



**Notice of a public meeting of
Learning & Culture Overview & Scrutiny Committee**

To: Councillors Reid (Chair), Fitzpatrick (Vice-Chair), Barnes, Brooks, Potter, Taylor and Scott
Mr Thomas (Co-opted Statutory Member) and
Mr Pennington (Co-opted Statutory Member)

Date: Wednesday, 19 March 2014

Time: 5.30 pm

Venue: The George Hudson Board Room - 1st Floor,
West Offices (F045)

AGENDA

1. Declarations of Interest

At this point, Members are asked to declare:

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

which they may have in respect of business on this agenda

2. Minutes

(Pages 1 - 6)

To approve and sign the minutes of the meeting held on 22 January 2014.

3. Public Participation

At this point in the meeting members of the public who have registered to speak can do so. The deadline for registering is **5.00pm on Tuesday 18 March 2014**. Members of the public can speak on agenda items or matters within the remit of the committee.

To register to speak please contact the Democracy Officers for the meeting, on the details at the foot of the agenda.

Filming or Recording Meetings

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Residents are welcome to photograph, film or record Councillors and Officers at all meetings open to the press and public. This includes the use of social media reporting, i.e. tweeting. Anyone wishing to film, record or take photos at any public meeting should contact the Democracy Officers (whose contact details are at the foot of this agenda) in advance of the meeting.

The Council’s protocol on Webcasting, Filming & Recording of Meetings ensures that these practices are carried out in a manner both respectful to the conduct of the meeting and all those present. It can be viewed at http://www.york.gov.uk/downloads/download/3130/protocol_for_webcasting_filming_and_recording_of_council_meetings

4. Attendance of Cabinet Member for Education, Children & Young People's Services (Pages 7 - 10)

The Cabinet Member for Education, Children & Young People's Services will be attending the meeting to provide a progress update on her priorities and challenges for this municipal year and to discuss her priorities and challenges for 2014/15.

5. Attendance of Chair of Learning City

The Chair of Learning City will be in attendance to update Members on the York Skills Strategy 2013-2016. The Strategy can be viewed at <http://democracy.york.gov.uk/ieListDocuments.aspx?CId=669&MId=7587&Ver=4>

- 6. 2013/14 Third Quarter Finance Monitoring Report** (Pages 11 - 16)

This report analyses the latest performance for 2013/14 and forecasts the financial outturn position by reference to the service plan and budgets for all of the relevant services falling under the responsibility of the Director of Communities & Neighbourhoods and the Director of Children's Services, Education & Skills.
- 7. 2013/14 Multi Agency Audit - Monitoring the Effectiveness of Arrangements for Safeguarding and Promoting the Welfare of Children** (Pages 17 - 32)

Members will receive the report of the Independent Chair of the City of York Safeguarding Children Board and an update on the outcome of the Section 11 Audit Regional Challenge Event.
- 8. Draft Final Report for School Meals Scrutiny Review** (Pages 33 - 90)

This draft final report presents all of the information gathered in support of this review together with some draft review conclusions and recommendations. The Learning & Culture Overview & Scrutiny Committee is asked to agree the recommendations prior to the report being submitted to Cabinet.
- 9. Draft Final Report for Night Time Economy Scrutiny Review** (Pages 91 - 186)

This report presents the findings, conclusions and draft recommendations arising from the Improving Evening Culture Scrutiny Review, and asks this Committee to endorse the recommendations to enable the report to be presented to Corporate and Scrutiny Management Committee (CSMC) in support of the corporate scrutiny review into York's night time economy.
- 10. Learning and Culture Overview and Scrutiny Committee Workplan for 2013/14** (Pages 187 - 188)

Members are asked to consider the Committee's workplan for the 2013-14 municipal year.
- 11. Urgent Business**

Any other business which the Chair considers urgent.

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 Democratic Services Officers responsible for servicing this meeting:

- Registering to speak
- Business of the meeting
- Any special arrangements
- Copies of reports and
- For receiving reports in other formats

Contact details are set out above.

This information can be provided in your own language.

我們也用您們的語言提供這個信息 (Cantonese)

এই তথ্য আপনার নিজের ভাষায় দেয়া যেতে পারে। (Bengali)

Ta informacja może być dostarczona w twoim własnym języku. (Polish)

Bu bilgiyi kendi dilinizde almanız mümkündür. (Turkish)

یہ معلومات آپ کی اپنی زبان (بولی) میں بھی مہیا کی جاسکتی ہیں۔ (Urdu)

☎ (01904) 551550

City of York Council	Committee Minutes
Meeting	Learning & Culture Overview & Scrutiny Committee
Date	22 January 2014
Present	Councillors Reid (Chair), Fitzpatrick (Vice-Chair), Barnes, Brooks, Potter, Taylor and Scott
Apologies	Mr A Pennington

34. Declarations of Interest

At this point in the meeting, Members were asked to declare any personal interests not included in the register of interests, any prejudicial interests or disclosable interests which they might have in respect of the business on the agenda or any other general interests they might have within the remit of the committee other than those listed within the agenda. No interests were declared.

35. Minutes

Resolved: That the minutes of the last meeting of the Learning and Culture Overview and Scrutiny Committee held on 20 November 2014 be approved and signed by the chair as a correct record.

36. Public Participation

It was reported that there had been no registrations to speak under the Council's Public Participation Scheme.

37. York Theatre Royal: 2013/14 Part Year Performance Update

Members considered a report which informed them of the progress and performance of the York Theatre Royal under the current Service Level Agreement (SLA) and the plans in development for the future.

The Chief Executive of York Theatre Royal drew Members attention to Annex 1 of the report which provided details of the theatre's performance during the last six months (July to December 2013) and included cumulative quantitative measures from April 2013 to December 2013.

Members noted how the theatre had been working to achieve the SLA conditions and further discussion took place around some of the areas covered by the SLA.

Members acknowledged that a total audience attendance from April to December 2013 of just over 85 thousand put the theatre on track to meet the end of year target. However in terms of financial performance, Members noted that a deficit was forecasted at the end of the year following a tough year but were assured that the Theatre would continue to reduce its expenditure in order to bring down the deficit.

With regard to the SLA condition in relation to the provision of sign language interpreted and audio described performances and touch tours, Members acknowledged that a range of sign interpreted and audio-described performances were available. However concerns were raised that captioned performances were normally limited to afternoon performances and Members asked that further consideration was given to improving provision of captioned performances in order to allow full inclusivity. The Theatre Royal's Chief Executive explained that the equipment required for captioned performances, which were much more liberating than signed or audio described performances, was shared with about seven other theatres She agreed to pursue the provision of captioned performances with the main touring companies the theatre worked with.

With regard to the unsuccessful bid to York Consortium to improve the evening economy, the Chair asked what the Theatre could do to take their part forward without the funding. The Chief Executive assured Members that they could continue to work with partners who knew each other well through Visit York in order to consider a programme of work and to look at creating new partnerships which didn't currently exist.

Resolved: That the report be noted and Members comments be taken into account.

Reason: To fulfil the Council's role under the Service Level Agreement.

38. Bi-Annual Safeguarding Update

Members considered a report which provided them with a six monthly update on key children's safeguarding issues, in particular key local and national safeguarding developments since July 2013.

The Assistant Director (Children's Specialist Services) explained that the report was normally co-produced with the Chair of the City of York Safeguarding Children Board (CYSCB). He advised Members that Roger Thompson, the Board's former independent Chair, had resigned from the role in August 2013 and in November 2013 Mr Simon Westwood had been appointed as new independent Chair of the Board. Members noted that Mr Westwood was currently in his induction period but would chair the meeting of the CYSCB later that month and would co-produce this report in future and attend the next meeting of this committee.

The Assistant Director updated Members on the results of the peer review which had been commissioned by the local authority and its partners to consider the effectiveness of local board arrangements. He advised Members that the review had confirmed some key strengths and also found some areas for further development and improvement which he explained to Members. He advised that a detailed improvement plan had been agreed by the Board and had achieved rapid and significant progress against all the areas identified for improvement, including the development of a new qualitative performance management framework and the introduction of an involvement strategy for the Board.

Members were advised that a regional challenge event which looked at the outcomes of the biennial multi agency audit of local safeguarding arrangements had taken place the previous week and it was agreed that the results of this event would be presented to the Committee at its next meeting in March.

Members commented on the results of the Stand Up For Us 2013 survey which has been running since 2011 with the aim of monitoring the prevalence and nature of bullying in schools. They raised concern that only 84.6% of secondary school pupils felt safe while travelling on public transport. They were informed that over last 10 years, there had been a pattern of bullying moving out of schools but learnt that Danesgate Community had been carrying out some good work to tackle bullying and their young people had produced a DVD on bullying which had won an award. Members were advised that Danesgate Community and First York had put together an action plan looking at working to promote safe travelling to and from school.

Members raised concerns that it was not clear how matters were escalated onto the Practice Improvement Plan (PIP) (1 Dec 2013 to 28 Feb 2014) which was appended to the report at Annex D and who took responsibility for identifying something as requiring practice improvement. The Assistant Director advised Members that the Practice Improvement Plan was not a

stand alone document but was intended to demonstrate how to take lessons from serious case reviews and turn them into practice improvements. He explained that it was a document which fed other tools and he offered to present the plan in its full context at a future meeting to make it easier for Members to understand.

Resolved:

- (i) That the long standing contribution of Mr Roger Thompson as the Chair of the City of York Safeguarding Children Board (CYSCB) be acknowledged by the committee.
- (ii) That an update on the outcome of the Section 11 audit regional challenge event be presented to the next meeting of the committee on 19 March 2014.¹
- (iii) That the following information be included in an update to be presented to the committee at its meeting in July 2014:-
 - a more detailed report on progress against the Board's improvement plan
 - a report on the outcome of the thematic inspection.
 - A detailed update on developments within children's social care
 - A further update on the progress of the Keeping Families Together strategy.
 - The Practice Improvement Plan (PIP).²

Reason: To allow Members to be fully informed on key children's safeguarding issues in York.

Action Required

1. Present update on the outcome of the Section 11 audit regional challenge event at next meeting on 19 March 2014. ER

2. Present Practice Improvement Plan (PIP) at meeting in July 2014. ER

39. Work Plan including a verbal update on ongoing Reviews

Members received a verbal update on the two ongoing reviews currently being carried out by the School Meals Scrutiny Review Task Group and the

Night Time Economy (Improving Evening Cultural Offer) Scrutiny Review Task Group.

Councillor Fitzpatrick, chair of the School Meals Scrutiny Review Task Group advised the committee that the task group was due to meet again the following Monday to consider the final information gathered in support of the review and identify their review conclusions and draft recommendations. She explained that the task group had been asked to delay seeking parents views on school meals as the Communications Team planned to publish an article on school meals in February. She expressed concern that if the review was concluded in line with intended timescales, this would not give them sufficient time to be able to consider parents' views, which they agreed were important, when drawing together their review conclusions. It was agreed that the Task Group chair would liaise with the Interim Director of Children's Services, Education and Skills and Communications Team to discuss the best way forward.

Councillor Reid advised the committee that the first meeting of the Night Time Economy (Improving Evening Cultural Offer) Scrutiny Review Task Group had taken place on 20th January as the group had been waiting for the result of the York Consortium bid. She reported that unfortunately this bid had been unsuccessful but the task group had agreed to look at the bid to see what aspects could be pursued without funding. She advised that the task group would hopefully be able to attend the York Consortium Meeting on 20th February to talk with Consortium members.

Members then considered the work plan for the remainder of the 2013-14 municipal year and noted that with regard to Agenda Item 5 (Bi-Annual Safeguarding Update), it had been agreed that the Assistant Director (Children's Specialist Services) would provide an update on the outcome of the Section 11 audit regional challenge event at the next meeting on 19 March 2014.

Resolved: That the work plan be noted and amended as above.

Reason: To keep the Committee's work plan updated.

Councillor A Reid, Chair

[The meeting started at 5.30 pm and finished at 6.55 pm].

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Report of the Cabinet Member**For Education, Children & Young People's Services****March 2014**

They say a week is a long time in politics; it has certainly been a far more eventful year than I anticipated when I gave my last report to Scrutiny in November 2012. And because of some of those events some of the strategic drive I would have been anticipating last year was inevitably if not cancelled probably put on hold.

So although this is a report on my strategic vision for 2014/15, I need to put it in context. In April 2013 Pete Dwyer left us for the DCS post in North Yorkshire; Kevin Hall was given the interim Director's post but seemingly hot on Pete's heels, Jill Hodges, the AD for Education Improvement left us to take up a Director for Education post in East Lincolnshire; and before we could catch our breath Kevin was head hunted for the East Yorkshire Director's post and left us just before Christmas. To misquote Oscar Wilde "To lose one Director may be regarded as a misfortune to lose three looks like carelessness".

However, we did not lose all momentum, Kevin worked tirelessly for the service until he was due in East Yorkshire; and Maxine has stepped into Jill's shoes with brilliance and energy. Sally Rees has been with us for three months while we managed the appointment of a new DCS and Jon Stonehouse will be with us as DCS on the 3rd of March.

So what for the future? One issue that has been concerning us in Education has been that in a number of our Primary Schools we have been flat lining in our school achievement statistics. Where we used to be comfortably above national statistics in our Primary Sats score, we are now only just holding our own at about level pegging with the national scores. This is particularly noticeable in London where across the Greater London area; schools are consistently outperforming national averages even in some "deprived" Inner London boroughs where traditionally education achievement has been low.

A lot of this success has been put down to the huge success of the London Challenge which was launched a few years ago to bring all London Schools into the position of being good or outstanding. This has had a very real effect and I have agreed that we should come up with our York Challenge to raise

standards in our York schools. York has so accustomed itself to having “good” schools that a certain level of complacency seems to have crept in and we hope the challenge will raise the aspirations of our schools. I am also pleased to say that now 83% of our primary schools are good or outstanding. It is our aspiration that by 2015 90% of our schools will be good or outstanding – and obviously it will be 100% in due course.

The next – and perhaps more significant challenge is around the gap between the youngsters at the bottom of the grades and those more average. I am particularly using the FSM criteria (which although not perfect is a regularly used guide to levels of deprivation). Our FSM gap is not only quite large, but it is not changing. Using the device to say “if York was one school” then there are 300 children in this school who we need to be focused on to enable them to make proper progress within their schools. York being the size it is we could probably identify every one of those children, we know where they go to school and we will be challenging our schools to focus on that gap with a view to closing it and certainly bringing ourselves into better comparison with the national figures.

The Yorkshire/Humberside Region is also taking up the “Challenge” Concept and at a Regional Conference last week in Leeds launched the Pathfinder project which will be taking this up in a few schools across the region to explore the possibilities of raising school achievement in the same way as both London and Greater Manchester have done.

One of the keys to not only school improvement but children’s well being is Early Intervention – we have recently had a thematic inspection of our Early Help Strategy which, while finding areas that do need improvement, also found that we had a strategy in place and that the Front Door was providing good quality and sound advice. But one of the areas that was pulled out for improvement was that our plans need to focus on the child rather than the parent. And that leads to a theme that is coming out of a significant number of Ofsted inspections which is how we both have meaningful consultations with children and young people, but also how we can prove that these consultations have contributed to policy making decisions.

It is quite clear that we have a number of mechanisms for consulting with children and young people but what is not always clear is what use we make of these consultations. One of my projects for the coming year is to put in

place clear systems that not only record our consultations, but show how we have acted on them and where we have used them to influence our policy, and how we have reported back to young people on this. It is closing the loop which is so important not just to children and young people but to everyone with whom we consult.

Children's Centres continue to be a key player in recognising where Early Help is needed; the Parenting Track which was launched last year is, for me, a key part of that strategy – working closely with Health Visitors and Midwives Children's Centres are offering the regular check ups for children up to 2 years of age; and our hope is that not only will this encourage more parents to be registered with their local Children's Centres, but that we will be able to more readily spot the families that don't come to their appointment, and who can therefore be targeted for a visit – hopefully to prove that all is well, but if not proper early support can be offered. Early anecdotal evidence is showing that this approach is beginning to have some effect. One of my key plans for the future is to explore ways in which we can make Children's Centres not just centres for families and young children, but become more widely used community hubs. Frequently the Centres are in natural community areas, perhaps linked to a local school and I believe we should be considering how to get even more out of this valuable resource.

Austerity can sometimes be a spur to doing things differently, and this is certainly the case in Youth Services. As funding is withdrawn from this area we are having to look at different ways of providing activity and social opportunities for young people. I am working to blur the barriers between the play providers and the youth provision to build up networks of voluntary and community groups who can fill some of the gaps left by the more traditional youth services. Judging by some of the meetings I have attended which have been bringing people together from all sectors of this lively and enterprising sector there is a lot of enthusiasm to working more closely together.

To sum up my priorities for the coming year are:

An end to complacency in our schools – we need to continually strive to be the best

A real concerted effort to “close the gap” and enable some of our more deprived youngsters to achieve their potential.

A continued emphasis on Early Help and Early Intervention, encouraging and enabling families to give their children the very best start at the beginning of their lives.

A recognition that a lot of what we want to do with and for Children and Young People will be done in new and imaginative ways, and will mean new and exciting partnerships.

Continue to find ways of listening to children and young people, and making sure that not only do we hear their views, but we allow our policies to be guided by these views –and that we never stop trying to make sure our communications with all children and their families are two way affairs – we listen, we do, and we tell you about it afterwards.



Learning & Culture Overview & Scrutiny Committee

19 March 2014

Report of the Director of Children's Services, Education & Skills and the Director of Communities & Neighbourhoods

2013/14 Third Quarter Finance Monitoring Report

Summary

- 1 This report analyses the latest performance for 2013/14 and forecasts the financial outturn position by reference to the service plan and budgets for all of the relevant services falling under the responsibility of the Director of Communities & Neighbourhoods and the Director of Children's Services, Education & Skills.

Financial Analysis

- 2 The services that relate to the Learning & Culture Overview and Scrutiny committee cross two Directorates (Communities and Neighbourhoods and Children's Services, Education & Skills). A summary of the service plan variations is shown at table 1 below.

**Table 1 – Learning & Culture Financial Projections Summary
2013/14 – Quarter 3 - December**

	2013/14 Budget £000	Projected Outturn Variation	
		£000	%
CANS Directorate (Extract)			
Arts & Heritage	2,533	+40	+1.6%
Learning Services	56	+29	+51.8%
Libraries & Archives	2,172	+250	+11.5%
Sport & Active Leisure (Facilities)	543	-18	-3.3%
CANS Directorate (Extract)	5,304	+301	+5.6%
CSES Directorate			
Children's Specialist Services	21,655	+1,362	+6.3%
Education & Skills	6,199	-661	-10.7%
School & Children's Strategy & Planning	6,722	-317	-4.7%

School Funding & Assets	106,653	+300	0.3%
Directorate of CSES General	(6,804)	+165	+2.4%
Children's Services Core Funding	(114,900)	-120	-0.1%
DSG Balance Carried Forward	(400)	-106	+26.5%
CSES Directorate – Net General Fund	19,125	+623	+3.3%
Total Learning & Culture	24,429	+924	+3.8%

- 3 The Communities & Neighbourhoods Directorate is reporting a forecast overspend of £301k. This relates mainly to one off redundancy costs of £206k which are partly offset by savings, mainly in relation to Yearsley pool operating costs.
- 4 The Children's Services, Education & Skills Directorate is reporting net financial pressures of £623k. This is an improvement of £335k compared to the £958k overspend reported at quarter 2.
- 5 Despite a reduction in the number of Looked After Children and a reduction in expenditure of almost £1m compared to 2012/13, the underlying budget pressure from previous years and unachieved budget savings of £700k result in a forecast net overspend of £1,277k within children's social care budgets.
- 6 The Council's Keeping Families Together initiative is continuing to deliver an overall reduction in the number of children in public care. This initiative seeks to safely support more children at home in the care of their parents or extended family members. It also helps those children who are already looked after to move more quickly on to alternative permanent care. To support these arrangements, the Council has developed a 'new deal' for local foster carers to ensure that there is a sufficient supply of high quality local placements available for those children who do need to become looked after.
- 7 The above arrangements have delivered a sustained month on month reduction in the overall number of children who are looked after. Looked After Children numbers have reduced from 243 at the 1st April to 226 at 31 December. The availability of high quality local placements allows young people to be placed close to home and their local schools. These local placements avoids the need for high cost independent placements often far from York.
- 8 Although the numbers of looked after children has decreased significantly, from a high point of 256 in 2012, the reduction in costs has not been at the same rate. This is partly explained by legacy costs including Special Guardianship, Adoption and Residence Order

allowances. In addition some of the looked after children with the most complex needs continue to need highly specialised care which accounts for a significant portion of ongoing care costs.

