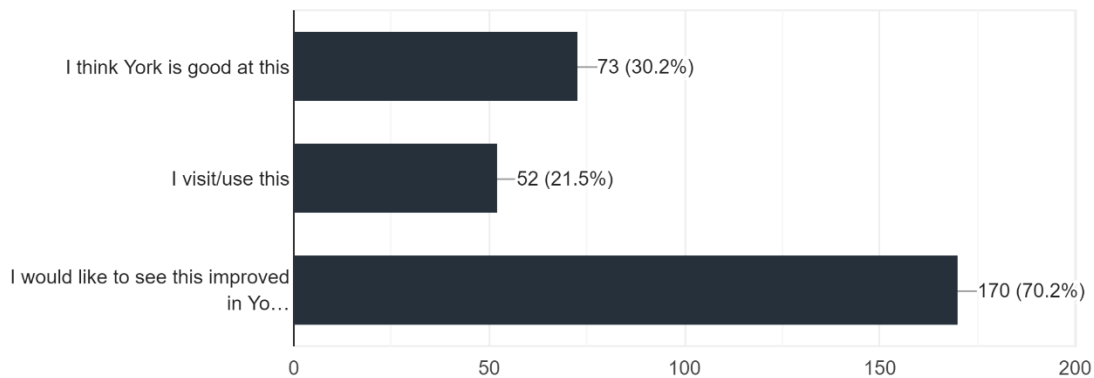
Heritage based culture

300 responses



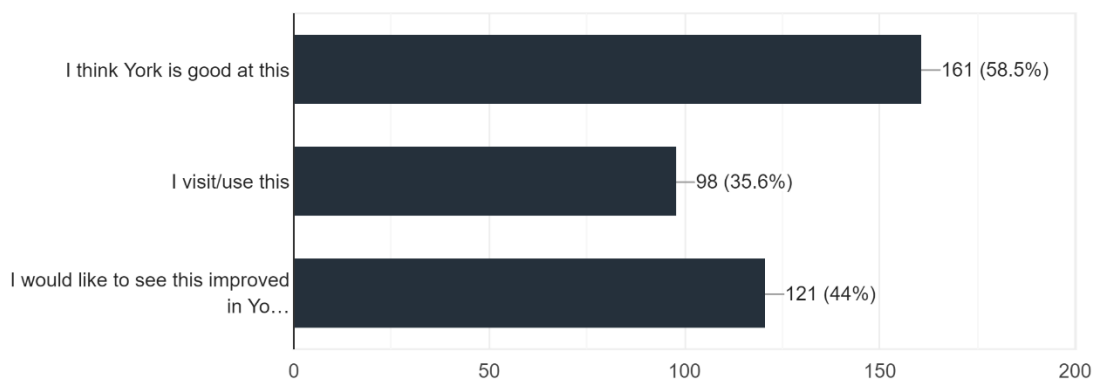
Music / dance

242 responses



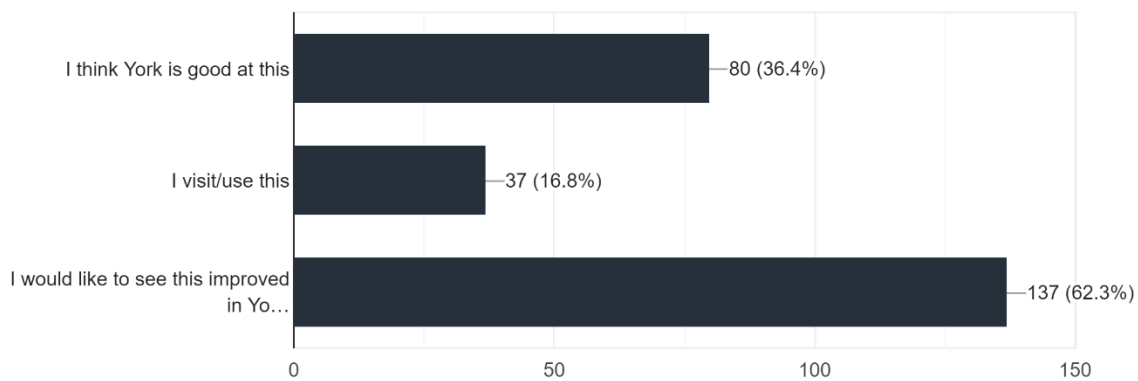
Festivals / events

275 responses



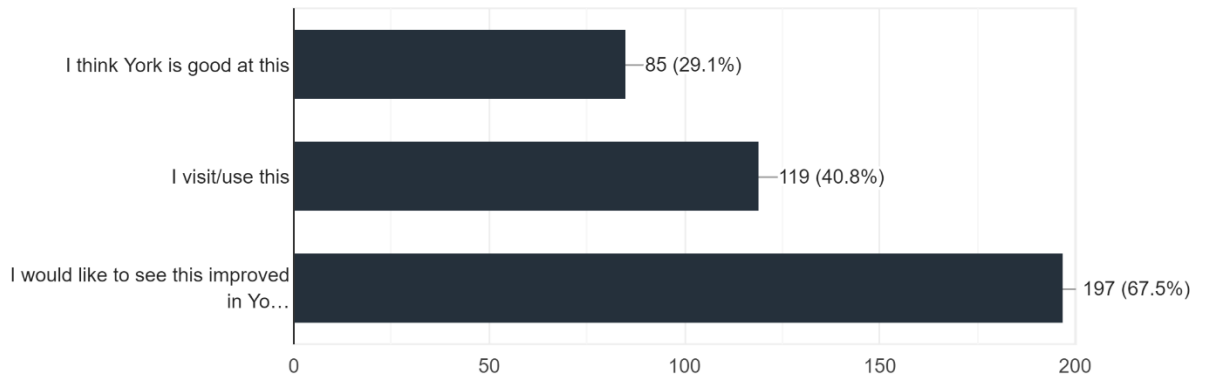
Digital and creative arts

220 responses



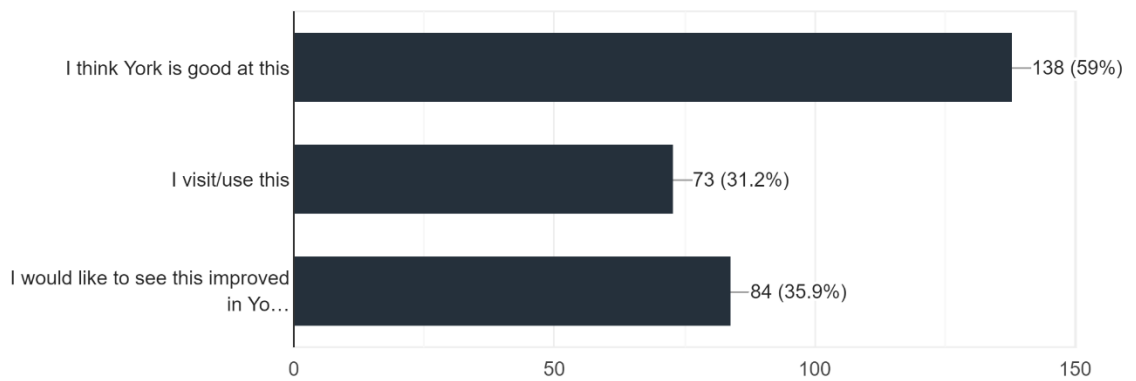
Shopping

292 responses



Nightlife

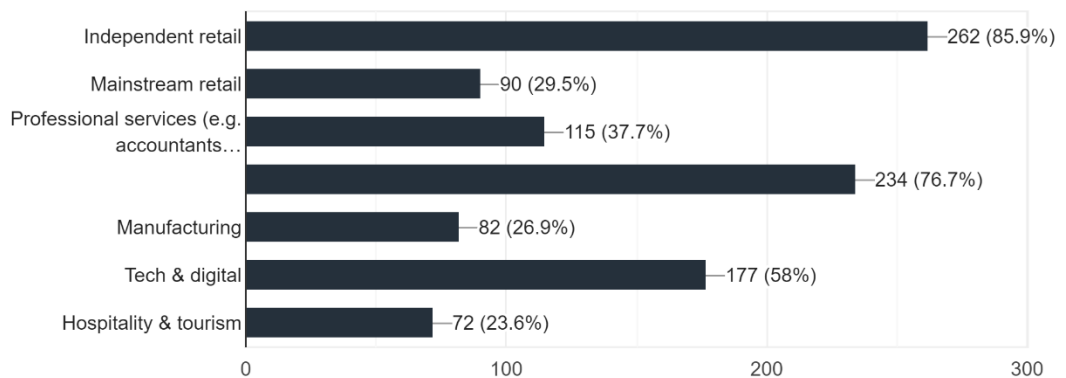
234 responses



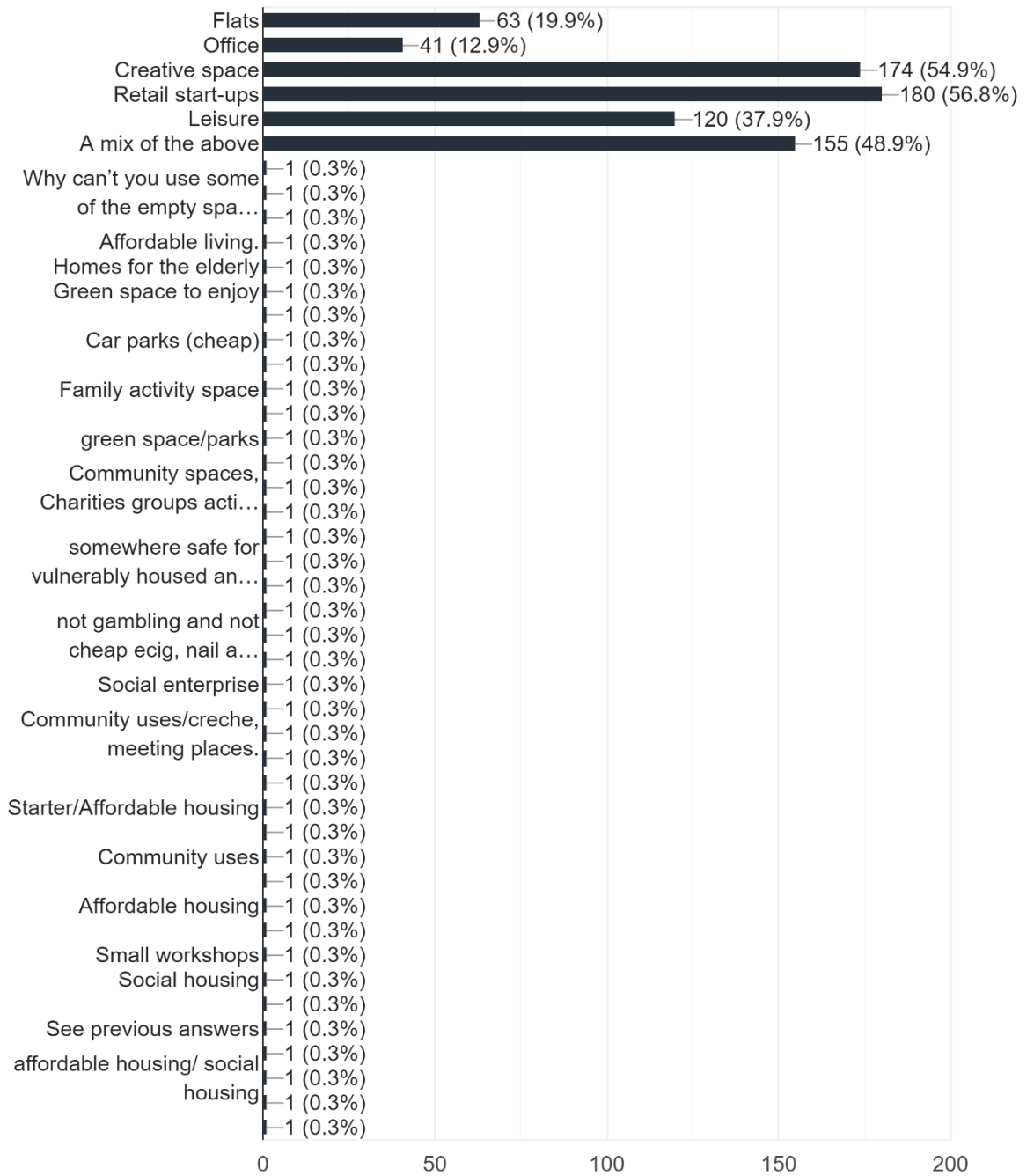
Section Four – Economy

What sort of jobs would you like to see more of in the city centre? (tick all that apply)

305 responses

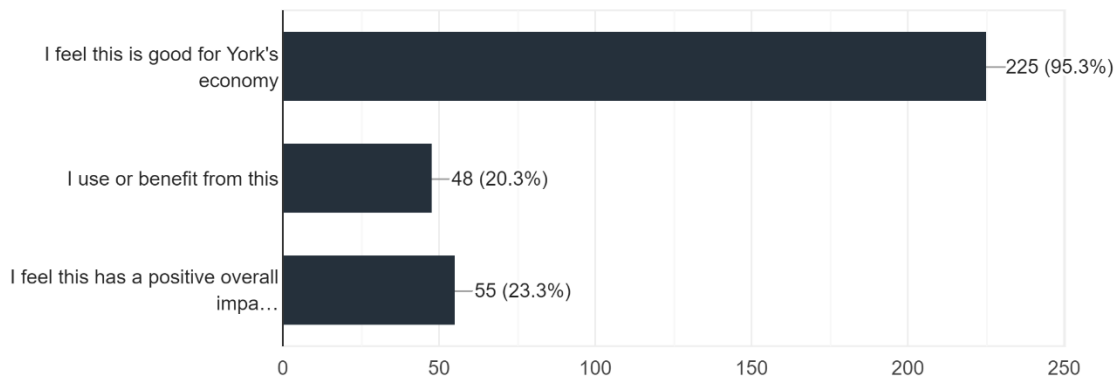


Which type of use would you like to see empty space converted into? (tick all that apply)
 317 responses



