

Notice of meeting of

Decision Session - Executive Leader

To: Councillor Waller (Executive Leader)

Date: Tuesday, 1 March 2011

Time: 4.15 pm

Venue: The Guildhall, York

AGENDA

Notice to Members – 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:

10.00am on Monday 28 February 2011 if an item is called in before a decision is taken, or

4.00pm on Thursday 3 March 2011 if an item is called in after a decision has been taken.

Items called in will be considered by the Scrutiny Management Committee.

Written representations in respect of items on this agenda should be submitted to Democratic Services by **5.00pm on Friday 25 February 2011**.

1. **Declarations of Interest**

At this point Members are asked to declare any personal or prejudicial interests they may have in the business on this agenda.

- 2. Minutes** (Pages 3 - 6)
To approve and sign the minutes of the meeting held on 1 February 2011.

- 3. Public Participation**
At this point in the meeting, members of the public who have registered their wish to speak at the meeting can do so. The deadline for registering is **5:00pm on Monday 28 February 2011.**

Members of the public may register to speak on:-

- an item on the agenda;
- an issue within the Executive Member's remit;
- an item that has been published on the Information Log since the last session. Information reports are listed at the end of the agenda.

- 4. One-City Update** (Pages 7 - 56)
This report follows up reports presented in 2008 and 2009 under the One City banner on York's economic position. These recognised that the Council and its partners can take action to assist the city during this period of downturn to help business as well as those individuals and communities hardest hit. This report sets out progress with actions taken and seeks the approval of the Executive Leader to re-allocate a small element of unspent monies from the projects previously approved.

- 5. Urgent Business**
Any other business which the Chair considers urgent under the Local Government Act 1972

Information Reports

No information reports have been published on the Information Log for this session.

Democracy Officers

Catherine Clarke and Louise Cook (job share)

Contact details:

- Telephone – (01904) 551031
- Email catherine.clarke@york.gov.uk and louise.cook@york.gov.uk

(If contacting by email, please send to both Democracy officers named above).

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

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

Contact details are set out above.

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Would you like to speak at this meeting?

If you would, you will need to:

- register by contacting the Democracy Officer (whose name and contact details can be found on the agenda for the meeting) **no later than 5.00 pm** on the last working day before the meeting;
- ensure that what you want to say speak relates to an item of business on the agenda or an issue which the committee has power to consider (speak to the Democracy Officer for advice on this);
- find out about the rules for public speaking from the Democracy Officer.

A leaflet on public participation is available on the Council's website or from Democratic Services by telephoning York (01904) 551088

Further information about what's being discussed at this meeting

All the reports which Members will be considering are available for viewing online on the Council's website. Alternatively, copies of individual reports or the full agenda are available from Democratic Services. Contact the Democracy Officer whose name and contact details are given on the agenda for the meeting. **Please note a small charge may be made for full copies of the agenda requested to cover administration costs.**

Access Arrangements

We will make every effort to make the meeting accessible to you. The meeting will usually be held in a wheelchair accessible venue with an induction hearing loop. We can provide the agenda or reports in large print, electronically (computer disk or by email), in Braille or on audio tape. Some formats will take longer than others so please give as much notice as possible (at least 48 hours for Braille or audio tape).

If you have any further access requirements such as parking close-by or a sign language interpreter then please let us know. Contact the Democracy Officer whose name and contact details are given on the order of business for the meeting.

Every effort will also be made to make information available in another language, either by providing translated information or an interpreter providing sufficient advance notice is given. Telephone York (01904) 551550 for this service.

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Holding the Executive to Account

The majority of councillors are not appointed to the Executive (40 out of 47). Any 3 non-Executive councillors can 'call-in' an item of business from a published Executive (or Executive Member Decision Session) agenda. The Executive will still discuss the 'called in' business on the published date and will set out its views for consideration by a specially convened Scrutiny Management Committee (SMC). That SMC meeting will then make its recommendations to the next scheduled Executive meeting in the following week, where a final decision on the 'called-in' business will be made.

Scrutiny Committees

The purpose of all scrutiny and ad-hoc scrutiny committees appointed by the Council is to:

- Monitor the performance and effectiveness of services;
- Review existing policies and assist in the development of new ones, as necessary; and
- Monitor best value continuous service improvement plans

Who Gets Agenda and Reports for our Meetings?

- Councillors get copies of all agenda and reports for the committees to which they are appointed by the Council;
- Relevant Council Officers get copies of relevant agenda and reports for the committees which they report to;
- Public libraries get copies of **all** public agenda/reports.

City of York Council

Committee Minutes

MEETING	DECISION SESSION - EXECUTIVE LEADER
DATE	1 FEBRUARY 2011
PRESENT	COUNCILLORS WALLER (EXECUTIVE LEADER)

21. DECLARATIONS OF INTEREST

The Executive Leader was invited to declare at this point in the meeting any personal or prejudicial interest he might have in the business on the agenda.

He declared a personal non prejudicial interest as he is:

- a Board Member of Welcome to Yorkshire and Sustainability for Yorkshire.
- a Member of Leeds City Region Local Enterprise Partnership.
- the Chairman of Leeds City Region Homes & Communities Agency Board.

22. MINUTES

RESOLVED: That the minutes of the last meeting of the Decision Session of the Executive Leader, held on 7 December 2010 be approved and signed by the Executive Leader as a correct record.

23. PUBLIC PARTICIPATION

It had been reported that there had been no registrations to speak but a written representation was received on items 4 and 5 from Unison which was noted by the Executive Leader.

24. REVENUE BUDGET ESTIMATES 2011/12 - OFFICE OF THE CHIEF EXECUTIVE

The Executive Leader considered a report that presented the 2011/12 budget proposals for The Office of the Chief Executive, which included:

- the national context regarding local government funding and the implications for City of York Council.
- the approach that had been adopted to develop budget proposals.
- the outcomes of the customer budget consultation.
- the revenue budget for 2010/11 (Annex 1 of the report) to show the existing budgets.

- the budget adjusted and rolled forward from 2010/11 into 2011/12.
- the cost of pay and price increases and increments for the portfolio.
- proposals for service pressure costs and saving options for the portfolio area (Annexes 2 and 3 of the report).

The report also included saving proposals related to Strategic Housing which was part of Communities & Neighbourhoods Directorate but was the Executive Leader's responsibility.

Officers gave an update and stated that although the Holocaust Memorial Day budget had been reduced the Council would continue to support this event.

RESOLVED:

- (i) That it be confirmed that the budget proposals are in line with the Council's priorities.
- (ii) That the report be referred to the Budget Executive for consideration.

REASON:

As part of the 2011-12 budget consultation.

25. REVENUE BUDGET ESTIMATES 2011/12 - ECONOMY & ASSET MANAGEMENT

The Executive Leader considered a report that presented the 2011/12 budget proposals for Economy and Asset Management, which included:

- the national context regarding local government funding and the implications for City of York Council.
- the approach that had been adopted to develop budget proposals.
- the outcomes of the customer budget consultation.
- the revenue budget for 2010/11 (Annex 1 of the report) to show the existing budgets.
- the budget adjusted and rolled forward from 2010/11 into 2011/12.
- the cost of pay and price increases and increments for the portfolio.
- proposals for service pressure costs and saving options for the portfolio area (Annexes 2 and 3 of the report).
- proposals for fees and charges (annex 4 of the report).

Officers gave an update and the Executive Leader commented on the proposed funding cuts to Welcome to Yorkshire the regional tourist

agency. Officers agreed to discuss the proposed deductions and the footfall figures from the York Food and Drink Festivals with the Chief Executive of Welcome to Yorkshire.¹

RESOLVED:

- (i) That it be confirmed that the budget proposals are in line with the Council's priorities.
- (ii) That the report be referred to the Budget Executive for consideration.
- (iii) That the proposed cuts to Welcome to Yorkshire and the footfall figures from the York Food and Drink Festivals be discussed with their Chief Executive.

REASON:

As part of the 2011-12 budget consultation.

Action Required

1. Budget discussions with Welcome to Yorkshire and send them the footfall figures for the York Food and Drink Festival. RR

26. UPDATE ON GREEN JOBS

The Executive Leader considered a report that provided an update on actions taken following the report produced by the Green Jobs taskforce. The report had a good strategic fit with the long term aspirations of the city in relation to all these within the Sustainable Community Strategy, particularly those in relation to Thriving City and Sustainable City but also with respect to Inclusion City and Learning City.

Officers gave an update and stated that North Selby Mine were currently progressing with their proposals and an update would be issued at a later stage.

The Leader commended the research work that was undertaken into the scale and prospects for green jobs in York and suggested officers circulate the results.¹

RESOLVED:

- (i) That the progress made in taking action in line with the recommendations of the Green Jobs taskforce be noted.
- (ii) That the research undertaken on the scale and prospects for green jobs in York be circulated and a copy be sent to the Economic Partnership Board.

- (iii) That a follow up meeting be arranged with the Green Jobs Task Group and the Executive Leader.²

REASON:

To support the strategic objective of the Sustainable Community Strategy and Corporate Strategy.

Action Required

- | | |
|---|----|
| 1. That the research on the scale and prospects for green jobs in York be circulated and sent to the Economic Partnership Board | RR |
| 2. To arrange a meeting between the Green Jobs Task Group and the Executive Leader | RR |

Councillor Waller, Executive Leader, Chair
[The meeting started at 3.45 pm and finished at 4.10 pm].



Executive Leader Decision Session

1 March 2011

Report of the Director of City Strategy

One City – Update

Summary

1. This report follows up reports presented in 2008 and 2009 under the One City banner on York's economic position. These recognised that the Council and its partners can take action to assist the city during this period of downturn to help business as well as those individuals and communities hardest hit. This report sets out progress with actions taken and seeks the approval of the Executive member to re-allocate a small element of unspent monies from the projects previously approved.
2. The One City project has a good strategic fit with the long term aspirations of the city under the Inclusive City, Learning City, Sustainable City and Thriving City themes in the Sustainable Community Strategy.

Background

3. Reports to the Council's Executive in 2008 and 2009 outlined the implications of the global recession on the local economy of York and identified a number of actions for the Council to take in response to this. It was recognised that York was initially better placed than some other cities to respond to the changing economic picture. It has experienced relatively high levels of employment and encouraging economic growth over recent years especially in the technical, creative and scientific sectors. The City has strong partnership working and a good support infrastructure which has been responsive to changing economic circumstances. This has been key to ensuring that York remains vibrant and successful at attracting investment and visitors. Whilst apparently affluent, there are, however, significant pockets in York where deprivation is relatively high and where action is required if the circumstances of those least well off are not to be exacerbated by the prevailing economic climate.
4. A number of indicators of the current performance of the local economy are identified in Annex 1 to this report. This highlights that generally the local economy of York is still performing well, especially when compared to national and regional averages. The strong performance of York's economy is also well established in the recently published Cities Outlook from the Centre for Cities think-tank. The Cities Outlook 2011 report, states that York is the city likely to be least impacted by welfare cuts, continues to have strong population growth, a low claimant count and a skilled workforce. In detail, the review confirms York as the North's most buoyant city and states that "York appears relatively well placed to emerge with a strong economy and to contribute to national economic recovery". This endorsement of York's relatively strong economy is reaffirmed by the following statistics extracted from the Outlook, although the generally healthy picture reflects our current understanding of York's economy:

Welfare spending

- Of 63 UK cities reviewed only four in 2009 had a lower per capita welfare spend than York. York had an estimated per capita spend of £2186 on benefits compared to £3398 in Birkenhead as the worst performer and £1770 in Cambridge as the best performer. Economically buoyant cities such as York have the smallest welfare bills.

Impact on the economy of public sector spending cuts

- The size of the welfare bill will be reduced in every city over the coming years although York is estimated to be nationally the least affected with its projected cut amounting to an average of only £85 per person.

Population Growth

- A growing city is seen as a symptom of a healthy city, as mobile workers follow job opportunities. York is the only city in the North in the top ten cities with an estimated population growth of 21 700 between 1999 and 2009 (a 12% increase). Only Milton Keynes grew at a faster rate.

Unemployment

- York, Had an unemployment Claimant count of 2.4% of residents claiming Job Seekers Allowance in November 2010. Only 6 Cities had a marginally better claimant count than York.

Skills

- Small and medium sized university cities across the country tend to have the highest skill levels. York scored fifth best in 2009 of all UK cities with 40.9% of working age residents having skills at NVQ Level 4 or higher, and only 7.9% of all residents (seventh best) with no formal qualifications.
5. Despite this performance, there can be no grounds for complacency in the Council's efforts to support the local economy, enhancing the prosperity of York and enabling as many local people as possible to benefit from economic opportunities in the City. Of particular concern is the increasing numbers of young people becoming unemployed.
 6. Progress on actions approved by the Executive in response to the economic downturn can be identified under the headings of business and confidence; procurement; helping the least well-off; skills and enterprise.

Consultation

7. Previous consultation has taken place with the York Economic Partnership, York Business Forum, Science City York, york-england.com, Visit York, York Professionals, Retailers Forum and Chamber of Commerce.

Business and confidence

8. The most recent results for the York Business Survey cover the quarter to June 2010, with the next survey to complete the data to the end of 2010 going out around the end of February. This will bring the normal timetable for business surveys back into line, the delays being caused by the necessity to re-negotiate the data-gathering contract with an external provider. The service with the new firm has been secured at lower cost with the added inclusion of an online survey available through the council website. The survey data revealed an overall positive picture (although there will be some positive seasonal effects mid-year) of more firms taking on staff than losing them compared to the quarter before with a similar picture for sales. Over a third of firms undertook investment of some kind while in terms of confidence over 40% thought sales in the quarter ahead would be higher and, on balance, firms expected to take on staff. Thinking about their experience of being located in York

overall, nearly 95% expressed the sentiment that York was either a 'good' or 'satisfactory' location in which to run their business. More detailed analyses of the York Business Survey may be found on the council website within the quarterly newsletters at:

http://www.york.gov.uk/business/support/Economic_intelligence/

9. The Yorkshire Cities research and the previously published annual competitiveness index highlight York as a competitive and resilient city, able to recover quickly and effectively from the economic downturn. These studies point to the factors which attract investment and where the council's strategic focus, with that of its partners, has been aligned – by improving the qualifications of school-leavers, raising skill levels, helping unemployed people back into the workforce, attracting knowledge based industries and encouraging entrepreneurship. Clearly, however, it is important not to be complacent of recovery at this critical time.
10. The development of city-wide strategies for the future, build on this success and ensure a continuing focus under the Thriving City, Learning City and Inclusive City objectives. The Council has a strong track record of working in partnership to ensure the city's continuing economic progress with for instance Science City, Visit York, Chamber of Commerce, and City Centre activities. This has ensured that the Council is a key player in helping to shape and support the city's economic future and has good channels of communication through which the needs of the business community are understood. Since the Future York Report and partly in response to the joint party protocol which identified jobs and business support as a key issue, the Council has strengthened its approach to Key Account Management (i.e. understanding the needs of key businesses in the City in a formalised and managed approach.
11. A key initiative for the Council is to sustain the economic vitality and viability of York City Centre, both in respect to the direct employment generated here and also due to the impact a thriving city centre has on business confidence. Previous reports to the Executive have highlighted the importance of maintaining an active dialogue with retailers and traders through the Retailers Forum, encouraging private sector involvement with initiatives such as Christmas lights and other promotional activities, developing new initiatives such as the Minster Quarter and taking a longer term view of the development of the city centre through the City Centre Area Action Plan. Additional funding through the LABGI monies has supported enhancements to the attractions offered by York in Bloom, Christmas lights and Illuminate York in order to provide City Centre showpieces. A specific initiative to improve shop fronts of long term vacant shops in prominent locations has also been undertaken with support from York Museums Trust and Visit York. A number of city centre performance measures regarding footfall and shop vacancy rates indicate that York City Centre is performing well in comparison to other locations. A further initiative undertaken has been a research and marketing campaign by Visit York aimed at York's hinterland shopping catchment to encourage shoppers to come to the City instead of other potential locations. The evaluation of this is set out in Annex 2 to this report.

Procurement

12. The Council spends approximately £100 million per year in the discretionary purchasing of external goods and services. EU procurement legislation prevents the Council from positively discriminating in favour of local suppliers, but it does work to promote the availability of contracts with them and ensures that there is full visibility of tendering opportunities. The procurement team has been active in recent events aimed at supporting local businesses and has also been in contact with the Chamber of Commerce to ensure that local businesses are aware of this facility and are equipped to take advantage of tendering opportunities.

13. One particular event that has taken place recently, with the strong involvement of Higher York, has been to promote the business and employment opportunities presented by the development of the new Council Headquarters at West offices. A verbal update on this event will be given at the meeting.

Helping the least well off

14. The Council has supported the Credit Union and the York on a Budget booklet co-ordinated by the CAB. Members will also be aware of the Kingsway West initiative aimed at addressing levels of deprivation in the only neighbourhood in the City falling within the 10% most deprived nationally. Initiatives within this project include :-
- Training and work – with Future Prospects advising
 - Benefits take-up and financial advice for individuals and through targeted events
 - A health campaign using local GP surgeries
 - Growing your own food initiative
 - Credit Union – a new pay-in point alongside awareness raising
 - Heating costs – good practice awareness/advice

This work is now being extended into Clifton in a targeted and focussed way.