- 9 Therefore, despite a reduction in expenditure in 2013/14 compared to 2012/13, this budget remains under considerable pressure. The Council is reviewing the most expensive out of city placements to ensure the best value for money is achieved without compromise to quality of care. Further reductions in cost are anticipated as the overall looked after population continues to reduce.
- 10 In light of the pressures being felt within children's social care budgets, strict expenditure controls have been operating across the remainder of the directorate's budgets. This has helped mitigate the overall projected overspend for the directorate. Significant mitigating underspends are projected in the following areas:
- Integrated Youth Support Service (£150k) – mainly through holding posts vacant as part of the on-going review of these services and reductions in expenditure on operational costs.
 - SEN & Educational Psychology Service (£145k) - from holding the post of Principal Psychologist / Head of SEN vacant and delivering work on SEN reform from within existing resources without the need to spend grant monies.
 - Early Years and Children's Centres (£120k) – holding posts vacant pending further reviews and operational expenditure reductions.
 - School Improvement Service (£114k) – not backfilling the Principal Advisor Secondary post whilst the post holder is acting as AD and additional income from training courses.
 - School Transport (£151k) – savings delivered within the taxi contract in conjunction with the new provider.
- 11 In addition, the Children's Services Management Team are committed to exploring all options for containing remaining expenditure within their budget for 2013/14, and are therefore continuing with the following to further mitigate the current overspend projection:
- Reviewing the most expensive out of city placements to ensure the best value for money is achieved without compromise to quality of care. Further reductions in cost are anticipated as the overall looked after population continues to reduce.
 - Review all 2014/15 savings proposals with a view to stretching and implementing as many as possible earlier in the 2013/14 financial year.

- Continue to hold recruitment to vacant posts wherever possible and safe to do so.

12 Within the Dedicated Schools Grant (DSG) funded budgets a small net overspend of £106k is currently projected. This is mainly as a result of some significant increased costs due to the level of payments required to providers for post 16 high needs pupils under the new DfE funding system introduced from August 2013 (+£618k), offset by savings on the new statutory requirement for 2 year old nursery budget being phased in from September 2013 (-£390k) and a higher than estimated DSG allocation due to increased pupil numbers (-£120k). The resulting DSG deficit will be carried forward to the 2014/15 financial year to be a first call on that year's grant allocation, and therefore won't impact on the General Fund outturn position for the directorate in 2013/14.

Council Plan

13 The information included in this report demonstrates progress on achieving the council's corporate priorities for 2011-2015 and in particular; priority 1 'Create jobs and grow the economy'; priority 3 'Build strong communities'; 4 'Protect Vulnerable People'.

Implications

14 The financial implications are covered within the main body of the report. There are no significant human resources, equalities, legal, information technology, property or crime & disorder implications arising from this report.

Risk Management

15 Children's Social Services budgets are under significant pressure. On going work within the directorate may identify some efficiency savings in services that could be used to offset these cost pressures before the end of the financial year. It will also be important to understand the level of investment needed to hit performance targets and meet rising demand for key statutory services. Managing within the approved budget for 2013/14 is therefore going to be extremely difficult and the management team will continue to review expenditure across the directorate.

Recommendations

16 As this report is for information only there are no specific recommendations.

Reason: To update the committee on the latest financial and performance position for 2013/14.

Contact Details

Authors:

Richard Hartle
Finance Manager
Adults, Children & Education
Tel No. 554225

David Gladders
Accountant
Communities &
Neighbourhood Services
Tel No. 551635

Chief Officers Responsible for the report:

Jon Stonehouse
Director of Children's Services, Education & Skills

Sally Burns
Director of Communities & Neighbourhood Services

Report **Date** 4 March 2014
Approved

Specialist Implications Officer(s) None

Wards Affected: *List wards or tick box to indicate all* All

For further information please contact the author of the report

Background Papers

Third finance monitor for 2013/14, Cabinet 11 February 2014

Abbreviations:

DSG Dedicated Schools Grant
CSES Directorate of Children's Services, Education & Skills
CANS Directorate of Communities and Neighbourhoods
DfE Department for Education
SEN Special Educational Needs
AD Assistant Director

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**Learning & Culture Overview & Scrutiny
Committee**

19 March 2014

Report of the Independent Chair of the City of York Safeguarding Children Board

**2013/14 Multi Agency Audit - Monitoring the Effectiveness of
Arrangements for Safeguarding and Promoting the Welfare of Children****Summary**

1. Members will receive the report of the Independent Chair of the City of York Safeguarding Children Board and an update on the outcome of the Section 11 Audit Regional Challenge Event.

Background

2. Section 11 of the Children Act 2004 states that in order to safeguard and promote children's welfare, the agencies covered by s11 should make arrangements to ensure that:
 - Senior management commitment to the importance of safeguarding and promoting children's welfare
 - A clear line of accountability exists within the organisation for work on safeguarding and promoting the welfare of children
 - A clear statement of the agency's responsibilities towards children is available for all staff
 - Effective inter-agency working to safeguard and promote the welfare of children
 - Staff training on safeguarding and promoting the welfare of children for all staff working with, or depending on the agency's primary functions are in contact with children and families
 - Service development takes account of the need to safeguard and promote the welfare of children and is informed where appropriate by the views of children and families
 - Effective information sharing
 - Work with individual children and their families
 - Safer recruitment

- Monitoring and inspection of arrangements to safeguard and promote the welfare of children
3. *Working Together to Safeguard Children* (2013) requires Local Safeguarding Children Boards (LSCBs) to monitor the effectiveness of organisations' implementation of their duties under s11 of the Children Act 2004.
 4. The City of York Safeguarding Children Board (CYSCB) has a key role in ensuring high standards in safeguarding and promoting welfare, not just through co-ordinating services but also through evaluation and continuous improvement.
 5. The CYSCB's self assessment audit sets a minimum level of safeguarding standards an organisation needs to have in place to work safely, and should complement and underpin, rather than replace, other standards or procedures.
 6. The s11 audit takes place annually and in January 2014 the CYSCB took part in a joint challenge / learning event' with colleagues from the North Yorkshire Safeguarding Children Board.

Key s11 findings 2013/14

7. A brief examination of the returns highlights positive messages in relation to scores exceeding 70% compliance across the agencies the full detail is set out in annex 1:
 - Senior management commitment to the importance of safeguarding and promoting children's welfare (Overall 81%; Range 76% to 85%)
 - A named person with sufficient seniority has been identified by the agency to champion safeguarding within the organisation (85%)
 - A process has been established that enables the organisation to take forward safeguarding initiatives and deal with findings from serious case reviews e.g. the establishment of a safeguarding forum and a strategic plan for safeguarding children (76%)
 - A clear line of accountability exists within the organisation for work on safeguarding and promoting the welfare of children (Overall 77%; 59% to 85%)
 - Safeguarding priorities are reflected in the agency's strategic plan (81%)

- Policies and procedures are in place that identify clear reporting structures for concerns about children (85%)
- Safeguarding responsibilities are identified in each individual job description (81%)
- Each agency has policies and procedures in place that clearly identify staff roles regarding safeguarding children and young people. They provide a policy or web address where they can be found. These policies include information on safeguarding procedures and information sharing (81%)
- Effective complaints procedures are in place for children, staff and other people where there are concerns that safeguarding and the promotion of child welfare has not been taken in accordance with the agencies procedures (80%)

The self audit overall outcomes against the standards are shown in the table below:

Agency	%
Harrogate & District NHS Foundation Trust	92%
NSPCC	92%
Leeds & York Partnership NHS Foundation Trust	90%
Vale of York Clinical Commissioning Group	87%
York CVS	82%
York Teaching Hospital NHS Foundation Trust	81%
Lifeline	78%
Askham Grange	72%
Children's Social Care	72%
York & North Yorkshire Probation Trust	72%
Youth Offending Team	72%
School Improvement Service	62%
Housing	61%
CAFCASS	0%*
North Yorkshire Police	0%*

* Denotes that the agency did not score their performance

8. Some specific standards scored between 40% and 60% indicating that although there are no safeguarding concerns and there is an action plan signed off with time scales for completion, there are identified areas requiring improvement.
9. Specific standards where there are action plans in place for improvement are:
 - Staff are undertaking a Common Assessment Framework (CAF) when the need is identified (58%)
 - Consultation with children and families is an agreed process for the development of any service provided (51%)
 - The principles of good practice identified above are included in induction programmes where appropriate (57%)
 - The principles of good practice outlined above are reinforced in supervision and the supervisor regularly reads and signs off case records and plans (58%)
 - Safeguarding is routinely discussed and is a standing item in supervision and appraisal (59%)
 - Safer recruitment training has been provided to all staff involved with recruitment in line with NCSL/CWDC training (53%)
 - There must be named senior officers within the organisation who ensure allegations are passed to the LADO. Evidence will include the numbers passed to the LADO and whether they are taken forward within the timescales (59%)
10. Overall, CYSCB member agencies are broadly compliant with statutory and Board requirements in respect of their commitment and practice in relation to safeguarding children. However there are some key areas where agencies did not self report as performing so well.

Supervision

11. This is a key mechanism within safeguarding for monitoring progress, holding staff to account along with guiding staff in their professional development. As such it is essential that all agencies who work with children have in place regular reflective supervision. The CYSCB has taken a lead in this area with training provided for schools and other agencies for peer supervision.

Safer recruitment and having in place robust processes for dealing with allegations against childcare professionals

12. These are cornerstones in ensuring safe environments for children. It is evident from the audit that there are inconsistencies across agencies which need addressing. Arising from the audit, the CYSCB will require all agencies to be fully compliant with this area by July 2014.

Involving children and families in feedback and service planning

13. It is essential to be able to demonstrate the difference this has made. It is disappointing that this area scored the lowest. Therefore the CYSCB is providing leadership with innovative work being undertaken on its behalf to identify mechanisms where children and families can share their perceptions on the quality and effectiveness of services and ideas of how we can improve.

14. Summary of Recommendations

- i. The CYSCB will receive assurance reports at each meeting from the statutory agencies to monitor the agency improvement plans already in place.
- ii. The CYSCB will require each agency to prioritise improvements in supervision, engage with children and these will be priorities for the business plan for 2014/15 those areas
- iii. At the July meeting The CYSCB will require assurances from its members that safer recruitment and robust processes for dealing with allegations against childcare professionals are in place
- iv. An audit challenge event, jointly with North Yorkshire, will be held in York in January 2015 as part of a continuous improvement cycle

Reason: To ensure that statutory requirement set out in "Working Together 2013" are met.

Report Author:

Joe Cocker, CYSCB Manager joe.cocker@york.gov.uk

Annexes:

Annex 1 - s11 summary report

Background Paper: Working Together 2013

Abbreviations

s11 – Section 11

LSCBs - Local Safeguarding Children Boards

CYSCB -The City of York Safeguarding Children Board

CAF - Common Assessment Framework

NHS – National Health Service

NCSL - National College for School Leadership

CWDC - Children’s Workforce Development Council

LADO - Local Authority Designated Officer

Title: s11 summary report

Author: Joe Cocker

Date: 29/01/2014

Status: Information

Confidential: No

Item: 10

Related items:

S11 brief summary

The audit was undertaken in autumn 2014 across the key CYSCB agencies.

The key (relevant) organisations and bodies that are covered by the duty under the Children Act 2004 (s11) to safeguard and promote the welfare of children and young people are:

- Local Authorities.
- The Police.
- The Probation Service.
- NHS Bodies.
- Organisations providing services under s.114 of the Learning and Skills Act 2000.
- Youth Offending Teams.
- Governors and Directors of Prisons.
- Private and Voluntary organisations who are commissioned to provide services on behalf of the above bodies.

The following partners completed and submitted a Section 11 Audit return:

- Askham Grange
- CAF/CASS
- Children's Social Care

- Harrogate & District NHS Foundation Trust
- Housing
- Leeds & York Partnership NHS Foundation Trust
- Lifeline
- NSPCC
- North Yorkshire Police
- School Improvement Service
- Vale of York Clinical Commissioning Group
- York CVS
- York Teaching Hospital NHS Foundation Trust
- York & North Yorkshire Probation Trust
- Youth Offending Team

Agencies were required to score themselves against each area covered by the s11 guidance as follows:

0	1	2	3	4	5
Not Applicable Not in operation No action plan to address this at present Potential safeguarding concerns. (if not please provide evidence of this)	Identified Weakness. Aim to develop an action plan at senior level to address this. Potential safeguarding concerns. (if not please provide evidence of this)	Identified Weakness but have action plan signed off with time scales for completion No safeguarding concerns (Please provide evidence of this)	Currently in the process of implementing action plan. Will be fully compliant by next audit. No safeguarding concerns (Please provide evidence of this)	Compliant in relation to the service our organisation offers No safeguarding concerns	Fully compliant

Brief summary

The scoring for each of the areas in the audit is as follows.

It should be noted that two agencies either did not provide a score (NY Police) or submitted a return developed by their national organisation (CASFCASS).

% Score	Definition
20%	Identified weakness. Aim to develop an action plan at senior level to address this. Potential safeguarding concerns
40%	Identified weakness but have action plan signed off with time scales for completion. No safeguarding concerns
60%	Currently in the process of implementing action plan. Will be fully compliant by next audit. No safeguarding concerns
80%	Compliant in relation to the service the organisation offers. No safeguarding concerns
100%	Fully compliant

A brief examination of the returns highlights positive messages in relation to scores exceeding 70% compliance across the agencies (in order – scores below 60% in bold):

- Senior management commitment to the importance of safeguarding and promoting children's welfare (Overall 81%; Range 76% to 85%)
 - A named person with sufficient seniority has been identified by the agency to champion safeguarding within the organisation (85%)
 - A process has been established that enables the organisation to take forward safeguarding initiatives and deal with findings from serious case reviews e.g. the establishment of a safeguarding forum and a strategic plan for safeguarding children (76%)
- A clear line of accountability exists within the organisation for work on safeguarding and promoting the welfare of children (Overall 77%; 59% to 85%)
 - Safeguarding priorities are reflected in the agency's strategic plan (81%)
 - Policies and procedures are in place that identify clear reporting structures for concerns about children (85%)
 - Safeguarding responsibilities are identified in each individual job description (81%)
 - Safeguarding is routinely discussed and is a standing item in supervision and appraisal (59%)

- A clear statement of the agency's responsibilities towards children is available for all staff (Overall 745%; Range 64% to 81%)
 - Each agency has policies and procedures in place that clearly identify staff roles regarding safeguarding children and young people. They provide a policy or web address where they can be found. These policies include information on safeguarding procedures and information sharing (81%)
 - Effective complaints procedures are in place for children, staff and other people where there are concerns that safeguarding and the promotion of child welfare has not been taken in accordance with the agencies procedures (80%)
 - Policies exist that include reference to the importance of listening to children and responding appropriately (64%)
- Effective inter-agency working to safeguard and promote the welfare of children (Overall 74%; Range 58% to 80%)
 - Inter-agency working should exist at a strategic level. Evidence would include regular attendance at the LSCB and its work streams and sub groups (80%)
 - Staff comply with safeguarding procedures regarding attendance at Child Protection Conferences and other multi-agency meetings (77%)
 - Staff are aware of the thresholds for making a referral to Children & Young People's Social Care (78%)
 - Staff are undertaking a Common Assessment Framework (CAF) when the need is identified (58%)
- Staff training on safeguarding and promoting the welfare of children for all staff working with, or depending on the agency's primary functions are in contact with children and families (Overall 71%; Range 60% to 80%)
 - Agency has an identified strategy for providing training at all tiers identified in Working Together (60%)
 - Agency has evidenced the safeguarding training it has provided including the numbers trained and the type and level of training (69%)
 - All safeguarding training meets the requirements of the LSCB (71%)

- What action does your agency take to ensure that staff are encouraged and enabled to access child protection and safeguarding training? (80%)

There are areas where performance is not so good (between 60% and 70%) which was the focus of attention at the joint learning event:

- Service development takes account of the need to safeguard and promote the welfare of children and is informed where appropriate by the views of children and families (Overall 67%; Range 51% to 79%)
 - Development of new services considers how safeguarding and promoting the welfare of children will be taken into account (74%)
 - The views of children and families have been sought regarding the development of services (62%)
 - Consultation with children and families is an agreed process for the development of any service provided (51%)
 - Services are developed which ensure equality of access for all sectors of the community (79%)
- Information sharing (Overall 67%; Range 51% to 80%)
 - Organisation is signed up to the CYSCB information sharing agreement (51%)
 - All staff in the organisation are made aware of what to do if they believe a child is in need of services (80%)
 - Staff understand when to share information that is legal and ethical if they have concerns that a child is potentially being abused (71%)
 - Staff in specific settings are aware of when information should be shared e.g. Knowledge of substance misuse, sexual exploitation, children who go missing procedures (66%)
- Work with individual children and their families (Overall 66%; Range 58% to 70%)
 - Staff are aware of the roles of other professionals and agencies and understand the principles of Working Together with children, young people and their families within a multi-agency approach as defined in the CYSCB procedures (69%)

- Assessments carried out with children and their families adhere to the principles underpinning all work to safeguarding children as defined in the CYSCB Safeguarding procedures (70%)
- The principles of good practice identified above are included in induction programmes where appropriate (57%)
- Work with individual children and families adheres to principles of anti-discriminatory practice and equality of opportunity and they are made aware of their right to be safe from abuse (78%)
- The principles of good practice outlined above are reinforced in supervision and the supervisor regularly reads and signs off case records and plans (58%)
- Safer recruitment (Overall 60%; Range 53% to 69%)
 - Agency has a safer recruitment policy in line with the CYSCB procedures (69%)
 - All staff working with vulnerable people have CRB checks that have been updated within the last three years (60%)
 - Safer recruitment training has been provided to all staff involved with recruitment in line with NCSL/CWDC training (53%)
 - All staff where appropriate are aware of the procedures for allegations against staff and have received relevant training (60%)
 - There must be named senior officers within the organisation who ensure allegations are passed to the LADO. Evidence will include the numbers passed to the LADO and whether they are taken forward within the timescales (59%)

One area scored less than 40% although it is noted that this area is reliant on previous s11 audits which was in a different format:

- Monitoring and inspection of arrangements to safeguard and promote the welfare of children (Overall 34%; Range 25% to 39%)
 - Agency has agreed target score for this audit to be achieved in the next year (39%)
 - Performance data is shared with the board. Data to be included in the LSCB performance report, annual report and business plan (35%)
 - The organisation has met its target from the previous year (25%)

The returns show variation across agencies with the highest two scoring 92% and the lowest 62%:

Agency	%	Rank
Askham Grange	72%	8 th
CAFCASS	0%	14 th
Children's Social Care	72%	8 th
Harrogate & District NHS Foundation Trust	92%	1 st
Housing	61%	13 th
Leeds & York Partnership NHS Foundation Trust	90%	3 rd
Lifeline	78%	7 th
NSPCC	92%	1 st
North Yorkshire Police	0%	14 th
School Improvement Service	62%	12 th
Vale of York Clinical Commissioning Group	87%	4 th
York CVS	82%	5 th
York Teaching Hospital NHS Foundation Trust	81%	6 th
York & North Yorkshire Probation Trust	72%	8 th
Youth Offending Team	72%	8 th

The areas scoring between 40% and 60% indicates that although there are no safeguarding concerns and there is an *action plan signed off with time scales for completion*, there are *identified weaknesses*. These can be broadly grouped into three areas 1) accountability when working with children and families 2) safer working practices *and* 3) involving children and families in service planning.

Accountability when working with children and families

- Safeguarding is routinely discussed and is a standing item in supervision and appraisal (Overall 59%; Range 40% - 100%)
- The principles of good practice... are reinforced in supervision and the supervisor regularly reads and signs off case records and plans (Overall 58%; Range 20% to 100%)

- The principles of good practice.... are included in induction programmes where appropriate (Overall 57%; Range 20% to 100%)

Supervision is a key activity in safeguarding with the Skills for Care stating that *'Supervision must enable and support workers to build effective professional relationships, develop good practice, and exercise both professional judgement and discretion in decision-making..... Supervision should improve the quality of practice, support the development of integrated working and ensure continuing professional development. Supervision should contribute to the development of a learning culture by promoting an approach that develops the confidence and competence of managers in their supervision skills. It is therefore at the core of individual and group continuing professional development'* (Skills for Care 2007).

