

Annex 5: Delivery of the Economic Strategy

	How will we monitor progress?	What we should see after 1 year?
OVERALL STRATEGY AND EVALUATION	<p>A new annual event to jointly take stock of how we're doing against the things we said we wanted to do with a wider invitation to a range of businesses and organisations (similar to the initial Economic Strategy event). This will outline progress against the key targets in the Economic Strategy, provide an opportunity to evaluate successes and failures and change the direction of the Strategy if necessary.</p> <p>The Council will facilitate this, but with businesses taking a lead in the presentation. We propose to have the first event as the launch of the strategy in July 2016.</p>	See below
1. DELIVER YORK CENTRAL ENTERPRISE ZONE + HIGH SPEED HUB	<p>Ensure that the Strategy and delivery fully reflects existing Network Rail, National Railway Museum and City of York Council collaborative arrangements, Board to monitor progress. There will be opportunities for wider engagement, bringing in other partners as required and through site consultation.</p>	<p>Partnership agreements including financials confirmed for York Central Full funding in place, including mechanism for borrowing against future business rates Agreement on allocations through Local Plan Progress towards taking the site to market</p>
2. DELIVER A LOCAL PLAN THAT SUPPORTS A HIGH VALUE ECONOMY	<p>City of York Council led activity, with consultation with businesses and other stakeholders an intrinsic part of the process. Chamber of Commerce to take the lead on coordinating businesses to provide input and a coherent private sector voice into the Plan.</p>	<p>An agreed Local Plan submitted which supports high value growth</p>

<p>3. TAKE PRACTICAL STEPS TO RETAIN TALENT IN THE CITY</p>	<p>Higher York, or collaboration of universities and colleges, will lead on delivery and progress monitoring. Clearly, success will rely on private sector and business network engagement. The education sector however, will take an overarching view on the delivery of the projects within this programme of work. Higher York may wish to seek a business champion to take a lead in coordinating input from a business/SME perspective, the Federation of Small Business have already expressed an interest in this work.</p>	<p>Progress towards a graduate scheme for SMEs. Continuation of apprenticeship brokerage, adapting to changes in national policy York SMEs being represented at University careers fairs</p>
<p>4. DRIVE REAL BUSINESS GROWTH AT HESLINGTON EAST + SAND HUTTON</p>	<p>The University of York to lead and set up regular meetings between YNYER LEP, University of York, Fera/Defra, City of York Council, Ryedale District Council, Make it York, and York Science Park with the focus on developing and marketing business space on these campuses. Wider Bioeconomy work led by BioVale partnership.</p>	<p>A clear pitch for businesses around options for locating their on Heslington East or Sand Hutton which has been shared with property agents and key intermediaries Vision and plans for future developments scoped and agreed by relevant parties, with next steps identified Continued progress and business involvement within the BioVale and DC Hub initiatives</p>
<p>5. LOBBY FOR INVESTMENT IN KEY TRANSPORT NETWORKS</p>	<p>Council and LEP led work through existing channels, bringing in relevant businesses as necessary where they can helpfully shape or implement lobbying efforts</p>	<p>A clear list of priority asks Feasibility work undertaken and outline business cases developed for major transport investments where they don't currently exist A lobbying strategy for influencing key individuals around relevant decisions</p>

<p>6. USE LOCAL BUSINESS RATE FREEDOMS TO DRIVE HIGH VALUE GROWTH</p>	<p>Council to take a lead on work, engaging with others to help bring ideas to the table and shape options as greater detail becomes available (longer term priority).</p>	<p>Council response to the Government consultation on business rate retention, expected in Summer 2016. Updates on national Government guidance and the parameters we will be able to set policy locally within</p>
<p>7. MAKE A FRESH LOUD STATEMENT OF CULTURAL + VISUAL IDENTITY</p>	<p>Make it York tasked with taking a lead and monitoring progress. This will rely on a partnership approach and drive from others, but Make it York will take an overarching view on the delivery of the projects within this programme of work. As part of this, set up a delivery group to implement sharing stories of business success in York to deliver business and investor confidence, equipping stakeholders with key messages, and in due course to consider other ways of presenting a positive and forward-looking image of the city. A creative conversation/meeting of ‘ambassadors’ could be used periodically to engage a wider group. As much of this requires a partnership approach, Make it York may well set up smaller operational groups to take ideas forward (e.g. lighting setup for the City Centre; digital signposting)</p>	<p>Initial meetings of a coordinated marketing team across organisations, led by Make it York. An improved web presence for promoting the City to businesses considering locating in the City. An Ambassadors programme launched Feasibility work undertaken and outline business cases developed for identified major initiatives focussed on changing the perception/visual appearance of York</p>
<p>8. BRING PEOPLE + BUSINESSES TOGETHER IN CREATIVE LOW-COST WAYS</p>	<p>Make it York will be tasked with delivery and monitoring progress. This is not to say that it is their sole responsibility (it will rely on businesses networks and other organisations themselves too), rather that they will take an overarching view on the</p>	<p>Several creative networking events delivered Sector networks in existence within all key sectors and moving towards a self-sustaining position</p>

collaborative business - and beyond - landscape of York. There may be new groups set up as part of this as necessary, e.g. a rail network, but as per the priority, this should not be onerous on resources or public sector financing.

As part of this, the Council will set up quarterly business breakfast /evening events to make sure it is engaging and communicating with businesses and other partners about matters which are of shared interest within the strategy or that arise. The invitation list and format will be flexible to the subject area and aims, but could just be a handful of people to problem solve a particular challenge, or a larger audience for broader communication. There will also be a quarterly newsletter to update on any key issues in the city that the YEP Board meetings would have been used for previously.