One aspect of the current economic situation is the increasing number of local people seeking specific debt and benefits advice. Annex 3 sets out the increasing pressures on this service at the CAB which has been coupled by uncertainties over Government funding. There was a previous allocation of resources through the LABGI funding to support the extension of community savings points for the Credit Union. For a number of reasons, this funding is no longer required and therefore it is proposed to re-allocate this remaining funding of £25,000 to either extend activities within the CAB in line with those set out in Annex 3 or to take forward a proposal from Future Prospects for benefits maximisation as outlined in Annex 4.

The proposal from the CAB would help clients with total debts in the region of £2million by either rearranging payments or writing off debts through formal legal insolvency (£80 of debts rearranged/written off for every £1 from the Council). This would mean detailed casework assisting at least 100 residents with some referrals from the Council and Council funded projects.

The proposal from Future Prospects would seek to extend a successful programme of income maximisation in targeted communities in York, using an evidence based model of offering a service from a primary healthcare setting. The £25,000 would allow a continuation of activity within the Clifton Health centre and to roll this service to another lower level super output area within Heworth ward. The aim would be to increase income in these areas by £300,000.

Skills and Enterprise

15. The Centre for Cities report highlights the importance of skills and enterprise for the future prosperity of York. It recognises that York has a relatively strong skills profile, with good levels of attainment and a high percentage of high level skills. It also notes that high-quality educational provision and a ready workforce are key incentives to attract inward investment and allow York to ‘punch above its weight’ in the knowledge economy. Equally, training and skill development are essential to support economic inclusion from all sections of the

population of the City. Additional initiatives supported through the LABGI monies have included:

- funding to sustain the prioritised activities of the Learning City Partnership, particularly those related to employer engagement in skills and enterprise development;
- funding to extend the work of Higher York, particularly focussed on achieving higher level skills in the workforce;
- funding to support the Skills Fest involving a wide range of partners;
- seedcorn funding to examine the scope for developing and extending a construction skills academy on the basis of encouraging the development of local labour as part of major development projects in the City such as the University expansion at Heslington East, led by Higher York.

16. An update on the Service Level Agreement established with Higher York to support the above is set out in Annex 5 to this report. The Enterprise Fund established with support from Aviva, York Business Development Fund and York Professionals with management by York Business Advice Centre based at the Eco Business Centre, has now awarded loans to 14 local newly established businesses. Work is still ongoing to encourage take-up of this funding. Support is continuing for enterprise education within schools. This year the focus is on a Green Energy Challenge with Science City York also involved. Students from two of the schools have been registered for Bronze Crest Awards – these are national awards given to students who complete a Science Challenge/Project. This allows them to showcase their ideas at the Big Bang Yorkshire and Humber which will take place at The Minster on the 14th July where students from across the region will come together (through the CREST Scheme and Young Engineer for Britain) all winners from this event go forward to be nominated for the National Science Competition which takes place in London during March 2012. In addition, Fulford School has worked with one of their feeder primaries on the challenge and they will be attending the final in March. Work is underway through the York Economic Partnership on establishing an Enterprise Strategy for the City.

Options

17. The purpose of this report is to note progress with the initiatives report and the current state of the local economy. Reference is made to the unspent resources previously allocated to the Credit Union community saving points, with a recommendation that this is re-allocated to either activities to be undertaken by the CAB in line with Annex 3 or to the proposal from Future Prospects as outlined in Annex 4. The option for the decision by the Executive Leader is therefore to accept these recommendations or not to do so. If it is decided not to do so, then the unspent resources may be returned to the Council's reserves, carried forward into next year to support as unspecified project or re-allocated to an additional project.

Corporate Priorities

18. The actions in this report support the Inclusive City, Learning City and Thriving City elements of the Sustainable Community Strategy and the Council's Corporate Strategy.

Implications

Financial

19. The recommendations can be supported through existing budgets.

Human Resources (HR)

24. There are no specific HR implications arising from this report.

Equalities

25. This paper proposes action to support the least well of in York and promotes financial inclusion and economic participation for all.

Legal

26. There are no immediate legal implications.

Crime and Disorder

27. This paper supports the consideration of crime and disorder in the context of deprivation in ward planning as demonstrated by the Kingsway Pilot.

Information Technology (IT)

28. There are no strategic IT implications.

Property

29. Previous actions have supported some businesses within the Council's portfolio that have suffered down-turn as a result of the prevailing financial climate.

Risk management

30. The projects previously approved have been assessed to ascertain their effectiveness

Recommendations

30. That the Executive Leader notes the progress made with measures undertaken by the Council in response to the economic downturn.
31. That the Executive Leader agrees to re-allocate £25,000 from the previously approved project to extend community savings points to either support actions undertaken by the Citizens Advice Bureau in line with Annex 3 or to support the proposal from Future Prospects as set out in Annex 4.
32. That the Executive Leader agrees to receive further updates on York's economic climate and assessment of the effectiveness of actions initiated as a result of this report.

Reason:

To support businesses and residents in response to the current economic situation.

Annex 1 – Economic Performance Indicators

Annex 2 – Shop and the City Report

Annex 3 – Citizen Advice Bureau (CAB) Activities

Annex 4 – Future Prospects proposal

Annex 5 – Higher York Monitoring Report 2011

Contact Details

Author: Roger Ranson
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Management
01904 551614

Chief Officer Responsible for the report:

Bill Woolley
Director of City Strategy

Report Approved on 17/2/2011 by B Woolley

For further information please contact the author of the report

Wards affected – ALL

Specialist implications officer

Financial – Patrick Looker

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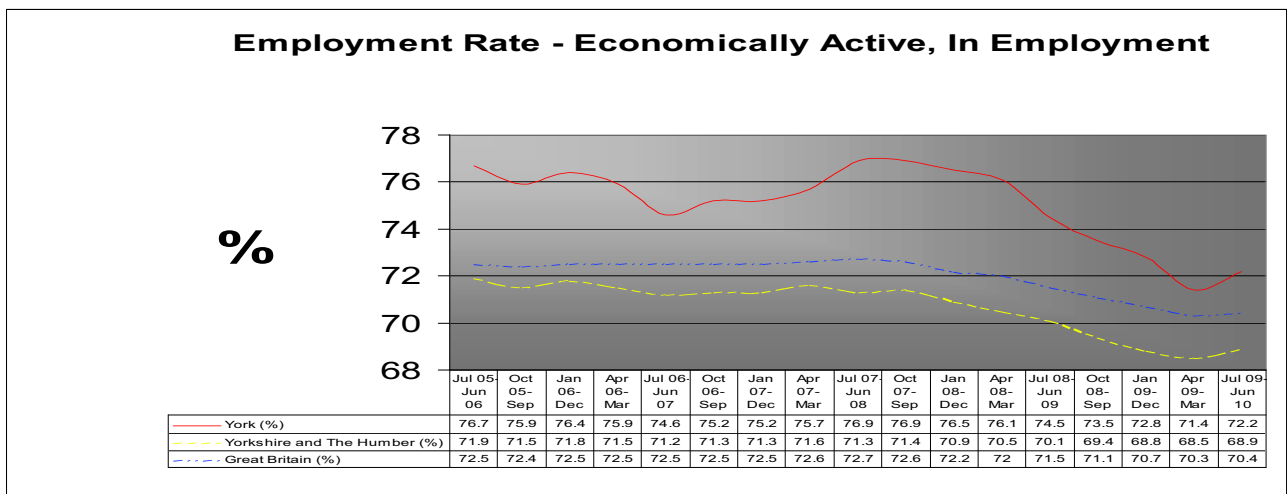


Current position on LAA performance indicators and general business performance in the city

This report contains the most up to date information available. Not all indicators will have changed since the last report, however, all are included for completeness and clarity.

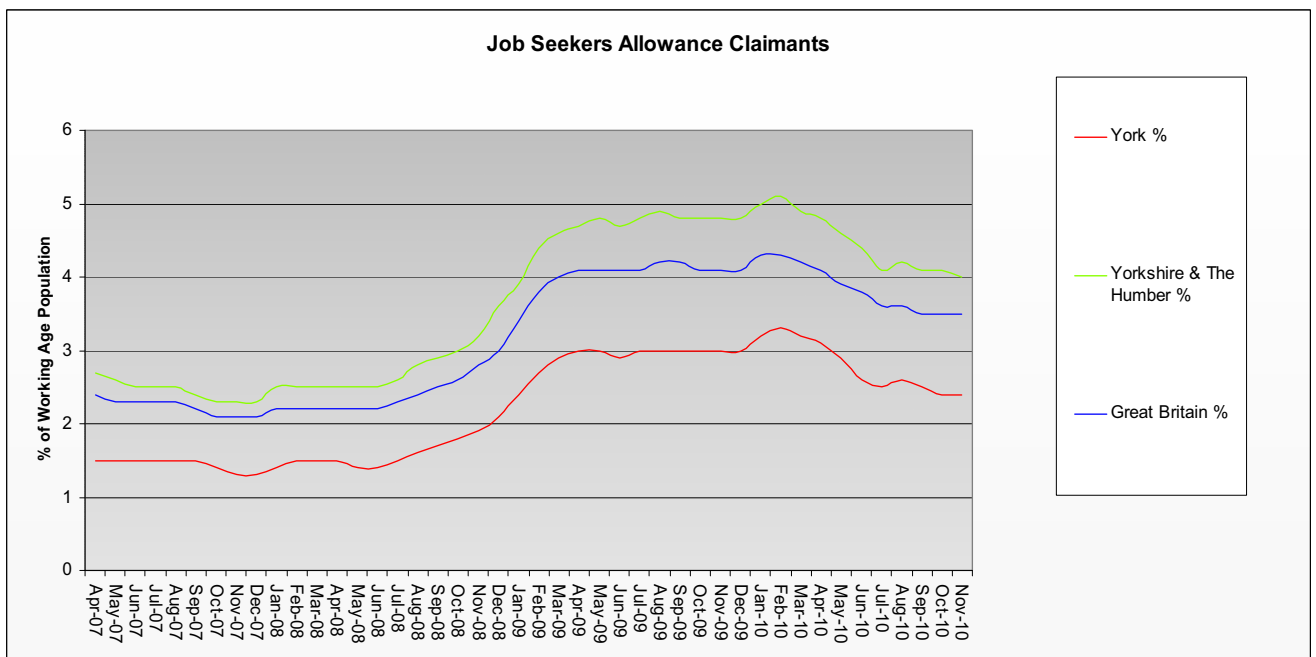
1) Employment Rate

Source: ONS Annual Population Survey (% are for those aged 16-64)



- July 09 to June 2010 saw York’s employment rate increase at a greater rate than that of the region and nation. This figure will decrease as the jobless figures increase. York is still above the national and regional employment rates. The Unemployment Claimant Count figures, the “flip-side” of the employment rate, (released on a monthly basis) are more up to date and provide a better picture for York since the economic downturn really only began to start to take affect from April 2008 onwards. (see below)

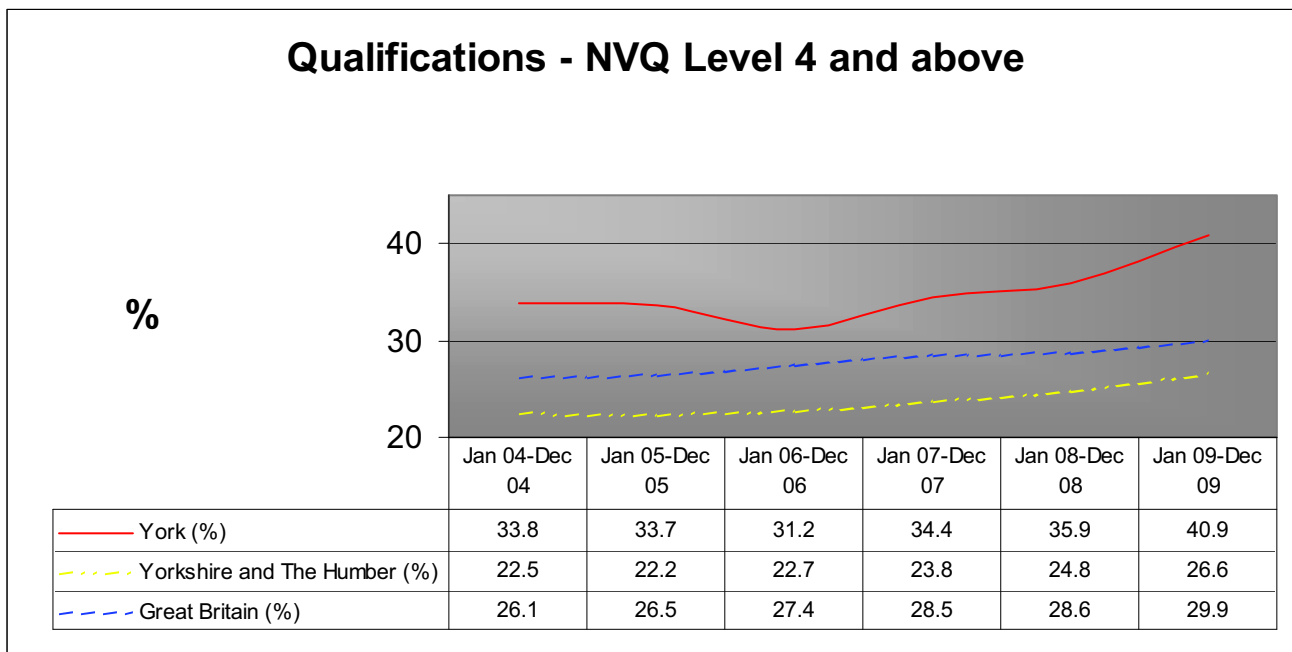
2) Unemployment Rate





3) Qualifications – NVQ Level 4 and above

Source: ONS Annual Population Survey (2009) (% are for those aged 16-64)

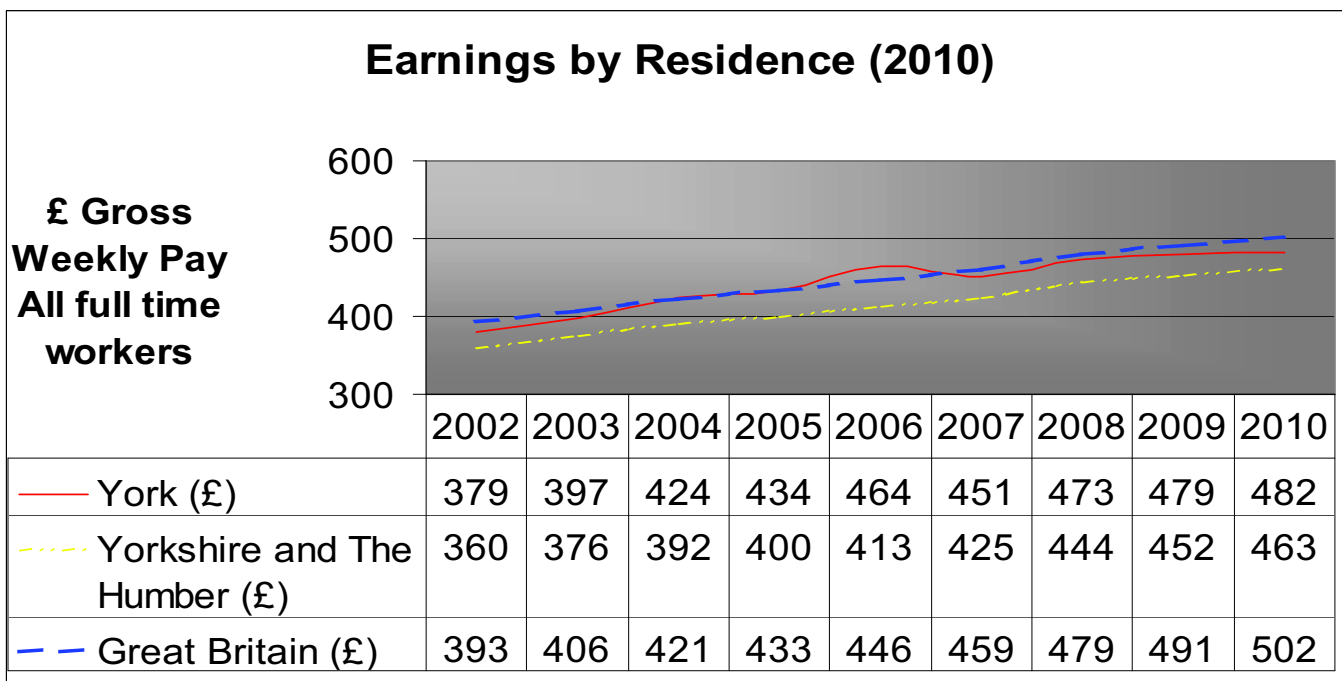


- York UA continues to remain well ahead of the regional and national figures for Qualifications NVQ Level 4 and above.