Whilst the nature and format of supervision will differ across disciplines it is essential that all agencies working directly with children and families have in place good quality, reflective supervision. In view of the range in the responses, this is an area where good and innovative practice should be shared between agencies.

Involving children and families in service planning

- Consultation with children and families is an agreed process for the development of any service provided (Overall 51%; Range 20% to 100%)
- The views of children and families have been sought regarding the development of services (Overall 62%; Range 20% to 100%) [Note: although the overall score exceeds 60% it has been included due to it describing a similar picture to the previous question in terms of range]

To be truly effective, services for children and families should be informed by the views and experiences of service users. There was wide variation in responses to this with one key agency scoring 20% (Identified weakness. Aim to develop an action plan at senior level to address this; potential safeguarding concerns).

This is a complex area where good and innovative practice should be shared between agencies.

Safer working practices

- Safer recruitment training has been provided to all staff involved with recruitment in line with NCSL/CWDC training (Overall 53%; Range 40% to 80%)
- There must be named senior officers within the organisation who ensure allegations are passed to the LADO. Evidence will include the numbers passed to the LADO and whether they are taken forward within the timescales (Overall 59%; Range 20% to 100%)

Whilst it is not possible to guarantee that unsuitable people will not practice within the wider children's workforce, adopting safer working practice acts to deter, prevent and identify those with malign intentions or who may not be suitable to work with children. It is therefore essential to achieve 100% compliance in this area.

Next steps

A few of the CYSCB agencies attended a learning / challenge event held jointly with the North Yorkshire LSCB (NYSCB) on the 14th January 2014. The event focussed on the three areas highlighted above with agency participants being able to readjust their scores along with sharing areas of good practice and / or challenges in meeting the s11 requirements.

The intention following the event is provide a more comprehensive analysis of the returns along with the actions agreed by the agencies who attended.

In view of the value of working alongside the NYSCB the aim is to repeat the event, hosted by the CYSCB, next year.

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Learning & Culture Overview & Scrutiny Committee
School Meals Scrutiny Review Task Group

19 March 2014

School Meals Scrutiny Review – Draft Final Report

Purpose of Report

1. This draft final report presents all of the information gathered in support of this review together with some draft review conclusions and recommendations. The Learning & Culture Overview & Scrutiny Committee is asked to agree the recommendations prior to the report being submitted to Cabinet.

Review Background

2. At a meeting in June 2013, this Committee considered an introductory briefing provided by the Head of School Services & Directorate Support on the take up of school meals in general, and the take up of free school meals (FSM). The committee agreed the topic was suitable for scrutiny review and requested a scoping report for their July 2013 meeting.
3. In July 2013, the Committee received an introductory paper on the current provision of school meals and FSM in York, and considered a proposed timetable for carrying out the review. Based on the information provided, the Committee agreed the review remit detailed below, and set up a Task Group to carry out the review on their behalf.

Review Remit

4. Aim: To improve the take-up of school meals and free school meals
5. Objectives:
 - To explore reasons for the relatively small increase in take-up of school meals across all York schools.
 - To investigate why some parents/carers who are entitled, do not register and claim for free school meals and consider how the Local Authority working with partners can encourage them to do so.

- To investigate the reasons why significant numbers of entitled pupils whose parents/carers **have** registered and claimed, do not take up the offer of a free school meal.
- To look at the effectiveness of cashless payment systems for school meals and their impact on school meal take-up.

Review Terminology:

6. Entitled to FSM – Pupils are entitled to receive a FSM if they live in households claiming qualifying benefits
7. Registered and claiming FSM – This relates to those who meet the entitlement criteria and register with the Local Authority to claim FSM. This is what is reported by the School Census and described in publications as ‘known to be eligible for and claiming FSM’
8. Taking FSM – This relates to how many of the pupils registered to claim FSM actually take the meal on any given day.
9. Pupil Premium – Additional Government funding of £953 per pupil per year for every pupil that has been registered for free school meals at any time in the last 6 years.

Consultation & Timetable for Review

10. In August 2013 the Task Group agreed a timetable for the review detailing the work they would carry out and the consultation they would undertake - see Annex A.
11. In September 2013, the Task Group met with representatives of the Youth Council to gather their views on school meals – see paragraphs 38-42 below. They also carried out a number of school visits in support of their work on this review and gathered the views of parents – see paragraphs 44-46 below.
12. Finally, during early 2014 the Task Group sought parents’ views via a press release – see responses shown at Annex B.

Information Gathered

13. School meal take up across all York schools (approx 34% of all pupils) has remained fairly static over the last few years with only a small percentage increase since ISS (Education) became the main school meal provider. There are variations to this picture in individual schools.
14. School Meals – Cost of Current Provision

Of the 64 schools in York, 44 are in the Local Authority's school meals contract with ISS (Education). The Local Authority manages the ISS contract on behalf of those schools and was obliged to delegate the 17p subsidy for each meal provided to primary schools from September 2013. Whilst the LA encourages schools to keep their selling price as low as possible, schools are now free to choose whether to subsidise the selling price or pass the cost on to parents. The recommended current primary school meal price is £2.25, and the average cost for a secondary school meal is £2.40.
15. York's Local Authority contract with ISS was intended to ensure that the amount each school charges is not based on the size of each school or number of meals taken there. Each primary or secondary meal costs the same price across the authority. However, whilst this provides fairness, it is recognised that this does mean that the larger primary schools are likely to be subsidising the high number of York's smaller primary schools and York's special school, as those schools would find it extremely difficult to be able to provide freshly prepared school meals at the same price if the city-wide contract was not in place. From November 2013, because of the subsidy delegation and more schools expressing an interest in taking on-line payments, primary schools now bank the school meals income to their own accounts and are recharged for all meals taken at their school. Previously, only some primaries paid for their pupils' unpaid debts, i.e. having tried everything to collect payment for all school meals, primaries eventually wrote off unpaid debts. This meant that the council paid them by default.
16. Compared to neighbouring Local Authority (LA) areas the price of a school meal in York is high. The type of contracts in place in other LA areas and what they include dictate their cost. Variations in provision can include:
 - Staff costs: for example, staff who transfer to a catering contractor under TUPE on local authority terms and conditions, as was the case in York, means that employer costs for pension contributions and sick

pay will be substantially more than for those recruited by the contractor. These costs reduce through staff turnover over the duration of the contract.

- Whether all meals are freshly prepared on site from mostly raw ingredients. In York, all meals are freshly prepared in school except for two small schools which have dining centres served with freshly cooked meals daily taxied from nearby primary schools. No meals are periodically delivered frozen or chilled to be reheated as happens in some other authorities' small schools.
- What the contractor/provider is responsible for: contractor responsibilities also vary greatly seemingly with no two local authority models the same. For example, staffing, equipment repair, equipment replacement and annual gas appliance and PAT testing are all built into the York contract as contractor responsibilities. Whereas other contractors have none of these costly responsibilities and these lie with the local authority or schools.
- Level of subsidy from the local authority and/or schools, directly or by providing 'hidden' services. As the table below shows, York's 17p gap in selling price and contract prices is relatively modest compared to elsewhere:

Comparison of York's subsidies per meal with regional neighbours	Primary Paid	Primary FSM	Secondary
York	£0.17	£0.17	Management Fee
Local Authority 1	£0.35	£0.60	£0.67
Local Authority 2	£0.70	£0.70	No subsidy
Local Authority 3	£1.81	£1.81	tbc

17. Without these subsidies, selling prices in LAs 2 and 3 would be much more than York's selling price and subsidy. LA1 would be between York's selling price and subsidised price.
18. There are 18 York schools currently not in the ISS contract. Three of those schools - Burnholme Community College, Ralph Butterfield Primary and Robert Wilkinson Primary, have brought their school meal service in-house by employing their own staff. Ralph Butterfield and Robert Wilkinson primary schools both charge £2.20 for a meal. Burnholme Community College's pricing structure follows the authority's notional allowance of £2.40 for a free secondary school meal.

19. The other 15 schools have their meals provided by either North Yorkshire County Caterers (previous provider of LA contract), or by one of two private catering contractors (Dolce or Chartwells) – see table below:

Primary	Catering Provider	Selling price
Haxby Road Primary	Dolce	£2.20
Hob Moor Oaks	Chartwells (PFI)	£2.15
Hob Moor Primary	Chartwells (PFI)	£2.15
Huntington Primary	Dolce	£2.20
New Earswick Primary	NYCC	£2.20
Ralph Butterfield Primary	In-house	£2.20
Robert Wilkinson Primary	In-house	£2.20
St Barnabas' CE Primary	Chartwells (PFI)	£2.15
St Oswald's CE Primary	Chartwells (PFI)	£2.15
Westfield Primary	NYCC	£2.25
Yearsley Grove Primary	NYCC	£2.25
Secondary	Catering Provider	FSM allowance
Archbishop Holgate's CE	NYCC	£2.35
Burnholme Community College	In-house	£2.30
Fulford	NYCC	£2.30
Huntington	NYCC	£2.35
Joseph Rowntree	Chartwells	£2.40
Manor	NYCC	£2.35
York High	NYCC	£2.30

20. Selling prices across the primary schools listed above are similar to what those schools in the LA contract charge (£2.25 with a 17p subsidy paid to the contractor):
- Chartwells: £2.15 primary schools only (to July 2013, the PFI contractor received a smaller subsidy of £0.08 from the LA to reflect less sub-contractor responsibility for equipment and facilities). Sewells advise they have recently re-tendered on the basis of no subsidy and therefore the selling and contract prices are the same at £2.15 for a paid meal and £2.25 for a free school meal.
 - Dolce: £2.20
 - North Yorkshire County Caterers: £2.20 - £2.25 (set by each school)
21. Inevitably financial reasons are a contributing factor to why the larger secondary schools choose to contract others to provide their school meals i.e. they benefit financially from not being in the LA contract as any

profit made goes directly back to the school to cover the costs of their school meals provision rather than supporting other smaller schools, as is the case with York's LA contract (as detailed in paragraph 14 above). If schools do not charge VAT to pupils for their meals then local authorities and schools are not allowed to spend any surplus on anything other than the costs associated with providing school meals.

22. In August 2013 the Task Group met with representatives from ISS (Education) the Local Authority's school meal provider. They provided detailed information on their contract and highlighted the challenges they had faced since taking up the contract three years before i.e.:
 - Ensuring Health & Safety environment was appropriate in each school i.e. food preparation and presentation areas
 - Catering Staff Training
 - Improving relationship and partnership working with each school
23. Take-up of School Meals
Take-up of school meals across York Schools varies with some schools not in the ISS contract having a significantly better take-up particularly in the larger secondary schools e.g. Fulford and Manor, compared to those schools in the LA contract. However there are also other schools not in the LA contract whose take-up is lower than the LA average. For those York Schools with a Breakfast Club, there was no evidence to suggest an impact on whether pupils chose to take a meal at lunchtime or not.
24. The Task Group considered detailed data on the take-up of school meals and take-up of FSM for all York's primary and secondary schools, going back to Autumn 2009, one year before ISS took over the contract in 2010. Information on the current take-up of school meals and FSM is shown at Annex B.
25. In August 2013 the Task Group met with ISS to discuss what they perceive to be the barriers to increasing take-up. They acknowledged the small percentage increase in take-up they had achieved since taking on the contract (resulting in the current 34% take-up), was not the 40% they had been aiming for, and confirmed that the amount of take up directly affects their selling price.
26. In their view, in some York schools there is a need for a cultural change and improved engagement with some Head Teachers to improve approach and ethos, and a more inclusive attitude from schools towards their catering team. They also acknowledged that the culture in York is

more pack-up based at lunch time. Anecdotal evidence is that families tend to eat together in the evening and prefer children to take a packed lunch. Whereas they referred to another large LA with high take up which has several secondary schools that serve rural communities, and reported that a majority of their pupils who are from a farming background expect a hot meal at lunch time.

27. Acknowledging that the quality, type and variety of food being served, and the preference for a packed lunch affects the level of take-up, ISS highlighted some of the ways they had tried to encourage greater take-up and provided example menus and information on the varied promotions they run to try to increase take-up, including themed days, inviting parents and grandparents and taster sessions. ISS produces a calendar of promotions which they circulate around schools, and schools can choose which promotions to take part in.
28. Some of York's larger primary schools offer sandwiches, but take-up is variable. In addition, all primary schools now provide jacket potatoes as an alternative to the standard school meal. However there are some reservations about the provision of jacket potatoes in regard to nutritional standards compliance (see paragraph below and paragraph 47).
29. Nutritional Standards
Many parents mistakenly imagine that a packed lunch is the healthiest option. ISS confirmed it is far easier to get the necessary nutrients into a cooked meal – even one of mediocre quality. A recent Government initiative led to the creation of a school food plan designed to support Head teachers to deliver healthy nutritional food that pupils want to eat – for detailed information see: <http://www.schoolfoodplan.com/contact/>
30. Free School Meals
Pupils are entitled to receive free school meals if they live in households claiming qualifying benefits. At the start of the review, there were 2503 pupils in York schools whose parents/carers had registered and were claiming free school meals. 919 of these pupils attend secondary school whilst 1584 attend primary school.
31. Schools receive additional funding of £953 per pupil in 2013/14 (rising to £1,300 for primary schools in 2014/15) as a pupil premium from the Government, for every pupil registered for free school meals. Since the introduction of this pupil premium, some York schools have engaged with parents/carers to encourage more of those who are entitled, to claim.

32. A national Department for Education report (Data source: DWP December 2011) indicated that a further 400 pupils in York might be entitled to free school meals but their parents **had not** registered and claimed for the benefit. This not only means that those pupils are missing out on a free meal but York schools are not receiving the additional funding per pupil as detailed above.
33. The Local Authority's School Services Team confirmed they also had data that suggested a further 400 pupils per day whose parents/carers **had** registered and claimed for free school meals were not taking up the offer of their free meal.
34. FSM Application Process
The School Services Team is responsible for the administration of the free school meals process. Over the last three years significant changes have taken place to reduce the administrative bureaucracy associated with this process in an attempt to encourage all those eligible to apply, by reviewing the application process both in terms of the initial application and renewing a pupil's free school meal claim. The criteria for being eligible are based on eligibility for certain income-related benefits but not in receipt of any Working Tax Credit. This has not been affected by the introduction of Universal Credit.
35. Encouraging more applications from those families that are eligible has been the main focus of the team. Working in conjunction with schools has also been a priority particularly when for schools additional funding is available to the school, through the pupil premium funding for those pupils on free school meals. Improvements have included:
- One application per family
 - One educational benefit form (free school meals, uniform grants and transport)
 - Automatic renewals – Applying only once
 - Application linked to school admission request
36. Although in-terms of reducing bureaucracy (2500 less application forms) the changes have been successful, there is still a gap between those parents/carers who are eligible and those parents/carers who apply. Since the latest data was received indicating that approximately 400 pupils in York whose parents were in receipt of benefits entitling their children to a free school meal had not applied, more work has been done to try and close this gap. In addition, contact has been made with those

LA's where take-up is significantly higher than in York, and the clear messages coming back were:

- Closer liaison between education and benefits teams including the local Job Centre plus staff.
- Increasing options for application process including on-line applications
- Real time review of eligibility rather than annual review

37. CYC Colleagues across the schools services, benefits and the improvement teams met to consider possibilities of increasing the number of those eligible parents/carers applying. A number of options were considered and the following progress made:

- Being able to have identified all those families and their children who are eligible;
- All those families contacted before the start of term;
- An on-line application process has been identified which would allow parents/carers to apply and receive an instant decision as to whether they are eligible or not for free school meals;
- Changes have been made to the IT benefits system which will allow them to inform parents/carers immediately when they are in receipt of the appropriate qualifying benefit that their child(ren) will be eligible for free school meals. Benefits staff can then encourage or assist them in completing the application process.

38. Cashless Payment Systems

A number of schools within York, particularly in secondary schools have introduced cashless payment systems. Cashless systems allow parents to pay for school meals as well as other school costs (uniform, photograph, trips) on-line without pupils having to bring cash into schools. Other benefits for schools include a reduction in administration and less cash handling. These systems allow all pupils to be dealt with in the same way which helps to reduce the perceived stigma of receiving free school meals. However, the cost of installing and running these systems is expensive (£20-£25k to buy and approximately £3k a year to maintain), which deters some schools from purchasing them.

39. Meeting with Youth Council Representatives

In September 2013 two members of the Youth Council (both pupils at Fulford School) met with the Task Group to give their views on school meals. They confirmed that one of them regularly took up the hot food option while the other bought sandwiches. They both agreed that prices

at Fulford were very reasonable - £1.80 for a hot meal and a hot pudding, but gave evidence that friends at other schools were paying £2.20 for “just a small plate of food”.

40. They confirmed that Fulford School had in place a cashless payment system to which every pupil was registered. In regard to the ‘stigma’ attached to free schools meals they clarified that unless people physically looked at the screen there was no way of knowing how meals were financed. Other benefits to their cashless system included parents being able to log on to the system to check what their children had bought.
41. The Head of School Services confirmed that at some York primary schools had a cashless system which enabled parents and pupils to pick their meals at home and pre-book them online.
42. In regard to the health and nutrition of schools meals, the Youth Council representatives view was that while healthy and nutritious meals were available, there was no incentive to choose the healthier options because they were always more expensive. Both raised the issue of freshness, explaining that meals such as tray-bakes, pizza and pasta were made days in advance and while they were fine at the beginning of the week, towards the end of the week they were less fresh and less appealing. Queuing for meals at lunchtime was also considered a major issue; particularly for people on later sittings, and the reason why more pupils did not have school meals was simply because they did not like the food.
43. Finally, the pupils provided the Task Group with a copy of the York Youth Council Best Practice Guide regarding school meals recently published – see Annex C.
44. Food for Life Partnership & Flagship Award Scheme
At their August meeting, the Task Group received information on a national Food for Life Partnership and its Flagship Award Scheme – see Annex D.
45. School Visits & Parents Views
As part of the review the Task Group agreed they would like to carry out a number of visits to schools. The 8 schools listed below were visited by the Task Group members in late 2013:
 - Carr Junior School: Cllr Potter and Andrew Pennington

- Westfield School: Cllr Fitzpatrick and Cllr Brooks
- Joseph Rowntree: Cllr Potter and Andrew Pennington
- York High: Cllr Fitzpatrick and Cllr Brooks
- Woodthorpe Primary: Cllr Fitzpatrick and Cllr Brooks
- Burton Green: Cllr Potter and Andrew Pennington
- Elvington: Cllr Brooks and Andrew Pennington
- Robert Wilkinson: Cllr Fitzpatrick and Cllr Brooks

46. Most of the Task Group members school visits took place during the lunchtime period. They carried out a brief survey to aid them in their discussions with pupils, school staff and catering staff. The detailed findings from the visits are shown at Annex E.
47. Finally, the Task Group agreed they would like to gather the views of parents so the Head of School Services was tasked with producing a press release requesting parent's feedback on school meals. Following advice from the Communications Team a decision was taken to delay the press release until early 2014, as the School Services Team were concerned there would little or no responses either pre or during the Christmas period.. The plan now is to put a piece in 'Your Voice' the first week in February 2014 along with a piece in the York Press, alongside a story on school meals. Any resulting feedback will need to be presented to this Task Group when it meets for a final time in early March 2014.
48. Universal infant free school meals from September 2014 in key stage 1
In light of a recent Government announcement regarding their plans to provide free school meals for infant school children (school years Reception to Year 2, inclusive), the Task Group recognised this would lead to a substantial increase in the numbers receiving a school meal, and requested additional information to understand the knock on effects of this on schools and on the council's current contract with ISS.
49. The Head of School Services met with ISS to discuss this and provided feedback at a meeting of the Task Group in late November 2013. A representative from ISS also attended the meeting to explain their solutions to the challenges to come and what offer they had made to the authority. The likely cost implications were highlighted and the Task Group received information on how the Authority was working with schools to help address the knock on effects.

Analysis

50. Cost & Take-up

The Task Group noted that the cost in York was the highest in ISS's portfolio, but recognised that their cost prices for each LA were based on what was included in each contract.

51. The also noted that the selling price in York's primary schools was the highest in the Yorkshire and Humber region and in comparison to its statistical neighbours. Also, that York's secondary schools selling price was the highest in comparison to a majority of other LA areas – see comparison data at Annex F, which also includes details of the number of pupils in each LA area, the percentages known to be eligible for and claiming free school meals, and those actually taking up free school meals. The Task Group again acknowledged that all those selling prices were based on what was included in each LAs contract i.e. labour costs, food costs, overheads and margin costs. It was also influenced by the quality of food provided and in the case of York, the relatively high number of small primary schools within the LA contract.