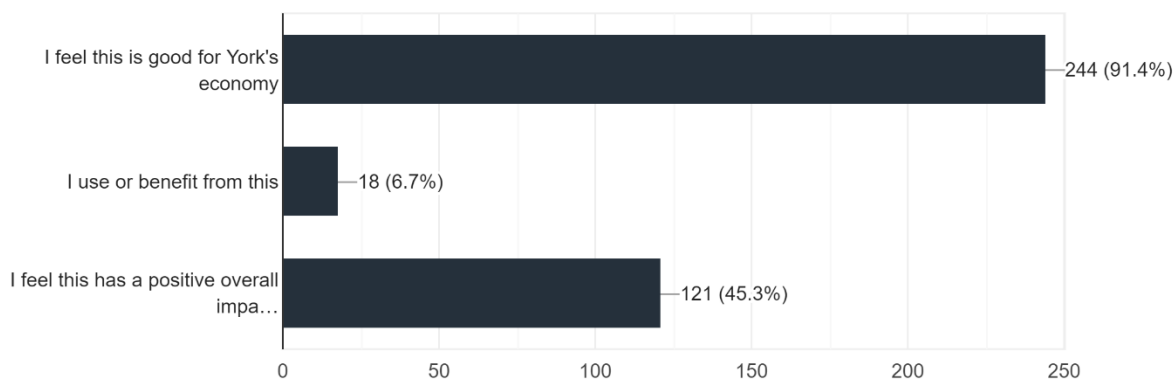
York races

236 responses



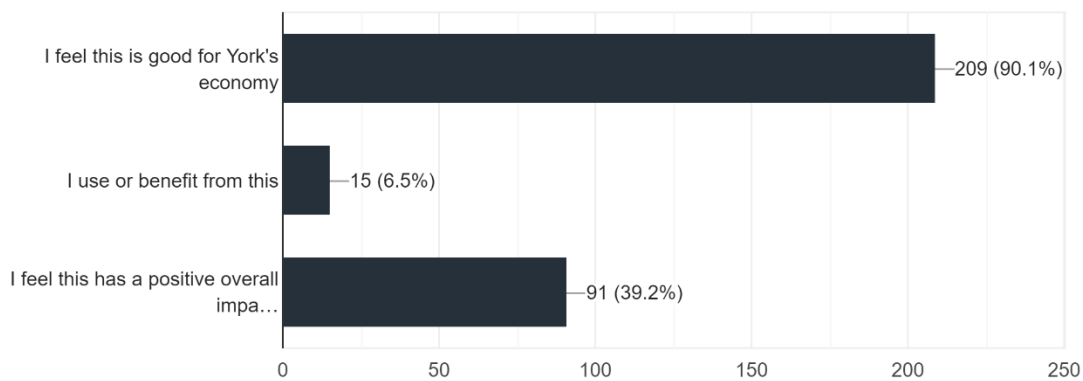
Hotels

267 responses



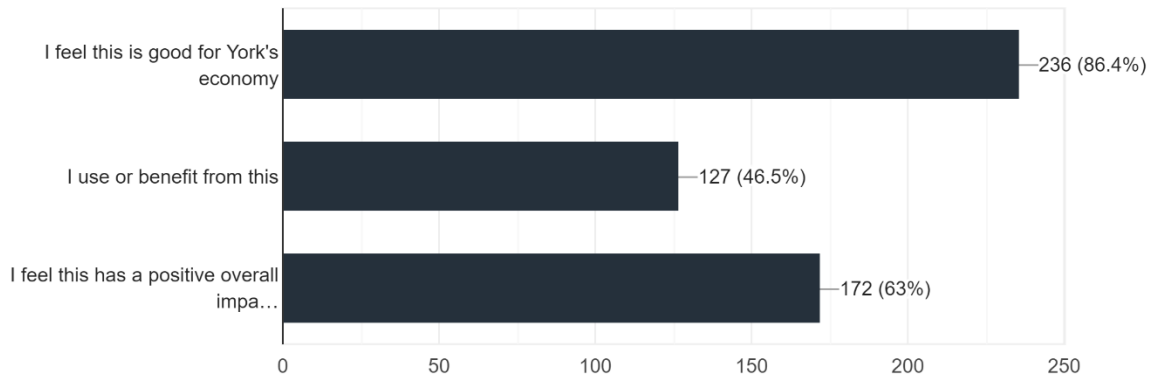
Other visitor accommodation

232 responses



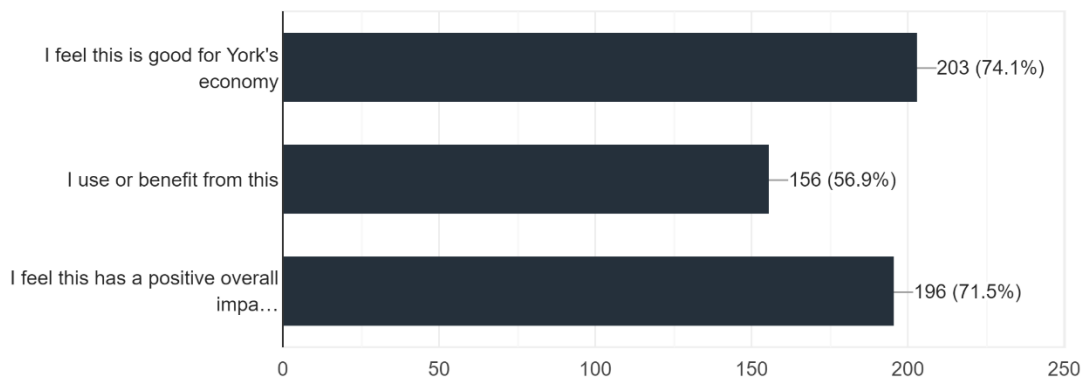
Festivals & events

273 responses



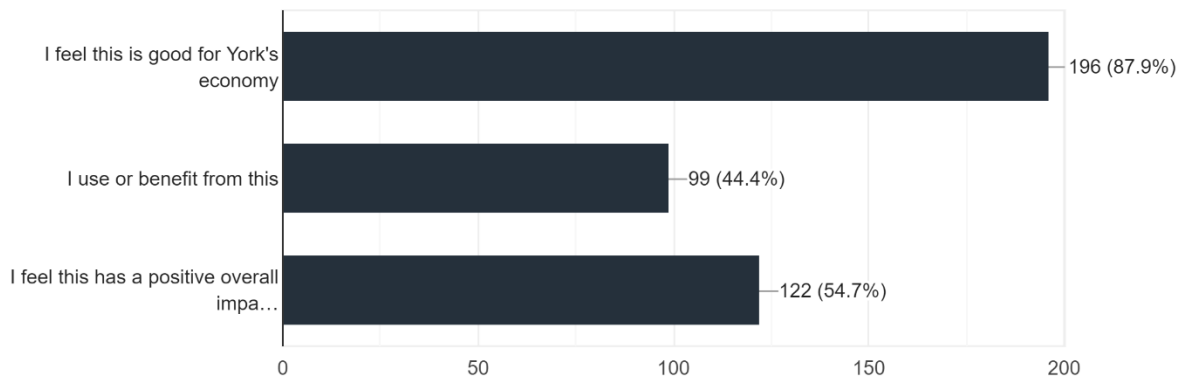
Shambles market

274 responses



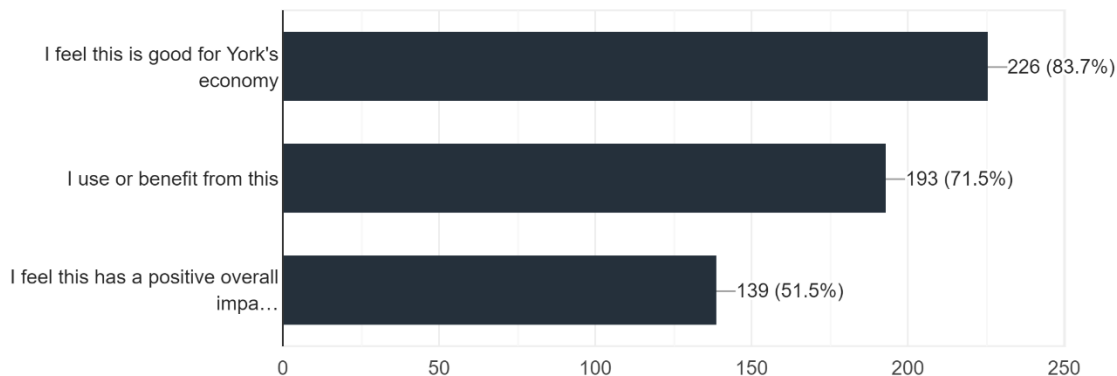
Christmas market

223 responses



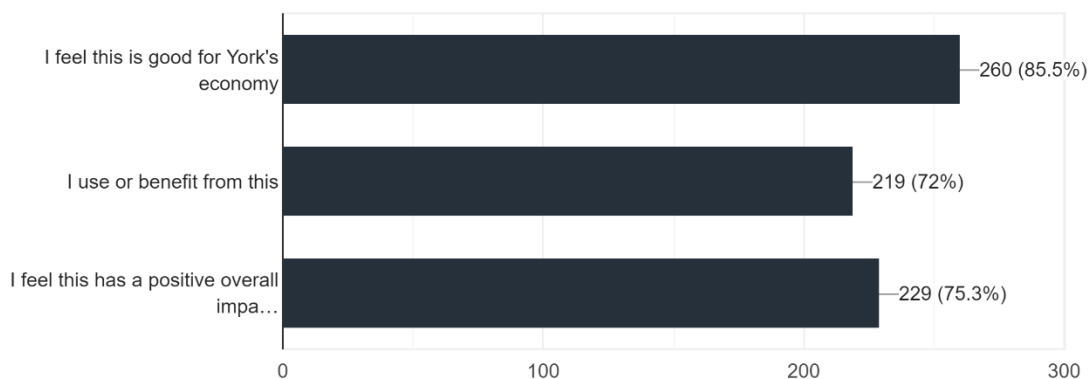
Bars & restaurants

270 responses



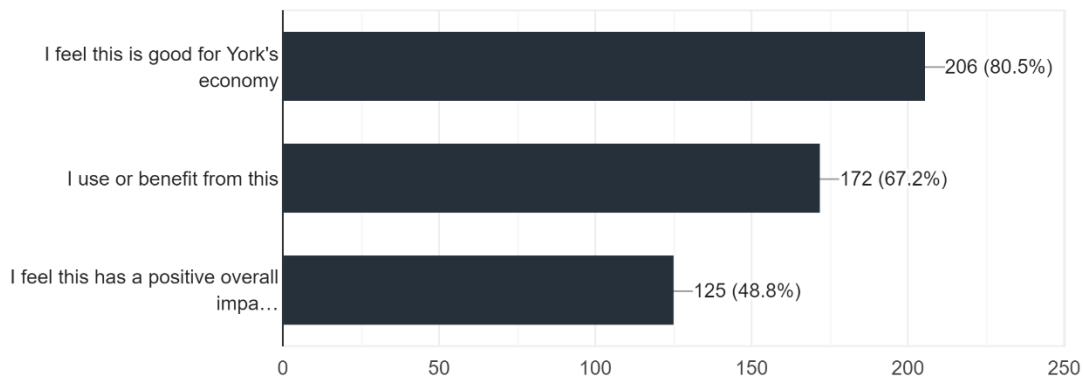
Independent shops

304 responses

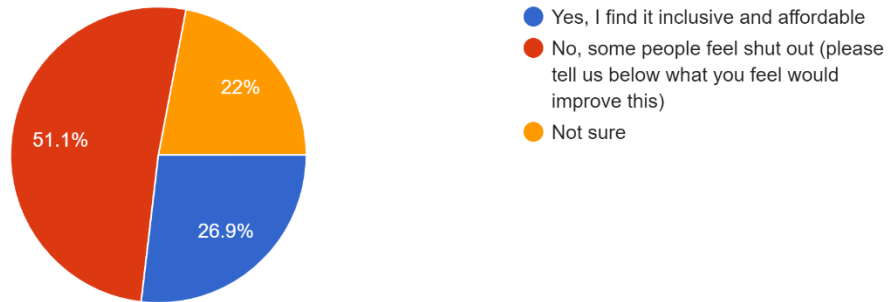


Mainstream shops

256 responses

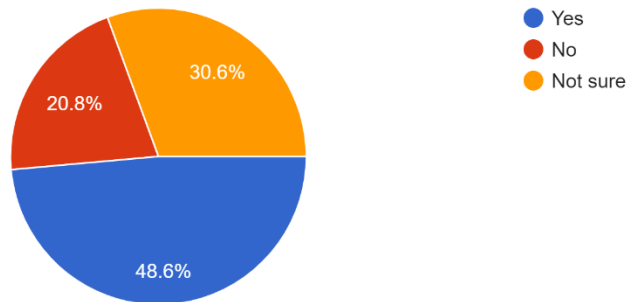


Do you think York city centre is inclusive and affordable?
