

Update of Implementation of Recommendations from Economic Health of York City Centre Scrutiny as amended by the former Executive Member for Economic Development and Community Engagement on 22 March 2019

Recommendation	Implementation November 2019
<p>That Council:</p> <p>i. Agrees a grant of £10,000 to the business sector, delegated to the Head of Economic Growth to decide and administer the grant;</p>	<p>Grant of £10,000 awarded to Indie York to support its operations in 2019/20.</p>
<p>ii. Considers making a bid to the £675 million Future High Streets Fund to secure funding to help York respond and adapt to changes facing city centres;</p>	<p>Bid was submitted but was unsuccessful. A subsequent (and also unsuccessful) bid was submitted for the Heritage High Streets fund. No reasons given by Government for why York's bids were unsuccessful, but main focus has been on areas with significant failure in local economy.</p>
<p>iii. Prepares a long-term strategy to make its high streets and the city centre fit for the future, taking into account relevant aspects of the Grimsey report and the view of all key stakeholders;</p>	<p>MyCityCentre project agreed in budget, and work now beginning on developing engagement towards a long term strategy for the city centre.</p>
<p>iv. Develops an easy but comprehensive and consistent guide to help businesses access relevant information around Council policies</p>	<p>Currently with the designers, this will be launched during York Business Week.</p>

<p>effecting businesses, such as planning and licensing issues and alike;</p>	
<p>v. Examines ways of extending the city's traditional festivals venue in Parliament Street to open up other areas to visitors, particularly across the river into Micklegate, and reduce pedestrian congestion in parts of the city at peak hours;</p>	<p>Part of MyCityCentre project, and also being explored with Make It York as part of their next Business Plan and SLA.</p>
<p>vi. Works with Indie York and traders to develop a city-wide loyalty scheme to make it easier for businesses to reward customers with an attractive discount offer for shopping locally while encouraging business growth and customer retention across a city-wide customer engagement platform;</p>	<p>York Gift Card launched by York BID in October 2019. Review of York Card currently being undertaken by Explore – opportunities to link with Minster Badge and other Incentive Cards is included in this work.</p>
<p>vii. Incentivises ways to further encourage more people to use Park and Ride and work with bus operators to extend the operating hours of Park and Ride to help reduce vehicle congestion in the city;</p>	<p>Park & Ride evening hours extended beyond Xmas 2018 pilot and are now part of core hours.</p>
<p>viii. Notes the suggestion of an option to seek to make provision in the 2020/21 revenue budget for a grant fund to support independent traders groups, such as Indie York and others.</p>	<p>Independent Traders grant fund included as part of the Inclusive Growth Fund announced by the Leader at his decision session in September 2019 and funded through July 2019 supplementary budget.</p>