52. Taking into account all of the information provided in regard to cost and take-up, the Task Group agreed that the cost of a school meal in York was a prohibitive factor in increasing take-up. They noted the cost in other Local Authority areas where take-up was good (£1.80-£2) and asked what level of take-up would be required in York in order to bring down the price in York schools to £2 (without needing to raise the Local Authority subsidy). The Head of School Services confirmed that ISS had estimated an increase in take-up to approximately 55% (currently 38%) would be required to reduce the selling price to £2.

53. Nutritional Standards

The Task Group queried whether schools had considered providing a pack-up for those pupils entitled to a free school meal, but were informed it was difficult to provide a packed lunch that complies with the current nutritional standards in place. Only 1% of packed lunches meet the nutritional standards (both legislatively and contractually) that currently apply to school food – see copy of The Education (Nutritional Standards & Requirements for School Food) Regulation 2007 at Annex G.

54. Free School Meals & Application Process

The Task Group were pleased to note the work recently undertaken by the Schools Services and Benefits teams to bring the application process for FSM in York in line with other LA areas exhibiting best practice and high take-up levels. They also acknowledged there was likely to be a number of reasons for non take-up of FSM in York, including the stigma of being on free school meals, quality, type and variety of food being served, the preference in York for a packed lunch, as well as pupils being absent from school and choosing not to take a meal.

55. Having considered the data collected by the Schools Services Team (see paragraph 23 above), they agreed that further research was required and queried whether it would be possible to identify all of the parents/carers of those pupils entitled to free school meals who had not registered and claimed.

56. Food for Life Partnership & Flagship Award Scheme

The Task Group queried whether any schools in York had participated in the scheme, and was pleased to note that all schools within the LA contract had achieved the bronze award. They learnt that a small number of schools had been approached to consider the silver award but as yet no school has taken up the offer. The Task Group noted that the criteria for schools to achieve silver status had a financial implication e.g. the purchase of plates to replace plastic trays, and agreed to gather the views of schools on achieving the silver award within their questions for their forthcoming school visits.

57. Feedback from Parents

At this meeting the Task Group will consider the feedback from parents shown at Annex B. In summary, the barriers to take up of school meals in primaries appear to be:

- The need for lump sum payments in advance. Some schools require payment half termly, others a month in advance. Parents would prefer more flexibility of payment (daily if possible, weekly maximum)
- The requirement to commit to a full week of meals rather than just a few selected days per week e.g. they would like their children on low incomes to be able to join in Xmas meals/theme days without committing to an entire week or more.
- Affordability
- For those pupils who have special dietary requirements although caterers say they can provide for all needs the feedback suggests

that often these needs are not being met - 3 out of our 17 responses highlighted this as an issue.

58. The School Services Team has confirmed that in general take up is much higher in those primary schools with cash collections. So, other than for admin convenience, the Task Group may question whether this disparity with secondary schools which allow daily payment/custom top up, can be justified.
59. In Secondaries, main barriers appear to be the time it takes to queue which reduces the time available to eat anything bought, and the cost. This suggests any profits have not paid off in providing a satisfactory customer experience.
60. In response to the issue of cost, the School Services Team have confirmed that there is nothing in government guidelines that prevents schools from subsidising their selling prices, only that they can't be free unless FSM. So in regard to Secondary Schools for example, they could choose to subsidise their healthy menu options.
61. Finally, feedback suggests that the view around primary schools is that schools would know whether a pupil had not eaten and would provide a meal if necessary - as identified by Task Group members during their visits. However in secondary schools that feedback was not forthcoming so the Task Group have not been able to evidence whether on not secondary schools are aware if all their pupils are eating or what action they would take if a problem was identified.
62. Universal infant free school meals from September 2014 in key stage 1
The Task Group recognised the affect the forthcoming change was likely to have on schools, in particular on the current kitchen facilities, dining room space, pupils, staff and the running of the school day, and were pleased to learn that Local Authorities would be receiving financial assistance from central Government to support schools through the changes required.
63. They also recognised that the cost of a school meal was likely to reduce as the number of meals taken increased, which would benefit all children, not just those in key stage 1. The Task Group recognised that ISS were keen to work with schools to improve their current offer and support schools through the changes required as a result of the new duty. However they recognised the need for a proper procurement

exercise to ensure the best deal for those schools in the Local Authority contract, be that an extension of the current contract with ISS or any new contract the Local Authority enters into in the future.

Review Conclusions

64. As a result of the Task Group questioning whether all parents /carers entitled to claim FSM could be identified and encouraged to claim (see paragraphs 23 & 55 above), the School Services Team carried out a piece of work in conjunction with the Benefits Team, to identify all the parents/carers in receipt of the appropriate benefits, who were not already claiming. All were written to, encouraging them to apply and the Task Group were pleased to learn that a further 220 pupils are now claiming the FSM they are entitled to. The Task Group concluded therefore that it would be beneficial if the School Services Team/Benefits Team repeat this piece of work on an annual basis to encourage maximum take up of FSM.

65. Overall Conclusions

From the evidence from visits carried out:

- Most schools recognise the difficulties of managing school meals and therefore given the option would choose to stick with the contract they are in.
- Schools are happy with the quality of food being provided by the current LA contract
- Creating the right culture and ethos in school is important i.e. where school management see catering provision as integral to the business of the school in supporting children's well-being and achievement, there is greater likelihood of encouraging take up of school meals
- The current cost of a school meal in York is a prohibitive factor in increasing take-up (see paragraph 52).
- The new duty to provide free school meals for all KS1 pupils will lead to an increase in the number of schools meals being taken in each primary school which in turn should enable the providers to reduce their meal price. This will benefit those parents who pay for school meals for children in KS2 and above.
- The new duty will have a significant impact on the arrangements in primary schools, not only on the number having a school meal but on the schools facilities, timings of teaching periods and lunchtime breaks etc and staff resources. The Task Group anticipate that

schools should be able to see an improvement in readiness for learning in the afternoons.

- Contract negotiations for a new CYC school meals contract will present challenges. The current provider is understandably seeking a longer term commitment in exchange for competitive pricing for the remainder of the current contract. However, there could be a risk that this reduces flexibility for individual or groups of schools to establish their own arrangements in the future.

66. In regard to Primary Schools:

- The relationship between the Head Cook and Senior Leadership Team is key to the successful provision of school meals
- The majority do not want the responsibility of running their kitchens
- There are some concerns about the frequency of the delivery of fresh produce
- All are working to increase the number of FSM claimed
- All encourage their children to have a meal
- The caring ethos is very apparent and from the evidence from visits carried out, it is clear that equality issues are being addressed to ensure all pupils can participate in each school's lunchtime arrangements
- More flexibility in payment options is required to enable parents on low incomes to pay for school meals – this would assist in increasing take-up of school meals

67. In regard to Secondary Schools:

- A number may choose to opt out of the CYC contract in the future as they are aware that they are subsidising primary schools and some consider the management fees high.
- Having seen the potential for making a profit in the future some may decide to provide schools meals themselves or make alternative contractual arrangements, either on their own or in collaboration with other schools.
- The layout of some dining areas makes it more difficult for schools to monitor the uptake of meals & FSM.
- Healthy eating options are provided but the age and preferences of secondary pupils make monitoring and encouraging take up difficult
- Pupils want more choice.
- Where parental and student views have been collected by schools, the cost of school meals is seen as an issue.

Draft Review Recommendations

68. In light of the conclusions above, the following draft recommendations have already been identified:
- i. That the School Services Team/ Benefits Team carry out an annual check to identify those parents who are entitled, but not registered for FSM, and write to them to encourage them to claim.
 - ii. The Local Authority should consider whether there is a role for it to act as advisor and/or broker/facilitator of innovative arrangements between those schools not in York's Local Authority contract.
 - iii. Schools should be encouraged to be more flexible in when and how often parents can pay for school meals to ensure those on a low income are not excluded.
69. As a result of the introduction of universal infant free school meals from September 2014 in key stage 1:
- iv. Catering providers who provide school meals in primary schools, be approached to work with the LA and schools to reduce the price of meals for those pupils in key stage 2, taking account of the expected significant increase in number of meals provided
 - v. Closer working relations be developed between the LA, schools and catering providers across York to promote the benefits of eating a healthy school meal - this to be run alongside the commencement of free school meals for all pupils in key stage 1.
 - vi. LA to monitor the introduction of free school meals in key stage 1 to look at the impact on primary schools with particular emphasis on space within the kitchen, access to appropriate equipment, the impact on the school day, and the possible knock on effects on key stage 2, with a report to Scrutiny in 12 months time

Implications & Risk Management

70. **Financial** – any financial implications resulting from the recommendations are minimal and could be contained within existing budgets.

71. **Legal** – There are no known legal implications associated with the recommendations arising from this review, which primarily are concerned with even closer collaboration between the Local Authority, schools and catering providers and do not relate to legal or contractual issues.
72. **Other** – There are no known HR or other implications associated with the recommendations arising from this review.
73. **Risks** – The recommendations arising from this review will help to limit the number of children from families on low incomes who are currently unable to have a school meal due to cost and methods of payment. They will also help to maintain the good working relationship between the LA, schools and catering providers across York throughout the period of change resulting from the introduction of universal infant free school meals, and beyond.

Council Plan 2011-15

74. Protect vulnerable people – by increasing free school meal take up more children from low income families will be able access a daily healthy meal.

Report Recommendation

75. Having considered the findings from this review, the Learning & Culture Overview & Scrutiny Committee are recommended to endorse the draft review recommendations shown at paragraphs 68 & 69 above.

Reason: To conclude the review in line with scrutiny procedures and protocols, and to enable the review final report to be presented to Cabinet in early April 2014.

Contact Details

Author:

Melanie Carr
Scrutiny Officer
Scrutiny Services

Chief Officer Responsible for the report:

Andy Docherty
Assistant Director, Governance & ICT

Report Approved Date 5 March 2014

Implications

Financial: Richard Hartle
Head Of Finance:
Adults, Children &
Education

Legal: Andrew Docherty
Assistant Director:
Governance & ICT

For further information please contact the author of the report

Background Papers: None

Annexes:

Annex A – Review Timetable

Annex B – Feedback from Parents on School Meals

Annex C – Data on current take-up of school meals and FSM

Annex D – York Youth Council Best Practice Guide to School Meals

Annex E – Food for Life Partnership & Flagship Award Scheme

Annex F – Feedback from School Visits

Annex G – Comparison data for other LA areas

Annex H – The Education (Nutritional Standards & Requirements for
School Food) Regulation 2007

Report Abbreviations:

CYC – City of York Council

FSM – Free School Meals

LA – Local Authority

PAT – Portable Appliance Testing

TUPE – Transfer of Undertakings (Protection of Employment)
Regulations

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School Meals Scrutiny Review Timetable

Annex A

Visits / Meetings	Area of Inquiry	Suggest Method
<p style="text-align: center;">Meeting 1- Information Gathering</p> <p style="text-align: center;">21 August 2013 @ 5:30pm</p>	<p>1. To consider how the Local Authority working with partners can encourage those parents/carers who are entitled to register and claim for free school meals for their children.</p>	<ul style="list-style-type: none"> • To meet with representatives of ISS (Education) catering contractors to consider options/solutions to non-take up of school meals from pupils who are entitled and whose parents/carers have registered. To explore reasons for relatively small increase in take-up of school meals across all York schools • To consider the current free school meal application process and consider possible improvements by comparing the current process to those LA's where 100% of eligible parents/carers apply.
<p style="text-align: center;">Meeting 2 - Information Gathering</p> <p style="text-align: center;">25 September 2013 @ 5:30pm</p>	<p>2. To investigate the reasons why significant numbers of entitled pupils whose parents/carers have registered and claimed do not take up the offer of a free school meal.</p>	<ul style="list-style-type: none"> • To consider prohibitive factors affecting take up of school meals and FSM • To meet youth council representatives to discuss reasons for low free school meal take-up from their perspective.
<p style="text-align: center;">School Visits Consultation</p>	<p>3. To look at the effectiveness of cashless school meals and there impact on school meal take-up</p> <p>4. To investigate why entitled parents & carers do not register and claim for FSM, and why take up of school meals is limited.</p>	<ul style="list-style-type: none"> • To meet with pupils, school staff and catering staff, including one which has a cashless payment system to: <ul style="list-style-type: none"> a) Look at impact of cashless system and any resulting improvements. b) Explore reasons for low take up of school meals and FSM and explore options/solutions

<p>Meeting 3 - Information Gathering 27 January 2014</p>	<p>To consolidate information gathered to date and identify some initial conclusions</p>	<ul style="list-style-type: none"> • To consult parent/carers to look at barriers and reasons for not registering and claiming. • To consider all the information gathered to date, identify what if any additional information is required, and if possible identify some initial conclusions
<p>Meeting 4 3 March 2014</p>	<p>To identify suitable recommendations</p>	<ul style="list-style-type: none"> • To consider a draft final report containing findings from all the information gathered and draft conclusions and recommendations

School Meals Scrutiny Review

Parents Responses to Request for Feedback on School Meals

There were 17 responses received from parents/grandparents of at least 35 children, assuming two children in the family if respondents referred to their children but did not give a number. 8 of these families have three or more children. 4 families (approximately 10 children) either were currently in receipt of free school meals or had been at some point. Replies include the views and experiences of children as well as parental perceptions and preferences for the content and organisation of school meals. 10 primary schools were identified, 3 secondary and 2 respondents did not name the schools.

As schools make their own arrangements as to how their school meals service runs, and provision can vary according to the size of school, there was a wide range of topics covered. However, the main themes were about choice and flexibility:

- Cost: nearly half (8) of the replies found meals unaffordable, rather than too expensive (4). Some were willing to pay for two or three meals each week but could not afford any more. Most children generally liked the meals provided (9). Requiring lump sum payment in advance was identified as a barrier by three respondents at two primary schools, requiring one month and half a term respectively. Two of the three respondents on secondary schools felt secondary prices were too high.
- Choice: irrespective of whether someone was paying for a meal, parents and their children wanted to be able to have a real choice of food if it is advertised. Insufficient provision of popular choices was mentioned by 6 respondents. Whilst parents wanted children to be encouraged to make healthy choices (3) and eat unfamiliar vegetables (2), parents did not want their children to be distressed by a meal that they did not like, did not agree with them or would be wasted. One parent who had been in receipt of free meals wanted the optional element to be highlighted. Sandwiches as a default choice in primaries were suggested (4).

- Secondary lunchtime arrangements: 2 of the 3 responses on secondary schools highlighted long queues and therefore insufficient time to eat, which was also an issue at the third school which only had a small dining area. Expense was an issue at two secondary schools, with parents feeling obliged to give money for drinks and breaks as well as dinner money.
- Primary lunchtime arrangements: lunch is seen as being a sociable time for children: not being able to sit with friends who do not have a school meal was identified as a barrier (3) at two primary schools, and a deterrent to having a free school meal (1). One (paying) parent described not being able to sit with friends as a “huge issue... many arguments”. Not having a sandwich option in some primary schools for free meals was also a barrier if children were allowed to eat their sandwiches outside in the summer (1). Sandwich options were requested as a pre-selectable choice (4). Some parents (3) who had mentioned affordability objected to schools not allowing daily or weekly flexibility with meals – either having to choose when to have a meal a month or half a term in advance (3), have a meal every day or not at all (1) and therefore miss out on Christmas lunch or theme days.
- Online/top up card payments: respondents wanted this method in 6 schools for convenience and security but did not have it. The three secondary schools had cashless, with some (2) liking the anonymity it gave for free school meals and the other objecting that the school did not use their cashless system for school meals.

One respondent suggested publicising the benefits of registering for free school meals in that older children may get assistance with buying course books and travel to universities, as well as the pupil premium benefit to the school.

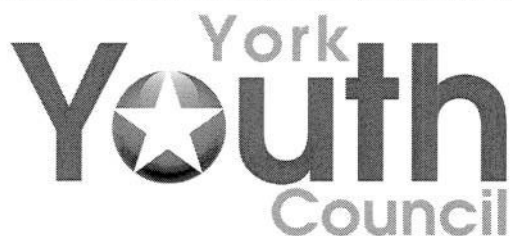
All responses have been replied to, thanking them for their feedback and responding to their issues, which will be raised with the named schools.

City of York Schools Catering: Take-up and meals per day (MPD) by school for academic year September 2012 - July 2013 using January census data for full-time pupil numbers on roll (NOR) and Free School Meal (FSM) eligibility.										
Primary, Nursery & Special ¹										
School	Contractor	No of Full-time Pupils on Roll ²	Activity 2012-13			January 2013 census data				
			Pupil FSM per day	Total Pupil Meals per day (MPD)	% Total Pupil take up	No of pupils eligible for FSM (census)	No FSM Eligible Rank	% FSM eligible	% FSM Eligible Rank	% FSM take up (census)
Acomb Primary	ISS	221	11	95	43%	16	31	7%	31	81%
Applefields	ISS	142	21	71	50%	34	16	24%	9	53%
Archbishop of York's CE Junior	ISS	230	4	107	46%	8	42	3%	43	75%
Badger Hill Primary	ISS	142	9	45	32%	10	37	7%	32	90%
Bishopthorpe Infant	ISS	180	5	76	42%	8	42	4%	39	50%
Burton Green Primary	ISS	154	39	64	42%	54	8	35%	6	63%
Carr Infant	ISS	229	33	74	32%	49	10	21%	14	65%
Carr Junior	ISS	216	17	55	25%	30	18	14%	22	53%
Clifton Green	ISS	351	89	138	39%	129	1	37%	4	78%
Clifton with Rawcliffe Primary	ISS	532	18	151	28%	23	24	4%	40	70%
Copmanthorpe Primary	ISS	355	10	143	40%	11	36	3%	45	82%
Derwent Infant	ISS	46	18	24	52%	20	27	43%	2	95%
Derwent Junior	ISS	55	17	23	42%	19	28	35%	7	89%
Dringhouses Primary	ISS	298	17	91	31%	29	22	10%	27	69%
Dunnington Primary	ISS	247	5	78	32%	9	38	4%	42	56%
Elvington Primary	ISS	135	2	69	51%	3	50	2%	51	100%
Fishergate Primary	ISS	226	25	96	43%	30	18	13%	23	90%
Haxby Road Primary	Dolce	177	59	99	56%	79	4	45%	1	61%
Headlands Primary	ISS	281	3	47	17%	3	50	1%	54	67%
Hempland Primary	ISS	411	3	102	25%	5	47	1%	53	40%
Heworth CE Primary	ISS	142	10	53	37%	13	34	9%	29	92%
Hob Moor Oaks	Chartwells	60	10	23	39%	13	34	22%	13	100%
Hob Moor Primary	Chartwells	266	71	105	39%	95	3	36%	5	79%
Knivesmire Primary	ISS	281	14	65	23%	17	30	6%	33	82%
Lakeside Primary	ISS	330	32	79	24%	43	14	13%	24	79%
Lord Deramore's Primary	ISS	209	8	93	45%	9	38	4%	41	89%
Naburn CE Primary	ISS	87	4	37	43%	4	48	5%	38	50%
New Earswick Primary	NYC Caterers	184	30	63	34%	45	12	24%	8	69%
Osbalwick Primary	ISS	203	19	61	30%	30	18	15%	21	73%
Our Lady Queen of Martyrs Primary	ISS	400	31	127	32%	46	11	12%	25	74%
Park Grove Primary	ISS	268	20	96	36%	26	23	10%	28	69%
Poppleton Ousebank Primary	ISS	422	6	146	35%	9	38	2%	52	100%
Poppleton Road Primary	ISS	389	42	101	26%	58	7	15%	20	76%
Ralph Butterfield Primary	In-house	306	7	111	36%	9	38	3%	46	78%
Robert Wilkinson Primary	In-house	569	12	185	33%	16	31	3%	49	100%
Rufforth Primary	ISS	71	4	26	37%	4	48	6%	34	100%
Scarcroft Primary	ISS	325	31	110	34%	36	15	11%	26	97%
Skelton Primary	ISS	102	15	47	46%	18	29	18%	16	94%
St Aelred's RC Primary	ISS	187	24	52	28%	32	17	17%	17	59%
St George's RC Primary	ISS	183	20	74	40%	30	18	16%	18	73%
St Lawrence's CE Primary	ISS	190	33	69	36%	45	12	24%	10	76%
St Mary's CE Primary	ISS	106	2	58	55%	3	50	3%	48	67%
St Paul's CE Primary	ISS	167	2	57	34%	8	42	5%	37	25%
St Paul's Nursery	ISS	56	1	30	53%	3	50	5%	36	67%
St Wilfrid's RC Primary	ISS	262	17	114	44%	21	26	8%	30	81%
St. Barnabas CE Primary	Chartwells	142	21	46	32%	23	24	16%	19	83%
St. Oswald's CE Primary	Chartwells	296	10	85	29%	16	31	5%	35	69%
Stockton on the Forest Primary	ISS	70	2	16	23%	2	54	3%	47	50%
Tang Hall Primary	ISS	131	35	54	41%	53	9	40%	3	100%
Westfield Community Primary	NYC Caterers	482	85	184	38%	108	2	22%	12	77%
Wheldrake CE Primary	ISS	216	3	81	37%	7	45	3%	44	29%
Wigginton Primary	ISS	277	6	44	16%	7	45	3%	50	86%
Woodthorpe Primary	ISS	354	54	93	26%	72	5	20%	15	75%
Yearsley Grove Primary	NYC Caterers	299	46	87	29%	68	6	23%	11	71%
Averages/Total		12660	1130	4322	34%	1558	54	12%	54	75%
Key		Highest	Lowest							
Notes										
¹	Does not include Huntington Primary (Dolce), who declined to take part. Danesgate not included as comparable data not available, except for Kestrels included in Tang Hall.									
²	Primary numbers on roll = No of Full-time Pupils, does not include part-time pupils unlike the census.									
	Relevant to take up as nursery/reception pupils need to be in school for sessions in the morning and afternoon to be eligible for a free school meal.									
	St Paul's nursery pupils: actual NOR halved to give full-time equivalent.									