309 responses



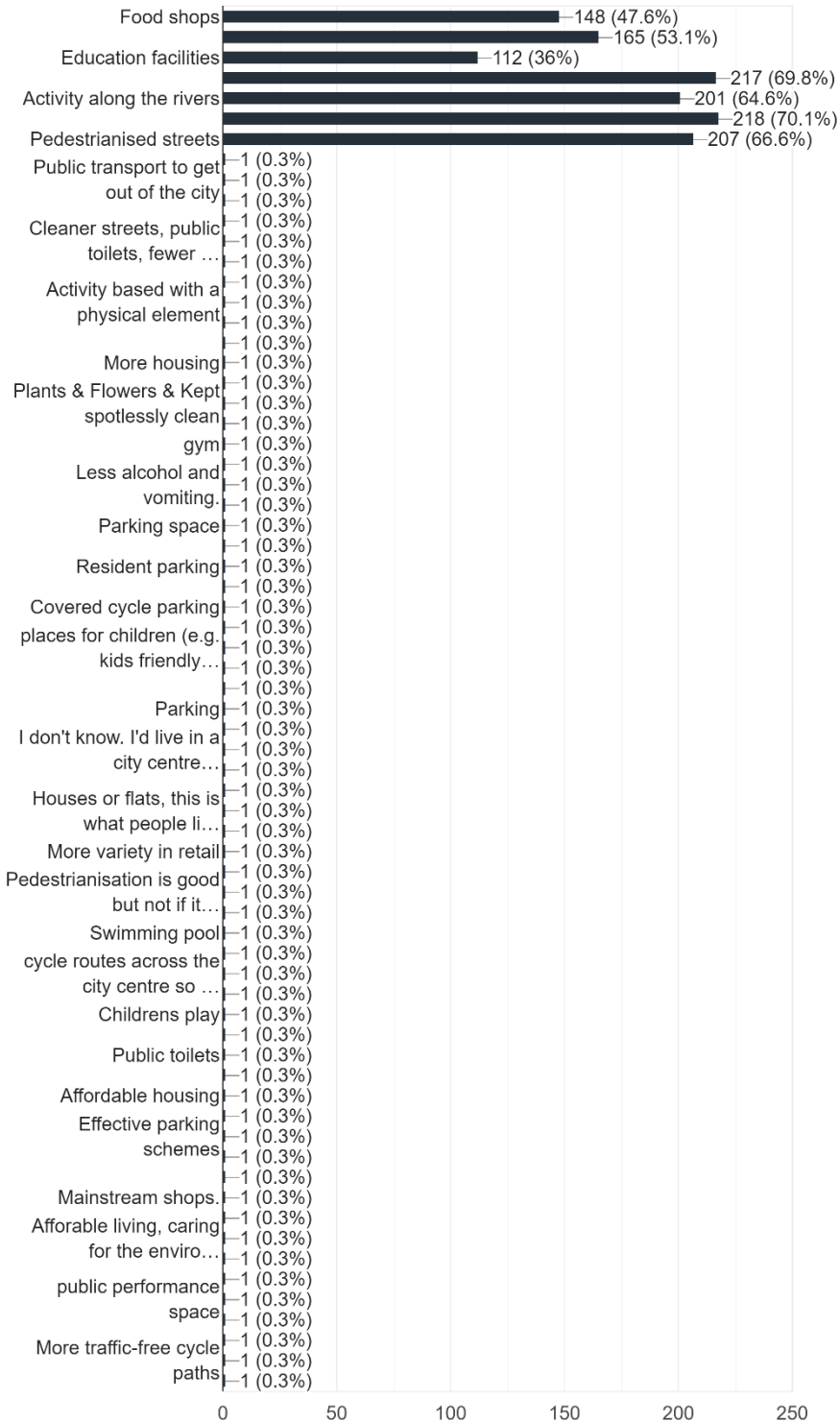
Section Five – Living and Community

Do you think it would be beneficial if more people lived in the city centre?
317 responses

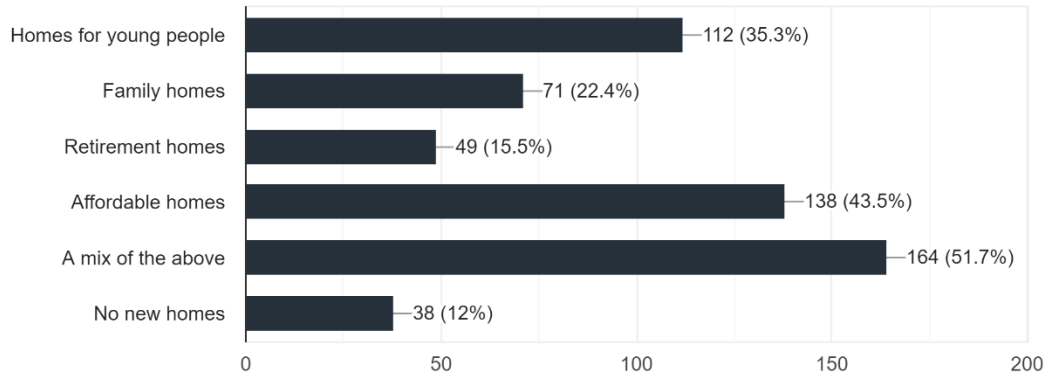


What services would the city centre need more of to make it a better place to live? (tick all that apply)

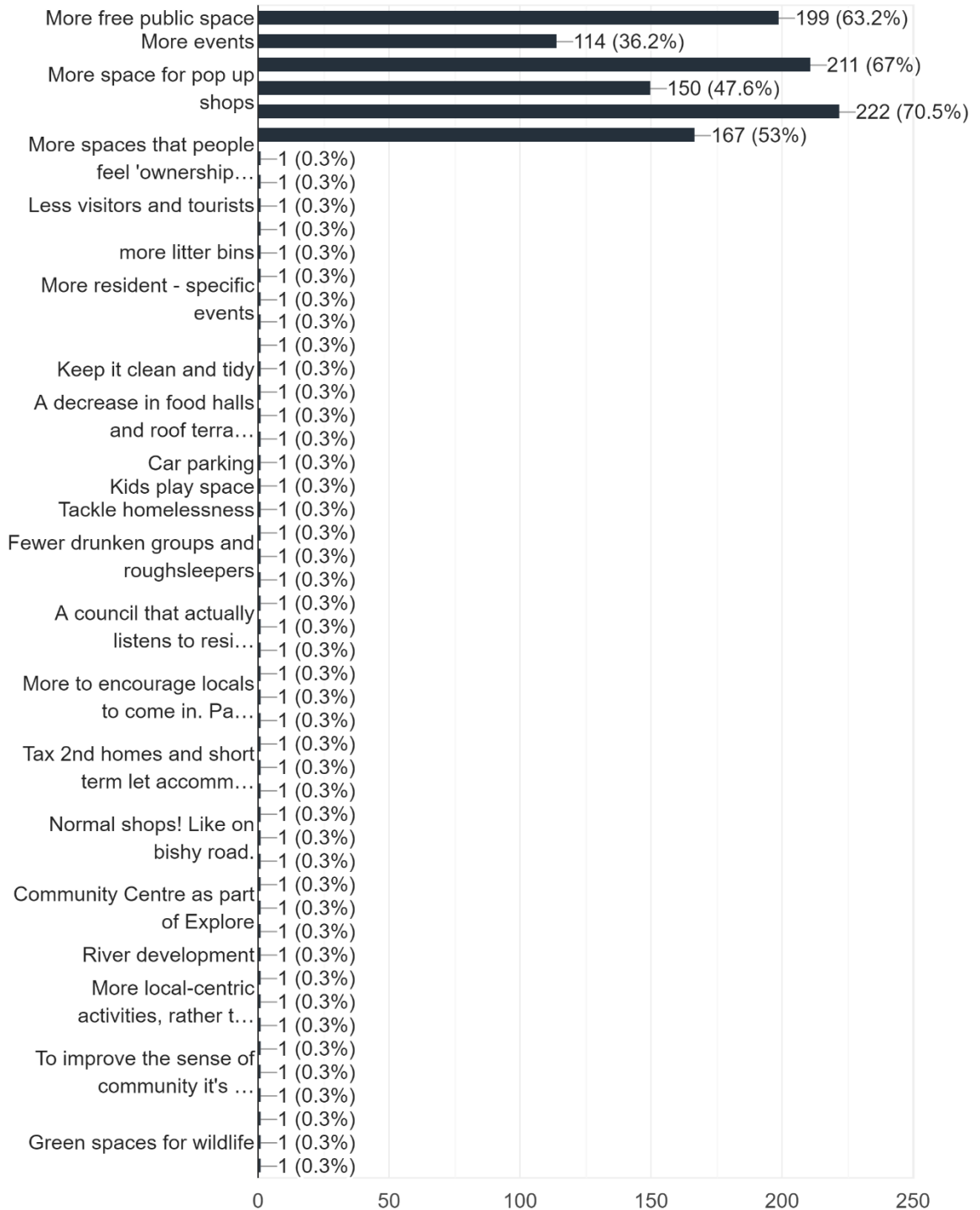
311 responses



What kind of new homes should be provided in the city centre? (tick all that apply)
317 responses



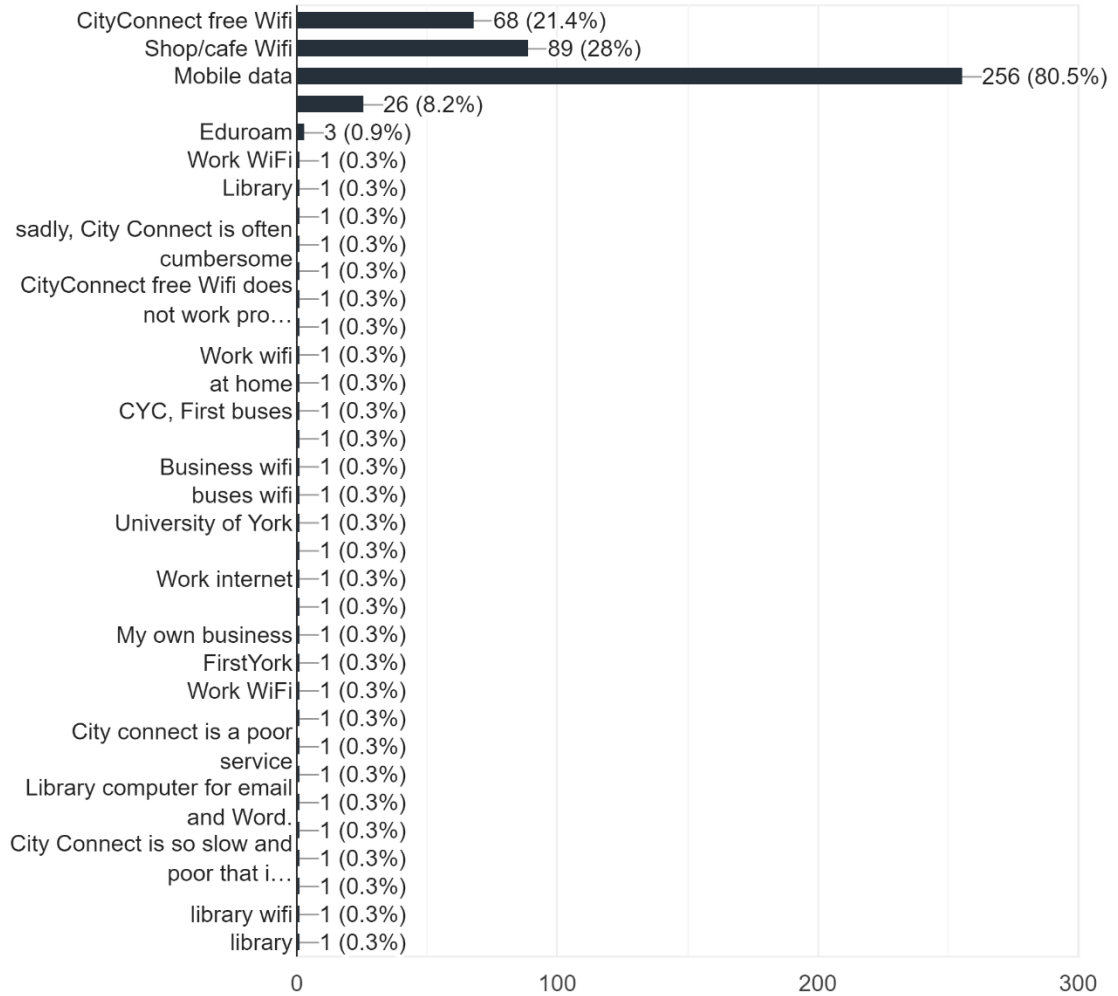
What could be done to improve the 'sense of community' in York city centre? (tick all that apply)
 315 responses



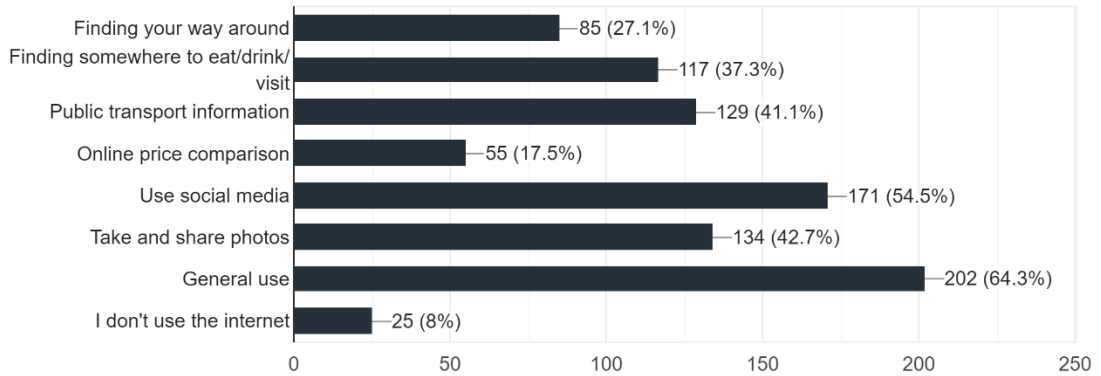
Section Six – Technology

How do you connect to the internet in York city centre? (tick all that apply)