4) Earnings by Residence

National Indicator 166

Source: ONS Annual Survey of Hours and Earnings (2010)

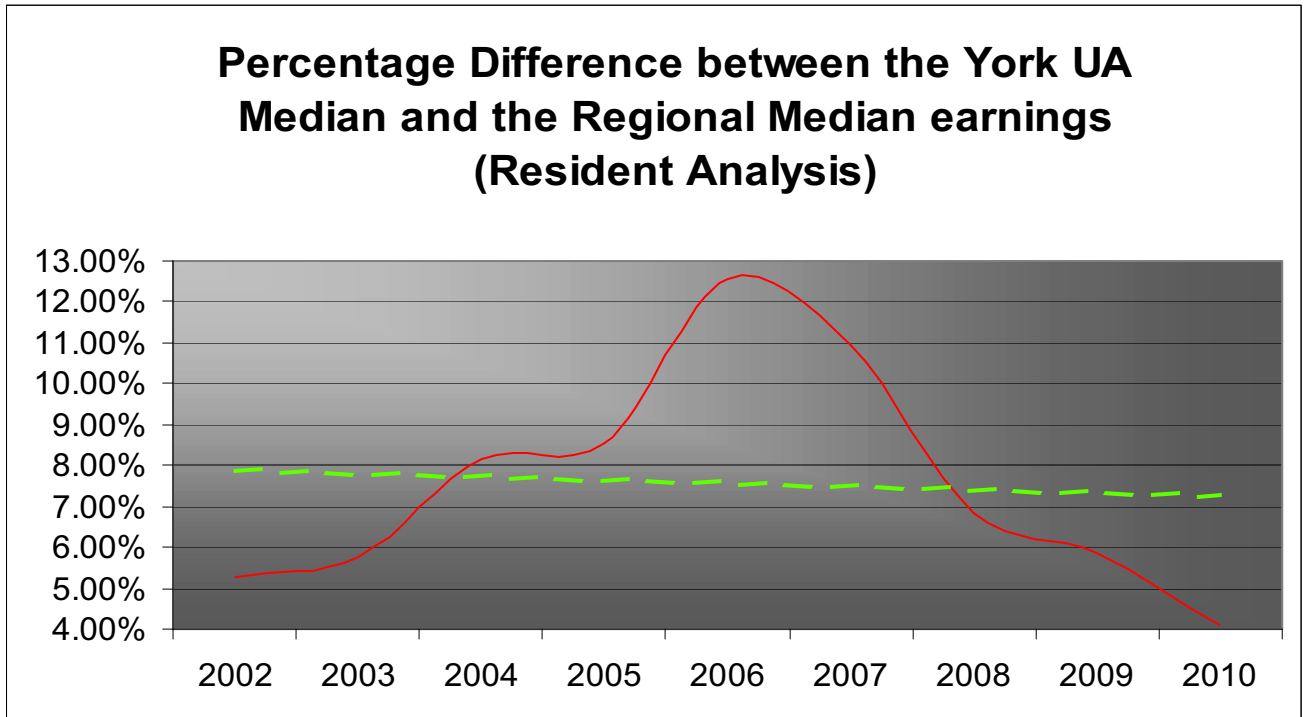




Caution must be used with earnings data as this is taken from a sample survey, the larger the area, the greater the level of confidence.

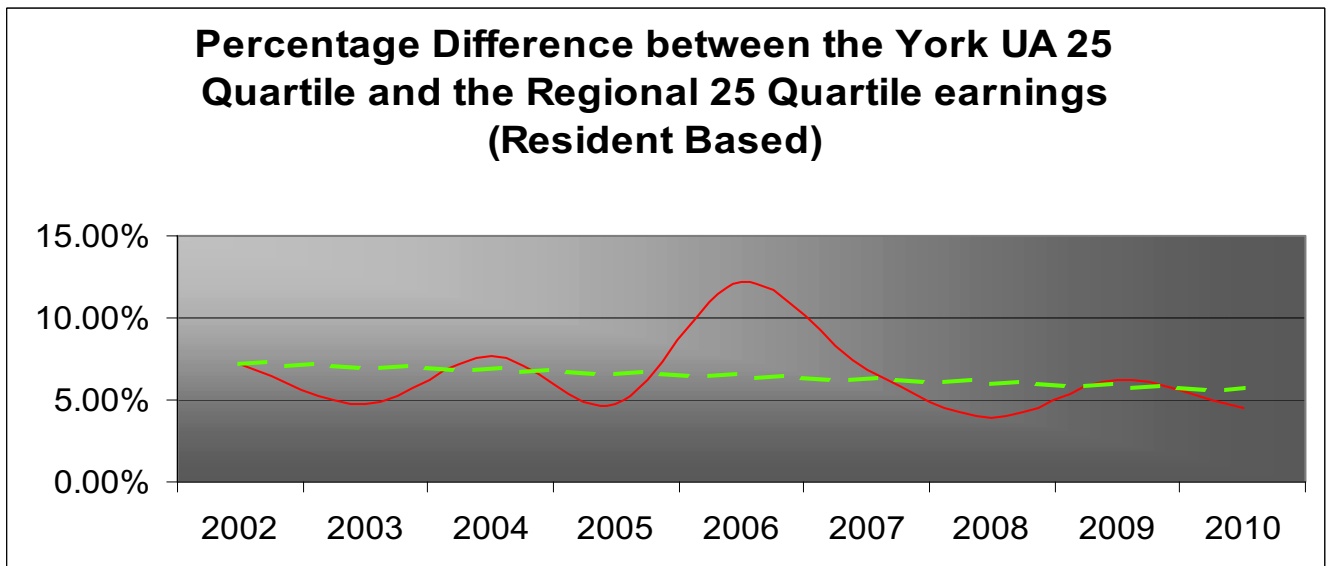
- Average earnings for York UA’s residents are continuing to remain above the regional average but are slightly below the national average.

5) EDE1.4 Maintain percentage difference between York and regional median and 25% percentile figures for residents pay in York (av. gross weekly earnings)



Caution must be used with earnings data as this is taken from a sample survey, the larger the area, the greater the level of confidence

- Average pay differences between the region and York UA are indicating a slight downward trend between 2002 and 2010 (The hashed line on the above graph). Due to the nature of the collection of this data (a sample based survey) year to year percentage differences do fluctuate. The overall trend is the important focus of this data.

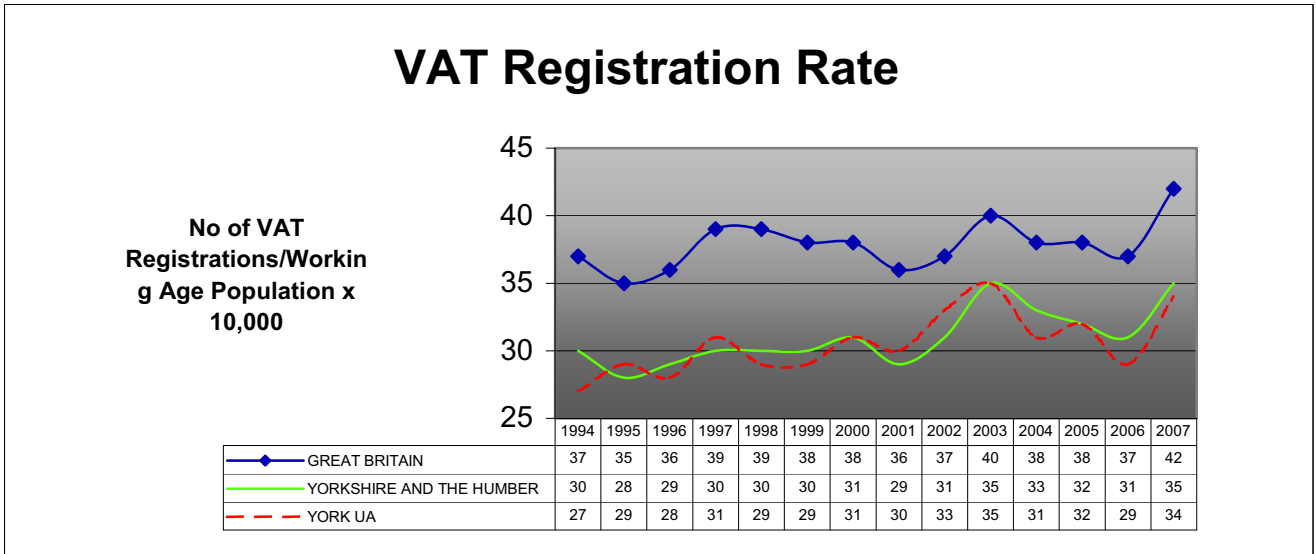




- For lower quartile pay, the difference between York and the Region has seen a slight decrease (between 2002 and 2010). However the differential is still in York's favour.

6) VAT Registration Rate
National Indicator 171

Source: DTI Small Business Service - VAT registrations/deregistrations by industry



- The VAT Registration Rate for York UA has a strong upward trend between 1994 and 2007

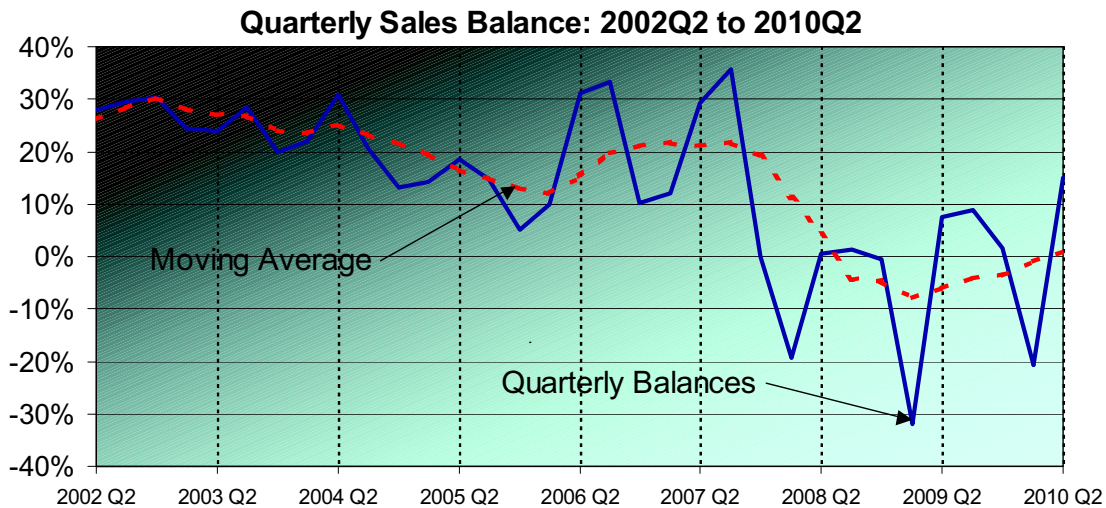


Business Survey Data

7. Sales performance – 2002Q2-2010Q2

Local Indicator VJ15D

Latest data available from the York Business Survey is 2010 Q2. The next survey will take place in mid-January; covering the third and fourth quarters of 2010 and will bring the data set up to date in readiness for the first survey of 2011 which will take place at the usual time in April.



The turnover chart above shows Local Indicator VJ15D, which charts the net balance in sales experienced by businesses in the Quarterly York Business Survey – the resulting net balance figure between the proportion who responded that sales had risen or fallen over the previous quarter. Those who responded that sales fell is subtracted from those experiencing growth. Naturally a proportion of firms, typically around a third, report sales have been steady compared to the quarter before, but this varies naturally enough.

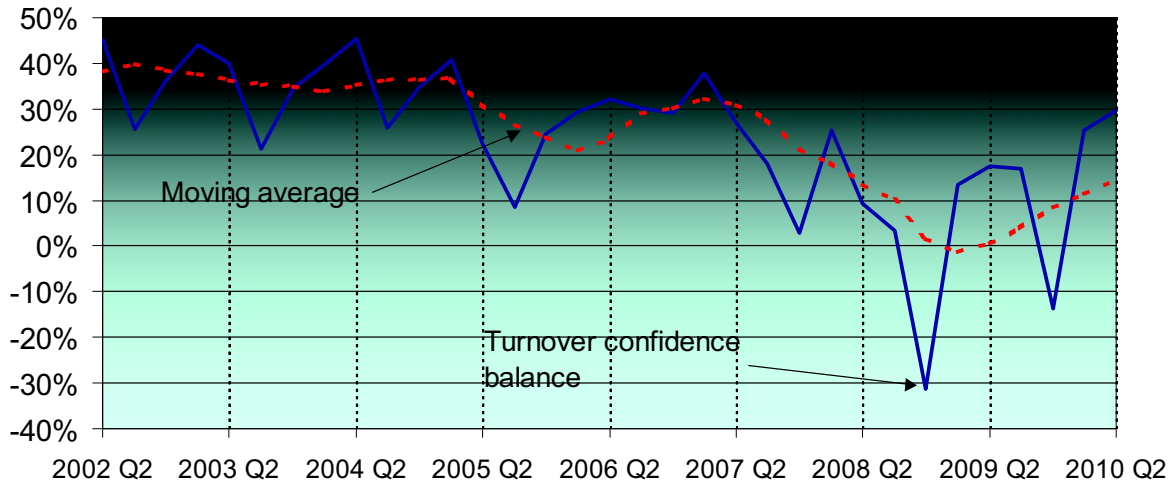
- The blue, solid, line charts the individual net result from each quarter while the broken line is a moving average designed to reduce some of the seasonality inevitably present in the data.
- While the result rises and falls over the eight years shown above, there is a clear overall decline since late 2007 as proportionately more firms experienced a reduction in sales over the quarter than experienced growth and the moving average line exhibits a firm downward trend until beginning to level out and show a slight upward movement from mid 2009. There were certainly a few periods of uncertainty in the national economy prior to the recession – largely linked to rising energy costs during this time - before the recession proper began.
- The result for the 2nd quarter of 2010, the latest result available, shows the most positive second-quarter result since 2007 – and while the trough we would expect to see in the raw data for the first quarter remains marked, it is less so than in 2008.
- The moving average line – which is the red and broken line – continues to move upwards in a positive manner and it is to be hoped this upward sloping line can be maintained through 2010.



8. Sales confidence – the quarter ahead from 2002Q2 to 2010Q2

Local Indicator VJ15C

Sales Confidence: 2002Q2 - 2010Q2



- The Turnover Confidence graph above is constructed on the same basis as the Turnover Performance one previously, but charts the balance between those who *expect* sales to rise in the quarter to come against those who expect them to fall measured against the quarter immediately preceding.
- Once again there is a strong seasonal factor in many managers' hopes (especially for some industries in the city such as retailing) and this needs to be borne in mind although again the moving average line provides a firmer guide to expectations, taking a more moderate view of rises and falls than the raw quarterly data.
- The deterioration in confidence in future sales can be seen clearly from late 2006 to the last quarter of 2008 – but from that point there is a continuing upward slope in the moving average line and this encouraging picture continued in the first and second quarters of last year. It is to be hoped that it will continue to be so once we have the full results for 2010, due in late February.

9. Quarterly Employment balance

Local Indicator VJ15e

Quarterly Employment Balance: 2002Q2 - 2010Q2

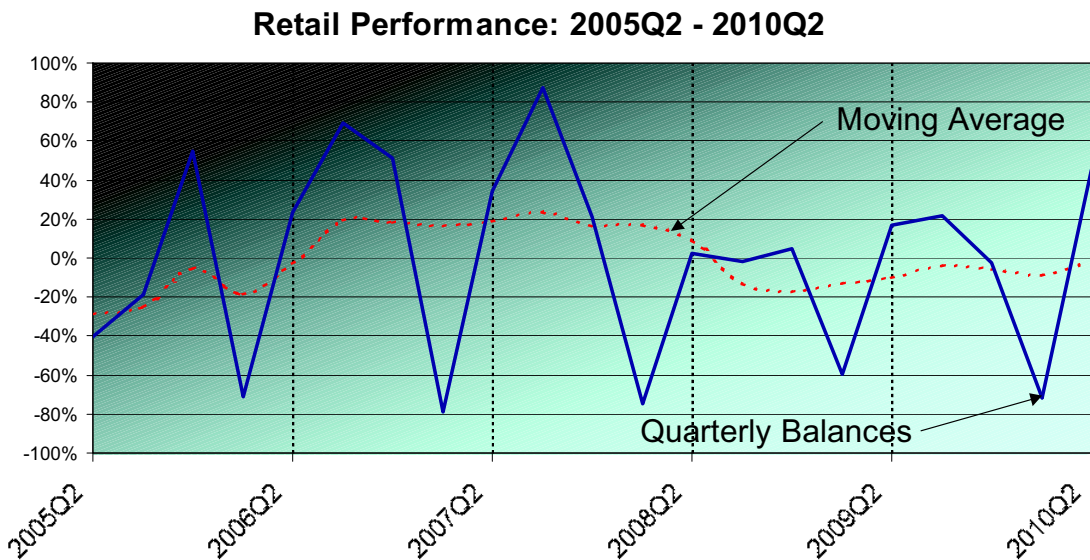




- The employment balance graph overleaf charts the proportion of companies responding that their staffing levels grew or shrank over the preceding quarter – note however that it does *not* show the extent of change. Rather it is used as a barometer of business performance and the question is so phrased in order to maximise response in terms of overall changes to staffing levels. Many firms are sensitive to questions on sizes of staffing levels thus this provides an indication of change only.
- Once again, the moving average provides a firmer guide to performance and the periods when firms were building their staffing levels in response to demand or, where those recruiting or shedding labour were broadly in proportion, can be seen contrasted with the deteriorating performance during 2008 and early 2009. There has been a gently improving position in late 2009/early 2010 – although it needs to be borne in mind we are not talking here about marked quantities of new jobs rather that firms have felt able to take on at least one new member of staff – and that might mean replacing someone lost previously. This gently positive picture overall is borne out by the Jobseekers' Allowance figures which have shown a slight decline in absolute numbers – but no great reduction.