**City of York Schools Catering: Take-up by school by academic year September 2012 - July 2013
using January census data for full-time pupil numbers on roll (NOR) and Free School Meal (FSM) eligibility.**

Secondary ³										
			Activity 2012-13			January 2013 census data				
School	Contractor	No of Full-time Pupils on Roll ²	Pupil FSM per day	Total Pupil Meals per day (MPD)	% Total Pupil take up	No of pupils eligible for FSM (census)	No FSM Eligible Rank	% FSM eligible	% FSM Eligible Rank	% FSM take up (census)
All Saints RC	ISS	1192	34	263	22%	55	6	5%	7	100%
Archbishop Holgate's CE	NYC Caterers	1037	61	328	32%	79	5	8%	4	77%
Canon Lee	ISS	700	64	184	26%	87	3	12%	2	67%
Fulford	NYC Caterers	1327	36	635	48%	36	8	3%	8	100%
Huntington	NYC Caterers	1432	71	392	27%	104	2	7%	5	68%
Manor CE	NYC Caterers	940	49	368	39%	51	7	5%	6	96%
Millthorpe	ISS	944	55	200	21%	83	4	9%	3	64%
York High School	NYC Caterers	787	133	307	39%	185	1	24%	1	72%
Averages/Totals		8359	503	2677	32%	680	8	8%	8	76%
Key	Highest	Lowest								

³ Data not supplied by Joseph Rowntree School and Burnholme Community College. Danesgate not included as comparable data not available.



York Youth Council Good Practice Guide

Maximising Free School Meal Numbers

Why?

York Youth Council thinks that Free School Meals are important because:

- ★ School food has to meet high nutritional standards which guarantee pupils a healthy, balanced menu.
- ★ Research proves that when students eat at lunchtime, in a decent environment, they do better in the afternoon. (School Food Trust 2011)
- ★ Recent years have seen an increase in the number of pupils entitled to Free School Meals in York.
- ★ The Pupil Premium is tied to Free School Meal registration, enabling schools to better support those children that most need it.

Free School Meals matter and we think we should work together to ensure that:

- ★ **all pupils entitled to Free School Meals are registered for them**
- ★ **all registered pupils claim and eat their free meal**

Improving take up across the board

Approaches which seek to increase the overall take up of school dinners have proved effective in increasing the uptake of Free School Meals as well. This included promotion through assemblies, PSHE lessons, strong links to healthy school programmes, promotion to parents and addressing issues around the quality of food and the dining experience.

Free School Meals – the figures

- ★ **1.2 million** - the number of pupils in England registered as eligible for Free School Meals. ⁽¹⁾
- ★ **500,000** - the number of pupils in England that are put off claiming, because of systems that single out those receiving free meals, and the poor quality of some of the food. ⁽²⁾
- ★ **827** - the number of pupils in York secondary schools registered as eligible for Free School Meals. ⁽³⁾
- ★ **162** – the number of pupils in York secondary schools registered for a Free School Meal that don't eat them. ⁽³⁾
- ★ **Between 1050 and 2700** - the estimated number of pupils in York who may be eligible for Free School Meals but are not registered. ⁽⁴⁾
- ★ **£430** - the amount of Pupil Premium funding that each school receives per registered child.
- ★ **14%** - of pupils in York are obese at the end of Year 6. ⁽⁵⁾

(1) DfE: Schools pupils and their characteristics, Jan 2011.

(2) Children's Society, Fair and Square, April 2012.

(3) January free school meal Census 2012.

(4) Estimates based on national % of non-take up and a comparison of families in receipt of full housing benefit and council tax benefit against FSM applicants Feb 2012.

(5) School Food Trust Sept 2011.

Things to try...**Parent involvement**

Communicating with parents about their entitlement to Free School Meals, how to claim, and what the benefits are. Giving parents the chance to try school meals at events like parent's evenings, and providing school menus and examples of what a Free School Meal could include.

Listening to pupils, staff and parents

Listen to feedback about lunchtime and tailor your service to address any issues. This will enable you to make school meals more appealing to both paid and Free School Meal pupils. We have developed an online questionnaire to help you do this- this can be found at www.yorkyouthcouncil.co.uk Get in touch if you want a link for your own website.

Supporting pupils who usually have pack-ups to mystery shop the dining experience can encourage them to try a meal- and provide you with feedback.

Food and eating experience

The quality, choice and quantity of food is important in promoting uptake of school meals. Research in Leeds suggested that parents concerns about portions not being big enough, restricted choices (limited to meal deals, or not including a drink) contribute to them not taking school meals. Addressing issues around the choice of foods, length of queues, dining environment and provision for pupils on special diets can help.

Incentive schemes

Providing rewards (e.g. entry into a raffle) when healthy choices are made have proved effective.

Ambassadors

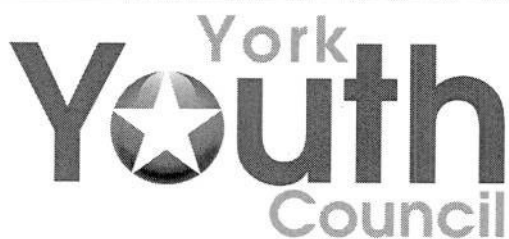
Consider adopting the School meal Ambassadors scheme which supports students to work with school catering teams to monitor, challenge and improve school food.

Grab and go

Providing a grab and go option, which can be pre-ordered and collected at break or lunch time lets pupils take part in lunch time activities, enables them to eat with their friends and eat outside, has been found to improve take up.

Summary

- ★ Improve the quality of school meals and the dining experience
- ★ Listen to pupils, parents and staff
- ★ Involve and communicate with parents
- ★ Introduce grab and go
- ★ Consider incentive schemes
- ★ Introduce School Food Ambassadors



York Youth Council Good Practice Guide

Removing the stigma from FSM

The problem

Nationally about 500,000 children and young people do not claim Free School Meals when they could (Children's Society). In York we estimate that somewhere between 1050 and 2700 children and young people fail to claim their entitlement. This represents between £451,500 and £1,161,000 of pupil premium money that isn't accessed. In secondary schools, in York in 2010-11 only 6.6% of the 8.3% of pupils who are entitled ate their Free School Meals. Meaning many went without the benefits associated with a nutritious school lunch.

Stigma

One of the reasons given for not claiming is stigma. Systems that use vouchers or having your name ticked at the till mean that it is **obvious** who receives Free School Meals. Some pupils find this **embarrassing**. Parents may feel **anxious** about their children being identified and others knowing they are receiving benefits. This can lead to **bullying** and name calling. It can also take longer than paying with cash, especially if they are topping up with cash.

The challenge

Completely removing peer to peer discrimination around free school meals in schools is a huge challenge. But there are things you can do to minimise the negative effect it can have on the pupil's willingness to eat a Free School Meal.

Non- stigmatised access

It is important that pupils who receive Free School Meals aren't identified. Explore ways to provide all pupils with exactly the same tokens or dinner tickets, so that no-one can tell who has or hasn't paid for them.

Make sure that queuing and seating systems don't separate out those who have Free School Meals and those who don't.

Ensure dinner staff are discrete in dealing with Free School Meal issues.

FACTS: 9% of pupils did not feel comfortable getting free school meals, 17% felt embarrassed, 10% were worried about teasing. (Education Leeds research)

Work with parents

Make sure you communicate with parents, letting them know what you are doing about ensuring access to Free School Meals is discrete.

Whole school approaches

Ensure that anti-bullying policy covers bullying related to Free School Meals.

Promoting the uptake of school meals to the whole school (and reminding people that it might be free) can increase uptake.

Cashless systems

York Youth Council recognises that cashless systems can be very expensive for schools. However they can be highly effective in tackling the problems of stigma associated with Free School Meals. They can reduce time queuing and ensure anonymity. They can also support the school in monitoring what pupils are eating.

More information...

The School Food Trust have produced an independent report that looks at cashless systems. You can find this at:

www.schoolfoodtrust.org.uk/partners/resources/an-independent-review-of-cashless-systems

Education Leeds have done research and produced a tool kit about improving free school meal take up.

www.educationleeds.co.uk/schoolmeals

Summary

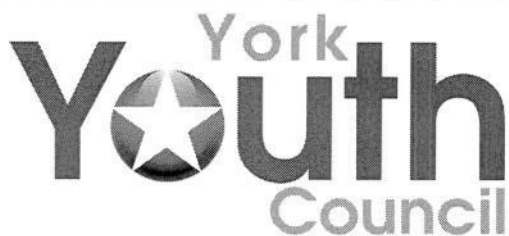
★ Embarrassment of being recognised as getting Free School Meals deters parents and pupils from claiming their entitlement.

★ Reducing the stigma associated with this can lead to an increase in Free School Meal registration and take up.

★ Any system for giving out Free School Meals should ensure that pupils can not be identified.

★ Make sure you tell parents what you are doing to make sure that pupils can't be identified.

★ It is important that pupils choose to take a Free School Meal because they: enjoy the food, enjoy the dining experience and feel comfortable- not just because they are FREE.



York's Free School Meal Charter

Reducing Poverty in York

York's Poverty Strategy states that poverty is everyone's business. We want to keep people out of poverty and help those in poverty to have a better life. Nationally it is estimated that 4.3% of children who could have a free school meal are not currently registered. Assuming that York follows the national trend, an estimated 1050 children in York may be entitled but not registered, local research supports this assumption.

What has been done...

- ★ The local Authority has improved the information about claiming free school meals.
- ★ The Local Authority is working with the Job Centre to see if people claiming benefits that entitle them to free school meals can be automatically entitled, rather than having to claim separately.

To improve Free School Meals our school will:

- ★ Ensure that any information sent home to parents about school meals or school uniform includes information on how to apply for financial support.
- ★ Ensure school staff can support parents in applying for free school meals.
- ★ Ensure young people getting free school meal can't be identified by those who are not directly involved in administering the system. This includes other pupils, school dining room staff, teachers, volunteers working in school.
- ★ Run the School Food Ambassadors scheme to support pupil's involvement with school food.
- ★ Seek and act on regular feedback from pupils, parents, and staff about school food. York Youth Council have developed an online questionnaire to help you do this. Look on www.yorkyouthcouncil.co.uk for more information.
- ★ Ensure there are a range of options available to pupils who are entitled to free school meals, including grab and go options.

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School Meals Scrutiny Review

Food for Life Partnership & Flagship Award Scheme

1. The Partnership is a network of schools and communities across England committed to transforming food culture. It brings together the expertise of four food focussed charities, helping schools across England to change their food culture and revolutionise their school meals.
2. The Partnership uses food as a way to improve the whole school experience – making lunchtimes a positive feature of the day and enriching classroom learning with farm visits and practical cooking and growing.
3. Over 4,500 Schools across England are enrolled on the programme. They are growing their own food; organising trips to farms; sourcing food from local bakers, butchers and farmers; setting up school farmers' markets; holding community food events; providing cooking and growing clubs for pupils and their families; and serving freshly prepared, locally sourced meals that follow a rigorous Food for Life Catering Mark.
4. 'Food for Life Partnership' schools are also embedding food education into their curriculum, and a focus on 'pupil voice' means pupils take ownership and decide their own priorities. The Partnership is about bringing people together – teachers, pupils, families, cooks, caterers, farmers and the wider community – to enjoy good, wholesome food and change food culture in England significantly.
5. Three major independent research programmes have shown the impact the partnership is having. They reveal that due to the Food for Life Partnership children are eating more fruit and vegetables; that the programme helps 'close the gap' in health and academic attainment between disadvantaged children and their peers; schools show a significant increase in free school meal uptake which is crucial in encouraging healthy eating habits; and twice as many primary schools received an Outstanding Ofsted rating after working with the programme.
6. The Food for Life Partnership runs an Award Scheme designed to implement positive changes in schools, that are achievable and sustainable in partnership with the their caterers. The Food for Life Partnership Mark awards achievement at three levels – Bronze, Silver and Gold. For each award, there is a set of criteria centred around four areas of development:
 - Food leadership
 - Food education
 - Food quality and provenance
 - Food culture & community involvement

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School Meals Scrutiny Review – Feedback from School Visits

School Visit 1

- Does the school monitor the take up of school meals?
Yes
- Does the school monitor the take up of school meals of those pupils entitled to free school meals?
Definitely - Very detailed figures kept. People premium made them try to increase numbers.
- Does the school wish to see an increase in the number of pupils taking a daily school meal? If not why?
Yes, very much so, but wants the funding to go with it.
- Does the school know or have any evidence to support the reasons for low take-up?
Parental choice and/or pupil choice. Too expensive, especially for more than one child.
- Could the school accommodate an increase in the number of pupils taking a school meal? What would be the barriers?
Yes but couldn't say about kitchen equipment.
- How involved are the school in the promotion of school meals?
Very - Push it at parents evenings. Menu is on the school website and sent home with children. Have special Mothers Day, Fathers Day and other special meals that parents/cares can attend. Good uptake and feedback. There is a garden and the cook uses the food grown. Governors asked parents eligible for FSM to apply even if child would not eat meal.
- Does the school gather feedback from either parents/carers and/or pupils on the school meals provided in the school?
Yes - very positive. When 'Sunday roast' is on the menu it is very popular and numbers increase. (meal is subsidised from money made by break time trolley which sells cheesy bread, cookies, hot chocolate)
- How satisfied is the school with its current school meals provider? What are they good at? What could be improved?
Very but this is because of the individual cook rather than the provider.

- Is the school meal achieving value for money in terms of cost and quality?
Yes
- How would you rate the quality of the dining facilities currently available in the school?
Absolutely freezing - Children wear coats. School has freshened up the decor.
- Do you, or have you considered offering a cashless payment system for parents?
Has considered it and had lots of presentations but did not think it would be financially viable. School would be charged about 20p every time a payment is made and most parents would only be able to do it daily.
- What is the payment frequency for dinners? Option to pay daily, weekly in advance, half termly in advance, etc?
Daily or weekly – mostly daily. Credit note issued if no money paid or pack up sent.
- Does the school run Clubs over lunchtime? Is there time to eat hot dinner and attend club?
All clubs are after school.
- Do pack ups and dinners eat together in the dining room?
Yes
- Is the dining room a pleasant place to eat in? Are queues tolerable? Is there pressure to eat quickly and go?
Too cold. Queues OK. No pressure to eat up quickly, in fact KS1 not allowed to turn trays round to eat pudding without permission.
- Does the school management have any input into the menu options? Do pupils have any input into menu options? Do the pupils get the meal they wanted (in choice schools?).
No input into menus.
- Can parents opt into dinners at any time or do they have to commit to a term etc?
Do it on a daily basis.
- How are those entitled to free meals identified in the classroom/ dining room?
They are identifiable in the cafeteria (pasta, baked potato etc) but not the canteen (2 course meal no choice)..

- Does the food look appealing? Is there much waste going in the bin?
Looks appealing. Did not know about waste. Children mainly ate everything and all those questioned liked school meals. Many only seemed to have a meal once a week even though child preferred it so probably down to cost.
- Equalities.
Separate(warm) room for vulnerable children. Food cut up by server for child with CP. TA in hall for autistic child but did not sit next to him to keep him as independent as possible.

School Visit 2

Met with head teacher who gave a general over view of school meals at the school. The lunch break is short, only 35 minutes. There is a canteen for two course dinner and a cafe for snacks, pizzas etc. The cafe is open at break time and students can, and some do, spend their dinner money there. We then met a group of students from different year groups who make up a committee to look at school meals. The catering manager is part of this group.

We then had lunch in the canteen with the head and member of staff responsible for overseeing the catering. There are no vending machines in the school and students are not allowed out. Responses to the survey questions are shown below:

- Does the school monitor the take up of school meals
Yes
- Does the school monitor the take up of school meals of those pupils entitled to free school meals?
- Does the school wish to see an increase in the number of pupils taking a daily school meal? If not why?
Yes
- Does the school know or have any evidence to support the reasons for low take-up?
Feed back from pupils we spoke to:
 - *Long queues, sometimes the 'thumb' system doesn't always work. (We were told this is usually because the thumb is not put on properly)*
 - *Cheaper to bring a pack up.*
 - *£1.30 for a bacon sandwich with one tiny bit of bacon is not good value and sometimes not good quality.*

- Could the school accommodate an increase in the number of pupils taking a school meal? What would be the barriers?
Yes, it would make sure it could.
- How involved are the school in the promotion of school meals?
At parents and open evenings there is food to sample.
- Does the school gather feedback from either parents/carers and/or pupils on the school meals provided in the school?
Yes
- How satisfied is the school with its current school meals provider? What are they good at? What could be improved?
Very content. The meals have improved and are liked.
- Is the school meal achieving value for money in terms of cost and quality?
Yes. The two course meal is subsidised by the profit from items such as bakes and soft drinks sold in the cafe
- How would you rate the quality of the dining facilities currently available in the school?
Good, pleasant places to eat.
- Do you, or have you considered offering a cashless payment system for parents?
- *Yes, have the thumb scan. Parents can put in money online and see what the child has bought.*
- What is the payment frequency for dinners? Option to pay daily, weekly in advance, half termly in advance, etc?
- Does the school run Clubs over lunchtime? Is there time to eat hot dinner and attend club?
- Do pack ups and dinners eat together in the dining room?
Yes, pack ups can usually eat wherever they like.
- Is the dining room a pleasant place to eat in? Are queues tolerable? Is there pressure to eat quickly and go?
Yes it is. The students perceived the queues as long but they weren't too bad. There was no pressure to eat and go apart from the short lunch break – 35 minutes.

- Does the school management have any input into the menu options? Do pupils have any input into menu options? Do the pupils get the meal they wanted (in choice schools?).
- Can parents opt into dinners at any time or do they have to commit to a term etc?
- How are those entitled to free meals identified in the classroom/ dining room?
Cashless system ensures FSM children are not identified.
- Does the food look appealing? Is there much waste going in the bin?
Yes, don't know but very little left in cafe at end of lunch.
- Equalities
TA sat with child with Downs Syndrome. Staff keep an eye on vulnerable pupils.

School Visit 3

The Headteacher outlined the catering arrangements at the school. The school was tied into a contract with a private provider (Chartwells) which had been part of the facilities management arrangements made with the building of the new school. All catering equipment was provided and funded by the school and the contract provides for a 50:50 split of the profits between school and contractor. Food is provided on a self-service basis offering a range of snacks, hot and cold meals etc. from a number of locations in the 'main street' of the school building. Food is provided before school starts (breakfast), break times and at lunch.

The contractor provides a range of healthy menus but other food is available too so healthy eating is determined by student choice.

Breakfast - toast, crumpets and bagels available.

Break 11 to 11.15am - bacon sandwiches. Lunch 1.15pm to 2pm

Chartwells also manage a Costa Coffee franchise in school.