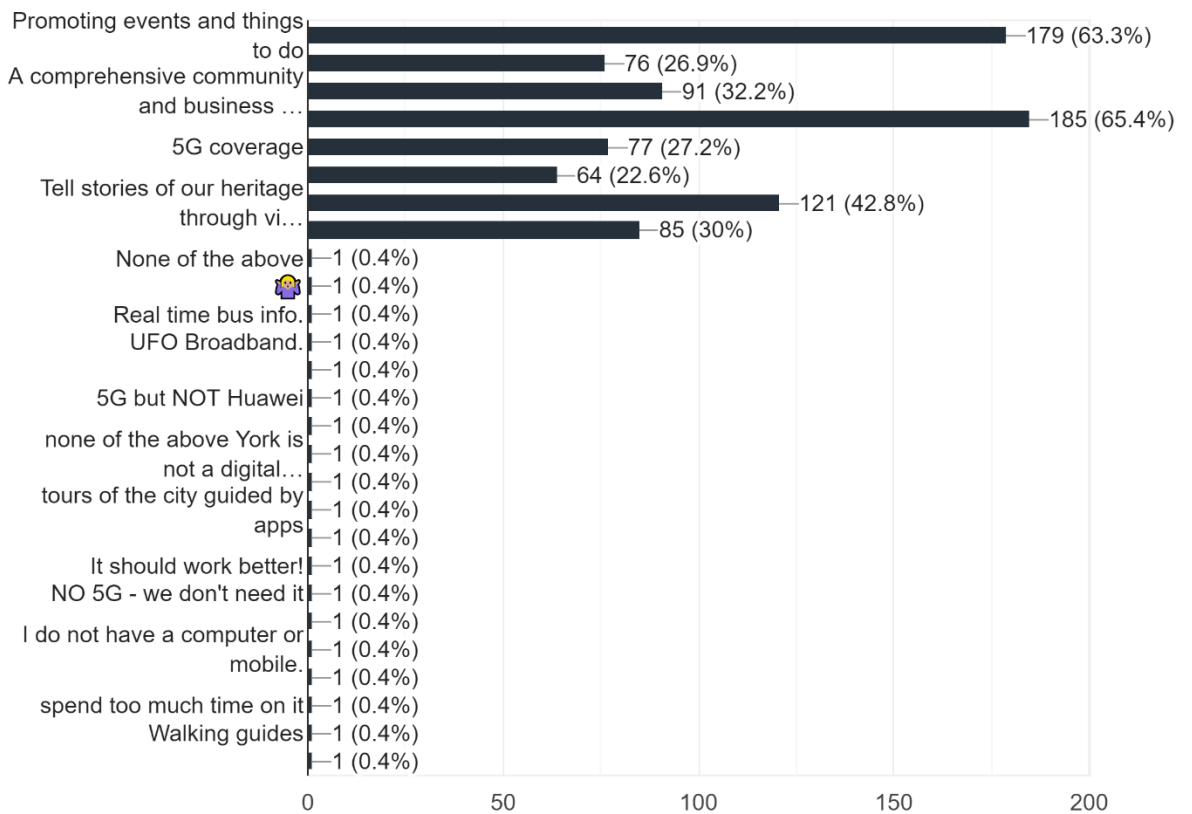
318 responses



What do you use the internet for when you are in York city centre? (tick all that apply)
314 responses



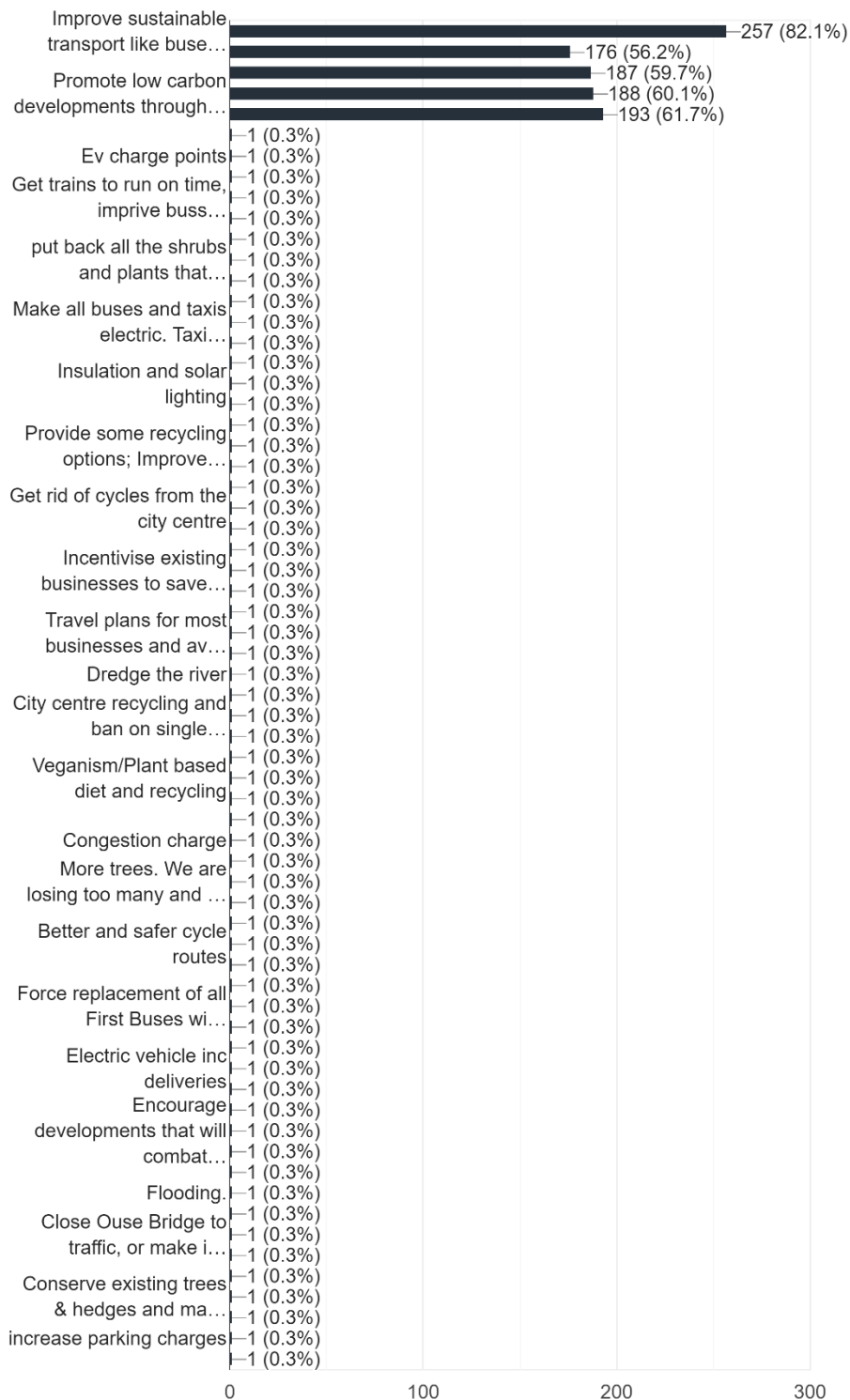
How could digital/technology improve your experience of York city centre? (tick all that apply)
283 responses



Section Seven – Environment and Movement

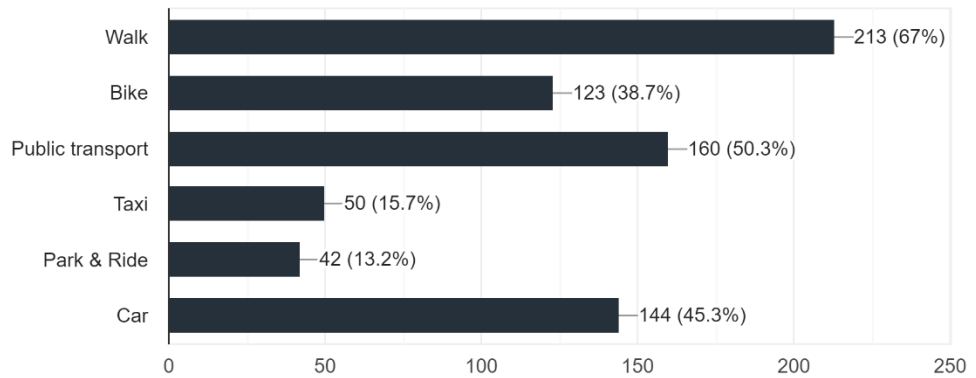
York is committed to addressing the Climate Emergency. Which of these areas do you want the council to focus on to meet its climate goals? (tick all that apply)

313 responses



How do you travel to the city? (tick all that apply)

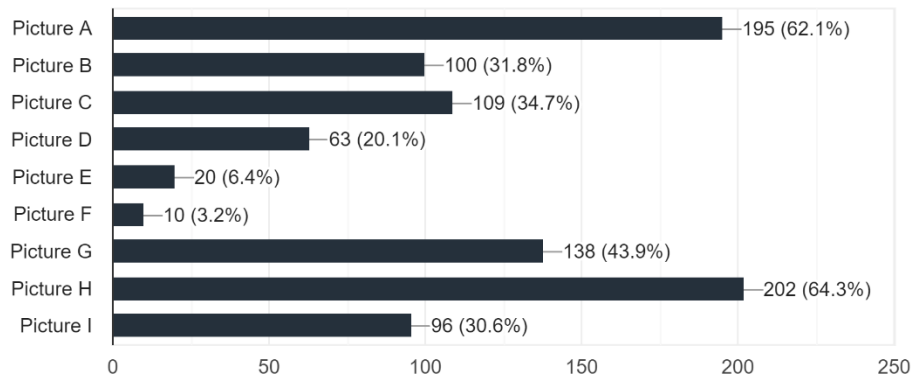
318 responses



Section Eight - Heritage

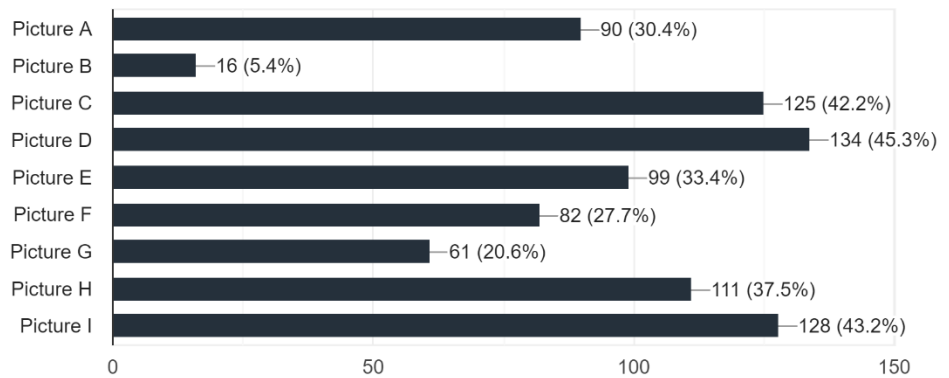
Choose THREE pictures that best represent York's history and heritage to you

314 responses



Choose THREE pictures that best represent modern York to you

296 responses



ANNEX D City Centre Access (Counter Terrorism) Insight 2018

- Many participants felt some very convenient parking spots have now been removed - Lots of disabled people in particular - those who can't walk far - will give up coming to the city centre and will go elsewhere or to out of town shopping centres.
- Participants feel better using cars as they can store their belongings there – some can't carry lots of bags so need to keep returning to car to store, and many keep their meds in the car.
- Shopping centres such as Vangarde favoured because of easier accessibility.
- Need for spaces North, East, South and West of city centre.
- Feel Blue Badge holders' provision disappearing – exhibition square/outside art gallery and explore library cited as key examples.
- Scattering spaces is more useful than "grouping" in one area, although this may result in users driving round in circles looking for a space.
- The number of Blue Badge holders may drastically increase with new laws (expanding the qualifying criteria) criteria may mean further provision is required.
- Taxi Rank mixed use (day - disabled parking / night - taxi rank) was supported. One participant asked why St Saviourgate taxi rank could not be converted to Disabled Bays during the day.
- Priority or 'special access' for York residents.
- Taxi rank on Duncombe Place is not usually full and part of it could be used for other purposes.
- Duncombe Place would be an ideal place for bays with 'noses to the kerb', there's lots of space, and would only slightly spoil views of the Minster.
- Need bays on both sides of the street, or space for driver to get out so they are not getting out onto busy carriageway.
- Important to have routes with good pavements and no cobbles - Inclines are very difficult - general complaint about poor surfaces.
- Pavements are not flat and have high kerbs. Pavement dips and guttering gets blocked with leaves etc - difficult to walk.
- More benches and toilets would be appreciated.
- Longer journeys into town will mean more time is needed to park...increase length of stay to over 3 hours.
- Many people are unable to get in to the city centre before 10:30am due to care arrangements (and if they were to be in early would be met with the delivery vehicles and the access issues that they cause).
- What's to stop terrorists accessing the city before 10:30am?
- Banks close at 5pm so they cannot access after foot street hours end.
- Many participants agreed they do not feel safe in multi-storeys – lifts often don't work and people fear being trapped – this is a big factor in lack of use of Shopmobility.
- Park & Ride
 - Closure times cited as an issue.
 - Can't have height restrictions in car parks.
- Barriers to bus use:
 - Need to drop off nearer town.
 - Have to be able to strap all types of wheelchair in.
 - Have room for more than one wheelchair at a time.
 - Enforce law regarding moving prams etc to create space for wheelchairs, Inconsistent application from drivers. An education campaign with drivers and passengers would be ideal.
 - Access from Bus stops can be difficult (Stonebow).
- Improved publicity is needed around things such as Shopmobility and bus passes that allow travel at all times (in contrast to the over 65s' pass).
- Would like York to review other cities – Birmingham, Chester and Manchester referenced.
- Suggestion of painting counter terrorism blocks with colourful designs. Blocks outside Minster were greatly appreciated as they fit with the theme and can be used to sit on.
- Like the buskers as an important part of street life, but the crowds generated can impede them.