10) Improving conditions in Retailing

Local indicator C10



- This indicator for the retail sector is made up of responses to both the employment and turnover questions for retailers of all kinds across the York economy, from corner shops to car dealers and from independent traders to national chains. The blue line charts the sum of the balance figures for sales and employment while the red, broken, line shows the quarterly moving average which forms the performance indicator itself, C10.
- Data from sales and employment from the retailing sector inevitably exhibits marked swings in performance (principally linked to sales performance) with a strong seasonal component to the data – we are all fairly aware of the 'tourist season' from Easter to October and the vital Christmas trading period for retailers.
- The Moving Average shows fairly consistent performance from mid-2006 to mid-2008, but it began to decline from the second quarter of 2008 in line with the initial 'credit crunch', later banking crisis and ultimate recession. Familiar difficulties – uncertainties in the labour market, rising energy costs, higher price of fuels, greater difficulties in obtaining mortgages and other shorter lines of credit: all these inevitably have an adverse impact on High Street confidence. Latterly the recent recession, the government's focus of reducing the national deficit and increased taxation together with the harsh December weather are all likely to have had an impact on consumer confidence too.
- Looking at the most recent result, the second quarter of 2010, the swing from the first quarter is particularly marked. This will be to some extent due to the very depressed conditions for sales in the first quarter, with a similar difference to the same period in 2007. Once again the moving average line provides a more reliable guide to conditions – which is one that is broadly flat, it is to be hoped that the forthcoming data for

WITHOUT WALLS



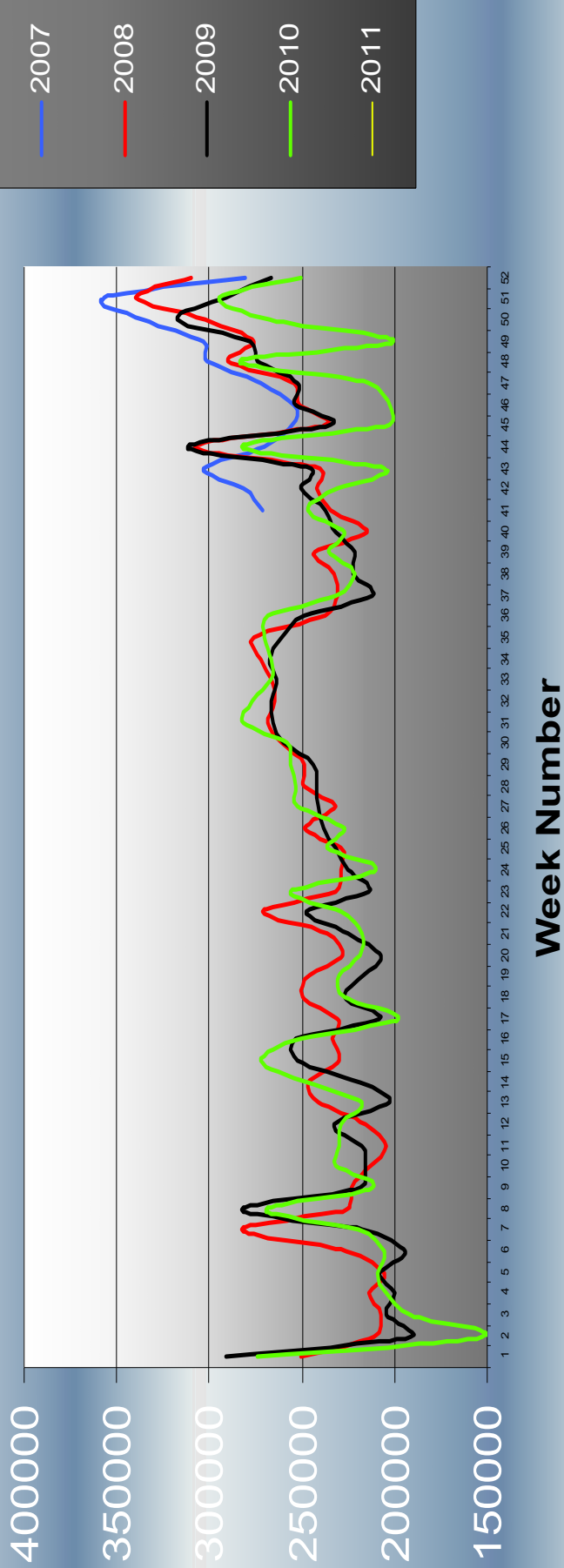
building a future for york

the second half of the year will demonstrate a more positive picture, although the fourth quarter will inevitably be adversely affected by the cold weather during December.

High Street Index Statistics

The footfall figures in the graph above illustrate footfall in Coney Street in York.

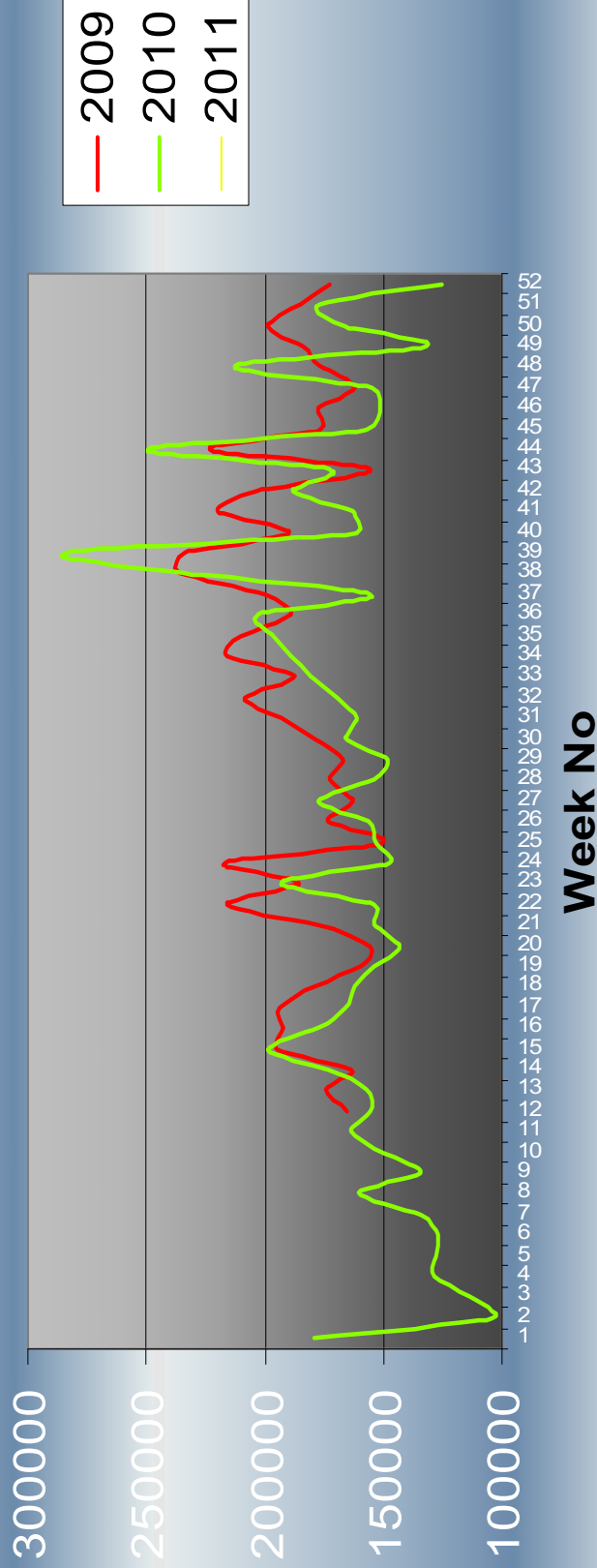
Total Footfall Per week (Coney Street)



Footfall on Coney Street has seen a decrease of 1.5% on the footfall from 2009. The ongoing economic conditions and two bouts of severe weather have affected this figure.

WITHOUT WALLS
building a future for us

Total Footfall per week (Parliament Street)



The footfall figures in the graph above illustrate footfall in Parliament Street in York.

Comparison data is not available for the whole of 2009. The peaks in 2010 show the importance of City Centre events, including; The Food and Drink Festival, and the St Nicholas' Fayre.

'Shop & the City' 2010 Campaign Review



The 'Shop & the City' campaign was launched by Visit York in March 2010 and aimed to increase people's awareness of York as a shopping destination and encourage shoppers from neighbouring towns to travel to York to shop.

The campaign involved many different elements. As well as a comprehensive PR campaign, there was a variety of advertising in towns in the North East, and West Yorkshire, which were identified by initial surveys as good locations to target. These locations were seen to have barriers which could easily be overcome; those questioned in the initial surveys claimed that the distance and cost of bus and train fares were the largest barrier to coming to York. These areas were also areas of high density occupation which meant that advertising would gain higher numbers of impressions.

The surveys revealed that the respondents believed that York's greatest strengths included the variety of shops, the fact it is compact and the range of independent shops, and the campaign was built around these aspects. There was a dedicated microsite on the Visit York website and a competition was run to attract people onto the site and collect data about visitors.

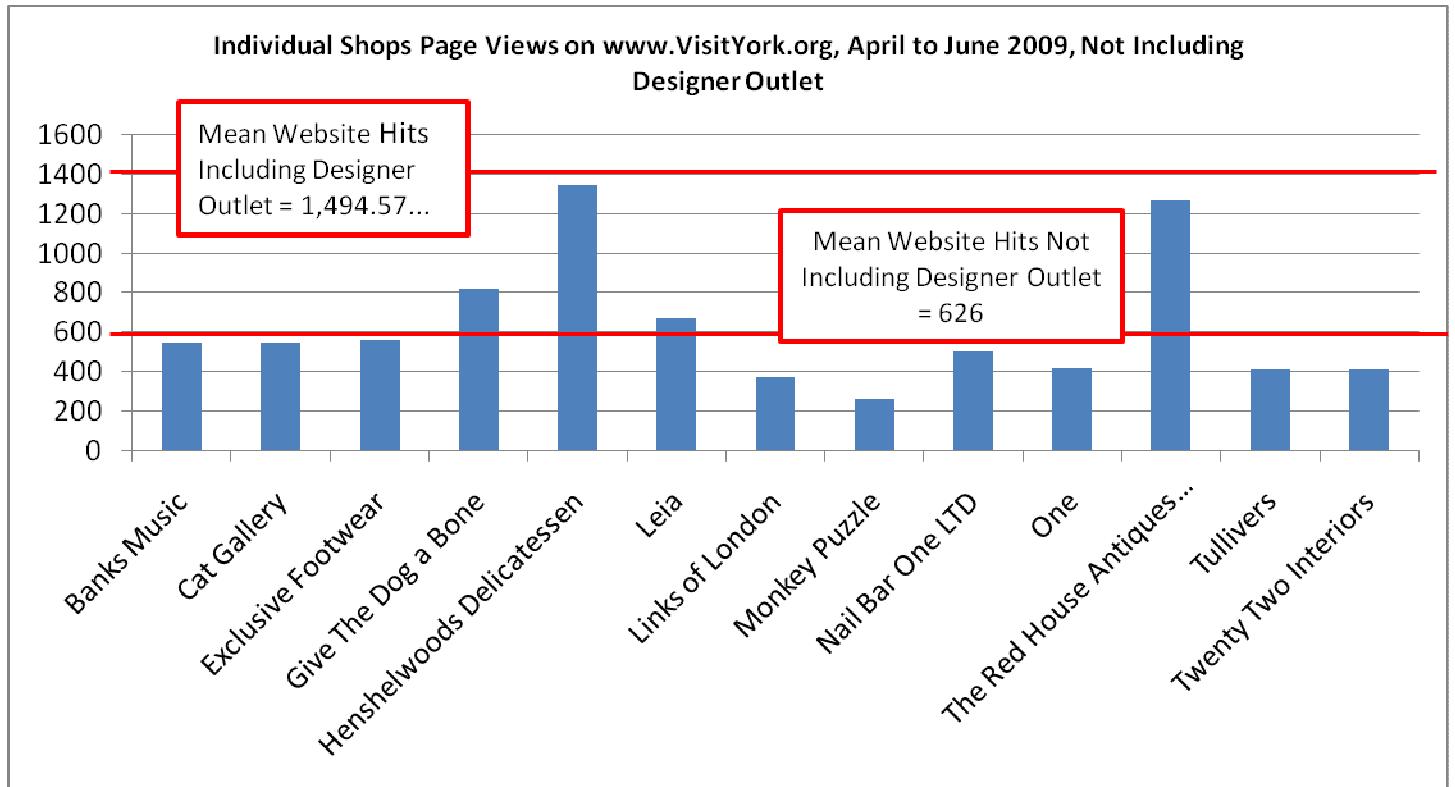
The main focus of the campaign, however, was the shopping passport, which was produced in conjunction with the York Press, and offered discounts at twenty three shops in York. This was promoted further by York Press publicity. A series of shopping trails in York were also designed and a guide printed. These aimed to showcase some of York's biggest names in shopping but also shops that were 'hidden gems'. They were themed as the 'Designer Trail,' 'Pure Pampering & Gifts Trail,' 'Mr York Male Trail,' and 'Designer Living and Antiques Trail.'

The campaign was officially launched with the distribution of the shopping passport on 24th March 2010 and continued until 30th September.

Summary of Results:**Online Marketing:**Individual Shop's Pages on www.visitYork.org.

The York Designer Outlet has been excluded in the following analysis as it was considered to be an anomaly in the 2009 data.¹

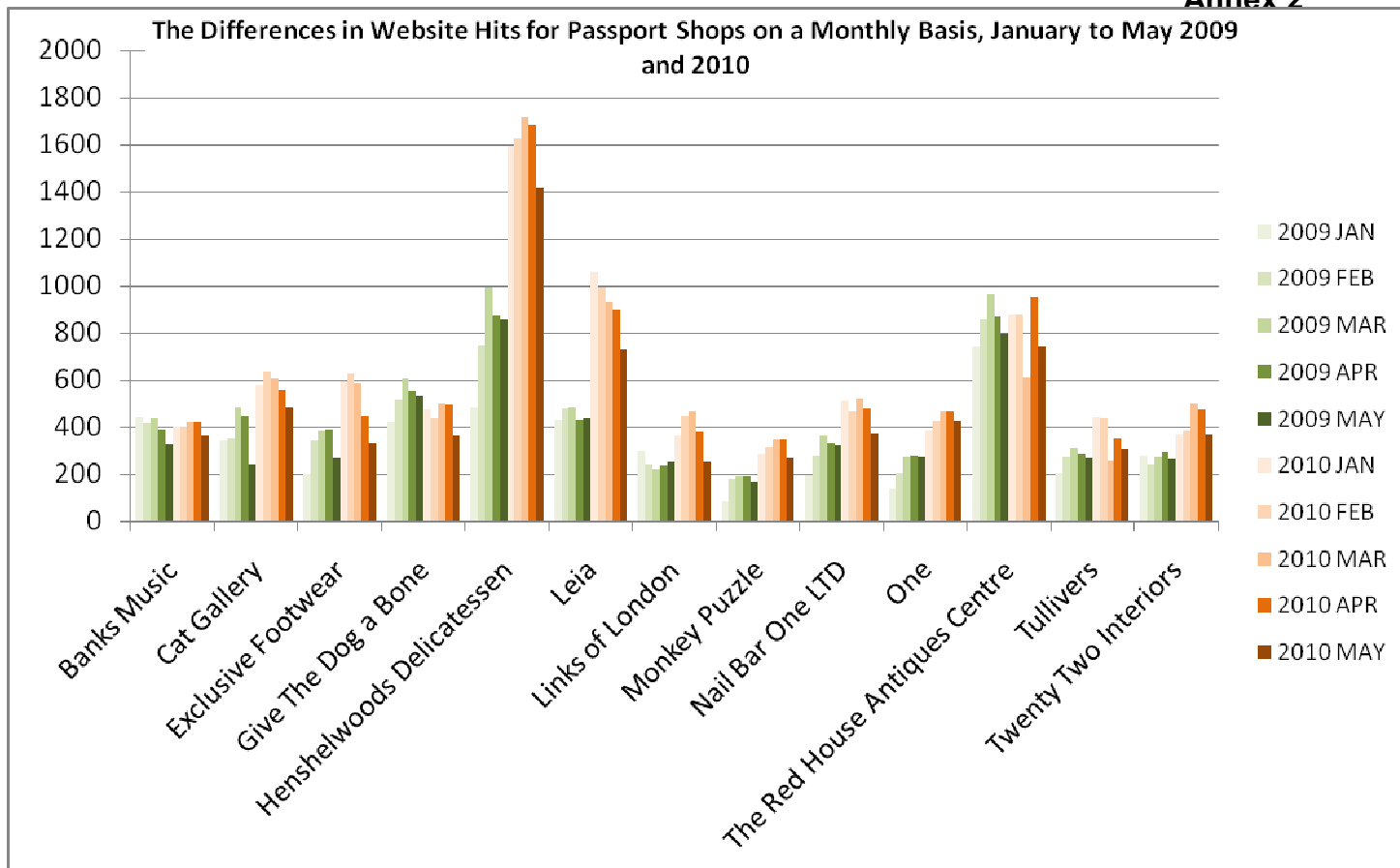
The campaign has been very successful in increasing traffic to the pages of the shops



therefore are not included in this graph or the comparisons below.

involved in the campaign. The average number of page views for each of the shops participating in the passport scheme, (where data is available for both January to June 2009 and January to June 2010), was 626 in 2009 and 1,297.77 in 2010. This is a 207% increase in average page views. With the exception of Banks Music all of the businesses who participated in the campaign saw an increase in hits on their pages during the campaign and over the previous year's hits.

¹ It ranked over the outlier bound of 6,392.41 (to 2 d.p.) [Mean – 1,494.57, S. Dev – 3,265.44].