The school operates a cashless payment system which parents and students can top on line or in school. There is therefore no means of identifying students in receipt of free school meals at the service points.

The Head went on to outline a number of concerns about the current contract and catering arrangements more generally:

- Despite its much-praised design, the new school building did not have a dedicated dining/eating facility and this caused a number of practical problems and was felt to militate against healthy eating. The school is functionally difficult to manage at lunchtime with 1,300 children and staff.
- The contract was not considered to be good value for money, particularly with regard to the pricing of food and excessive packaging.
- School maintain and repair equipment and are responsible for capital costs.
- The profit is split and the school receive on average £4,000 per annum. However the contract lacked transparency about costs and calculation of profit. The school felt strongly that there were not getting a fair share of the returns made by the contractor but had no way of verifying this.
- The school would not wish to renew the contract when it expired and would look re-contract with a different provider and better, more transparent terms.
- Potential for school to join CYC contract post 2015.
- Chartwells staff in school are good
- Food is expensive e.g. Panini cost £1.80. Lots of packaging. The average spend per pupil is £4. Cashless system where cards can be pre-loaded via the internet or at the machine in school
- Overall take up of school meals was not known but the daily turnover of some £1600 suggested that it was high.
- The head teacher is a new appointment and is seeking to re-focus the school ethos to emphasis a strong achievement culture. Any changes to catering arrangements would need to support this change.

Parental and student views - There had been no specific survey on school catering but no issues had been raised through the student council other than the cost of meals etc.

Re Free school meals:

- FSM cost £2.40 which included a main meal and a drink or a main meal and a pudding.
- FSM pre-loaded card prior to lunch. 200 FSMs.
- The school is working with CYC to increase FSM take up and sends a termly letter to parents with information about FSM, entitlement and how to claim.

School Visit 4

- Does the school monitor the take up of school meals?
Yes
- Does the school monitor the take up of school meals of those pupils entitled to free school meals?

Yes a regular updated letter is sent to parents. A pastoral worker has responsibility for this. The Headteacher feels there is an element of pride involved in not applying.

- Does the school wish to see an increase in the number of pupils taking a daily school meal? If not why?
Yes to ensure every child is eating a healthy meal.
- Does the school know or have any evidence to support the reasons for low take-up?
Expense mainly .many pupils eat only once or twice per week
- Could the school accommodate an increase in the number of pupils taking a school meal? What would be the barriers?
Yes. There are no barriers but there will be implications in the long term when infants receive free school meals. Maybe it will encourage for juniors or maybe it will be divisive within families if cost is an issue.
- How involved are the school in the promotion of school meals?
Very involved. Menus are on the website. Taster meals are provided on open nights. Grandparents are invited into school for meals. Carr has a curry club. Friday top table where certain where certain pupils are rewarded by sitting on a top table to eat with the H/T
- Does the school gather feedback from either parents/carers and/or pupils on the school meals provided in the school?
Yes, via school book mainly.
- How satisfied is the school with its current school meals provider? What are they good at? What could be improved?
The quality of food is fine. The issues are around delivery days for fresh food, the cost to the school and the effectiveness of communication with the contractor on a day to day basis (kitchen phone)
- Is the school meal achieving value for money in terms of cost and quality?
Yes in quality. Cost is an issue for some.
- How would you rate the quality of the dining facilities currently available in the school?
Very good. A warm, friendly atmosphere in the dining room.
- Do you, or have you considered offering a cashless payment system for parents?

This exists already. Nobody handles cash in the dining room. FSM are not obvious to other pupils.

- What is the payment frequency for dinners? Option to pay daily, weekly in advance, half termly in advance, etc?
Weekly in advance.
- Does the school run Clubs over lunchtime? Is there time to eat hot dinner and attend club?
Yes there are lunch clubs. First lunch passes are provided for club goers.
- Do pack ups and dinners eat together in the dining room?
Yes.
- Is the dining room a pleasant place to eat in? Are queues tolerable? Is there pressure to eat quickly and go?
The dining room is pleasant and queues are managed well.
- Does the school management have any input into the menu options? Do pupils have any input into menu options? Do the pupils get the meal they wanted (in choice schools?).
There is a 3 week cycle. Menus can be redesigned.
- Can parents opt into dinners at any time or do they have to commit to a term etc?
Weekly commitment
- How are those entitled to free meals identified in the classroom/ dining room?
The adults know who they are without making it obvious to pupils.
- Does the food look appealing? Is there much waste going in the bin?
The food looks appealing. Waste is kept to a minimum.

School Visit 5

- Does the school monitor the take up of school meals?
Yes but it doesn't particularly act upon it.
- Does the school monitor the take up of school meals of those pupils entitled to free school meals?
To some extent. The H/T is not responsible for the organisation or monitoring of school meals.

- Does the school wish to see an increase in the number of pupils taking a daily school meal? If not why?
The school sees it as parental choice
- Does the school know or have any evidence to support the reasons for low take-up?
Expense mainly - some faddy eaters
- Could the school accommodate an increase in the number of pupils taking a school meal? What would be the barriers?
Yes. It would depend on the contract with the cook.
- How involved are the school in the promotion of school meals?
Emails are sent home to advertise school meals. Only to those who communicate with the school by email.
- Does the school gather feedback from either parents/carers and/or pupils on the school meals provided in the school?
Not to any real extent.
- How satisfied is the school with its current school meals provider? What are they good at? What could be improved?
Generally happy but would like the meals to be cheaper.
- Is the school meal achieving value for money in terms of cost and quality?
Yes in quality. Cost is an issue.
- How would you rate the quality of the dining facilities currently available in the school?
Good
- PDo you, or have you considered offering a cashless payment system for parents?
This exists already. Nobody handles cash in the dining room.
- What is the payment frequency for dinners? Option to pay daily, weekly in advance, half termly in advance, etc?
Weekly in advance.
- Does the school run Clubs over lunchtime? Is there time to eat hot dinner and attend club?
Yes there are lunch clubs and pupils have time to eat.
- Do pack ups and dinners eat together in the dining room?

No

- Is the dining room a pleasant place to eat in? Are queues tolerable? Is there pressure to eat quickly and go?
The dining room is pleasant and any queues are managed well.
- Does the school management have any input into the menu options? Do pupils have any input into menu options? Do the pupils get the meal they wanted (in choice schools?).
Not really
- Can parents opt into dinners at any time or do they have to commit to a term etc?
Weekly commitment usually.
- How are those entitled to free meals identified in the classroom/ dining room?
Staff don't always know who is FSM
- Does the food look appealing? Is there much waste going in the bin?
The food looks appealing. Waste is kept to a minimum.

MAINTAINED & STATE-FUNDED PRIMARY SCHOOLS BY SELLING PRICE	Number on roll	Number of pupils known to be eligible for and claiming free school meals (5)	% known to be eligible for and claiming free school meals	Number of pupils taking free school meals (3)	Gap Eligible for FSM and taking FSM Number	% taking FSM	Selling Price 2013
STATISTICAL NEIGHBOURS (top 10: all "Very Close")							
England	4,348,400	785,535	18.1	665,685	119,850	85%	
THIS GROUP	378,282	53,303	13.5	44,453	9,377	83%	£2.01
York	13,814	1,534	11.1	1,154	380	75%	£2.25
Cheshire West and Chester	25,958	3,585	13.8	3,019	566	84%	£2.20
Warrington	17,962	2,212	12.3	1,935	277	87%	£2.10
Staffordshire	62,863	8,086	12.9	6,771	1,315	84%	£2.10
Swindon	17,822	2,346	13.2	1,941	405	83%	£2.00
Nottinghamshire	64,974	9,734	15.0	7,591	2,143	78%	£2.00
Bury	16,899	2,703	16.0	2,327	376	86%	£1.90
Warwickshire	42,023	4,836	11.5	3,859	977	80%	£1.90
Trafford	20,924	2,522	12.1	2,187	335	87%	£1.85
Lancashire	95,043	15,745	16.6	13,669	2,076	87%	£1.75
Stockport	24,295	3,298	13.6	2,771	527	84%	tbc
YORKSHIRE AND THE HUMBER (5)							
York	13,814	1,534	11.1	1,154	380	75%	£2.25
North Lincolnshire	13,992	2,527	18.1	2,109	418	83%	£2.10
East Riding of Yorkshire	25,554	2,812	11.0	2,254	558	80%	£2.10
North Yorkshire	44,008	4,216	9.6	3,370	846	80%	£2.10
Leeds	65,570	13,395	20.4	11,028	2,367	82%	£1.95-£2.05
Calderdale	19,445	3,345	17.2	2,985	360	89%	£2.00
North East Lincolnshire	13,960	2,852	20.4	2,454	398	86%	£2.00
Doncaster	27,065	5,750	21.2	4,935	815	86%	£2.00
Sheffield	44,102	9,404	21.3	7,336	2,068	78%	£1.98
Kirklees	38,709	7,149	18.5	6,126	1,023	86%	£1.85
Rotherham	23,915	4,706	19.7	3,850	856	82%	£1.85
Wakefield	29,337	4,909	16.7	4,127	782	84%	£1.80
Barnsley	20,887	4,494	21.5	3,837	657	85%	£1.70
Bradford	57,476	11,810	20.5	10,108	1,702	86%	£1.55
Kingston Upon Hull, City of	22,702	6,985	30.8	5,646	1,339	81%	£1.00
<i>Some primary schools make their own arrangements or set their own prices. Therefore some prices are only recommended by the authority as a guide.</i>							
Other LAs in Region "Closeness" Other LAs in Region "Closeness"							
East Riding of Yorkshire	Very Close	Kirklees					Close
North Yorkshire	Very Close	Rotherham					Close
Calderdale	Very Close	Wakefield					Close
Leeds	Close	North East Lincolnshire					Close
Sheffield	Close	Barnsley					Somewhat close
North Lincolnshire	Close	Bradford					Somewhat close
Doncaster	Close	Kingston Upon Hull, City of					Not Close
<i>Source: Children's Services Statistical Neighbour Benchmarking Tool 2009</i>							
Roll & FSM census data: Table 8a SFR_21_2013_with additional calculations for FSM gap.							

STATE-FUNDED SECONDARY SCHOOLS BY SELLING PRICE	Number on roll	Number of pupils known to be eligible for and claiming free school meals (5)	% known to be eligible for and claiming free school meals	Number of pupils taking free school meals (3)	Gap Eligible for FSM and taking FSM Number	% taking FSM	Selling Price 2013
STATISTICAL NEIGHBOURS (top 10: all "Very Close")							
ENGLAND (5)	3,210,120	486,260	15.1	386,325	99,935	79%	
THIS GROUP	287,810	32,346	11.2	26,600	5,746	80%	£2.17
Lancashire	68,080	8,955	13.2	8,080	875	90%	£2.55
York	9,748	821	8.4	634	187	77%	£2.40
Staffordshire	54,645	5,237	9.6	4,194	1,043	80%	£2.20
Cheshire West and Chester	20,403	2,156	10.6	1,612	544	75%	£2.20
Warwickshire	33,573	2,821	8.4	2,203	618	78%	£2.00-£2.20
Warrington	13,149	1,291	9.8	981	310	76%	£2.10
Bury	10,860	1,635	15.1	1,386	249	85%	£2.00
Nottinghamshire	48,433	6,010	12.4	4,657	1,353	77%	£2.00
Trafford	16,564	1,718	10.4	1,426	292	83%	£1.90
Swindon	12,355	1,702	13.8	1,427	275	84%	
Stockport	14,151	1,904	13.5	1,483	421	78%	
YORKSHIRE AND THE HUMBER (5)							
East Riding of Yorkshire	21,310	1,859	8.7	1,281	578	69%	£2.40
York	9,748	821	8.4	634	187	77%	£2.40
Calderdale	15,583	2,084	13.4	1,695	389	81%	£2.20-£2.30
Bradford	35,504	8,024	22.6	6,711	1,313	84%	£2.15
Doncaster	19,547	3,267	16.7	2,490	777	76%	£2.10
Leeds	44,561	8,088	18.2	6,455	1,633	80%	£2.10
North Yorkshire	38,404	2,801	7.3	2,152	649	77%	£2.10
Rotherham	18,534	3,050	16.5	2,280	770	75%	£2.05
North East Lincolnshire	9,216	1,460	15.8	1,298	162	89%	£2.04
Sheffield	29,884	5,510	18.4	3,914	1,596	71%	£2.03
Kirklees*	25,189	4,208	16.7	3,393	815	81%	£2.00
Wakefield*	20,061	2,870	14.3	2,293	577	80%	£2.00
Kingston Upon Hull, City of	12,629	3,613	28.6	2,594	1,019	72%	£1.90
North Lincolnshire	9,353	1,370	14.6	1,090	280	80%	
Barnsley	11,099	2,153	19.4	1,674	479	78%	
<i>Most secondary schools make their own arrangements.</i>							
<i>Prices are only recommended by the authority as a guide.</i>							
<i>*Indicates all cashless secondary schools, although this may also apply to other authorities.</i>							
Other LAs in Region	"Closeness"		Other LAs in Region	"Closeness"			
East Riding of Yorkshire	Very Close		Kirklees	Close			
North Yorkshire	Very Close		Rotherham	Close			
Calderdale	Very Close		Wakefield	Close			
Leeds	Close		North East Lincolnshire	Close			
Sheffield	Close		Barnsley	Somewhat close			
North Lincolnshire	Close		Bradford	Somewhat close			
Doncaster	Close		Kingston Upon Hull, City of	Not Close			
<i>Source: Children's Services Statistical Neighbour Benchmarking Tool 2009</i>							
Roll & FSM census data: Table 8b SFR_21_2013_with additional calculations for FSM gap.							

STATUTORY INSTRUMENTS

2007 No. 2359

EDUCATION, ENGLAND**The Education (Nutritional Standards and Requirements for School Food) (England) Regulations 2007**

<i>Made</i> - - - -	<i>9th August 2007</i>
<i>Laid before Parliament</i>	<i>17th August 2007</i>
<i>Coming into force</i> - -	<i>10th September 2007</i>

The Secretary of State for Education and Skills, in exercise of the powers conferred by sections 114A and 138(7) and (8) of the School Standards and Framework Act 1998(a), makes the following Regulations:

Citation, commencement and application

1.—(1) These Regulations may be cited as the Education (Nutritional Standards and Requirements for School Food) (England) Regulations 2007 and shall come into force on 10th September 2007.

(2) These Regulations apply in relation to food provided to pupils of schools maintained by a local education authority in England.

Interpretation

2.—(1) In these Regulations—

“the Meat Products Regulations ” means the Meat Products (England) Regulations 2003(b);

“the Fruit Juices Regulations ” means the Fruit Juices and Fruit Nectars (England) Regulations 2003(c);

“confectionery” means chewing gum, cereal bars, processed fruit bars, non-chocolate confectionery (whether or not containing sugar), chocolate in any form (except hot chocolate), any product containing or wholly or partially coated with chocolate and any chocolate-flavoured substance, but excludes cocoa powder used in cakes, biscuits and puddings or in a drink listed in group F in Schedule 1;

“food” includes drink;

“fruit juice” means the products described by that name or by the name of “fruit juice from concentrate” in Schedule 1 to the Fruit Juices Regulations;

(a) 1998 c.31. Section 114A was inserted by section 86 of the Education and Inspections Act 2006 (c.40).
(b) S.I. 2003/2075.
(c) S.I. 2003/1564.

“meat” has the meaning assigned to it by Directive 2000/13/EC of the European Parliament and the Council on the approximation of the laws of the Member States relating to the labelling, presentation and advertising of foodstuffs^(a);

“meat product” has the same meaning as in the Meat Products Regulations;

“oily fish” includes anchovies, herring, kipper, mackerel, pilchards, salmon, sardines, trout, tuna (but not canned tuna) and whitebait;

“portion” means an amount of a particular food provided to an individual as part of a meal;

“sandwiches” includes filled rolls and similar products which are ready to eat without further preparation;

“school lunch” means food provided for consumption by pupils as their midday meal on a school day, whether involving a set meal or the selection of items by them or otherwise;

“snacks” means pre-packaged items other than confectionery which are ready to eat without further preparation and which consist of or include as a basic ingredient potato, cereals, soya, nuts, seeds, fruit or vegetables, but does not include sandwiches, cakes or biscuits;

“transfer of control agreement” has the same meaning as in paragraph 2(7) of Schedule 13 to the School Standards and Framework Act 1998;

“vegetable juice” means juice extracted from vegetables or tomatoes with no other substance added, except that any water extracted during concentration may be restored;

“week” means the five days from Monday to Friday.

(2) Nothing in these Regulations applies to food provided—

- (a) at parties or celebrations to mark religious or cultural occasions;
- (b) at fund-raising events;
- (c) as rewards for achievement, good behaviour or effort;
- (d) for use in teaching food preparation and cookery skills, provided that any food so prepared is not served to pupils as part of a school lunch ; or
- (e) on an occasional basis by parents or pupils.

Food Groups.

3. For the purpose of these Regulations food shall be divided into the groups shown in Schedule 1, and any reference to a group is a reference to one of those groups.

4. Where a school is open for fewer than five days in any week the requirements in Schedules 2 and 3 which refer to the number of times food must or must not be provided by reference to a week shall apply as if the school were open for the whole of that week.

Lunch requirements

5.—(1) This regulation applies to a school lunch provided

- (a) to registered pupils at a primary or secondary school which is not a special school, and
- (b) to any other person on the school premises.

(2) Before the dates given in paragraph (5), the nutritional requirements set out in Schedule 2 must be complied with.

(3) But paragraph (2) shall not apply in relation to a school where the nutritional standards and requirements in Schedule 3 are complied with.

(4) On and after the dates given in paragraph (5), the nutritional standards and requirements in Schedule 3 must be complied with.

(a) OJ No. L109, 6.5.2000, p. 29; as amended by Commission Directive 2001/101/EC (OJ No.L310, 28.11.2001, p.19).

(5) In relation to primary schools the date is 1st September 2008; and in relation to secondary schools, 1st September 2009.

6.—(1) This regulation applies to a school lunch provided

- (a) to registered pupils at a maintained special school or a pupil referral unit, and
- (b) to any other person on the school premises.

(2) Before the date given in paragraph (4), the nutritional requirements set out in Schedule 2 must be complied with.

(3) But paragraph (2) shall not apply in relation to a school where the nutritional standards and requirements in Schedule 3 are complied with.

(4) On and after 1st September 2009 the nutritional standards and requirements in Schedule 3 must be complied with.

(5) Where a maintained special school or a pupil referral unit provides both primary and secondary education a school lunch provided to a junior pupil must comply with the requirements for primary schools in Schedules 2 and 3; and a school lunch provided to a senior pupil must comply with the requirements for secondary schools in Schedules 2 and 3.

Provision of other food

7. Food provided to pupils on school premises on a school day before 6 p.m. otherwise than as part of a school lunch must be provided in accordance with the requirements set out in Schedule 4, except on any part of those premises which is under the control of another person by virtue of a transfer of control agreement.

8. Food provided by the local education authority or the governing body to pupils on a school trip on a school day before 6 p.m. otherwise than as part of a school lunch must be provided in accordance with the requirements set out in Schedule 4.

Drinks

9. The supply of drinking water required by regulation 22(1) of the Education (School Premises) Regulations 1999(a) must be provided free of charge at all times to registered pupils on the school premises.

10. Fruit juice provided in schools must not contain—

- (a) honey; or
- (b) any of the additional ingredients listed in paragraphs 1 and 3(b) of Schedule 3 to the Fruit Juices Regulations.

11.—(1) Subject to paragraph (2), drinks provided in schools must not contain any added substances other than—

- (a) food additives in accordance with Directive 89/107/EEC of the Council of the European Communities on the approximation of the laws of the Member States concerning food additives authorized for use in foodstuffs intended for human consumption(b); and
- (b) any substances mentioned in group F in Schedule 1.

(2) Drinks included in group F2 in Schedule 1 (combination drinks) may also contain flavourings in accordance with Directive 88/388/EEC of the European Parliament and Council on the approximation of the laws of the Member States relating to flavourings for use in foodstuffs and to source materials for their production(c).

(a) S.I. 1999/2.

(b) OJ No. L40, 11.2.89, p.27; as amended by Directive 94/34/EC (OJ NO.L237, 10.9.1994, p.1) and Regulation EC/1882/2003 (OJ No. L284, 31.10.2003, p.1).

