

Appendix A. Scope of the services

The following sets out a high level specification of services to be covered by the new company. In some cases, there will be a phased release of projects into the new company and the detail of the specification will be developed by officers in collaboration with the new company as part of business plan development:

SECTOR DEVELOPMENT AND INWARD INVESTMENT

Manage the development and delivery of activity to support indigenous business investment and to attract new business investment:

Investor lead generation

- Regularly refreshed database of inward investment targets by key growth sector
- Targeted selling activities

Investor response

- Providing regular and efficient responses to UKTI and other lead generating agencies
- Coordination of city-wide proposals to investors

Property search service

- Maintaining a property database – available on York Means Business website
- Providing a property search service
- Facilitation of property demand to match supply where appropriate
- Feedback to CYC on property needs strategically

Targeted promotion of business support

- Consistent and regularly refreshed overview of business support and access to finance offer in the city

- Provision of information and signposting reactively and proactively where possible to indigenous and inward investing businesses
- Communication with business networks as established about the current support offer
- Facilitation of events/promotional activity where appropriate

Sector network development and facilitation

- Delivery of sector networks and introduction of new networks where needed
- Facilitation of network events where appropriate

Sector proposition development

- Development of database and accounts
- Development of sector offer
- Production of marketing materials
- Regular refreshing of sector propositions (6 to 9 months)

City Team Administration and Mgt

- Preparation of agendas
- Support to CTY Chair
- Development of propositions for new mechanisms to support city centre initiatives

CULTURAL PROGRAMME COORDINATION

Manage the development and delivery of a city cultural strategy, for the benefit of residents, businesses and visitors:

- Bring together the city's cultural providers in appropriate ways to create ideas and drive innovation
- Ensure consistent and rigorous collection and sharing of sector-wide cultural data and statistics
- Encourage and nurture new ideas and initiatives
- Achieve recognition for cultural achievement at international level

- Develop the potential of York's contemporary offer through harnessing the innovation of York's SMEs
- Develop a framework for monitoring progress and performance
- Increase investment from national and regional agencies
- Increase employment and productivity in creative industries
- Co-ordinate work to refresh the strategy as required

Develop a cultural programme that focuses on high impact events with a national / international profile to create a high quality, year round calendar:

- Identify key projects and partners to deliver them
- Take on responsibility for the Council's events programme reviewing, developing and updating the programme to fit with the emerging cultural strategy
- Continue to develop the Illuminate festival, supporting role to the city-wide steering group
- Provide a support and advice function to the city's cultural providers
- Support new providers to enter the market

DESTINATION MANAGEMENT AND VISITOR ECONOMY MANAGEMENT

Deliver the city's tourism strategy extending length of stay and visitor spend in order to increase the value of the visitor economy:

- Establish a joined-up approach to product development involving tourism, cultural and leisure businesses
- Develop a strategy to generate investment in the city's product
- Develop a strategy to grow the evening offer
- Address the January to Easter low point with new products / developing the existing
- Grow business conferences and meetings

Provide a destination management function to ensure the best quality environment for visitors, residents and businesses:

- Develop the city-centre events offer with a focus on the early evening economy
- Take forward the management of York Markets
- Actively manage the visitor destination through development of the visitor infrastructure and maintaining a high quality environment through appropriate enforcement activity
- Encourage tourism / city centre businesses to sign up to Smarter York to ensure the best quality public spaces
- Create a 'York Welcome' with all businesses going out of their way to deliver exceptional customer service
- Develop high quality visitor information services at the forefront of technology, such as mobile, social media, mapping, apping and geocaching to bring the city to life