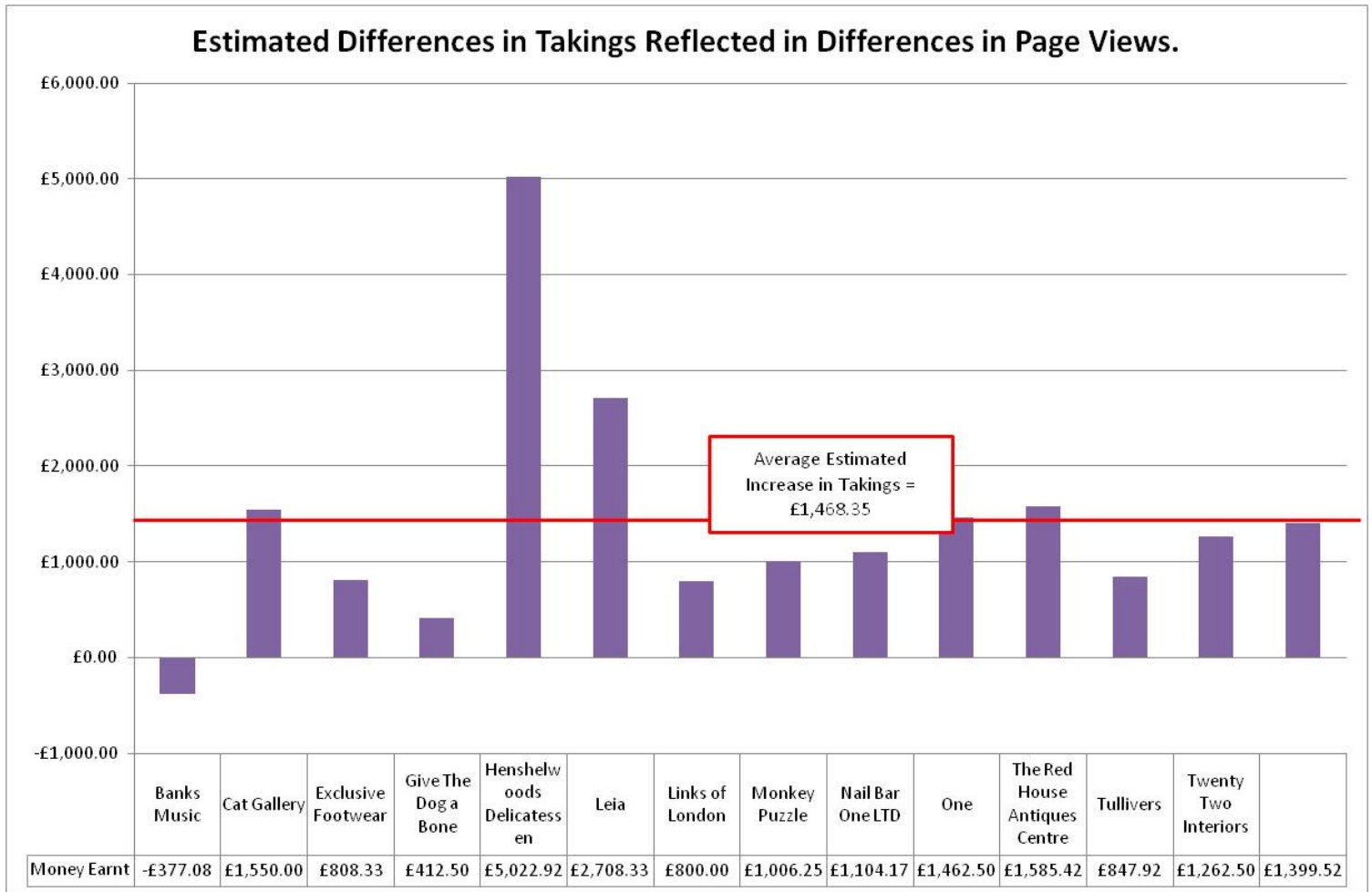


Company	Page Views 2009	Page Views 2010	Difference
Banks Music	550	369	-181
Cat Gallery	550	1294	+744
Exclusive Footwear	563	951	+388
Give The Dog a Bone	820	1018	+198
Henshelwoods Delicatessen	1341	3752	+2411
Leia	669	1969	+1300
Links of London	373	757	+384
Monkey Puzzle	263	746	+483
Nail Bar One LTD	501	1031	+530
One	422	1124	+702
The Red House Antiques Centre	1263	2024	+761
Tullivers	411	818	+407
Twenty Two Interiors	412	1018	+606

It cannot be assumed that this increase was entirely due to the campaign. However, it has clearly had an effect on hits on the Visit York pages. This can be seen through the increase in referrals to the shop's pages.

Links of London reported an increase in takings of around £800 during the campaign (March-June) as a direct result of the shopping passport. From 2009 to 2010 the number of hits on their page at VisitYork.org increased by 384, from 373 to 757.

These figures can be extrapolated to estimate the increase in earnings made by the other shops who were involved with the passport. As the increase in website hits are a reflection on the number of referrals; and therefore the success of the campaign, it can be claimed, at least in part, that the ‘Shop & the City’ campaign had a positive effect on the earnings of the businesses involved in the passport scheme.

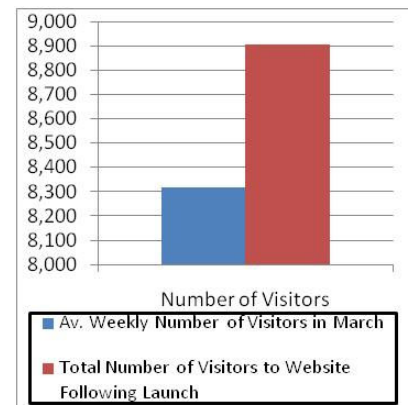
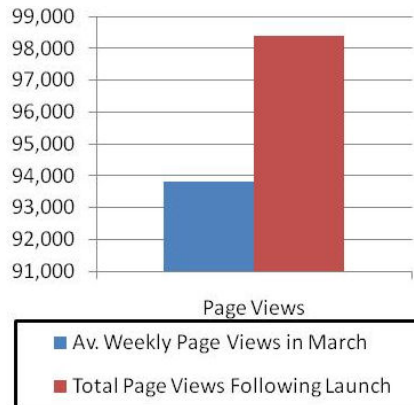
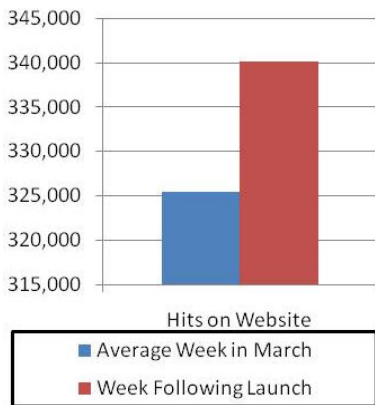


‘Shop & the City’ Pages on www.VisitYork.org.

The average daily database access from the ‘Shop & the City’ pages was 72 and the ‘Shop & the City’ homepage received 44,422 hits during the campaign. The ‘Shop & the City’ pages were accessed 193,794 times during the length of the campaign.

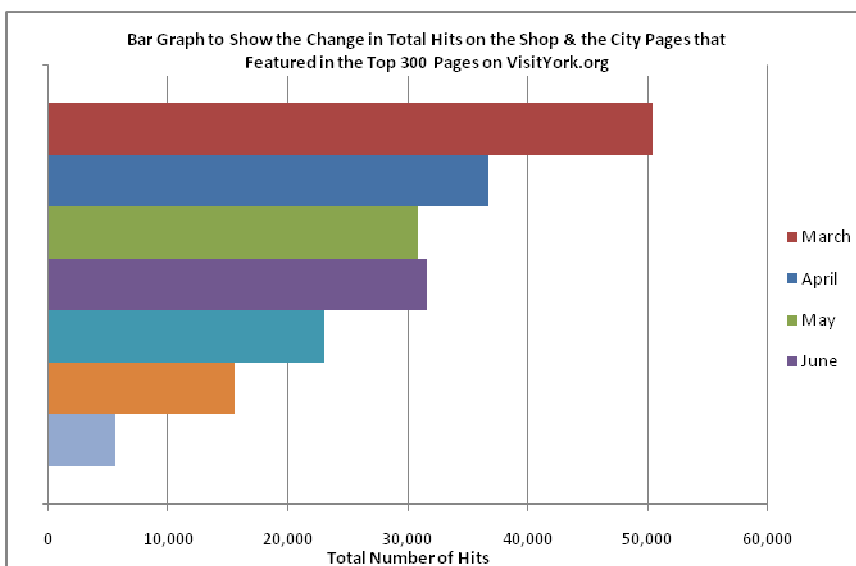
In the week following the launch of the campaign by the York Press the weekly website hits, page views, and visitors were higher than the March average.

Total Hits Week Following Launch	Av. Weekly Hits in March	Total Page Views Following Launch	Av. Weekly Page Views in March	Total Number of Visitors to Website Following Launch	Av. Weekly Number of Visitors in March
340,116	325,435	98,396	93,803	8,908	8,318
5% increase in hits.		5% increase in page views.		7% increase in visitors	



In March the number of people clicking through the shop and the city pages was 0.06% of the total visitors to the website. In April it was 0.12% and had moved from the 95th most popular route through the website to 52nd. In July and August 0.07% of visitors clicked through the shop and the city pages, and in September 0.06% clicked through.

During May and June the shopping trails leaflet was the 14th and 11th most often downloaded file from the Visit York website respectively. In March the shop and the city default page was the 17th most viewed page on the website and in April, May, June, July, August and September it was ranked 41, 45, 47, 49, 51, and 50 respectively.



In total the competition was entered 3,587 times, and 1,906 of those who entered were happy to receive information from Visit York and/or selected partners. This is 53% of all entrants.

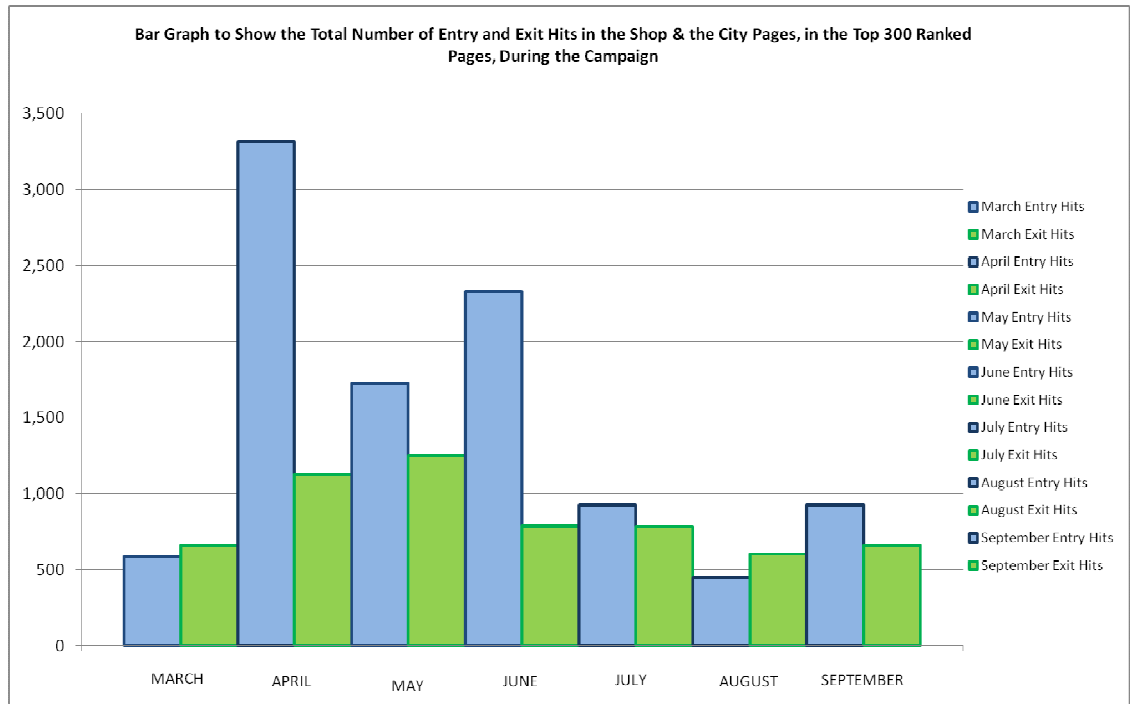
In total the number of hits the 'Shop & the City' pages, (which featured in the top 300 pages that month), received was 50,459 in March, 36,725 in April, 30,881 in May, and 31,562 in

June. This decline after the initial month reflects the level of PR which dropped in April and the first half of May but picked up again in late May and June. In July the total number of

hits was 23,022, in August it was 15,583, and 5,535 in September. This further highlights the value of the PR to this campaign.

The number of times the ‘Shop & the City’ pages acted as an entry page as well as an exit page for visitors to the Visit York website was also recorded. Whereas in March and August more people were leaving via the ‘Shop & the City’ pages rather than entering through them, in April, May, June, July, and September there were far more people using the ‘Shop & the City’ pages as entry pages than exit ones.

Based on entry stats, the most popular trail on the website was Mr. York with a total entry hit of 268, followed by the Designer Trail with 219, and the Pure Pampering & Gifts Trail and Designer Living & Antiques Trail with 214 and 171 hits respectively.



Search Engine Referrals:

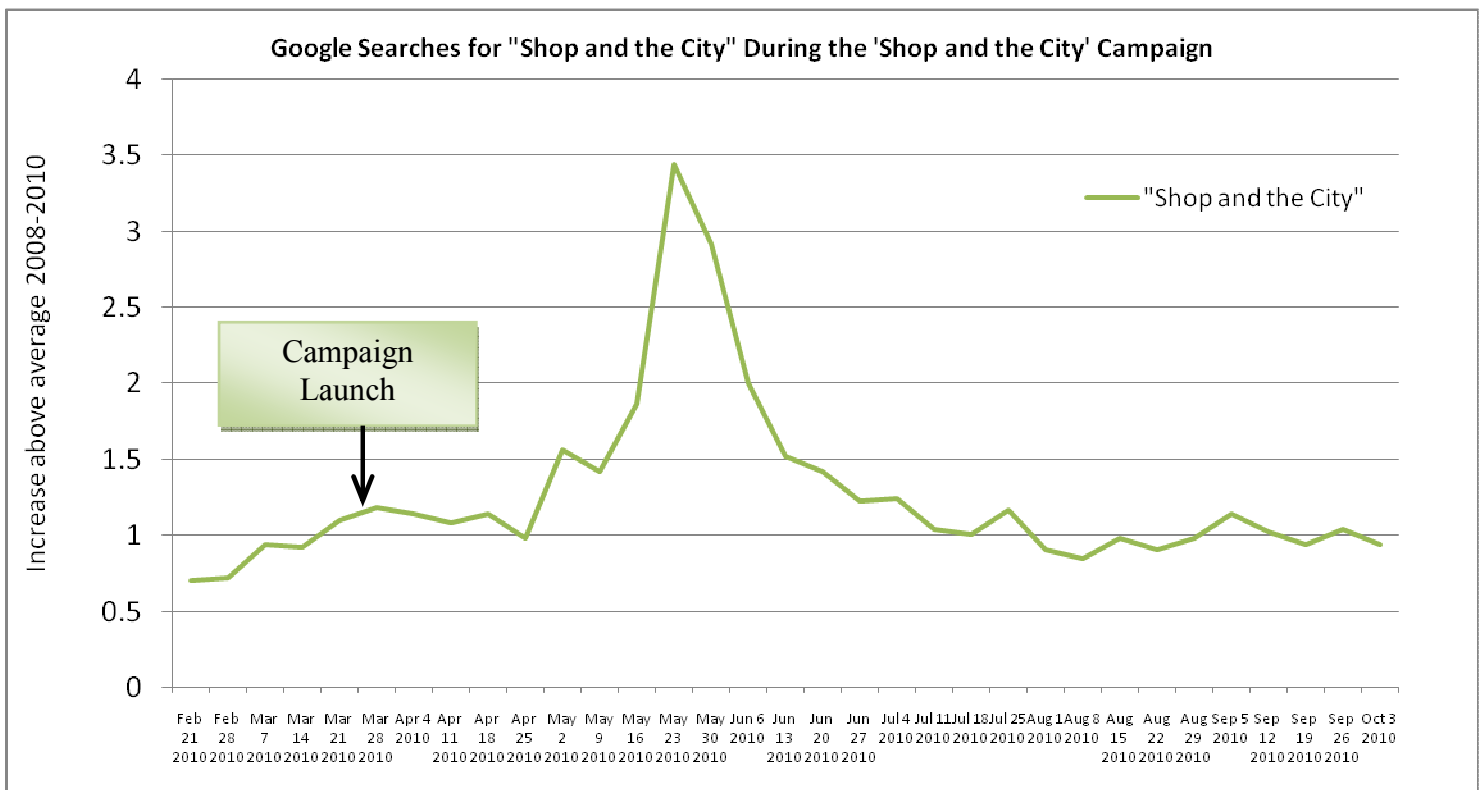
A study of the Google and Yahoo! searches that linked to the VisitYork.org website in May 2010 revealed a large number of shopping related searches. “York Shopping” was the 20th most searched phrase on Google. “Shopping in York” was 35th most searched term on Google and “York Shops”, “Shops in York,” and “Shops in York City Centre” placed 144th, 169th and 185th.