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**Decision Session – Executive Member for
Economy and Strategic Planning****27 April 2021**

Report of the Assistant Director, Education and Skills

Skills Strategy Update**Summary**

1. This report provides an update on the work the city's Skills and Employment Board in developing a 10-year Skills Strategy.
2. The York Skills and Employment Board is a partnership, made up of employer, employee, education and council representatives. Since its inception in September 2020, the board has actively driven the development of the One-year plan: Skills for Employment and 10- year Skills Strategy.
3. At its monthly meetings, the Board considers the key themes and issues emerging from the evidence base developed by the Task and Finish Group, which includes the feedback received from engagement with businesses, Elected Members and other stakeholders. Over the past year, more than 200 businesses have contributed to the development of the strategy through sector round tables, the Talent and Skills Event as part of York Business Week and in-depth interviews with University of York student research teams.
4. Continued engagement with those not directly involved in writing the strategy is core to our approach. Partnership working will underpin the delivery of the one-year plan, which was approved by the Executive Member at his decision session in March 2021, and further sector engagement, over coming months, will help to shape the 10-year Skills Strategy.

Recommendations

5. The Executive Member is asked to:
 - 1) Note the contents of the report.

Reason: To support the work of the partnership to develop a 10-year Skills Strategy for York.

Background

6. At his Decision Session on 22 September, the Executive Member for Economy and Strategic Planning approved the partnership approach and framework for developing a new skills strategy. This included the Terms of Reference of the city Skills and Employment Board, comprising representatives from the city's colleges and universities, independent training providers, local employers, the Federation of Small Businesses, West and North Yorkshire Chamber of Commerce, DWP, TUC, the council and Local Enterprise Partnership.
7. The city's Skills and Employment Board has continued to meet monthly (five times since its inception) to shape the strategy and drive the work of the partnership's Task & Finish Group.
8. This work is in parallel with the development and delivery of the city's One-year Skills Plan, which was approved by the Executive Member at his decision session in March 2021.
9. The Task and Finish Group is chaired by the University of York and includes partners from York's FE colleges, universities and the council. It actively engages with employers to shape outputs, such as the sector skills summaries and one-year plan, and to deliver priority projects.
10. Continuing to provide opportunities to contribute for those not directly involved in preparing the strategy is at the core of our approach to engagement. To date, more than 200 businesses have contributed through sector round tables, the Talent and Skills Event as part of York Business Week, and in-depth interviews with University of York student research teams.
11. Valuable feedback gathered from stakeholders over the past year, including local employers, sector representatives and Members who attended the joint scrutiny committee meeting (1 February 2021) has helped to shape both the one-year plan and the development of the 10-year strategy.
12. Council and education partners are working with stakeholders across the city to deliver priority projects under each of the five commitments set out in the One-year plan:

- **York works – skills support for individuals**
Support those entering, re-entering or displaced from the workforce to re-train or upskill and connect them with good jobs in sustainable and growth sectors.
 - Priority project focussed on providing localised skills and employment information, advice and guidance, particularly to people in community settings.
- **Empowered employers – skills support for businesses**
Support businesses of all sizes to access national, regional and local skills provision to help them plan, diversify and grow.
 - Priority project to develop models for a skills hub, while continuing to promote existing business and employee support.
- **Pioneering provision – productive partnerships**
Work in partnership to make the most of national, regional and local initiatives and adapt local skills provision in response to emerging needs.
 - Priority project to map existing and inform future digital skills provision, while supporting people to make the most of funded opportunities e.g. Level 3 entitlement and digital bootcamps.
- **Education to employment and self-employment – York’s pipeline**
Support positive progression for all by preparing those leaving education or re-entering the world of work for a culture of lifelong learning and entrepreneurship.
 - Priority project to develop a framework for improved employer engagement with education providers, with a focus on encouraging the creation of Apprenticeships and T-Level placements for 2021/22.
- **York shares - communicating the offer**
Develop a coherent and effective marketing and communications strategy to ensure information advice and guidance is provided at the point of need in a timely and effective way.
 - Targeted communications will support the four priority projects.

13. Over the next 6 – 12 months, these will help support people and businesses through change and begin to develop the skills infrastructure that will support York's longer-term economic recovery from COVID-19.
14. Members of the Task and Finish Group have also identified that two of the priority projects (Information Advice and Guidance and the Skills Hub) may be suitable for council submission to the Community Renewal Fund.
15. Building on the commitments made in the One-year plan, the strategy will move the role of skills in the city from a position of '*Helping people through change*' to supporting '*21st Century jobs*'. It will include a strong focus on the priorities for years 2 to 5.
16. From work undertaken to better understand the drivers and needs of the local labour market to support inclusive growth, a number of potential priorities emerged for consideration by the Skills and Employment Board. Building on its past discussions around strategic themes - such as digital skills equality, start-up diversity and skills for the green economy - the board recently provided feedback to hone more than 30 potential priorities.
17. The Board is keen to ensure that stakeholders, including local employers, sector representatives and Members, continue to shape the strategy. The Task and Finish Group is therefore developing plans for focussed engagement with specific sectors, on key themes and priorities.
18. This will include specific engagement opportunities with high employment sectors such as hospitality and leisure, and high growth sectors including rail, biotech and IT. Emerging themes include part-time work and women in the workforce, while emerging priorities include STEM opportunities, young people and apprenticeships and retraining.
19. Skills is a key theme within the proposed engagement plan for the new Economic Strategy. The Task and Finish Group will continue to feed into and receive feedback from this work, through the Head of Economic Growth and the Skills Team Manager – activity will be aligned and relevant outputs shared, to avoid stakeholder fatigue.
20. Economic Strategy engagement will take place from late May and run until October 2021, with the potential for engagement on skills to conclude sooner. It is therefore proposed that Members of the Economy and Place and Children, Education and Communities scrutiny committees provide feedback on the 10-year Skills Strategy at a joint session in September 2021.

Consultation

21. Members of the Task and Finish group and Members of the Skills and Employment Board are engaged in the work on the one-year skills plan, 10-year skills strategy and delivering activity on the ground. Engagement with businesses and Elected Members has taken place as described in the paper. This will continue through engagement on the Economic Strategy and targeted activity driven by the Task and Finish Group.

Council Plan

22. 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

23. The following implications have been considered:

- **Financial** – no implications.
- **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 implications.

Risk Management

24. No specific risks identified.

Contact Details

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Report **Date** 16 April 2021
Approved

Specialist Implications Officer(s) List information for all
None

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
None

List of Abbreviations Used in this Report
None



**Decision Session – Executive Member for
Economy and Strategic Planning****27 April 2021**

Report of the Assistant Director, Education and Skills

Apprenticeships Update**Summary**

1. At his decision session on 24 November 2020, the Executive Member for Economy and Strategic Planning approved the City of York Council's Apprenticeship Levy Transfer Strategy. This included the framework through which local micro, SME, public sector and VCSE organisations can apply to receive a transfer of levy funding from the council, and the criteria for assessing applications.
2. A subsequent skills and employment report, which included an update on the apprenticeship support available for businesses and residents in York, was provided to the Executive Member at his Decision Session on 22 December 2020.
3. The purpose of this report is to provide an update to the Executive Member on apprenticeship activity in York in the first quarter of 2021, including:
 - The work of the impartial Apprenticeship Hub
 - use of apprenticeships to support skills development within the City of York Council's existing workforce
 - the council's apprenticeship levy transfer process.
4. Apprenticeships, alongside a number of training and development schemes, have an important role in supporting the city's economic recovery from the COVID-19 pandemic, providing opportunities for those entering the workforce or who need to reskill or upskill.
5. Throughout the pandemic, the council's Apprenticeship Hub has done its utmost to maintain a high presence and promote information, advice and guidance for people and businesses in the city, as well as signposting to the apprenticeship vacancies. In the last quarter, the team has hosted and participated in virtual events, produced and promoted resources, and

maintained a multiple platform social media presence. Activity across National Apprenticeship Week and the York Virtual Apprenticeship Recruitment Event reached thousands of people and connected residents with recruiting employers – including the council which received direct enquires from people who saw the Stonemason and Electrical apprenticeship adverts on Facebook.

6. Whilst, the economic impact of COVID-19 has had a significant effect on the local apprenticeship market, the number of weekly apprenticeship vacancies advertised slowly started to rise in late 2020 and early 2021.
7. Contributing to this are sectors such as childcare, early years, pharmacy and dental nursing, which have remained relatively resilient. Sectors such as business, food supply and logistics and construction also added to the vacancy postings in autumn 2020.
8. It is possible that the Government announcements detailing the roadmap out of lockdown and the increase in financial incentives to employers are also helping increase the number of weekly advertised vacancies, which now sits at around 60, from the low of 20 per week seen in March 2020.
9. Despite the challenges of the COVID-19 pandemic, apprenticeships remain an integral part of the organisation's strategy to provide the council with a talent pipeline that supports current and future skills needs. This means using apprenticeships to support succession planning and upskilling the existing workforce.
10. Since September 2020, 22 apprenticeships have commenced within the council, including seven new apprentices in business critical, trade roles (Gas Heating Engineers, Plumbers, Electricians and Plasterers). These types of apprenticeship opportunities remain in high demand in the city, with a Facebook post for the council's forthcoming joinery apprenticeship receiving 1,185 Facebook interactions (reactions, comments or shares).
11. At the same time, apprenticeships are being used to support skills development within the existing workforce and help fill skills gaps. There are currently 34 active apprenticeships within the council's existing workforce.
12. The introduction of the HR Apprenticeship Team in January 2021 and its joint working with the Skills Team has driven an increase in the number of expressions of interest (EOIs) received from teams across the council wanting to take on an apprentice. There are currently 26 approved EOIs and managers are being supported to turn these into apprenticeship starts.

13. The HR team has also worked with the Apprenticeship Task Group to develop the council's levy transfer policies and processes and with the skills team to ensure promotion to, and support for, businesses requesting a transfer of funds. As a result, the council's first (pilot) levy-transfer is in the pipeline and there are plans to open applications to local micro, SME, public sector and VCSE organisations in May 2021.
14. By continuing to value and use apprenticeships within the council, the amount of expired levy funds for the five months, November 2020 to March 2021, has reduced from the £38,000 per month projected in November 2020 to £24,713 per month.
15. Whilst the amount of levy in the account and how much expires can fluctuate for a number of reasons, the overall direction is a decrease in expired funds, aligned with an increased take up of apprenticeships within the council.
16. Levy-transfer is an approach also taken by other public sector levy paying organisations, when they are unlikely to use all of their levy funds on training their own apprentices. This is because levy can only be used to pay for training and assessment for apprenticeship standards, and for new apprenticeship starts – not associated costs.
17. The council's levy transfer strategy will therefore have a further positive impact by enabling local businesses (large and small) to make use of any unallocated apprenticeship levy funding and provide opportunities for those newly entering the world of work, or who need to reskill or upskill.

Recommendations

18. The Executive Member is asked to note the content of this report.

Reason: To continue to encourage the creation of apprenticeship opportunities in York, by supporting local businesses to access available funding and to support routes to employment for local residents.

Background

Apprenticeships in York

19. In late 2014 the Government set an ambitious national target to achieve a total of 3 million apprenticeship starts by 2020. In 2017 the Apprenticeship Levy was introduced to encourage all larger employers to engage with apprenticeship starts. However, from a high level of 494,900

starts in 2016/17, the rate reduced and has remained below 400,000, with 322,500 starts reported for the year 2019/2020*.

20. The CBI-McKinsey '*Learning for Life report*'** links the introduction of the Levy to this downward trend, claiming it has "...reduced the overall investment in skills by many Levy-paying businesses". It goes on to state that "...most businesses' utilisation rates of Levy funds remain low, due to the restrictive nature of how the funds can be spent.
21. The COVID-19 pandemic adversely impacted on apprenticeships in the last quarters of 2019/20, and as measured by ongoing number of vacancies, this impact has continued.
22. York has generally followed the national trend. Apprenticeship starts for York residents was around 1,700 per annum from 2014 to early 2016.
23. Since 2016 there had been an annual decline in the number of starts for all age groups, settling at a total of 1,100 in mid-2018. The 2018/19 data shows there was a slight recovery to 1,350, and indicated a rise in starts for those aged 25 or older. This could suggest a greater use of Apprenticeship Levy by employers to upskill existing staff but it is important to note that the available data for new apprenticeship starts does not distinguish between new and existing employees.
24. Prior to the first UK lockdown in March 2020, confidence in apprenticeships was growing, with the adoption of greater understanding of Apprenticeship Standards matched to specific employer requirements. Given the broad nature of employment and sectors that make up York's economy, the variety and availability of focused apprenticeship standards has supported improved engagement with employers.
25. At that time, there was an expectation that an average of 80 vacancies in the York area would be advertised on the National Apprenticeship Service vacancy website*** each week, with early forecasts suggesting around 1,500 new apprenticeship starts in 2019/20.

*Annual national apprenticeship data refers to the academic period from August to July and is available on the Government website: <https://explore-education-statistics.service.gov.uk/find-statistics/apprenticeships-and-traineeships/2019-20> (under Annual Time Series)

** <https://www.cbi.org.uk/media/5723/learning-for-life-report.pdf> (page 20)

*** Regular analysis of the data by the Skills Team has indicated that only around 70% of vacancies are advertised on the National Apprenticeship Service vacancy website. The Skills Team has engaged with employers and training providers to understand the reasons for this and continues to encourage greater transparency in vacancies.