(c) OJ No. L184, 15.7.88, p.6; as amended by Commission Directive 91/71/EEC (OJ No. L42, 15.2.91, p.25).

Nursery schools

12.—(1) Subject to paragraph (2), school lunches provided in maintained nursery schools and nursery units within primary schools must comply with the nutritional requirements set out in Schedule 5.

(2) If at any time the nutritional standards and requirements in Schedule 2 are complied with in respect of school lunches provided in a maintained nursery school or a nursery unit within a primary school, paragraph (1) shall not apply in relation to that school or unit.

13. Regulations 5, 7 and 8 do not apply to nursery schools or nursery units within primary schools.

Revocation

14. The Education (Nutritional Standards for School Lunches) (England) Regulations 2000(a) and the Education (Nutritional Standards for School Lunches) (England) Regulations 2006(b) are revoked.

9th August 2007

K Brennan
Parliamentary Under Secretary of State
Department for Education and Skills

SCHEDULE 1

Regulation 3

Food Groups

<i>Food Group</i>	<i>Foods included in group</i>
A. Fruit and vegetables	Fruit and vegetables of all types, whether fresh, frozen or dried. Fruit canned in water or juice. Vegetables canned in water or juice. Fruit salad, fresh or canned in water or juice. Fruit juice and vegetable juice.
B. Meat, fish and other non dairy sources of protein	Meat and fish (in each case whether fresh, frozen, canned or dried), eggs, nuts, pulses and beans, other than green beans. Ham and bacon. Other non-dairy sources of protein. Any food containing meat together with food from groups A, D or E, but excluding any meat product falling within group C.
C. Meat products (sub-divided as shown)	Any meat product falling within Schedule 2 to the Meat Products Regulations, and any other shaped or coated meat product. C1: Burger, hamburger, chopped meat, corned meat. C2: Sausage, sausage meat, link, chipolata, luncheon meat. C3: Individual meat pie, meat pudding, Melton Mowbray pie, game pie, Scottish (or Scotch) pie, pasty or pastie, bridie, sausage roll.

(a) S.I. 2000/1777
(b) S.I. 2006/2381

	C4: Any other shaped or coated meat product.
D. Starchy foods	All types of bread, pasta, noodles, rice, potatoes, sweet potatoes, yams, millet and cornmeal.
E. Milk and dairy foods	Milk (skimmed, semi-skimmed or lactose-reduced), cheese, yoghurt (including frozen), fromage frais and custard; but not butter or cream.
F. Drinks (sub-divided as shown)	<p><u>F1: Plain drinks:</u> Plain water (still or carbonated). Milk (skimmed, semi-skimmed or lactose-reduced). Fruit juice or vegetable juice. Plain soya, rice or oat drinks enriched with calcium. Plain fermented milk drinks.</p> <p><u>F2: Combination drinks:</u> Combinations of fruit juice or vegetable juice with— (a) plain water, in which case the fruit juice or vegetable juice must be at least 50% by volume and may contain vitamins and minerals; (b) milk (skimmed, semi-skimmed or lactose-reduced) or plain fermented milk drinks (in each case with or without plain water) in which case the milk or fermented milk drink must be at least 50% by volume and may contain vitamins, minerals and less than 5% added sugars or honey; (c) plain soya, rice or oat drink (in each case with or without plain water) in which case the soya, rice or oat drink must be at least 50% by volume and may contain vitamins, minerals and less than 5% added sugars or honey.</p> <p>Combinations of milk (skimmed, semi-skimmed or lactose-reduced), plain fermented milk drinks or plain soya, rice or oat drinks (in each case with or without plain water) with cocoa, in which case the milk, fermented milk drink, soya, rice or oat drink must be at least 50% by volume and may contain vitamins, minerals and less than 5% added sugars or honey.</p> <p>Flavoured milk (skimmed, semi-skimmed or lactose-reduced) containing not less than 90% milk by volume and which may contain vitamins, minerals and less than 5% added sugars or honey.</p> <p>Tea, coffee. Hot chocolate containing no more than 20 calories per 100 millilitres.</p>

SCHEDULE 2

Regulations 5 and 6

School lunch requirements

1. Food included in the groups set out in Schedule 1 must be provided as part of a school lunch in accordance with the following requirements of this Schedule.

2.—(1) Not less than two portions each day must be provided of food from group A, at least one of which must be salad, vegetables or vegetable juice and at least one of which must be fruit, fruit salad or fruit juice.

(2) A fruit based dessert (with a content of at least 50% fruit measured by the weight of the raw ingredients) must be provided at least twice each week in primary schools.

3.—(1) A portion of food from group B must be provided every day except a day when a food from group C is provided as permitted by paragraph 4.

(2) Red meat must be provided at least twice each week in primary schools, and at least three times each week in secondary schools; except that a day when a food from group C which contains red meat is provided may count towards this total.

(3) Fish must be provided at least once each week in primary schools and at least twice each week in secondary schools.

(4) Fish required to be provided by sub-paragraph (3) must at least once every three weeks be oily fish.

(5) In primary schools a dairy source of protein may be provided in place of a food from group B.

4.—(1) A portion of food from each of the subdivisions in group C may not be provided more often than once every two weeks.

(2) Any shaped product comprising a mixture of meat and other ingredients which is not included in the reserved descriptions specified in Schedule 2 to the Meat Products Regulations may only be provided if it complies with the meat content requirements for "Burger" in that Schedule.

(3) No meat product shall be provided if it contains any carcass part listed in regulation 6(2) of the Meat Products Regulations, subject to the exception in regulation 6(3) of those Regulations.

(4) No economy burgers as defined in Schedule 2 to the Meat Products Regulations shall be provided.

5.—(1) A type of bread with no added fat or oil and another food from group D must be provided every day.

(2) A food in group D cooked in fat or oil must not be provided on more than three days in a week.

(3) On each day when a food in group D cooked in fat or oil is provided, a food from that group (other than bread) not so cooked must also be provided.

6. A portion of food from group E must be provided every day.

7. No drinks other than those included in group F may be provided, except that whole milk may be provided for pupils up to the end of the school year in which they attain the age of five.

8. No more than two portions each week may consist of food which has been deep-fried in the cooking or manufacturing process.

9. No confectionery or snacks may be provided except snacks which consist of —

- (a) nuts, seeds, fruit or vegetables with no added salt, sugar, honey or fat (except that dried fruit may contain no more than 0.5% vegetable oil as a glazing agent); or
- (b) savoury crackers or bread sticks which are served with food from group A or group E.

10. Cakes or biscuits must not contain any confectionery.
- 11.—(1) No salt shall be available to add to food after the cooking process is complete.
(2) Other condiments may be available to pupils only in individual sachets or in individual portions of no more than 10 grams or one teaspoonful.

SCHEDULE 3

Regulations 5 and 6

Nutritional standards and requirements applying to school lunches in maintained schools from 1st September 2008 (primary schools) and 1st September 2009 (secondary schools, special schools and pupil referral units)

PART 1

Food requirements

1. Not less than two portions each day must be provided of food from group A, at least one of which must be salad, vegetables or vegetable juice and at least one of which must be fruit, fruit salad or fruit juice.
2. Oily fish must be provided at least once every three weeks.
- 3.—(1) A portion of food from each of the subdivisions in group C may not be provided more often than once every two weeks.
(2) Any shaped product comprising a mixture of meat and other ingredients which is not included in the reserved descriptions specified in Schedule 2 to the Meat Products Regulations may only be provided if it complies with the meat content requirements for “Burger” in that Schedule.
(3) No meat product shall be provided if it contains any carcass part listed in regulation 6(2) of the Meat Products Regulations, subject to the exception in regulation 6(3) of those Regulations.
(4) No economy burgers as defined in Schedule 2 to the Meat Products Regulations shall be provided.
4. A food in group D cooked in fat or oil must not be provided on more than three days in a week.
5. A type of bread with no added fat or oil must be provided every day.
6. No drinks other than those included in group F may be provided, except that whole milk may be provided for pupils up to the end of the school year in which they attain the age of five.
7. No more than two portions in each week may consist of food which has been deep-fried in the cooking or manufacturing process.
8. No confectionery or snacks may be provided except snacks which consist of –
 - (a) nuts, seeds, fruit or vegetables with no added salt, sugar, honey or fat (except that dried fruit may contain no more than 0.5% vegetable oil as a glazing agent); or
 - (b) savoury crackers or bread sticks which are served with food from group A or group E.
9. Cakes and biscuits must not contain any confectionery.
- 10.—(1) No salt shall be available to add to food after the cooking process is complete.
(2) Other condiments may be available to pupils only in individual sachets or individual portions of no more than 10 grams or one teaspoonful.

PART 2
Nutritional standards

11. In this Part—

“average school lunch” has the meaning given by paragraph 13 below;

“menu cycle” means a plan of menus for school lunches lasting for no less than one and no more than four consecutive weeks during a term;

“non-milk extrinsic sugars” means any sugar which is not contained within cell walls, except lactose in milk and milk products;

“nutrient” means any substance listed in the table in paragraph 14 below.

12. There shall be excluded from the calculations required by this Schedule any bread provided by virtue of paragraph 5 of part 1 of this Schedule.

13. The average school lunch for a school must be calculated by totalling the amounts of energy and nutrients provided by all school lunches in a menu cycle, and then dividing that total by the estimated number of school lunches served to individual pupils during that menu cycle.

14. The average school lunch must provide –

- (a) an amount of energy which shall be either the figure shown in the table below or within 5% of that figure;
- (b) no more than the amounts of fat, saturated fat, non-milk extrinsic sugars and sodium shown in the table below; and
- (c) at least the amounts of other nutrients shown in the table below.

<i>Energy or Nutrient and amount of measurement</i>	<i>Maximum or minimum of value</i>	<i>Primary Schools</i>	<i>Secondary Schools</i>
Energy in kilojoules (kilocalories)	-	2215 (530)	2700 (646)
Fat (grams)	Max	20.6	25.1
Saturated fat (grams)	Max	6.5	7.9
Non-milk extrinsic sugars (grams)	Max	15.5	18.9
Sodium (milligrams)	Max	499	714
Total carbohydrate (grams)	Min	70.6	86.1
Fibre (grams)	Min	4.2	5.2
Protein (grams)	Min	7.5	13.3
Iron (milligrams)	Min	3	5.2
Zinc (milligrams)	Min	2.5	3.3
Calcium (milligrams)	Min	193	350
Vitamin A (micrograms)	Min	175	245
Vitamin C (milligrams)	Min	10.5	14
Folate (micrograms)	Min	53	70

SCHEDULE 4

Regulations 7 and 8

Requirements for food provided otherwise than as part of a school lunch.

1. Foods from group A must be available in any place on the school premises where food is provided.
2. A portion of food in group C may only be provided if a portion permitted under paragraph 4(1) of Schedule 2 or paragraph 3(1) of Schedule 3 is not provided.
3. A portion of food from group D which is cooked in fat or oil may only be provided if a portion permitted under paragraph 5(2) of Schedule 2 or paragraph 4 of Schedule 3 is not provided.
4. No drinks other than those included in group F may be provided, except that whole milk may be provided for pupils up to the end of the school year in which they attain the age of five.
5. A portion of food which has been deep-fried in the cooking or manufacturing process may only be provided if a portion permitted under paragraph 8 of Schedule 2 or paragraph 7 of Schedule 3 is not provided.
6. No confectionery or snacks shall be provided except snacks which consist of nuts, seeds, fruit or vegetables with no added salt, sugar, honey or fat (except that dried fruit may contain no more than 0.5% vegetable oil as a glazing agent).
7. No cakes or biscuits shall be provided.
- 8.—(1) No salt shall be available to add to food after the cooking process is complete.
(2) Other condiments may be available to pupils only in individual sachets or in individual portions of no more than 10 grams or one teaspoonful.

SCHEDULE 5

Regulation 12

Requirements for school lunches provided at maintained nursery schools and nursery units within primary schools.

Each day food from each of the categories (i), (ii), (iii) and (iv) below must be provided as part of the school lunch.

<i>Food Category</i>	<i>Foods included in category</i>
(i) Fruit and vegetables.	Fruit and vegetables in all forms (whether fresh, frozen, canned, dried or in the form of juice).
(ii) Starchy foods	Bread, chapatis, pasta, noodles, rice, potatoes, sweet potatoes, yams, millet and cornmeal.
(iii) Meat, fish and other non dairy sources of protein	Meat and fish in all forms (whether fresh, frozen, canned or dried) including meat or fish products, eggs, nuts, pulses and beans, other than green beans.
(iv) Milk and dairy foods	Milk, cheese, yoghurt (including frozen yoghurt and drinking yoghurt), fromage frais, milkshakes and custard, but not butter or cream.

EXPLANATORY NOTE

(This note is not part of the Order)

These Regulations require food and drink provided in maintained schools to comply with certain nutritional standards which are set out in the Schedules. These Regulations replace the Education (Nutritional Standards for School Lunches) (England) Regulations 2000 and the Education (Nutritional Standards for School Lunches) (England) Regulations 2006.

These Regulations were notified in draft to the European Commission in accordance with Directive 98/34/EC, as amended by Directive 98/48/EC.

Regulation 2(2) sets out certain exemptions to these Regulations.

Regulation 3 and Schedule 1 divide food which is the subject of these Regulations into six groups for the purpose of the Schedules which prescribe requirements for food according to the groups.

As some requirements in the Schedules refer to the frequency with which certain foods must or must not be provided by reference to weeks, regulation 4 provides that where a school is only open for part of a week the menus should continue as if it were open for the whole week.

Regulation 5 sets out the requirements for school lunches provided to registered pupils whether on school premises or not, and to other persons on school premises. The local education authority or the governing body have a duty to ensure that these requirements are complied with. Requirements coming into force from 10th September 2007 are set out in Schedule 2. From 1st September 2008 (primary schools) or 1st September 2009 (secondary schools) schools must comply with the requirements in Schedule 3 in place of those in Schedule 2. They may also do so at an earlier date.

Schedule 3 is in two parts. Part 1 sets out requirements for the types of food that must be provided or must not be provided as part of school lunches after the dates given in regulations 5 and 6. Part 2 requires a calculation to be made to ensure that the correct amounts of energy and nutrients are contained in an average school lunch.

Regulation 6 provides that special schools and pupil referral units must comply with the requirements in Schedule 3 from 1st September 2009. They may also do so at an earlier date.

Regulation 7 specifies that food provided on a school day otherwise than as part of a school lunch must comply with the requirements in Schedule 4, unless it is provided after 6 pm or on part of the premises which is controlled by another person for community use. Regulation 8 makes similar provision in respect of food provided by the local education authority or governing body to pupils on a school trip. By virtue of Regulation 13 these provisions do not apply to nursery schools or to nursery units within primary schools.

Regulation 9 provides that drinking water must be provided free of charge to pupils on school premises.

Regulation 10 limits the ingredients that may be used in fruit juice provided in schools.

Regulation 11 specifies that drinks provided in schools may only contain the additives which are permitted by Directive 89/107/EEC or by these Regulations; except that combination drinks may also contain flavourings.

Regulation 12 applies the requirements in Schedule 5 to nursery schools and nursery units with primary schools in cases where they do not comply with Schedule 2. Regulation 13 disapplies regulations 5, 7 and 8 in respect of nursery schools and nursery units within primary schools.

Regulation 14 revokes the earlier Regulations.

STATUTORY INSTRUMENTS

2007 No. 2359

EDUCATION, ENGLAND

The Education (Nutritional Standards and Requirements for
School Food) (England) Regulations 2007

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Learning & Culture Overview & Scrutiny Committee

19 March 2014

Report of the Improving Evening Culture Task Group

Improving Evening Culture Scrutiny Review – Draft Final Report**Purpose of Report**

1. This report presents the findings, conclusions and draft recommendations arising from the Improving Evening Culture Scrutiny Review, and asks this Committee to endorse the recommendations to enable the report to be presented to Corporate and Scrutiny Management Committee (CSMC) in support of the corporate scrutiny review into York's night time economy.

Background to Review

2. In early June 2013 the Learning & Culture Overview & Scrutiny Committee received a briefing report on "improving the quality of the heritage and arts offer in the city provided by the Head of Culture, Tourism and City Centre. It suggested the proposed topic would support the Council's aim to continue working with its partners to ensure the city attracts more cultural tourists by supporting improvements in the quality of the heritage and arts offer in the city.
3. The Committee were informed that given the Council's budget restrictions any improvements to the heritage and arts offer in the city would have to be delivered in partnership with other creative and cultural organisations across the city. They also learnt that the Council was already working actively with its partners to flesh out a new high level tourism strategy for the city, which included the creation of a cultural tourism programme. And, that an application for the necessary funding for the programme was in the process of being drawn up for submission to Visit England/Arts Council England in July 2013.
4. In light of that information, the Committee agreed to postpone its consideration of the suggested scrutiny topic until the second half of the municipal year when the outcome of the funding application would be known.

5. Subsequently, at a meeting of CSMC on 24 June 2013, members agreed a corporate scrutiny theme for this municipal year around the city's night-time economy, noting its connection to a number of the Council's current key priorities in its Council Plan 2011-2015.
6. CSMC agreed it would be possible for each overview & scrutiny Committee to identify an appropriate night time economy related topic which would support their individual terms of reference. They tasked each Committee with completing its night time economy review in time for the presentation of their review final report to the meeting of CSMC in March 2014. In turn, CSMC agreed they would collate the findings and recommendations arising from each review and present them to Cabinet by the end of the municipal year.
7. In July 2013 the Learning & Culture Overview & Scrutiny Committee agreed its proposed topic on improving the quality of the heritage and arts offer in the city would be appropriate as their contribution to the night time economy themed corporate review. The Committee therefore set up this Task Group to carry out the review on its behalf, and agreed the following aim and objectives for the review:

Aim:

To identify an improved cultural offer up to 8pm in order to extend the tourist day and encourage more tourists to stay for longer or overnight, with a particular emphasis on families.

Objectives:

- i) Identify best practice internationally and nationally
- ii) Investigate barriers to increasing the availability of York's existing family based cultural and entertainment offer
- iii) Identify other new cultural and entertainment activities suitable for York and investigate the possibility of their introduction in York
- iv) Investigate how best to signpost tourist activities, and encourage those providers to work with accommodation providers to jointly promote their offer.

Background to Tourism in York

8. Tourism in York

York was one of the first inland English cities to embrace tourism as a response to the decline of its traditional industries. From the outset it saw

its assets as being the built heritage of the city. In 1968 York became a Conservation Area, recognising the value of the built environment to its visitor economy. In 2007 York was awarded the title of European Tourism City of the Year by European Cities Marketing and it has repeatedly won awards as a favoured destination for visitors. Although the focus has remained on heritage, the city has consistently sought to introduce innovative ways for the tourist to engage, for example through an emphasis on live steam at the National Railway Museum and presenting the history of Viking York through the revolutionary ride at the Yorvik Centre. Despite its compactness York is ranked 6th amongst English towns and cities for all trip purposes by domestic visitors, ahead of much larger business centres such as Leeds, Liverpool and Newcastle and well ahead of other heritage towns and cities (Visit England 2011).

9. Trends in tourism in York have been tracked through an Annual Visitor Survey since 1995. The latest summary (2011/12) shows that York has a relatively high proportion of repeat visitors (78%) and a wide range of age groups. York appears to have particularly strong appeal to family parties (37%) and about one in four visitor parties included children (27%). The largest proportion of visitors to York is visiting from within Yorkshire (24%) but there are significant numbers from the North West (10%), East Midlands (6%) and North East (6%). York has a strong appeal for international visitors at 17%, which is higher than the Yorkshire average (12%). Key overseas markets include the USA, Australia, China, Ireland, Canada, Germany, the Netherlands, France, Norway and Spain.
10. While progress has been made over the past two decades, so that tourism is now a highly significant element of York's economy at about 14% of gross value added and 21% of employment, some indicators suggest that income from tourism may have reached its zenith and that it could decline while numbers continue to increase, becoming less sustainable and valuable to visitor and resident alike. International comparative research demonstrates that the development of a visitor economy which exhibits the same sort of structure as York will eventually slow down, and this point could well have been reached in the past few years.
11. Therefore it is the view of Visit York that to realise its ambitions, the city must now choose whether to carry on doing more of the same, which will mean competing for a declining share of the market, or innovating and making better use of its principal assets.