“Shop and the city” was the 69th most searched phrase on Yahoo! This shows that the campaign has had a residual impact as people are using search engines to search for shopping related queries more during the campaign than before it.²

² Although all the phrases, bar ‘shop and the city,’ appear in the most searched phrases from search engines they rank much lower in the top 300 searches. For example in January 2010 ‘York Shops’ was ranked 220 overall, in May 2010 it was ranked 120 overall.

	"York Shopping"	"Shopping in York"	"Shopping York"	"York Shops"	"Shops in York"	"Shops in York City Centre"	Total
Total No. Of Searches Which Linked to www.visityork.org ³	306	181	52	33	23	19	614
Rank	21	37	92	120	174	192	--

Google trend data shows that searches for ‘Shop and the City’ drastically increased during the campaign. Throughout the campaign the number of searches never dropped below double the average (2008-10). There is a particular spike around May half term (29th May to



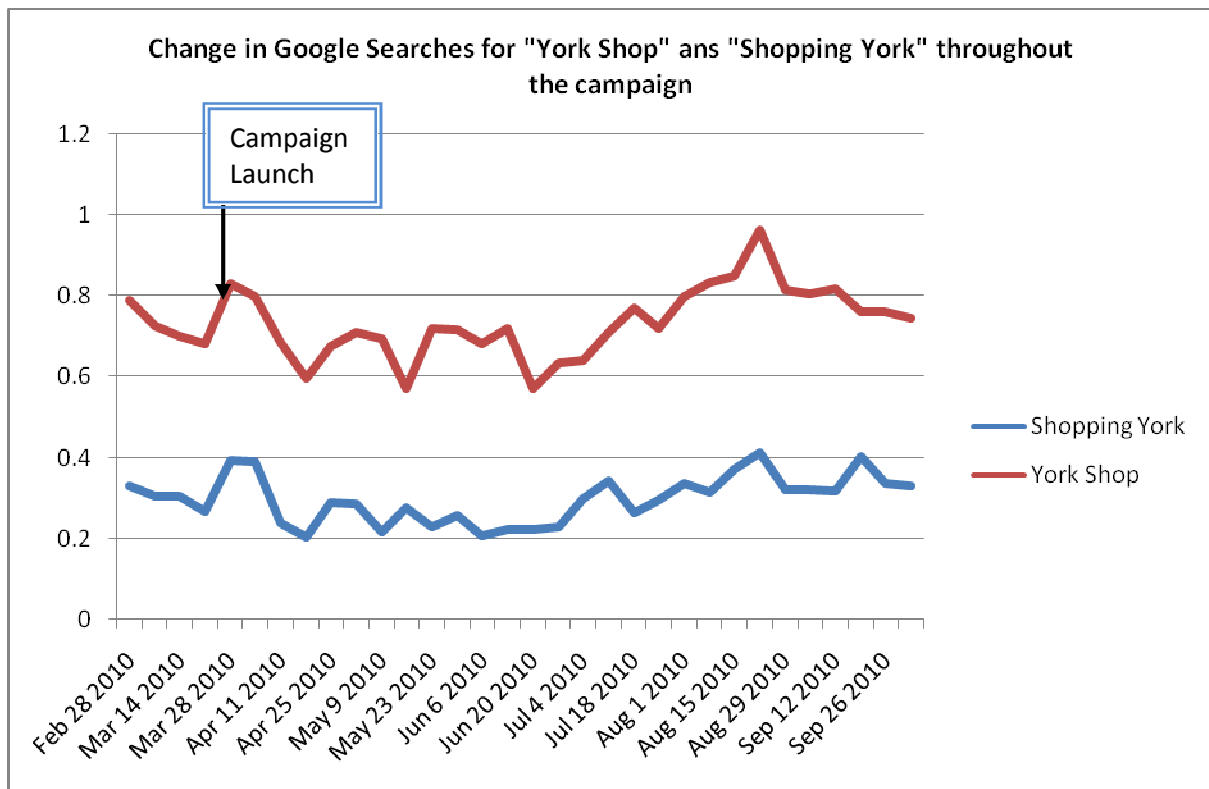
6th June). Since this is the time that families are most likely to travel to York it appears likely that the campaign has had success in encouraging people to come to York.

Comparisons of total Google searches for “York Shop” and “Shopping York” revealed a large spike at the launch of the campaign and then fluctuated before steadily increasing from July until the end of the campaign.

³ The total number of searches contained Google, Yahoo!, AOL Search, Bing.com, Ask Jeeves as well as other smaller search engines including AltaVista and Blackberry search.

'Shopping York' Top Searches		'York Shop' Top Searches	
City Search Came From	Percentage of hits (York = 100%)	City Search Came From	Percentage of hits (York = 100%)
York	Index	York	Index
Sheffield	8%	Sheffield	5.5%
Leeds	7%	Brighton	5.5%
Bletchley	5%	Hull (United Kingdom)	4%
Manchester	5%	Leeds	3%
Edinburgh	5%	Hertford	2%

With both 'Shopping York' and 'York Shop' two thirds of the cities which searched the most for them on Google, within the UK, were within the area covered by the campaign.

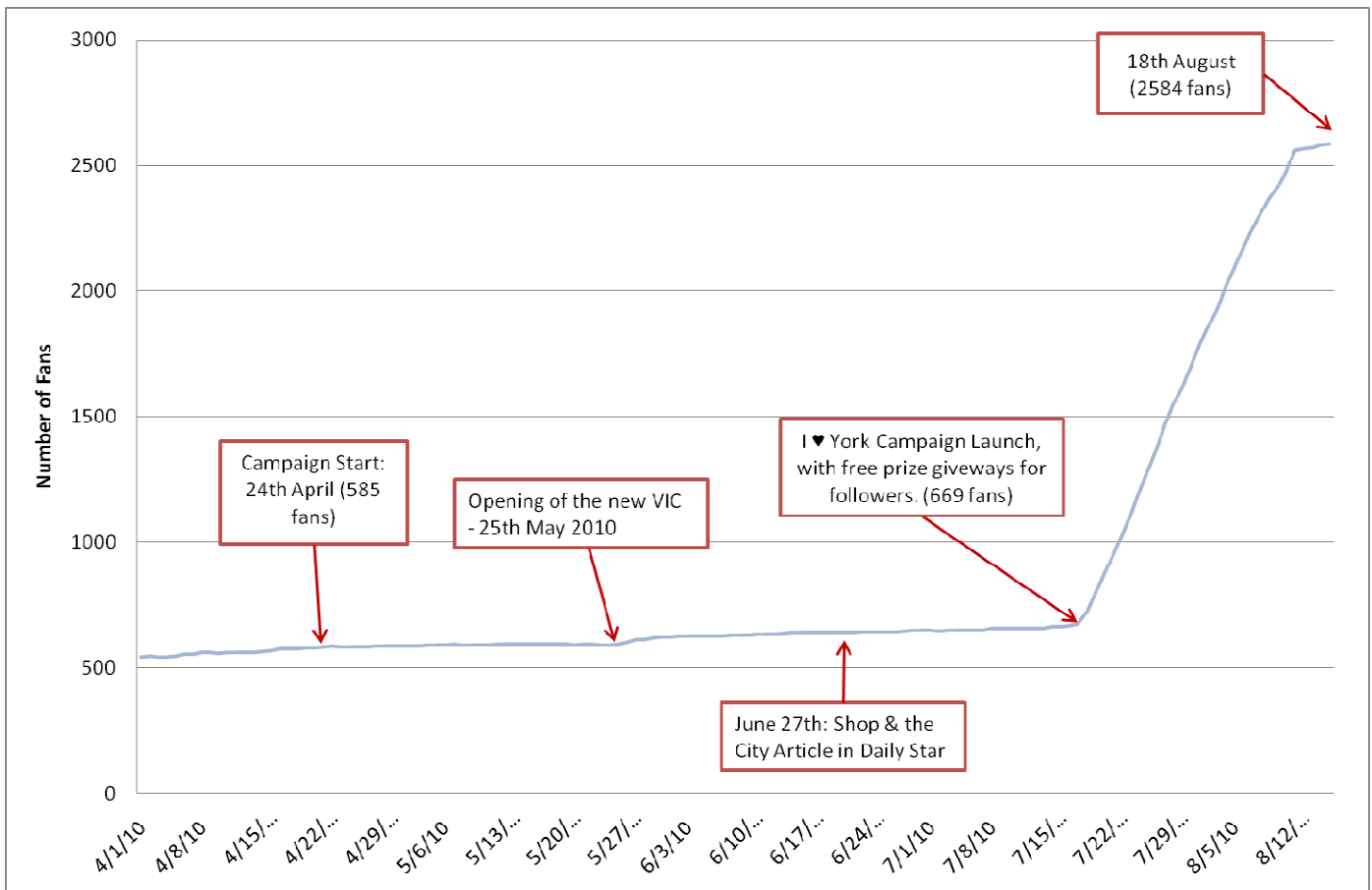


In May 2010 'Shop' was the 25th most popular keyword, 'Shopping' was 27th and 'Shops' was 49th.

The Shop and the City e-marketing email was sent out to 26,419 people on 25th June 2010, and opened 4,976 times. An 18% open rate. In total 329 of those who opened the email (1.2%) interacted directly with content and clicked through to website.

Social Media:Facebook:

Throughout the campaign the number of fans of Visit York on Facebook grew fivefold. When the campaign started Visit York had 585 fans, and on 18th August Visit York had 2,548 fans; an increase of 436%. The study of social media was finished in August as later campaigns, such as I♥York.

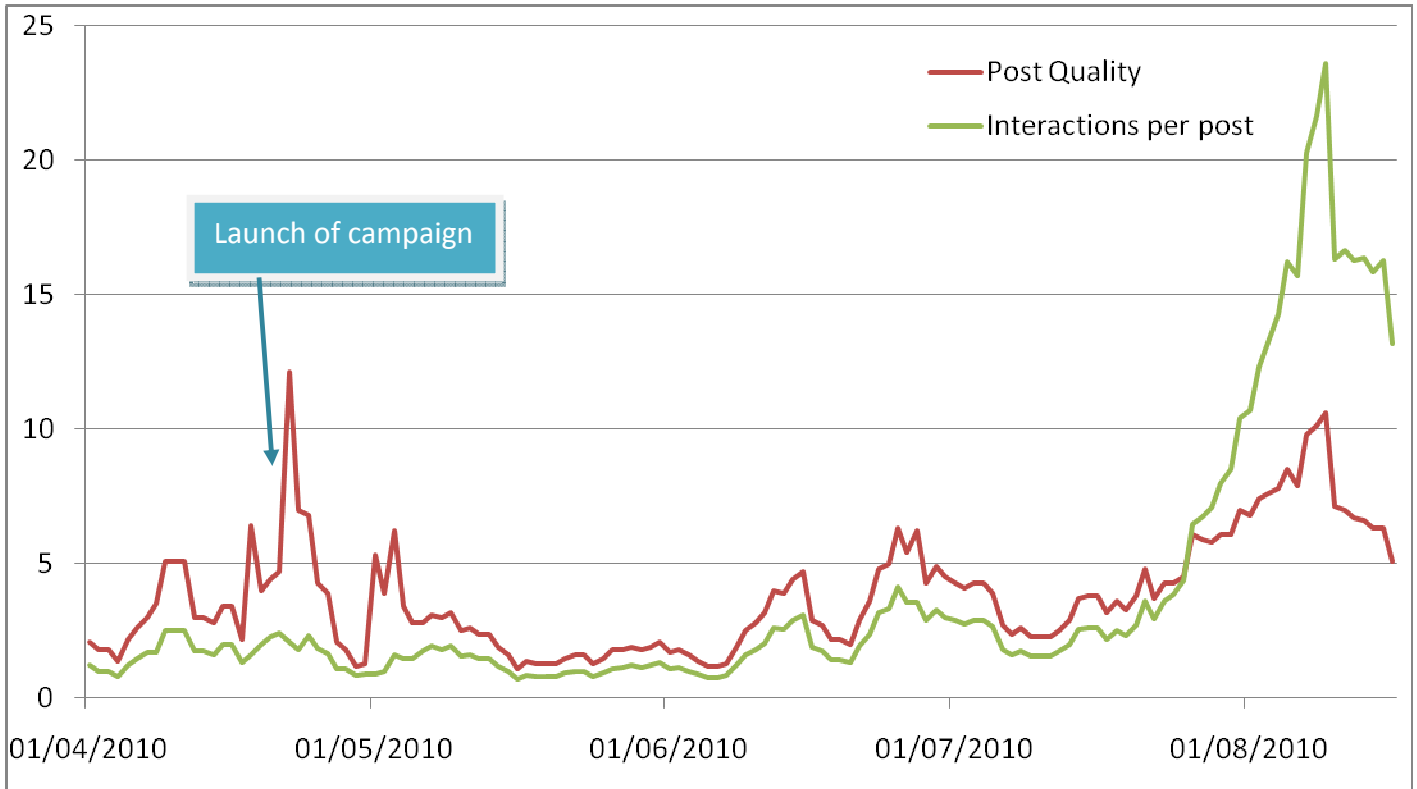


The campaign has had a significant effect on the numbers of female fans aged over 35. There has also been a significant increase in the numbers of male fans, who are over 55.

	Campaign Launch: 24 th April 2010		August 18 th 2010	
	Number of fans	Percentage	Number of fans	Percentage
Female 18-24	136	23%	190	7%
Female 25-34	115	20%	386	15%
Female 35-44	72	12%	600	23%
Male 25-34	52	9%	156	6%
Male 35-44	51	9%	226	9%
Male 18-24	44	8%	62	2%
Female 45-54	41	7%	436	17%
Male 45-54	24	4%	139	6%
Female 13-17	22	4%	29	1%
Female 55+	15	3%	271	11%

Male 13-17	7	1%	9	0%
Male 55+	6	1%	80	3%
Total Fans	585		2584	

94% of the Facebook fans were from the United Kingdom, 5% from the USA, and the remaining 1% a mixture of European, and Asian countries and Canada.



There is a clear spike in the post quality at the launch of the shopping passport. Post quality is determined by Facebook based on brand message that is being put across, interactions with posts, and amount of extra traffic generated.

How Sociable:

	Start of Campaign (20 th March, 2010)	19 th August 2010	% Change
Twitter Tweets Score	980	301	-326%
Facebook Groups Score	301	123	-224%
Facebook Pages Score	201	1114	+554%
Facebook People Score	876	659	-133%
Total Visibility Score	86	93	+7%

Visit York scored and average score of 27 from Youtube hits and views and had a score of 31 from Yahoo! pages.

Visit York’s total visibility score is extremely high for a tourism body. Visit Bath scored 44, Visit Cardiff scored 40, and Visit Edinburgh/Edinburgh.org scored 57. Visit London scored 365.

Welcome to Yorkshire scored 79.

The high Facebook page score indicates that although the number of people regularly interacting with the pages may have dropped, the reach of the page and it’s impressions are much higher than when the campaign began.

York Press Coverage:

Online Advertising and Editorial:

The York Press ran an advertising push for the ‘Shop & the City’ campaign in the weeks leading up to the campaign’s launch. This was both online and in their paper. The York Press promised 2.2 million impressions from advertising and editorial content on their website. In total they delivered 1.4 million impressions, (1,376,890).



www.YorkPress.co.uk
- MPUs

There were 1,601 unique views across the shop and the city micro-site on Press website and there were 1,319 click throughs from Press website to micro-site. Most popular banner click-throughs were from skyscraper banner

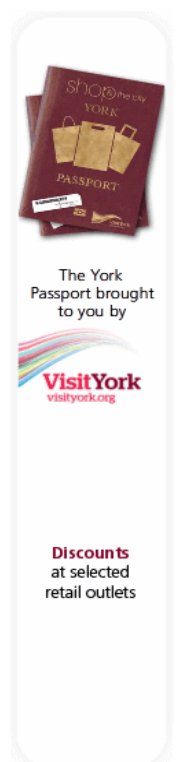


(70%) followed by leader boards (26%) and MPUs (4%). The high price of the MPUs (£400 + VAT) has not been reflected in click-throughs. Skyscraper banners at £280 + VAT are a much more effective tool.

www.YorkPress.co.uk –
Skyscraper banners/
Leader Boards

Click-throughs do not, however, necessarily represent the number of people who actively engaged with the campaign. They may have just been browsing, liked the graphic, or something similar.

There were 3,222 hits on shop’s profiles on the shop and city page, (1,178 unique views). There was higher traffic in March (2,177 views), however, the percentage of unique views in April, was double the percentage in March (49% to 28%). This suggests that the campaign reached more people in April and the website was probably used for repeat information in March. The low unique user rate also suggests that the website was used much more for publicity during the earlier months, rather than being used by visitors.



Month	Hits	Unique Views	Percentage of Unique Views
March	2,177	612	28%
April	1,145	566	49%

A 'how to use video' was on the York Press home page for 3 weeks.⁴ This was a one minute long video which explained how to use the pass and was linked to article by Laura Connor in York Press on 25th March. The video received a total of 287 views. Over the three week period the click rate was 0.02%.

In total the shopping passport was downloaded 148 times from the York Press website.

In March www.yorkpress.co.uk referred 32 people to www.visit-york.org, making it the 127th largest referrer to the site. In April it referred 37 people and was the 103rd largest referrer. From May to September, however, www.yorkpress.co.uk did not feature in the top 300 referrers, despite the microsite still being live.

As of 30th July the keyword 'shopping' in all online York Press articles was still automatically being hyperlinked to their microsite.