26. However, as reported in the December update paper, the economic impact of Covid19 (resulting from multiple lockdowns and the loss of customer-facing activities in the retail, hospitality and tourism sectors) had a significant effect on the local apprenticeship market. From March 2020, there were only around 20 apprenticeship vacancies advertised in York each week, with almost none coming from these sectors.
27. This level continued throughout the summer, with advertised vacancies indicating resilience in sectors such as childcare, early years, pharmacy and dental nursing. However, overall, York experienced a drop in the number of apprenticeship starts to 970 in 2019/20*.
28. Through the autumn of 2020, the number of weekly apprenticeship vacancies advertised rose to between 40 and 50, with sectors of business, food supply and logistics, construction adding to those mentioned above.
29. Following Government announcements detailing the roadmap out of lockdown and the increase in financial incentives to employers who hire an apprentice, weekly vacancies in York have increased into the 60's.
30. It is too early to establish whether the enhanced and extended grants** have stimulated the local market but the Skills Team's Business Engagement Officer is seeing an increase in the number of businesses with an awareness of the scheme.
31. It has also been encouraging to see a week-on-week increase in the number of hospitality, food and drink vacancies during this time. Independent businesses and national chains have been advertising local roles such as baristas, chefs and front of house staff. These are important entry level jobs in these sectors, often at Level 2, and it is hoped that other apprenticeship employers will continue to return to the market as businesses reopen in line with the Government roadmap.
32. Whilst it is hoped these will make a positive contribution towards the overall number of apprenticeship starts for 2020/21 and (from August 2020) into 2021/22, the Skills Team still anticipates a reduction in the number of apprenticeship starts for 16-18 year olds.

* https://researchbriefings.files.parliament.uk/documents/SN06113/CBP06113_constit_tables.xlsx

**National apprenticeships grants are currently £3,000 for hiring an apprentice of any age until 30 September 2021, plus the existing £1,000 if the apprentice is aged 16-18 or up to 25 with an Education, Health and Care Plan.

33. A greater proportion of those who left Year 11 in 2020 chose to progress into full time Further Education College courses (compared with previous years) and early indications are that this year's cohort will do similar. This is not surprising in times of economic uncertainty, particularly where there is national concern about rising youth unemployment.
34. Coupled with the addition of more Kickstart placements in the city this means that the majority of apprenticeship starts may continue to be aged over 18, which in turn, drives more apprenticeship vacancies to be at Level 3 or above.

The Apprenticeship Hub

35. Through the impartial Apprenticeship Hub, the Skills Team continues to support individuals, businesses and training providers in York to make the most of apprenticeships.
36. In the first quarter of 2021 (calendar year), the Business Engagement Officer provided impartial advice and support to twenty businesses, the majority since the beginning of March. Specific virtual events have been useful, with a well-attended one for childcare and early years, which has continued to be a strong sector of apprenticeship vacancies and recruitment since March 2020.
37. The Skills Team has worked hard to sustain apprenticeship activities in the city throughout the pandemic by making the most of online platforms and technology. Since June 2020, the team has hosted and participated in several events, produced and promoted resources, and maintained a high multiple platform social media presence.
38. Supported by education, training and employer partners in the city, the Skills Team led social media engagement during National Apprenticeship Week (8-14 February) and delivered a virtual York Apprenticeship Recruitment Event (17 March) in place of the physical one, previously held at the council offices.
39. The Facebook Live Panel, held during National Apprenticeship Week, was supported by the Apprenticeship Hub, a local employer, colleges, universities, independent training providers, the council's HR Adviser and the Executive Member for Economy and Strategic Planning. The live audience number peaked at around 40 views but subsequently, the video has been viewed a total of 995 times.

40. The virtual York Apprenticeship Recruitment Event also proved to be effective, with the 26 specific vacancies posted on the Apprenticeship Hub Facebook page attracting more than 1770 interactions (reactions, shares, comments etc) and reaching far more people than would be possible with a physical event.
41. From interactions during the Facebook Q&A and with the advertised vacancies, trade apprenticeships, particularly in electrical maintenance, remain in demand. The forthcoming joinery apprenticeship at the council proved extremely popular with 1,185 Facebook interactions with the post and an overall reach of 15,256. Similarly, the council's post for an apprentice welder has had 332 interactions and a reach of 7,161.
42. The team and partners also made use of Twitter with over 50 posts during the event, each averaging 20 engagements. The platform's analytics show a total of 9,661 impressions* were made on the event day and 6,525 the following day. This is significantly more than the few hundred normally recorded for Apprenticeship Hub related content on 'non-event days'.
43. As a direct result of the team's social media activity, 10 people contacted the hub and received individual advice, three young people are receiving support from the council's FutureGoals programme and another three have asked for more information about it.
44. The team also continues to raise awareness of apprenticeships with young people through the impartial York Apprenticeship Offer. Managed by the hub, this city-wide partnership approach is delivered by a range of training providers and support agencies, including NYBEP who deliver the national Apprenticeship, Skills and Knowledge (ASK) contract locally. The resources are tailored to the school and reflect the local labour market.
45. Following a recent update to Government guidance on the Kickstart scheme, the team has partnered with York Jobcentre to support eligible Kickstart participants via the council-managed FutureGoals programme. The Business Engagement Officer will also support employers to develop successfully completed Kickstart placements into new apprenticeships.
46. This is in addition to the Skills Team helping the Jobcentre to engage with schools that may be interested in offering Kickstart placements.

*Impressions on Twitter is a total tally of all the times the Tweet has been seen. This includes not only the times it appears in a one of your followers' timeline but also the times it has appeared in search or as a result of someone liking the Tweet.

47. The team has actively sought to develop the York Apprenticeship Provider Network, with more than 30 organisations now regularly represented. A key output from the last quarterly meeting (16 March) was the importance of collaboration between training providers, levy paying organisations and the hub in engaging with SMEs around levy transfer (see sections 57-76 for more on levy transfer).
48. The hub has maintained useful contact with the Yorkshire and Humber Apprentice Ambassador Network of employers, many of whom are apprenticeship levy-payers. This network is influential around promotion of national apprenticeship initiatives regionally and shares experiences and plans for levy transfer. This network has also helped to shape how the York Apprenticeship Hub acts as a broker for levy transfer locally, and some initial success has been achieved in collaboration with North Yorkshire County Council and the University of York.

Apprenticeships at the Council

49. Apprenticeships within the council are valued as providing high quality pathways to successful careers, through creating opportunities for new and existing employees to develop their skills therefore assisting the council in meeting its current and future skills needs.
50. During 2020, the COVID- 19 pandemic had a significant impact on the recruitment of new apprentices into the organisation. A number of recruitment campaigns had to be put on hold and there were changes to the systems to support new apprentices - as the council and training providers adapted delivery and ensured support for existing learners.
51. The council's strategy had predominately used apprenticeships to provide entry level opportunities for young people. Whilst the council remains committed to offering a diverse range of apprenticeship standards at levels 2 to 4 (from Cyber Security Technologist to Stonemasons and Social Workers to Solicitors), the financial impact of the pandemic on the Local Authority's budget has greatly reduced its ability to create new roles.
52. The council faces a number of challenges over the next few years. These challenges can only be met if it has the right people, with the right skills at the right time to meet demands. Apprenticeships, therefore, must remain an integral part of the organisation's strategy to provide the council with a talent pipeline that supports current and future skills needs. This means using apprenticeships to support succession planning and upskilling the existing workforce.

53. Through recruitment for business critical roles, seven new apprentices started in Building Services (Gas Heating Engineers, Plumbers, Electricians and Plasterers) in September 2020. This is the first cohort of a total 16 apprentices planned within the Place Directorate.
54. At the same time, apprenticeships are being used to support skills development within the existing workforce and help fill skills gaps. These include higher level apprenticeships in Social Work, Senior Leader Master's Degree and Chartered Manager Degree.
55. The Skills Team and School Apprenticeship Panel continue to support local authority maintained schools to make the most of apprenticeships. Since September 2017, schools have accessed higher and degree level apprenticeship training for existing staff using the Senior Leaders, Accounting and School Business Professional training, recruited new apprentices in IT and Teaching Assistant training and progressed young, entry level apprentices onto the next level in Early Years and Teaching Assistant training.
56. The introduction of the HR apprenticeship team in January 2021 and its joint working with the Skills Team, managers within the council and regional partners, has driven an increase in the number of expressions of interests (EOIs) received from teams across the council.
57. Despite the challenges described, in April 2021, there are 34 apprenticeships active across the council and local authority maintained schools. In addition (not yet active apprenticeships), 25 EOIs have been approved by the council's Apprenticeship Task Group and 1 by the School Apprenticeship Panel.

Apprenticeship Levy

58. The Apprenticeship Levy is the apprenticeship funding system that took effect from April 2017. Businesses with an annual wage bill of more than £3m are required to set aside 0.5% of their payroll for apprenticeship training – this is known as the Apprenticeship Levy.
59. Funds collected are credited to the business' online digital 'levy account' called the Apprenticeship Service Account (ASA) on a monthly basis. These credits are topped up with an additional 10% from the Government.
60. Levy funds are accrued on a monthly basis, with any unallocated monies being returned to Central Government ("clawed back") on a rolling

24 month cycle e.g. If not all funds set aside in April 2017 had been allocated by April 2019 the unused amount was ‘clawed back’.

61. Funds in the digital account can only be used to pay for training and assessment for apprenticeship standards, and for new apprenticeship starts. They cannot be used for wages or other associated costs.

62. As of 1 April 2021, the City of York Council Apprenticeship Service Account stood at £997,256. When considering this figure, it is important to understand that the account balance fluctuates on a regular basis and is affected by:

- the date that credits enter the account each month
- the date that unallocated credits expire each month
- new apprenticeship starts being added to the system. For instance, the £220,000 needed to fund the 26 approved expressions of interest (section 56) won't have been deducted.
- the completion payment (≤20%) being claimed by the provider.

63. Also, funds for ongoing apprenticeships are only deducted on a monthly basis and the earliest credits are used first. So, the account balance still includes those future contributions that the council has committed to make, whether on behalf of its own employees or through the process of levy transfer (sections 70 - 76).

64. In summary:

| | | | | |
|---|--|-------------|---|----------------------|
| City of York Council Apprenticeship Service Account Balance at any given date equals | Payments in | less | Payments out | Not shown in balance |
| | Monthly credits from CYC levy Government top up (10%) | | Payments for training and assessments made up until today Unallocated funds from levy credits that entered the account more than 24 months ago | |

65. Since the introduction of the Apprenticeship Levy in 2017, the City of York Council has spent £410,459 on apprenticeship training for new and existing employees, with £568,604 having expired from the account. However, for the five months, November 2020 to March 2021, expired funds averaged £24,713 per month which is a significant improvement on the £38,000 per month projected in November 2020.

66. Whilst the amount of levy in the account and how much expires can fluctuate for a number of reasons, the overall direction is a decrease in expired funds, aligned with an increased take up of apprenticeships within the council. Since November 2020, nine colleagues have started an apprenticeship (totalling 22 new starts since September 2020).
67. As the levy can only be used to pay for training and assessment for apprenticeship standards, and for new apprenticeship starts, the council remains unlikely to use all of the account balance on training its own apprentices. In order to ensure that more of its levy is used in the local area, the council has introduced its levy transfer strategy, in common with many other public sector levy payers. With the council's first levy-transfer in the pipeline (section 72) and wider transfer window proposed (section 73), the strategy should begin to have a positive impact during 2021.
68. This is not unique to the council and as highlighted in the Executive Member's letter to Gillian Keegan MP, Parliamentary Under Secretary of State for Apprenticeships, the council is just one of a number of levy-paying businesses in the city that recognises the potential of using unallocated levy funds to support the local upskilling, reskilling and job-creation needed to support economic recovery.
69. That letter asked the Minister to consider adapting the Apprenticeship Levy Fund into a Flexible Skills Development Fund and included the type of flexibilities that had been suggested by local businesses – greater flexibility in the rules would enable businesses to invest in developing the skills of their workforce and support the creation of more apprenticeships in the city, for those who are looking to re-skill as a result of the pandemic.
70. Whilst the Minister has passed these suggestions onto policy colleagues for consideration, the council and other levy-payers in the city are working hard to support local businesses (large and small) to make use of any unallocated apprenticeship levy funding - reinvesting it in the city to support local priorities

Apprenticeship Levy Transfers

71. Following the Executive Member's approval of the council's Apprenticeship Levy Transfer Strategy, a HR Adviser for Apprenticeships was recruited and commenced in role on 1 January 2021.
72. Since then they have worked with the Apprenticeship Task Group to develop the council's levy transfer policies and processes and with the

Skills Team to ensure promotion to, and support for, businesses requesting a transfer of funds.

73. From the Skills Team's engagement with the Early Years sector, an opportunity to pilot the transfer process with a pre-school has been identified. The transfer is for an amount of £6000 over 21 months and will support an Early Years Educator, Level 3 new apprenticeship start.
74. The next step is to launch the first window for levy applications. In line with the priorities outlined in Appendix A, this window aims to support the micro hospitality, café, food outlets, tourism support, creative and heritage sectors, as they reopen in line with the Government's roadmap out of lockdown and supports those wishing to hire entry level apprentices to start ahead of the next academic year. The suggested timeline is:
- Early May 2021: Communications to promote the service and launch the first window
 - Early May – Mid-June 2021: Application window is open
Businesses actively engaged and supported by Business Engagement Officer
 - Mid-June into July 2021: Applications reviewed and decisions made by the Apprenticeship Task and Finish Group
HR Team informs successful applicants
Business Engagement Officer supports unsuccessful applicants – signposting to other organisations with levy to transfer or other appropriate skills provision.
 - July – August 2021: Levy transferred to successful applicants in line with new apprenticeship starts.
75. Forecasting the number of potential applications for the current financial year is difficult. Once the first round of transfers has been agreed, the Apprenticeship Task Group will review the process and forecasted levy expenditure but it is hoped that a second application window will be opened in early October 2020.
76. The timing of that window may be of particular benefit to SMEs in health and social care and the early years sector, including the potential to support upskilling in digital, leadership and management.
77. It is suggested that the outputs of this review and plans to open a second window are considered by the Executive Member at his August 2021 decision session.