Paper Advertising and Editorials:

The pre-passport build up conducted by the York Press had some effect. The highest level of access to their microsite site (34 in a day) was on 24th March 2010, the day the passport was released. Yet it is not known if the high hit rate was due to the individual day's publicity or the build up campaign overall.

'Shop & the City' adverts and editorials featured in six different editions of the York Press including the March 24th edition were the 60,000 shopping passports were distributed. The average daily readership of the York Press is 81,200⁵ so it can be estimated that the adverts and editorials in print form were witnessed on 487,200 occasions, although many of these would be by the same readers. The York Press estimates that with the 6 adverts and editorials 128,224 individuals were exposed to the 'Shop & the City' campaign.

The April 2010 edition of 'Look it Up' carried a double page advert on pages 102-3. The magazine has a circulation of 36,000. The advert was located in 'events' section and would have most likely had more of an impact if was placed

But its competitor Starbucks has won approval from the authority to continue operating a pavement café at its shop in one of the city's busiest shopping zones, meaning it can now stay open for another three years.

Costa took over following the... Merchants offered to redevelop the new shop...

Hyperlinks in text still being added 30th July 2010. Key words.

The chain's plans include fitting a new door in London to improve wheelchair access.
<http://www.yorkpress.co.uk/shopandthecity>



Laura Connor uses the York Passport for the first time with Sue Hardie, at The Hairy Fig, Fossgate

⁴ According to the Press, however, there has been some questioning of this.

⁵ <http://clients.thisisyork.co.uk/mediapacks/press.pdf>

towards the front of the magazine and backed up with an editorial. Similar private adverts appear in the earlier pages. Not enough was made of competition in the article. York Press claimed that the advert “was put in the Event section, near the jobs section as it is one of the most popular sections of the magazine.”

There is little data on the editorials and adverts in the Gazette and Herald promotion but its readership is c.31,459. It is difficult to gauge the effectiveness of this campaign as the circulation is across North Yorkshire (Bridlington to Whitby), and follow up surveys were not conducted there.

PR Activity:

Newspapers:

The campaign featured two major PR drives. One was the York Press editorials and advertisements discussed above and the second was during the end of May and beginning of June. PR was largely focused around newspapers, both national and local, in the areas targeted by the campaign.

The widest read newspapers which covered the ‘Shop & the City’ campaign were the Daily Star and the Telegraph. The Daily Star, on Sunday 27th June ran a feature in their travel section entitled ‘Two York states of mind - chic 'n' creepy is perfect city break’. The Daily Star has a circulation of 357,130 and the feature had an estimated value of £20,764.34.

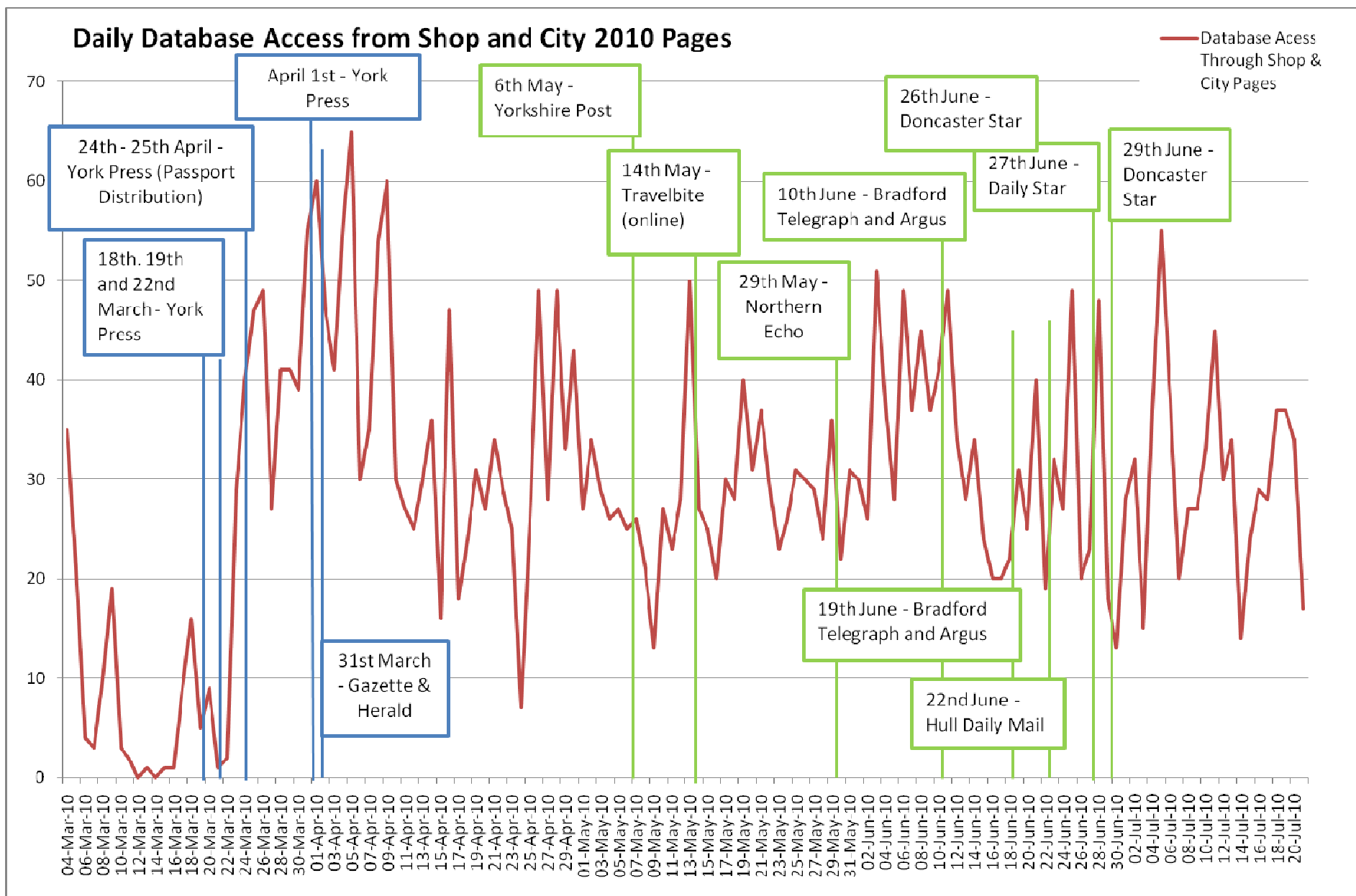
The Telegraph carried a feature in ‘Inside Out: Gardening and Going Out’ in on Saturday 19th June 2010. It contained a very short plug for the shopping passport but had no mention of how to obtain one. The Yorkshire Pass was favoured. The Telegraph has an average daily readership of 842,912 (Jan 2010).

There were also articles in the Sheffield Star, Hull Daily Mail, Doncaster Star, Northern Echo, Bradford Telegraph and Argus, and Yorkshire Post. These all featured the www.shopandthecity.org website and shopping passport to varying degrees. Their circulation varies from 3,380 (Doncaster Star) to 50,285 (Sheffield Star). These regional articles were focused in areas identified by the first shopping survey as areas where the barriers stopping people from shopping in York could be easily overcome. The average circulation for the regional articles was 1,392.71 and the total value was £37,273.75.

Article Date	Headline	Publication	Average Daily Readership	Estimated Value
06/05/2010	Head Start	Yorkshire Post (North/York)	43,095	£232.98
06/05/2010	Head Start	Yorkshire Post (West /Leeds)	43,095	£367.12
06/05/2010	Head Start	Yorkshire Post (East/Hull)	47,760	£891.10
29/05/2010	Banking on the Romans	Northern Echo	48,783	£701.19

29/05/2010	Banking on the Romans	Northern Echo (South Durham)	48,783	£664.09
10/06/2010	Sue gets a new look	Telegraph & Argus (Bradford)	30,218	£347.20
19/06/2010	Passport to history	Telegraph & Argus (Bradford)	30,218	£3,150.84
19/06/2010	Inside Out: Gardening and Going Out	The Daily Telegraph	842,912	?
22/06/2010	Woman from Hull wins makeover in York	Hull Daily Mail	47,995	£360.40
26/06/2010	A Shambles? No the shops great!	Star (Sheffield)	50,285	£3,270.40
26/06/2010	A Shambles? No the shops great!	Star (Doncaster)	3,384	£4,263.90
27/06/2010	Two York states of mind - chic 'n' creepy is perfect city break	Daily Star Sunday	357,130	£20,764.34
29/06/2010	A day out with a difference - Kirsty gets the treatment	Star (Sheffield)	50,285	£1,030.40
29/06/2010	A day out with a difference - Kirsty gets the treatment	Star (Doncaster)	3,384	£1,432.95
21/8/2010	Going Places: Passport to Shopping Heaven	Hartlepool Mail	16,362	£2,668.32
8/9/2010	Win a Luxury Weekend in York	Yorkshire Post	43,095	£2,040.34
9/9/2010	Dip into York's Bloody Past	Peterlee Star	15,016	£1,120.95
9/9/2010	Dip into York's Bloody Past	Seaham Houghston Star	15,822	£816.20
9/9/2010	Dip into York's Bloody Past	South Tyne Star	17,855	£1,338.96
9/9/2010	Dip into York's Bloody Past	Sunderland Star	24,077	£1,193.40
9/9/2010	Dip into York's Bloody Past	Washington Star	16,983	£892.32
9/9/2010	Dip into York's Bloody Past	Hartlepool Star	15,396	£2,791.80
			1,811,933	£50,399.20

The face to face surveys conducted in Bradford revealed that unprompted 80% of those who had seen PR related to the 'Shop & the City' campaign had seen it in the Telegraph and Argus. Only 5% of respondents had remembered reading anything in a newspaper recently about shopping in York. The low figure is not unexpected as the face to face surveys were conducted in late August, whereas the majority of the Bradford PR occurred in June.



Online:

As well as newspaper articles there was a great deal of online coverage of the 'Shop & the City' campaign. These ranged from travel websites to money saving websites. Some were essentially edited versions of the newspaper articles whereas, some were original. Whilst it is difficult to gauge how many people will have seen these online

Cheap days out

If you're planning a trip to York over Easter, grab a free shopping 'passport' from www.shopandthecity.org to get a load of discounts at various stores, including 15% off at L.K Bennett of London and 25% off a luxury hand and nail pampering session at Nail Bar One.

Save yourself a packet on travel up there too with National Express tickets which are going for just £1. There are now 80,000 of these fares available to over 150 locations. They'll get snapped up quickly so [book a trip here](#) and print off your e-ticket. Or, if you're headed south



articles the fact that so many blogs and websites have stories relating to the campaign shows the effectiveness of the PR campaign in raising the profile of York's shops.

The success of the PR campaign is also reflected in the fluctuations of hits on the 'Shop & the City' Pages of the Visit York website. Generally the hits are much higher during March and June

when the PR was active. By plotting the daily database access from the 'Shop & the City' pages and comparing it to when the articles were released it is clear that there is a strong correlation between an increase in database access and a new article.

Advertising:

When questioned, 16% of respondents in the face to face surveys had remembered seeing adverts for shopping in York.

Bus Advertising:

In total sixty street liners were commissioned across West Yorkshire and North East England. These were in Darlington, Stockton, Bradford, Leeds, and Bramley. They were on the buses from 22nd March until 18th April. 10% of those questioned during the face to face interviews had remembered seeing the bus sides.

Station Advertising:

Posters were displayed at 20 stations across Yorkshire and the North East and remained in place at least one month, with some remaining in place for up to four months. As part of the promotion Trans-Pennine Express advertised promotional fares. 5.3% of those questioned in face to face survey remembered seeing the station advertisements.

<u>Stations</u>
Chester-le-Street
Liverpool Lime Street
Warrington Central
Birchwood
Manchester
Stalybridge
Huddersfield
Dewsbury
Leeds
Garforth
York
Malton
Seamer
Scarborough
Thirsk
Darlington
Yarm
Thornaby
Middlesbrough
Durham



Shopping Passport:

Sixty thousand shopping passports were printed by the York Press and a further 143 were downloaded from the York Press website. Twenty three different retailers had offers in the passport.

The response from the retailers has generally been positive about the scheme. Most were very excited to be involved and thought that the passport was a good idea. However, the level of redemption of the offers appears to be quite low. Most of the retailers have had between five and ten redemptions across the campaign. There does not appear to be any pattern as to when the passports were redeemed; there appears to be consistent use across the campaign.

“We were in the shop and the city guide... and thought it was fantastic, and we will definitely be going in again.”

Hotel Chocolat

Most of the retailers, however, had to estimate the numbers of redemptions as they did not keep records of how many and when the passes were used. The majority of the retailers involved said that they would be happy to be involved in a similar campaign again and many reported an increase in sales overall.

Sixty thousand ‘Shop & the City shopping trails’ leaflets were printed and distributed via Audiences Yorkshire and the Visit York information centre. The trails highlighted 113 different shops, 8 restaurants and cafes, and 18 attractions across the four trails. The leaflet also featured an introduction written by Dame

We really like the shopping trail leaflet & think it’s an excellent way of getting people around the shops. However, we haven’t seen many people using or asking us about it.”

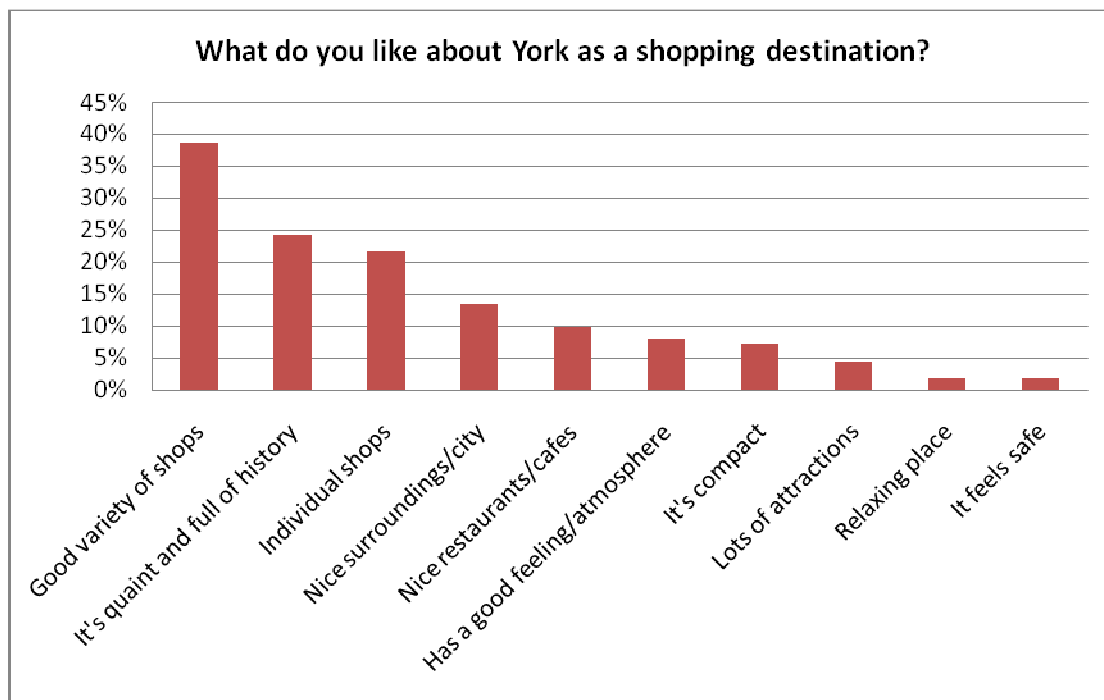
Twenty Two Interiors

Judi Dench and was sponsored by the Designer Outlet and Mulberry.

It is very difficult to attribute any increase in trade or interest in the shops directly to the campaign. Many of the shops that were involved in the campaign either through the passport or the trails have seen an increase in trade, yet it is difficult to conclusively link this increase in trade to the campaign.

Face to Face Survey Results:

To further monitor the success of the out of town campaign follow up research took place in Leeds, Bradford and Darlington.



The face to face surveys revealed that the most popular 'likes' of York as a shopping destination are; good variety of shops (38.7%), its quaintness and history (24.3%), individual shops (21.6%), and the general atmosphere of the city (13.5%). This mirrored the results of the 2009 research.

The research further revealed that the majority of respondents were happy with both the current Car Parking and Park and Ride facilities in York.



Whilst the majority of respondents had no problems with York as a shopping destination (67.6%), some issues were raised including the city centre becoming too busy (9%), the distance from their home (7.2%), and the fact that the city centre is spread out and they may get lost (3.6%). Improvements suggested included cheaper parking (9.9%), cheaper public transport (6.3%), a direct bus route (2.7%), and more sports shops (0.9%).

Visits to York

The percentage of shoppers who have visited York in the last 12 months has increased from by 5% in Leeds (to 38%) and by 2% in Darlington (to 36%). This equates to 28,400 new shoppers to York from these two cities alone, or an additional £176,000 spent in York.

Barriers to visiting York

Those respondents who stated that they had not been shopping to York in the past 12 months were asked to identify any barriers, the biggest barrier to shoppers from Leeds was seen to be the cost of either public transport or parking. However this year the percentage of shoppers still seeing these issues as a barrier has dropped from 24% to 3% (for the cost of parking) and from 16% to 0% (for the cost of public transport).

The biggest barrier as seen by shoppers from Darlington was its distance from their home. However this year only 22% of shoppers from Darlington identified this was an issue, compared with 52% last year.