Council Plan

78. 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

79. The following implications have been considered:

- **Financial** – no additional implications – paper covers continued use of the council's apprenticeship levy funds
- **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 implications.

Risk Management

80. None specifically associated with the recommendation within this paper. However, the continued uptake of apprenticeships within the council and effective implementation of the levy-transfer strategy are fundamental in ensuring the council's apprenticeship levy funds are utilised locally.

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All

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Background Papers:

None

Annexes

Annex A – Levy Transfer Priorities Criteria

List of Abbreviations Used in this Report

ASA – Apprenticeship Service Account
BIL – Break in Learning
CBI – Confederation of British Industry
EOI – Expression of Interest
NYBEP – North Yorkshire Business and Education Partnership
SME – Small or Medium sized Enterprise
VCSE – Voluntary, Community and Social Enterprise

Levy Transfer Priorities Criteria – ANNEX A

The City of York council are able to transfer levy funds to other employers to cover the cost of apprenticeship training for either new recruits, particularly where the funds will create an apprenticeship that would not have been created without the funds, or existing employees wanting to develop their skills. We're not able to transfer funds for apprenticeships which have already started.

To express an interest and submit your application for consideration in the transfer of Apprenticeship Levy funding you must be an organisation based in York with fewer than 250 employees and a turnover of less than £25m. You may also be:

- A micro, small or medium enterprise
- Another organisation i.e. public sector, health care organisation
- A voluntary, community or social enterprise sector organisation providing services to York's residents
- A York school that doesn't pay into our Apprenticeship Levy
- Employers that have opportunities for 16-18 year olds but are unable to access funding via training providers.

As funds are limited, will therefore need to prioritise requests for support. Therefore, in developing a process for determining who to support, priority will be given to applications that meet City of York Council Plan [\[hyperlink\]](#) priorities and target sectors detailed below.

- Creating apprenticeship opportunities, in any sector, which develop the following in-demand skills:
 - Digital
 - Data analytics and data science
 - Finance and Accounting
 - Skills for the green economy
 - Leadership and management to develop high performing workplaces
- Creating apprenticeship opportunities, at all levels, in the following sectors:
 1. IT and Digital
 2. Health and Social Care
 3. Property and Construction (including trades and heritage)
 4. Education and Childcare
 5. Visitor Economy
- Creating apprenticeship opportunities for technical skills development in growth sectors such as Rail technology, Digital Heritage, Green Construction, Agri-tech, Bio-economy and Life Sciences.
- Creating apprenticeship opportunities for those who are unemployed/been affected by Covid-19.
- Creating entry level apprenticeship opportunities (Level 2 and 3) to support young people aged 16-24 and apprenticeship opportunities to support workforce diversity e.g. opportunities for those Not in Employment, Education or Training, care leavers, underrepresented groups, long term unemployed

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

27th April 2021

Report of the Director of Transport, Environment and Planning
(Portfolio of the Executive Member for Economy and Strategic Planning)

**The Housing, Communities and Local Government Committee Inquiry
into Permitted Development Rights.**

Summary

1. On 23rd March 2021 The Housing, Communities and Local Government Committee launched a new inquiry to examine the Government's approach to permitted development rights.
<https://committees.parliament.uk/work/1131/permitted-development-rights/news/153026/new-inquiry-permitted-development-rights/>
2. The Committee invites submissions on the following issues. With specific reference to permitted development in respect of large-scale development, commercial-to-residential conversions and changes of use between different types of commercial and retail premises:
 - i. What role should Permitted Development Rights (PDR) play in the planning system?
 - ii. What is the impact of PDR on the quality and quantity of new housing, including affordable and social housing?
 - iii. What is the impact of PDR on local planning authorities, developer contributions and the provision of infrastructure and services?
 - iv. Is the Government's approach to PDR consistent with its vision in the Planning White Paper?
 - v. What is the impact of PDR on the ability of local authorities to plan development and shape their local communities?
 - vi. Is the government right to argue that PDR supports business and economic growth?

- vii. What is the impact of PDR on the involvement of local communities in the planning process?
 - viii. Should the government reform PDR? If so, how?
3. The deadline for submissions is Friday 30th April 2021.

Recommendation

4. The Executive Member is asked to:
- i. Note the content of this report; and
 - ii. Delegate to the Director for Environment, Transport and Planning to submit evidence to the Housing, Communities and Local Government Committee Inquiry into Permitted Development Rights.

Background

Permitted Development Rights

5. Permitted Development Rights (PDR) allow for certain types of development to take place without requiring the benefit of formal planning permission from the Local Planning Authority (LPA). PDR can cover a vast range of works from simple changes of use where no physical building works take place, to types of development where building work does occur such as extensions and alterations to residential dwellings or minor works such as the erection of a wall or fence.
6. Different land uses benefit from different PDR. It is PDR that allows a householder to erect a garden shed, allows a farmer to erect a new agricultural building. In some instances PDR can be given to specified bodies or groups undertaking particular tasks. PDR allows the Council in its role as Local Highway Authority to undertake development within the Highway; or install lamp standards and public seating. It is PDR that makes provision for telecommunications providers to install things like street cabinets for broadband services.
7. PDR have been around in some form or another for decades. Principally they have been set down within the Town and Country Planning (General Permitted Development) (England) Order. Typically

PDR set out the nature or type of development that can be undertaken and then prescribe a set of conditions or limitations which must be adhered to allow the development to constitute permitted development. These conditions and limitations normally relate to size limitations or specifically restrict a particular right in a certain type of area such as Conservation Area, National Park or Area of Outstanding Natural Beauty (AONB).

8. PDR are set out within national legislation with slightly differing regimes existing in England, Scotland and Wales. However in all cases they transcend Local Authority boundaries.
9. In certain circumstances a Local Planning Authority can seek to restrict the extent to which particular PDR can be exercised. There are two main ways in which this can be done. Firstly via a condition attached to the granting of planning permission. A common use of this approach would be to restrict the formation of new windows in a particular elevation of a house extension to prevent instances of overlooking. The second method available is via what is called an Article 4 direction which can be used a defined geographic area to restrict or withdraw a particular PDR. An example of this in York is the Article 4 direction relating to Houses of Multiple Occupation (HMO).
10. However it should be noted that in both cases any restriction on PDR must be precisely defined and when used must be used sparingly. Conditions which remove PDR in their entirety are normally deemed to be unreasonable. In the recent Government consultations on reforms to the planning system it was apparent that future restrictions in respect Article 4 directions will likely be made which may restrict the use of such directions on large geographic areas.
11. Overtime the legislation setting out PDR has been subject to periodic change and updates. However in more recent years the pace of change has appeared to increase with the introduction of a multitude temporary measures, which are then quite often made permanent.
12. Notably there has been a much wider use of the Prior Approval process around exercising PDR. Introducing the need for applicants to apply to the LPA to determine whether Prior Approval is required. This process is perhaps best described as a 'light touch' application

process whereby a degree of public consultation and technical assessment takes place; however only very specific matters can normally be considered.

13. Amongst more recent changes to the PDR regime has been the introduction of measures which facilitate the change of use of various existing uses to residential. The government has maintained that these changes were intended to increase the supply homes with the aim of contributing to addressing the national housing shortage.
14. Perhaps the most well-known of this type of PDR is the Office to Residential change of use. This particular right was first introduced in 2013 as a temporary measure however these have subsequently been made permanent. Other measures allow for the conversion of Agricultural buildings to residential dwellings and Business premises (such as warehouses, used for storage and distribution) to residential dwellings.

What role should PDR play in the planning system?

15. PDR are a well-established feature of the planning system. Many of the PDR which exist facilitate development which is typically of relatively small scale and wouldn't under normal circumstance give rise to concerns which would warrant the more detailed assessment of a formal planning application. Or provides rights to particular groups or statutory undertakers to facilitate works they undertake on a day to day basis in delivering and maintaining their networks and infrastructure.
16. Fundamentally PDR provides certain freedoms to various individuals, bodies or groups to undertaken specific developments, subject to them being in compliance with precisely defined limitations.
17. The nature of PDR is such that it would be impossible for it to be a perfect system. PDR generally do not have the ability to take account of the situation on the ground they cannot make calls of individual judgement. There will therefore be instances where quirks occur which within the context of PDR are legally correct and permitted but in practice may create a somewhat undesirable situation in practice –

such as ground floor windows immediately adjacent to boundaries or overly large outbuildings within a residential garden.

18. Historically, perhaps with the exception of some development on Agricultural Holdings and some telecoms development; where prior approval notifications have been part of the process – PDR existed and were capable of being exercised by individuals or groups who benefited from the rights prescribed to them; without them having any obligation to notify the Local Planning Authority. For example, a homeowner could research what the permitted development allowances allow, satisfy themselves that they would be able to comply with them and then decide to erect a shed or greenhouse in their garden.
19. Subsequent amendments and expansions to the PDR regime have seen the much wider use of the Prior Approval process whereby developers seeking to exercise particular PDR are required to notify the LPA prior to commencing development.
20. The vastly expanded use of the Prior Approval process and the prescribing, within legislation, of what matters can be considered by the LPA have introduced matters of judgement into the PDR regime. The introduction of matters of judgement by their very nature then introduces the potential for inconsistency to arise, both at a local level within an individual LPA or even at a national level in instances where decisions are being made by Planning Inspectors.
21. It could therefore be argued that this goes beyond the traditional role of PDR within planning system. In some instances the now vastly expanded PDR, particularly those which facilitate Office to Residential conversions, bring forward what can at times be development of an extremely significant scale – many which would be deemed to a Major application if considered in the context of a formal planning application. These developments bring impacts with them, particularly upon local communities – but they do not require planning permission.

What is the impact of PDR on the quality and quantity of new housing, including affordable and social housing?

22. PDR has facilitated the provision of new housing in some shape or form since 2013. Subsequent amendments have broadened the existing uses from which new housing can be created from.
23. Having regard to the quality of the new housing that PDR has provided. There have been well documented stories in the national media of flats with no windows, or the resulting 'housing' being described as being like an open prison. Whilst these issues have not been reported in developments that have occurred in York, the fact remains that the PDR did technically allow this to occur. Perhaps not by design but by omissions and flaws within the legislation; which were there then exploited by some developers.
24. Flats without windows occurred because, at the time, there was nothing in the PDR which allowed LPAs to prevent such development from occurring, as such considerations were not one of the matters that the LPA could adjudicate on.
25. Further amendments to the PDR should mean that issues such as these do not occur in the future. In cases where PDR would result in the creation of a new dwellinghouse the dwelling must not have an internal floor area of less than 37m² and that the dwelling must comply with the nationally described space standard issued by the Department for Communities and Local Government on 27th March 2015. Measures have also been added which require the provision of adequate natural light in all habitable rooms of the dwellinghouse. However it is apparent that these amendments, whilst clearly necessary, have been reactionary in order to deal with flaws in the original drafting of legislation.
26. These amendments should assist with ensuring new dwellings created via PDR do at least meet a minimum requirement in terms of accommodation standards. However one likely issue that will still be prevalent is the type of dwelling that will be delivered.
27. The basic principle of the PDR's which relate to the creation of dwellinghouses is that they are delivered as a result of the conversion of building from an existing use. The resulting dwellings will therefore in all likelihood retain some characteristics of their original use,

particularly in terms of visual appearance. Office buildings will still appear like offices.

28. Similarly certain existing uses create a particular type or format of building which then only really lends itself to a particular type of residential conversion. For example, office buildings, when built would typically be designed to maximise the amount of office space created, perhaps at the expense of outdoor space; the amount of built form on a site or plot would be maximised. Subsequently this creates a building that is perhaps better suited to creating flat/apartment type dwellings; where higher volumes of units can be achieved. Rarely do such schemes deliver dwellings which are perhaps arranged over 2-3 storeys and have amenities such as private gardens; nor do they typically deliver what may be considered to be traditional family homes.
29. As outlined earlier in this report. PDRs which allow for the creation of residential units have been a feature of the planning system in one form or another since 2013. In that time the LPA has received in excess of 140 applications which seek to exercise such PDR.
30. Cumulatively these applications have resulted in at least 1781 units being permitted. The biggest proportion of which came from the Office to Residential PDR (1740 units) – early submissions of these prior approvals didn't explicitly require the number of units being created to be stated and information requirements were little more than a completed application form; therefore it is not possible to determine how many units some of the early submissions intended to deliver.
31. It is not known exactly how many of these total consented units have actually been delivered and made a contribution to the overall housing stock within the city. An important distinction to make is that any PDR which allow for the creation of dwellings does not necessarily deliver new dwellings. All the PDR does is create a stock of units which have consent, or the possibility of being built. Approvals need to be implemented in order to deliver housing stock.
32. One very important factor to stress with the PDR that create new dwellings is that none of the schemes proposed or consented will deliver any affordable or social housing to the city. There is no

mechanism within the PDR by which any affordable or social housing can be secured. The only way in which this could occur would be if an individual developer made a conscious decision to provide such housing within their particular development by way of some sort of philanthropic gesture.

33. Considering the issue of affordable and social housing provision more closely; of the Office to Residential conversion prior approval applications have been received around 50% of these were schemes where 10 or more dwellings were proposed. Had these dwellings been proposed as part of a formal application these developments would have been classed as Major applications and would have been expected to make a contribution towards the provision of affordable housing, either on site as physical dwellings or by way of a commuted sum to be used towards the provision of affordable housing elsewhere in the city. The true number of affordable housing units that the city may have missed out on will always be difficult to accurately quantify. It is not uncommon for the provision of affordable housing to be heavily skewed by issues of viability.