Other Destinations Visited

Popular destinations that were visited instead of York included Leeds (89), Darlington (49), Bradford (49), and Middlesbrough (15). This is not surprising considering the fact that the

surveys were conducted in Leeds, Bradford and Darlington. Convenience was the overriding factor in these destinations being chosen rather than York with 73.2% of respondents.

Awareness of Marketing Campaign

Respondents were then asked about their awareness of the marketing campaign, 16% of the shoppers interviewed recalled the marketing activity, with a further 15% recalling it when prompted.

City of York Council - funding for York Citizens Advice Bureau

Because of the economic difficulties, more and more people have been seeking help from York Citizens Advice Bureau. In 2009, the service helped 3663 resident of York, mainly with debt, benefits, employment and housing problems. Over the last twelve months alone, our specialist debt team has been able to see 485 clients with total debts approaching 10 million pounds.

In January, the Government announced that they would end the funding for this specialist debt work and it looked as if City of York council would cut the core grant to the CAB by up to 13%. This would have meant ending our specialist debt service and restricting the number of people we could help with our general advice service. The government have stated that they will now provide some funding for the specialist Debt service, but it is not clear how much York will receive.

York CAB faces other restrictions on its income (ending of other projects, inflation and the fact we already have a deficit budget), but with significant internal savings and some money for debt from the government, a decision by CYC to maintain the core grant and give a one-off contribution to help with debt work would mean:

1. We could maintain our Specialist Debt Service to York residents;
and
2. We could retain the generalist service, at least at the current level

We would use the one-off contribution for debt advice to train up more volunteers in order that we could provide more assistance to York residents over what we know will be a very difficult year. The combination of a paid Specialist Debt Advisor, with volunteers who the specialist would train and supervise, would mean we could assist even more people for the same money but ensure a quality service. The volunteers would continue to assist clients after this funding has ended.

York CAB

15 Feb 2011

Proposal to deliver Income Maximisation and Financial Inclusion activity within York under the One City banner

Background

Future Prospects have successfully delivered a programme of income maximisation in targeted communities within York since 2009. This activity was driven by the results and evaluation of the successful multi agency Kingsway Action Project in the Westfield ward which began in 2008. As part of range of activities within the project, Future Prospects were able to deliver an increase of around £57k in increased income to a very targeted geographical area within the ward.

A further £30k investment from CYC allowed Future Prospects to offer a more specific income maximisation project across Westfield, and a subsequent roll out in Clifton, an SOA in York within the 20% most deprived in England. The roll out into Clifton also used an evidence based model of offering the service from a primary healthcare setting, Clifton Health Centre, with GPs as the main source of referrals. Activity in Clifton has generated over £100k in additional revenue through maximising benefits and income, as well as linking residents to other support services within the financial inclusion agenda under the One City banner.

Success of the co located or' integrated 'model

The success of an integrated service is that it targets activity at specific customer groups, in a context which maximises both value for money and increases return on investment., and most importantly, results in a tangible difference to the end user.

Certain key locations within the community, such as GP practices, have a key role in establishing the wellbeing needs of the local population, particularly where it intersects with financial inclusion. Rolling out of this model to other health settings provides an entry point for CYC's future role in managing Public Health, and supports GP practices to focus on one of their new priorities of prevention.

Impact of the economic downturn

The effects of the recession on those with low income is well documented nationally, and key policy drivers link health inequalities and low income inextricably (Marmot Review). Local research undertaken by the Joseph Rowntree Foundation around anti poverty measures also indicate rising pressures on those with low incomes in the city, through a mixture of pressure

on the labour market, as well as slow economic recovery. In addition, pressures on family members to either re enter the job market, or to identify other options to either generate or to make up for lost income through redundancy has been documented by Future Prospects during the economic downturn, with the number of out of work households increasing 6% within our service users. In addition, successful claims for benefits such as attendance allowance and disability living allowance bring in additional funding to the local authority from central government through the formula spending share.

Activity proposal

£25K investment would allow a 0.6 FTE Future Prospects Specialist Income Adviser to continue activity within the Clifton Health Centre, and to roll out the service to another lower level super output area within the Heworth Ward, targeted around some specific postcodes. An income maximisation and Financial Health Check service will operate from Victoria Way Surgery (Abbey Medical Group) which draws in patients from a targeted area within the Heworth Ward. Activity will be focused on raising income levels for those claiming benefits, as well as those whose health and income has been affected adversely by the recession, and reducing debt for those who are experiencing difficulties. This includes those who need to swiftly reassess their income needs for other reasons such as redundancy or a cut in hours.

These areas have been selected from current live data which demonstrate that benefits claims and income levels highlight a clear need for intervention.

There will also be additional activity which ties in to the York on a Budget campaign, ensuring that beneficiaries of the project can access further support through linking in with other agencies such as CAB, and North Yorkshire Credit Union, and combating fuel poverty through partnership work with Hotspots. Support for the prevention aspect of financial inclusion will also be done through charitable funding applications for those in need of household goods where affordability is a key issue.

Outputs

We will aim to work with 200 people within the scope of this project
All beneficiaries will undertake a health impact assessment using an evidence based impact tool EQ-5D.

Return on Investment

We will aim to increase income in the areas of activity by £300k annually, roughly a 12 fold return on investment



Higher York Monitoring Report February 2011

This report provides an update on Higher York activities supported by the grant funding from the City of York Council.

Update on Organisation Activities

1. Working with employers: Higher York has further developed its offer to employers/employees. The partnership successfully bid for £300,000 from the Higher Education Funding Council for England to support both businesses and individuals during the recession. This was matched through Yorkshire Forward Single Pot and Enhancement Fund support. The activity started in June 2009 and engagement with both individuals and businesses has progressed well. The project completed at the end of December 2010. The table below summarises the outputs/outcomes.

Project Target	Actual
120 businesses	<p>396 businesses and other organisations have accessed the programme. This includes all organisations that have made enquiries, accessed a taster session, training and/or consultancy.</p> <ul style="list-style-type: none"> ▪ A total of 64 organisations took advantage of the business diagnostic service. ▪ Over 350 employees from 243 businesses have accessed training. ▪ 50 businesses have been involved in HEI-lead consultancy projects which focussed on a specific element of their business. ▪ A further 60 business have attended taster sessions. ▪ The total figure (396) also includes business which may have been referred on to other types of provision not included in the project (e.g. postgraduate programme, construction qualifications).
250 individuals	<p>Over 400 individuals have accessed careers support through one to one sessions, careers coaching and specific workshops. Careers workshops have been offered in a variety of areas including: interview techniques; preparing job applications; the Myers Briggs personality assessment tool, understanding business and enterprise/business start-up. The wider offer has included workshops focussed on the specific areas of the creative industries; IT, project management and sports coaching.</p> <ul style="list-style-type: none"> ▪ A total of 271 personal planning interviews have taken



	<p>place.</p> <ul style="list-style-type: none"> ▪ 114 careers workshop places were attended. ▪ A further 145 individuals affected by the recession have benefitted from specific training. ▪ Over 250 of the individuals supported are recent graduates; 145 other individuals facing unemployment have been supported. In addition 15 final year undergraduates were able to access the subject specific workshops within the areas of creative industries and IT.
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- 1.1. The approximate split of York and North Yorkshire businesses to the rest of Yorkshire and Humber is as follows:
 York & North Yorks 53% (of this York is 29%)
 West Yorks 24%
 Other Y&H 23%

When the size of York in comparison to the business base in West Yorkshire is taken into account the percentage take up from York companies is good, especially since this the project had not been done before and it was working from a very low baseline.

- 1.2. The programme was delivered through the Higher York partnership. Delivery partners were York St John University, The University of York, York College and Craven College. The Higher York team and delivery partners worked very closely with other agencies to both maximise the benefit for businesses and individuals and avoid duplication in the services. A plan for referrals was developed alongside the original bid and structures were put in place to ensure that enquiries were dealt with efficiently and effectively. A client relationship system was created and utilised by partners. This was especially useful for cross-referrals between partners (for both businesses and individuals).
- 1.3. The individual offer included an initial personal planning interview (diagnostic) which was intended to identify any further skills which the individual might benefit from. The Careers Services from the two universities involved conducted the interviews and The University of York ran careers workshops. Other training offered through the project was available to individuals with a maximum amount of £500 funding per individual being used to support this. For individuals, the key referral agencies were Job Centre Plus (JCP), Future Prospects and Next Step. In addition to the careers service offer, a further 145 individuals affected by the recession have benefitted from specific training. Those eligible for training include underemployed graduates in the area, older graduates recently made redundant and those at risk of redundancy. The project has also supported a range of individuals (graduates and non-graduates) interested in starting their own business. Original discussions included graduate internship activity however



wider regional discussion highlighted that this element would be better delivered by other stakeholders and following close consultation with HEFCE, it was agreed to focus upon signposting such graduate opportunities within the general offer. Match funding through the regional development agency, Yorkshire Forward was made available to support this activity.

- 1.4. For businesses, the key referrals agency was Business Link Yorkshire. Enquiries were dealt with by the partners identified above and the central Higher York team who would make recommendations about the support an individual or business might access. The business diagnostic service offer highlighted training and other business needs and made recommendations for the organisation involved. A total of 64 businesses took advantage of the business diagnostic service. This figure is lower than anticipated as the project was able to build on the Business Link facility much more than planned and provide training options which were identified through the Business Link diagnostic service. Some business leaders and employees preferred to access the training and support directly and were made aware of this through marketing activity using existing local business networks such as York Professionals and the Federation for Small Businesses. Cross-referral within the partnership was also a key success factor and allowed businesses access to a wider range of support.
- 1.5. Evaluation of the programme has highlighted a number of points:
 - 1.5.1. One to one focus on businesses does seem to result in greater take up of training rather than 'blanket marketing' activity. The key account management approach through York Enterprise should support this finding. Interagency and inter-organisational working were crucial to make best use of resource and ensure cross-referral
 - 1.5.2. Businesses were happy to pay something towards training and one-to-one business consultancy. Follow on business was achieved on a full-cost basis with some companies.
 - 1.5.3. In a number of cases business requirements for skills and knowledge transfer have 'merged' and been more effectively delivered through consultancy type activity rather than scheduled training sessions with other businesses.
 - 1.5.4. Non-accredited short courses have proved popular.
 - 1.5.5. IT, sales, marketing, customer service, financial planning, aspects of management and leadership have emerged as the most popular training areas.
- 1.6. In terms of customer satisfaction aligned to working with businesses it is suggested that the following measures could be used in the future:



- 1.6.1. The number of businesses engaged in some form of training or consultancy.
- 1.6.2. The number of employees engaged in some form of training or consultancy.
- 1.6.3. The number of referrals from other agencies or organisations in the city or region.
- 1.6.4. The number of businesses taking up further opportunities following the initial activity.
- 1.6.5. Higher York partners will now focus on clarifying the employer offer in the short to medium term taking into account the changed funding landscape, the skills needs demanded locally and the emerging economic vision, enterprise strategy and updated Adult Learning and Skills Strategy.
- 1.7. The development of case studies relating to the higher level skills offer to the private, public and third sector organisations in York. A target of 10 case studies was agreed. Some further case studies have been collected taking the total beyond the target of 10.
- 1.8. Support achievement of the LAA Level 4 target: 37% in 2010. The latest figures show that the LAA level 4 target has been exceeded and is now at 40.9%. The Higher York partners continue to provide level 4 opportunities through their core and project funding. The new national fees policy for Higher Education will potentially provide some challenges for the sector and may have a negative impact on how many people decide to access HE in the future, particularly those from poorer backgrounds. The Higher York education institutions are currently developing their response to national policy including how they deliver widening participation and raising aspiration activity. A meeting has been set up to get feedback and discuss changes to the sector strategically with both York and North Yorkshire Local Authorities and representatives of the head teacher community. John Thompson is the City of York Council representative at this meeting.
- 1.9. Maintaining good relationship with intermediary agencies and bodies in relation to development, profiling and delivery of higher level skills e.g. Learning City York, Business Link, Yorkshire Forward, Job Centre Plus, Next Step providers. Links to agencies continue to progress well. There continue to be referrals for training via Business Link and useful feedback provided by Business Link on the overall service provided by Higher York. The 'commercialisation' projects with Science City York continue to advance with several scoping meetings been held already and Higher York involvement in recruiting a Knowledge Transfer Officer at SCY to take forward the projects.



- 1.10. Contribution to building interface with local communities through: higher level skills support; information, advice and guidance ; positive profiling of the contribution of students to local communities.
- 1.10.1. Higher level skills support has been provided through the HEFCE/Yorkshire forward funded programme for individuals as outlined above. Higher York has started the process of reviewing its employer engagement strategy to reflect lessons learnt so far and changing government policy.
- 1.10.2. Training for IAG practitioners continues to be provided through Higher York to the local guidance community along with drop-in sessions and workshops working closely with Future Prospects. Over 100 individuals have accessed training. Higher York has developed information sheets for guidance works, teachers, potential students and their families. These have been distributed to libraries, schools, colleges and other appropriate outlets and are also available free via www.studyork.com. This website provides information for a local, national and international audience about studying in Higher Education along with the opportunities in York itself.
- 1.11. The Higher York team manages the Higher York Student Forum which brings together students from each of the Higher York education institutions. The students work on projects which relate to students across York not just one institution. The students are drawn from different backgrounds i.e. mature, international, local etc. Currently the Forum has almost completed working on a project to develop and collect examples of positive student engagement in the City. They have also been working with Student Unions to develop a leaflet aimed at students moving into rented accommodation in the private sector to raise awareness amongst students about being a 'good neighbour' and how to engage positively with their local community. The students have worked closely with City of York Council's Corporate Communication team.
- 1.12. There is also an initiative involving Student Unions working with PR leads in the HE institutions and the Council to develop some briefing information about the positive contribution of students in the local community.
- 1.13. Higher York coordinated some research about the economic and employment gains produced by having two universities in the city. This study took into account money spent in the economy including services and goods purchased by the two institutions (including the Science Park) and the positive effect on the overall labour market. One of the conclusions from the survey was that the employment



gains from the two universities equates to 10% of jobs in the city. A copy of the report has been shared with the Council.

Support for citywide and Council Priorities

2. The Council recognises that this project fulfils several of its stated corporate aims including supporting the Learning City and Thriving City themes of the Sustainable Community Strategy. The Higher York team has ensured that the following activities are supporting the wider city strategy:
 - 2.1. Higher York supports the work relating to Leeds City Region and the new Local Enterprise Partnerships for example, the partnership has supported wider messages relating to York and its profile through its own 'lobbying' processes. It maintains good links particularly with the employment and skills strands.
 - 2.2. Higher York partners continued to provide full page within the 'Your City' publication to support the raising of awareness of the City's activities and partnerships. However, this has now ceased due to a change in Council policy. However, Higher York has been coordinating a group of PR representatives from a diverse range of organisations in the city and it is hoped that this forum can support the sharing of knowledge, good practice and overall contribute to profile raising outcomes for the city as a whole.
 - 2.3. Higher York has supported the Council in policy development practices through the policy 'Think Tank' project. An intern has been supporting the partnership to map expertise across the city which may be of use to the Council and looking at different models for the ongoing engagement of the academic community with real and current policy issues and development. Higher York hosted a number of half day workshops of the Council's Policy Network at York St John University, providing speakers from the University of York to support discussions in two workshops. Higher York has also facilitated more positive links with the Joseph Rowntree Trust and Foundation. A free event will be held on 23rd March to showcase expertise in both the Council and academic community in city. It will focus on how these communities can work together, along with the third/voluntary sector, to support public policy development and delivery. The conference takes the theme of 'Safeguarding the Vulnerable'. Kersten England will be providing a keynote address and Nigel Batey will provide a workshop looking at the use of data in supporting work with the vulnerable. It is hoped that a number of staff from the council will also attend as delegates. It is hoped that the event will be an ideal opportunity to profile good practice in the City to a much wider geographical audience.



- 2.4. Higher York continues to input into the Learning City Board, York @ Large, Business Forum and Inclusive York Forum. Higher York sponsored the WOW conference in 2010.
- 2.5. Support of graduate retention in the city (Thriving City) through working with the two universities and Graduates Yorkshire. The Graduate internship programme funded across the region is due to complete in March so the final figures of placements in York will be available after March. Both universities continue to promote work placements and internships with businesses in York and further afield. The latest numbers will be reported in the next report, however, increasing number of local businesses are recognising the value of intern and work placement students for their businesses.
- 2.6. The Construction Skills Academy at Heslington East has been functioning now since March 2011 and Higher York has supported the LDF, Planning and Procurement teams in the Council to look at how to roll this model out to other major building sites. Reference has now been included in the draft LDF. The model is now called 'targeted training and recruitment'. The Heslington East pilot phase has delivered or exceeded the majority of its targets including providing valuable work experience placements for school and college children. Targeted training and recruitment has now been rolled out to the City of York Council West Offices. Both S.Harrison Development Ltd and Miller Construction have been very supportive of the initiative and to date the following has been agreed:
- A supplier event aimed at raising awareness amongst local companies about possible work opportunities during the construction phase with Miller Construction.
 - Agreement reached about how Coyles recruitment agency (managing temporary job opportunities) can work with Job Centre Plus to raise awareness amongst local people of any temporary jobs which may be available on site.
 - Commitment to support York College of development of the future workforce through activities such as presentations, work placements and site visits.
 - Miller have offered to take on 2 graduate interns and S Harrison would like to host an undergraduate curriculum related work placement.
 - Miller are encouraging their supply chain to be involved in education and training related activities.

Jessica Grant
Director, Higher York

February 2011

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