Is the government's approach to PDR consistent with its vision in the Planning White Paper?

34. The government published the planning white paper 'Planning for the Future' in August 2020. The paper, amongst other things, proposed 'radical reform unlike anything we have seen since the Second World War'. 'One that is simpler, clearer and quicker to navigate, from the ground up, a whole new planning system for England'. 'That actively encourages sustainable, beautiful, safe and useful development rather than obstructing it'.
35. At this stage there is still a lot of the technical and legal detail of the proposed reforms that are simply unknown to be able to confidentially conclude whether the government approach to PDR is consistent with the vision it sets out within the white paper.
36. The White Paper dealt with three pillars:
- i. Pillar One – planning for development

- ii. Pillar Two – Planning for beautiful and sustainable places
 - iii. Pillar Three – Planning for Infrastructure and connected places
37. Considering Pillar One; the white paper states: ‘The starting point for an effective planning system is to establish a clear and predictable basis for the pattern of development and form of development in an area (Para 2.1).
38. PDR to a great extent, particularly in the context of those rights which create dwelling units, fails to achieve this aim. PDR by its nature is somewhat unpredictable; in that it awards a right to a particular land use or existing operation which can be exercised at will. There from the perspective of a local planning authority it makes it harder to carry out longer term more strategic planning. Instead it will likely precipitate more piecemeal and sporadic development.
39. Furthermore in cases where a particular PDR does not allow for minor operational development and only relates to a change of use; a development would find themselves having to make the prior approval application and a separate formal planning application for an exterior works such as alterations to exterior appearance or window and door positioning’s.
40. PDR by their nature are quite binary. A development will either comply with the relevant PDR or it will not. This has the potential to create a more predictable system, however some may argue that this would only be to the benefit of the developer, land owner or applicant.
41. Moving to Pillar Two – Planning for beautiful and sustainable places. PDR applies across all geographic areas. Usually some additional restrictions apply in cases of land or buildings with particular landscape designations such as AONBs or National Park and in areas identified as being of some form of heritage significance such as Listed Buildings and Conservation Areas.
42. PDR do not generally have a design consideration element within them. For example Householder PDR usually requires that works are completed in materials which match those used in the host dwelling. Or in the case of change of use PDR there is not normally scope for

minor operational development. Therefore at best they can only maintain the current situation in terms of visual appearance, general design and character.

43. Finally, Pillar three – planning for infrastructure and connected places. The white paper acknowledges that new development brings with it new demand for public services and infrastructure. However at present the only method by which a developer contribution can be secured from development that is PDR is via the Community Infrastructure Levy (CIL), which requires the local authority to have an adopted CIL charging schedule, which includes provision to charge for PDR development.
44. In the absence of a local authority having an adopted CIL charging schedule there is at present no scope for PDR development to make a contribution towards the additional demand that would be placed upon public services. This means that new developments do not contribute towards the impacts they bring to a particular locality.
45. The success of such developments, particular those which would otherwise constitute large scale residential developments rely solely upon their location. Such developments in more urbanised or populous centres will already be in close proximity to existing amenities and transport networks; allowing them to readily access these facilities without any particular undue burden. This will not be the case in less densely populated areas.
46. Overall then it could be argued that the current approach to PDR does not align with the visions set out within the White paper.

What is the impact of PDR on the ability of local authorities to plan development and shape their local communities?

47. PDR which allow for minor development to take place, such as modest extensions or alterations to an existing building overall do not have a particular impact upon the ability of local authorities to plan development.

48. The aspect of PDR which undoubtedly does have an impact upon the ability of local authorities are those PDRs which allow for the creation of dwellings on a potentially large scale.
49. As part of the plan making process a local authority will consider external factors such as anticipated growth over the plan period. This will then inform the amount of housing, the amount of business space that will be required to accommodate economic growth to provide jobs. As well as identifying where additional infrastructure may need to be delivered, such as new rail stations, highway upgrades, transport interchanges. All of these are then balanced against the various protectionist type considerations that must be weighed into the balance such as heritage or ecological considerations and constraints.
50. The result of this holistic plan making approach is usually an outcome which, based on anticipated growth, ultimately seeks to provide the infrastructure to deliver the aspirations set out within an adopted plan. In simple terms a local authority sets out the amount of housing or jobs it aspires to deliver and then sets out where these will be delivered across their area.
51. PDR which brings about large scale development such as those which allow multiple units to be created jeopardises this. Over a plan period there will always be an element of development that occurs which is unplanned or takes place on windfall sites. Those are the sites which were not originally included in an adopted plan but for whatever reason have been brought forward for development. Such development can make an important contribution to housing stock or general economic development.
52. However the clear risk is that PDR, in allowing the principle of development, facilitates development occurring in places which it was not intended to when the plan making process was being undertaken.

Is the government right to argue that PDR supports business and economic growth?

53. The argument that PDR supports business and economic growth is somewhat simplistic. The real situation is far more nuanced and

arguably needs to consider the type of support and economic growth it delivers and whether that is good growth or indeed desirable growth.

54. PDR will, by virtue of facilitating development, support business and economic growth to a degree. For example it will support a building company tasked with implementing the conversion. The subsequent dwellings will then become housing stock which will either be sold to individuals or rented out – all of which will support businesses and economic growth in this particular context. It will create economic activity.
55. Conversely PDR allows things such as Offices, retail space and agricultural buildings to be lost and converted to residential dwellings. Therefore there is a degree of economic activity lost as a result of the PDR. These are spaces that are occupied by businesses which make an economic output, employ people, creating a flow or a cycle of economic activity. Therefore PDR wouldn't help support an independent business such as a retailer if their landlord had decided to pursue a scheme to convert their premises to residential units.
56. Overall, given that large PDR schemes do not provide any contributions towards infrastructure in the city the overall net effect is likely tilted towards such schemes having a more negative impact upon businesses and economic growth.
57. The forthcoming expanded PDR (Class MA) which covers the conversion from Class E (commercial, business and services) to residential has the potential to bring a wider range of commercial uses into the scope of being able to be converted to residential units. This is expected to come into force on 21st August 2021.
58. Whilst the new Class MA PDR does include some limitations in the size of floor space that can be converted (1500m²) and a vacancy test (premises must have been vacant for a period of 3 continuous months). There clearly remains a distinct risk, particularly to town centres that large commercial spaces could become prime for conversion.
59. These potential risks are potentially heightened within the context of any sort of recovery from the Coronavirus pandemic, owing to the

documented changes in shopping and working habits and uncertainty around the nature of any recovery.

60. There are concerns with regard to the forthcoming PDR that such changes may be counterproductive to the high street recovery and that the changes only incentivise property owners to push businesses out of premises in order for them to realise the rewards associated with residential property.
61. It is considered unlikely that such PDRs would be of overall benefit to the vibrancy and vitality of the high street; sentiments which are set out in a joint letter to Prime Minister from the Royal Town Planning Institute (RTPI), Royal Institute of British Architects (RIBA), Chartered Institute of Building (CIOB) and Royal Institution of Chartered Surveyors (RICS) - <https://www.rtpi.org.uk/media/8196/01042021-final-jis-letter-to-the-prime-minister.pdf>

What is the impact of PDR on the involvement of local communities in the planning process?

62. In the vast majority of people their involvement in the planning process is usually as a result of either being an applicant proposing a development or as a result of being invited to the process as a result of development being proposed within their local area and it being advertised to them via a site notice or neighbour notification letter.
63. Generally local communities would expect to be able to participate in the planning process and make any representations that they wish to. All of which contribute to the wider democratic process of the planning system. It is often the case an application or development proposal which is being proposed within their community is the most pressing issue to them at that time and in their eyes all matters are up for discussion whether they be good, bad or indifferent.
64. The complication to this that PDR brings is the way in which it can tie the hands of various stakeholders. The LPA can only consider certain prescribed matters, in some instances these do not include obvious things such as possible harm to the amenity of existing residents or properties. PDR also generally removes the basic question of whether a development proposal is acceptable in principle in a particular

location. Communities lose the ability to raise what may well be valid concerns or issues in any other circumstance. PDR erodes the democratic process of planning system.

65. These can be serious issues. A proposed development may cause serious concerns to a local community. However it could be the case that in certain circumstances the LPA can do very little to either mitigate those concerns simply because the PDR does not allow them to. The result of this is that LPA appear to communities favour the developer. Whereas the reality is that it is PDR which favours the developer and not necessarily the communities in which development occurs or the LPA being tasked with making a decision.

Should the government reform PDR? If so, how?

66. Historically PDR has existed to facilitate smaller scale development which in the majority of cases have a small scale impact or facilitate development which would be incidental to a wider use. Their ability to allow development by statutory undertakers or infrastructure network providers (highways authorities, telecommunications providers, rail operators etc.) assists with the day to day operation and provision of these networks. These are key functions that many would agree should be maintained.
67. Nonetheless over more recent years, and particularly so in the last year to year and half it has become apparent that the general direction of travel is one of deregulation via the expansion of the PDR regime. This is moving the planning process towards a scenario whereby increasingly larger and larger schemes of development are falling into the PDR regime and as a result significantly weakening the ability of LPA and communities to have a proper say in shaping developments and their communities.
68. The incremental expansion in the use of the prior approval process and the broadening of the matters that can be considered and assessed as part of an application make the prior approval process increasingly more like a traditional planning application. However the primary difference being the cost to the applicant. This places a far greater burden upon LPAs. The costs of advertising and processing such prior approval applications are similar to those of a planning

application however in many cases the statutory prior approval fee will not cover these costs. This will ultimately be unsustainable for local authorities.

69. The expansion of the PDR regime is detrimental to communities. It removes the ability of LPAs to secure affordable and social housing contributions, actions that will help address issues of housing supply. It is also arguable it places a greater burden upon local authorities as there are fewer opportunities to properly and meaningfully shape and plan development. Or indeed secure the supporting infrastructure that is often needed to allow developments to flourish.
70. Such measures only boost the economy for the developer by making the processes and requirements around facilitating a development cheaper and easier. This is only to the benefit of the developer and is a clear departure from the principle that the party who is likely to gain the most from a development shoulders the greater risk or burden to achieve that.
71. The expansion of the PDR regime under the guise of delivering more housing does not mean that more housing is built. Getting more housing built requires developers to implement the permissions and consents they have.
72. The pace of change in the PDR regime over recent years does not allow for the results, intended or otherwise to be properly assessed and considered. It also has the potential to cause confusion to all stakeholders and makes the system more opaque – a feature that the government identifies as an existing issue within their white paper.

Conclusion

73. As can be seen from the information above there are significant and far reaching implications from the PDR regime. There are a number of concerns regarding the impact of PDR however specifically the impact on the city centre, the quality of housing and the Planning Authorities ability to secure affordable housing contributions.

74. The concerns City of York Council have with regard to the impact of PDR was discussed at Full Council in March this year. The following was specifically outlined:

- recognise the importance of the planning process in achieving balance between residential and commercial development and in ensuring communities derive benefit from such development through developer contributions.
- recognise York as a vibrant city centre needing a strong business and commercial heart for the city to maintain its competitiveness. The significant loss of office space through office-to-residential conversions following the Government's extension of permitted development rights (PDRs) in 2013;
- the critical importance and democratic role of the local planning authority in determining where conversions are appropriate and where they are not - a power lost through PDRs; the current loss of community benefit through developer contributions such as open space and affordable housing provision in cases of office to residential conversions.

75. It was resolved at the meeting that the Council would explore options for pursuing Article 4 Direction powers to suspend Permitted Development Rights (under The Town and Country Planning (General Permitted Development) (England) Order 2015) on conversions that continue to threaten the viability of York's economy through the loss of both retail and office space. The above motion and agreement illustrates City of York's resolve with regard to the impact PDR has had and continues to do.

76. In conclusion it is considered that PDR for major schemes is not an effective way of bringing development forward in a well-planned and cohesive manner that responds to local context.

Consultation

No formal consultation has taken place.

Council Plan

77. The following Council priorities are relevant:

- Good health and wellbeing
- A greener and cleaner city
- An open and effective council Planning Authority to proactively shape development within the city. Whilst the proposals to expand the permitted development rights in respect of the creation of dwellinghouses has the potential to increase the delivery of dwellinghouses, but this is by no means guaranteed. The measures will do nothing to address or provide affordable housing.

Implications

- **Financial** Further deregulation of the planning process by broadening the levels of development which deemed to be permitted development, and therefore do not require planning permission, will lead to a reduction in the number of planning applications the Council receives. This will have an impact upon income from application fees in Development Services.
- **Human Resources (HR)** There are no HR implications
- **Equalities** There are no equalities implications
- **Legal** There are no legal implications
- **Crime and Disorder** There are no crime and disorder implications
- **Information Technology (IT)** There are no IT implications
- **Property** There are no property implications
- **Other** The broadening of permitted development rights and the use of the prior approval process, where only very specific matters can be considered in assessing a set of proposals, may further limit the democratic element of the planning process. Whereby interested third parties and elected members have less of an input into decision making.

Risk Management

78. There are no known risks

Contact Details

Author:

Chief Officer Responsible for the report:

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James Gilchrist

Director of Transport, Environment and
Planning

**Report
Approved**

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|---|
| x |
|---|

**Date
19.04
2021**

Wards Affected:

All

| |
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| ✓ |
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For further information please contact the author of the report

Background Papers:

None

Annexes

List of Abbreviations Used in this Report

PDR – Permitted Development Rights
NPPF – National Planning Policy Framework
LPA – Local Planning Authority