12. To get the tourism offer right York must tackle three challenges: what the city has to offer, the manner in which it is offered and the support provided by its transport, communication and accommodation infrastructure.
13. External perceptions also need to be addressed. By comparison with other cities, York could make itself more welcoming, both by improving communication with visitors, and by encouraging more engagement with the city's residents and employees.
14. Most significantly, visitors report that York does less than it could to show off its strengths in the cultural and creative sector. Despite the national coverage of successful events like the Hockney exhibition at York Art Gallery in 2011, or the York 2012 Mystery Plays, this does not persist in the media or carry over into wider perception of what the city is about. While visitors are pleased to discover the energy in cultural and creative organisations this is currently poorly integrated into the welcome afforded to visitors, especially if they are in the city for the first time.
15. York's Current Cultural Offer
York's historic setting and contemporary vitality provide the riches of a truly cultural city. The streets surrounding York Minster, King's Manor and St William's College have been a place of historians, of archaeological and religious study, of choristers, of book publishing, of scholarly endeavour - for hundreds of years.
16. Today, York is full of bookshops, antique dealers and little independent art galleries. Its cultural offerings range from Mystery Plays performed on the streets, to challenging drama, world music and innovative venues and showcases for new artists of all kinds.
17. The National Centre for Early Music on Walmgate is a place of musical study, research, performance and innovation. Concerts feature folk, jazz, 20th century and world music. Early music was its creator, however, as it was established to provide a base for Britain's premier festival of early music every year. Events and festivals reflect the cultural nature of York. The University of York Concert Series, the Music Live Festival every May, York Minster services, concerts and medieval music, a thriving jazz and folk scene all make York a perfect place for music lovers.
18. York's museums and galleries (The Yorkshire Museum, York Castle Museum and City Art Gallery) display the wealth of historical and artistic

treasures that belong to the city, from Roman times through Anglo-Saxon and Viking eras to the Middle Ages – the Wars of the Roses, the Civil War – and on to York's genteel Georgian days. The Art Gallery is remarkable for its collection of important European paintings spanning seven centuries, with works by Bellotto, Reynolds, Lowry and York-born William Etty, whose statue stands outside the gallery. York St Mary's church, now York's leading contemporary art space in Coppergate displays solo exhibitions by contemporary artists and sculptures.

19. There is also York's Chocolate Museum providing an entertaining and informative guided tour through the history of York's most famous chocolate-making families and their finest creations, York Dungeon, a thrill-filled fun journey through 2000 years of York's most horrible history, and the Yorvik Viking Centre the site of one of the most famous and astounding discoveries of modern archaeology, where visitors can journey through the reconstruction of Viking-Age streets, as they would have been 1000 years ago.
20. The Theatre Royal and Fairfax House are symbols of York's prominence as a cultural centre in Georgian times. And whilst Fairfax House has become one of the best preserved Georgian townhouses in Britain and a wonderful museum piece, the Theatre Royal is as busy today as it was in the days when Georgians such as the Fairfax family came from London to entertain and be entertained in fashionable York. The packed programmes at the Theatre Royal and the Grand Opera House range from grand opera and classical ballet to Stomp and Soul Explosion.
21. At City Screen York, arthouse, independent and quality mainstream films are screened, together with broadcasts via satellite from The Bolshoi Ballet, The National Theatre and the New York Met Opera. Its Basement Bar hosts diverse music, poetry, and comedy events.
22. The city centre itself is honeycombed by a maze of hidden alleyways, all with colourful stories. These Snickelways enable you to travel back in time through some of York's most picturesque backwaters and further explored on one of the many Ghost Walks. The city walls and river also provides a picturesque backdrop to those that like to walk and there are boat trips available to take you further afield.
23. Definition of Cultural Tourists
Cultural tourists are often described as falling into one of three groups - 'casual, accidental, or purposive'. The York Annual Visitor Survey

suggests that 17% can be described as purposive cultural tourists who come to York specifically because of its cultural offer.

24. Beyond the 17% who specifically mention cultural activities there are many more in the casual and accidental categories who, given some practical interventions, would not only engage with culture on their current visit, they would become regular, loyal visitors to York, expecting to experience outstanding contemporary culture in unique, historic surroundings. They may start out as leisure or business visitors, and be in York for a celebration or a conference, but their casual encounter may prompt a future visit with a cultural experience in mind.
25. There has been an upward trend in average length of stay to about three nights but this needs supporting by a more diverse and better connected range of activities of higher quality once the major attractions close for the day. The plan is to arrive at a 'sweet spot' where a greater proportion of high-spending international and domestic visitors stay for three nights or more to take in a mix of contemporary culture and heritage based activities as well as the perennial favourite of strolling the streets of the city and, of course, eating and drinking well.

Consultation

26. Residents Survey

In support of the night-time economy corporate scrutiny theme an online survey was undertaken in late 2013 focussing on 'York after 5'. The survey included a number of generic questions to support all of the reviews, and a number of questions specific to each of the individual scrutiny reviews (except the health review as the Health Overview and Scrutiny Committee agreed to carry out its own survey). The survey findings specific to this review together with the responses to the generic questions are detailed in Annex A. The Task Group also carried out a brief survey of York's music venues and music promoters – see paragraph 42.

Information Gathered

27. York's New Tourism Strategy

As part of their work on the review, the Task Group considered an Interim Strategy Document produced by the Council and its partners to enable the city to make greater progress in attracting and supporting high value investment to the city, and supporting the growth of the visitor economy, all underpinned by a more efficient and effective approach to

marketing and profiling of the city's offer – see Annex B. The aim of the strategy is to double the value of tourism to York over the next ten years, representing £1bn of economic activity and a further 2000 jobs. This proposal represents a major element of the re-visioning of York as a visitor destination, capitalising on the authenticity, originality and vibrancy to be found in the city's contemporary cultural sector.

28. The Interim Strategy Document takes account of a number of issues/factors i.e.:

- York does less than it could to show off its strengths in the cultural and creative sector.
- Statistics show York appears to have a particularly strong appeal to family parties (37%) and about one in four visitor parties include children (27%).
- A fresh approach to presenting culture would attract younger visitors who currently complain of 'nothing to do after 5pm' (whilst it is not easy to generalise about the age groups predominating amongst cultural tourists in York there is evidence of this view)
- Only about 4% of staying visitors mention a specific festival or event, suggesting that there is room to extend the offer to encourage more overnight stays.
- One of the suggested actions identified is to 'Grow the evening offer, e.g. initiate a 'First Fridays' concept as the initial step in encouraging new entertainment choices'

29. Development of the new Tourism Strategy continues and the full Learning & Culture Overview & Scrutiny Committee will have an opportunity to consider the final draft strategy prior to its completion.

30. New Marketing Organisation (NewCo)

In late February 2014, the Task Group received information on the proposals for a new city marketing organisation being developed to build on the way York is promoted as a visitor destination and business location. A report setting out the specific productivity challenges the city faces went to Cabinet in November 2013, recommending the development of a number of new approaches to attracting investment. One of which was a new approach to delivering marketing, culture, tourism and business development for the city. The Task Group considered the detailed aim and outcomes for this new approach – see Annex C.

31. The Task Group also received detailed information on a Consortium evolved from the city's cultural partnership forum, York-@-Large which had come together to address the issues detailed in paragraphs 28 above.

32. York Consortium

The Consortium is made up of the following members:

- Visit York
- York Museums Trust
- English Heritage Yorkshire and the Humber
- National Railway Museum
- York Minster
- National Centre for Early Music
- Screen Yorkshire
- Aesthetica Magazine
- One & Other Magazine
- University of York
- Science City York
- Pilot Theatre York
- The Rowntree Society
- Riding Lights Theatre Co.
- York @ Large
- York Archaeological Trust
- York St John University
- National Trust Yorkshire
- York Civic Trust
- York Theatre Royal
- City of York Council

33. In an effort to contribute to the aims of Visit York's new Tourism Strategy, the Consortium has agreed a number of objectives designed to increase:

- The proportion of cultural tourists from the current level to 25% by 2017, as measured by the Annual Visitor Survey, with associated increases in per capita expenditure.
- The GVA attributable to tourism, as measured by the Regional Econometric Model, by an amount greater than the predicted trend, which is currently 2.5% per annum over the period.

34. The key focus of the Consortium is to successfully deliver its 'Refresh York' project. In January 2014, the Task Group considered the Consortium's application for Visit England/Arts Council funding in the amount of £331,500. If successful the plan was to run the project from March 2014 to February 2017.

35. As part of the project the Consortium planned to introduce and widely promote 'York Red Letter Nights' as a cultural package. The programme for which would consist of thirty commissioned events taking place at regular intervals around the year. A Creative Producer (employed by the Theatre Royal) would work with Consortium members to devise, manage

and deliver the programme – for further information on ‘York Red Letter Nights’ see Annex D.

36. The criteria for each commissioned event would support the overall project aims, which were to:
- Rebalance ‘heritage York’ to include ‘creative York’
 - Improve the coordination and coherence of York’s ‘cultural offer’
 - Offer ‘family friendly’ activity in the right time and the right place
 - Show off the ‘hidden potential’ of contemporary culture
 - Be ‘welcoming’ for visitors.
37. In February 2014, the Task Group learnt that the application for the necessary funding had proved unsuccessful. Recognising that the project would help to increase York’s family friendly cultural and entertainment offer, the Task Group agreed to meet with Consortium members in late February 2014 to find out what elements of the bid each individual organisation might still be in a position to work towards / introduce in an effort to help achieve the aims listed above. The feedback from that meeting is shown in the analysis section below – see paragraphs 61-66 below.
38. Objective (i) – Best Practice
The Head of Visit York provided information from the following Heritage cities detailing their efforts to improve their early evening economy:
- Bath – A similar situation in Bath and an issue that Visit Bath, and are keen to address. The later opening hours of the Roman Baths (9pm in July and August, Mon-Sun - owned by Bath City Council) helps during the summer months, as do the later opening times for shops in Southgate (which is a shopping area with one management company which can stipulate their opening hours). However, across other areas of the city, the patchy opening hours by independent shops, makes it difficult to promote a consistent message. There is going to be a slight relaxing of allowing tables and chairs outside some cafes which might also help.
 - Lincoln - Similar issues in Lincoln. They have late night shopping throughout the year on a Thursday but not all shops take part. They are trying an 'Alive After 5' campaign to get offers & deals on a Thursday to add to the retail offer & have included parking deals <http://www.visitlincoln.com/about-lincoln/thursdays>

Feedback from retailers is they will not stay open unless they see the footfall but the city can not get the shoppers to come as there are not enough shops open. They need to think of other incentives to visit during these times.

- Durham – city centre quiet from 5pm, livens up again after 7pm. The exception that proved the rule was Lindisfarne Gospels which had exhibition opening hours were until 9pm. But it took until about half way through the 12 week run for the Café opposite the exhibition to open until 6pm instead of 5pm, and towards the very end managed to encourage them stay open until 6.30pm.
- Carlisle - Exactly the same as York. Despite efforts to work with the retailers there is no enthusiasm (apart from Christmas) to remain open into the early evening. Not tried any other initiatives but would be interested in the experiences of other cities.
- Chester - No initiatives as yet but looking into this area. Any activity being led by retail views rather than other sectors.
- Oxford – Nothing spectacular happening early evening. They have a number of walking tour operators running tours at that time and into the evening. Plus being Oxford a lot of evensong at College chapels.

39. Objective (ii) – Barriers to increasing the availability of York’s existing family based cultural and entertainment offer

The latest visitor survey shows that the average spend of a visitor party with children is less than that of a party without children so purely in economic impact terms family groups appear less valuable to the city’s economy. However there are lots of arguments why families should be targeted.

40. Whilst Visit York’s Visitor Survey does not specifically cover the early evening period, it does ask about evenings (from 5pm) in general. The responses to the questions in the 2012/3 visitor survey relating to the evening experience show that:

- 54% of visitors eat out/go for a drink after 5pm
- 4% attend a cultural performance (includes daytime and evening)
- For 1% of their visitors, the main purpose of their trip is an evening meal and for a further 1% the main purpose is the cultural performance

- Average spend per person per day on food and drink after 5pm = £6.86, although 49% of visitors spent nothing (so average for just those who did spend on food and drink in the evening was £13.45)
- Average spend per person per day on evening entertainment = 91p, although 82% spent nothing (so average for just those who did spend on evening entertainment was £5.06)

41. In contrast, findings from the resident's survey (see paragraph 26 and Annex A) suggest the barriers may be more product based i.e. a lack of activity/retail/ attractions etc. in the 5-8pm window, and the perception of York as a pub/drinking centre.
42. The Task Group agreed to gather information from Music Promoters and Music Venues across the city to identify what barriers they perceive, and therefore agreed a number of questions for circulation. Those questions and anonymised responses are shown at Annex E.
43. Members were disappointed to discover that early evening "dry" discos for teenagers have been curtailed. They heard that the nightclubs stopped doing them for two reasons. One was a change of company management and the other was that they were so well attended that the staff could not ensure the safety of the young people as they left the club or hung around in the area outside the club.
44. Objective (iii) - New cultural and entertainment activities suitable for York and the possibility of their introduction in York
The cultural and entertainment activities currently available in York are detailed above in paragraphs 15-22.
45. It is the view of Visit York that the city needs a new concept which will attract a significant number of visitors and be of equal interest to locals. Clearly the right new concept would need to be identified, but that is only part of what will be required. Others in the Leisure and Culture sector and other commercial sectors would need to be involved, and kept fully informed throughout the planning stage and the event running. Visit York would be happy to facilitate those conversations and it is their view that any new event would need to take place regularly over a longer period of time (perhaps once a month throughout the year rather than in one week of the year) to help build up a guaranteed influx of visitors which all providers could benefit from. The knock on effects from this approach can be evidenced from initiatives in the USA and elsewhere. For example, it has been shown that retailers swiftly respond by arranging for later closing times.

46. Objective (iv) – Signposting tourist activities and encouraging joint promotion by their providers and accommodation providers

Visit York produces an annual events calendar detailing the activities provided by their members. The printed version highlights only the main events but the online version is constantly being updated to include all new events/activities as arranged throughout the year – this can be viewed at:

<http://www.visityork.org/seeanddo/thedms.aspx?dms=12&groupid=1&events=1&pvieflag=E&=townid&msg=2014+Events#!page=1>

47. Visit York also encourages cross-selling between its members. Lots of partnerships have been and are now in place for ticketing with hotels and between attractions e.g. York Boat and Open top buses, Joint Museum Trust entry etc. The most important partnership is the York Pass attraction card that Visit York operates and is a 'buy up front' entry card. This entitles entry to over 30 attractions. A number of hotels package this into their stay rates and B&Bs and Guest Houses earn a commission by selling it to their guests. They also host events at the various museums when a new exhibition is about to open, to which hoteliers etc are invited. This is seen as a positive way of networking and building relationships, and encourages those invited to promote the exhibition to their clientele.

Analysis

48. Objective (i) – The Task Group noted the information provided by a number of other heritage cities – see paragraph 38 above. In regard to the later opening times for shops in the Southgate area of Bath, the Task Group recognised the similarity to York's Coppergate for which a late night opening pilot has been recommended by Economic & City Development Overview & Scrutiny Committee.

49. They also agreed that the feedback from those cities suggested they were facing the same issues as York. In fact the Task Group was unable to identify anywhere that has successfully tackled the teatime lull between 5-8pm leading to tangible improvements to their early evening economy, either through an improved cultural offer or extended retail offer. The evidence suggests only isolated pockets of success resulting from one off events (as in York), rather than any structured long term city-wide approach. The Task Group agreed that to achieve city-wide success in York, a partnership approach is required as no one organisation can achieve it alone.

50. Anecdotal evidence from other countries suggests that alternative uses for existing cultural/creative venues may be the way forward. For example, in Prague the National Gallery closes at 5pm and re-opens at 5.15pm for early evening classical music concerts. The Task Group agreed that some of the heritage venues in York may be suitable for alternative cultural use after their close of normal business and that this would be one way of helping to bridge the gap between 5-8pm.
51. Objective (ii) - From the evidence provided by music venues and promoters (shown in Annex E), the Task Group noted that many of the venues were prevented from offering early evening events as it was not possible to carry out sound checks earlier in the day without disturbing nearby premises. They also recognised the need in York for more free marketing opportunities and a single, comprehensive listings service or publication, which many other cities already have. The Task Group agreed this would benefit not only music providers and venues but also the independent event organisers working in the city and the smaller creative organisations. The Task Group also agreed the city centre lacks a focal point where residents and visitors can find information about what's on each day, agreeing that Visit York does not necessarily hold information on everything that is happening, particularly events and activities provided by smaller / independent organisations. They were disappointed that "dry" teenage discos had been discontinued but appreciated that safety issues outside the venues, one of the reasons for their demise, need to be addressed should they be revived. They agreed the city would benefit from a number of high quality managed poster boards, strategically placed throughout the city centre. These should be sensibly and sensitively placed in line with planning and heritage guidance.
52. Finally, the Task Group agreed that improving the networking between organisations of all sizes would likely lead to more collaboration, and events being run in tandem. A recent example of this was the Viking Festival and Victorian exhibitions during February half term. Given a more collaborative approach, it may have been possible for others to link in and run associated events/ activities. This approach would help to generate the critical mass needed and the footfall that retailers and transport providers are looking for to extend their services. Ideally this would happen outside of those times in the year when visitor numbers are traditionally high i.e. school/bank holidays, in order to reap the benefits throughout the year.

53. Objective (iii) – The Task group considered the ideas for new cultural and entertainment activities for York raised by members of the public via the consultation survey carried out in support of the whole Night Time Economy corporate scrutiny review – see survey findings at Annex A - in particular Appendices 2 & 3. They also considered the new concept idea suggested by Visit York – see paragraph 45.
54. They agreed that a coordinated and cohesive approach by leisure and culture providers, transport providers and retailers would benefit all as this has proved successful in the past e.g. for the Mystery Plays the city's Park and Ride service made changes to allow for later departures from the city. The same happened for Illuminate York, additional buses were provided, the park and ride service ran for longer and a number of city centre shops remained open for longer.
55. The Task Group agreed with Visit York's view that a new concept was required, and that it should be run over a number of weeks (rather than on consecutive nights) as this would help create a precedent for visitors and locals to stay in the city centre in the early evening, one evening a week. They agreed that once the event had run its course, if other attractions and shops chose to remain open in the early evening on the same evening each week (possibly a Friday to encourage visitors to start their weekend visits to York earlier) they would continue to generate the required footfall to maintain the necessary increase in income to make extended opening hours viable which in turn, the transport providers could continue to benefit from.
56. In addition, the Task Group agreed they would like to see festivals and markets being extended into the early evening (till 8pm), with buskers and street entertainers being encouraged to perform during that time. They would also like to see city centre open spaces such as Newgate Market, King's Square, Minster Piazza etc, being used in the early evening for open air performances (music, theatre etc), but recognised the issue of funding would need addressing for some of the providers.
57. They agreed that further investigation was required to see whether the larger cultural organisations e.g. the Art Gallery, could offer up their venues for use by other smaller/independent entertainment providers outside of their normal opening hours (see paragraph 50 above). They also agreed a good place to start would be to run a pilot to extend the opening times of Museums etc in conjunction with the Coppergate pilot being recommended by the Economic & City Development Overview & Scrutiny Committee. However they recognised it would need to run for a

substantive time and be properly promoted, in order to be successful. The Task Group suggested the pilot should be run on a Friday evening in the first instance (in line with the Coppergate pilot), in order to try to extend the weekend visitors stay.

58. Overall the Committee agreed it was not just about identifying new cultural and entertainment activities. It was more about better collaboration between existing providers and better promotion/marketing.
59. New Marketing Organisation (NewCo) – The Task Group recognised the clear relationship between the cultural offer in York and the visitor and business economy and agreed that improvements in one should lead to improvements in all. Having queried how NewCo would be funded and how the Council could commission work, they agreed that the NewCo could help deliver this and noted the plan for it to supersede Visit York and encompass the Council's Cultural Team and elements of the Business Development Team.
60. The Task Group noted that the introduction of NewCo would build on the way York is promoted as a visitor destination and business location which will lead to improvements in marketing and promotion of the city's cultural events and activities, which Members agreed was necessary (see paragraph 64 below). They also suggested that NewCo should have a sub-strategy for helping to develop smaller festivals and supporting independent promoters to ensure they can progress new ideas, including providing and/or signposting possible funding for promotion/marketing (see issues highlighted in paragraph 51 above). The Task Group agreed that the Council should consider commissioning a Co-ordinator to carry out this role within NewCo, along the lines of the Co-ordinator role within York Consortium's plans (see paragraph 65 below). This could also include looking at how to address the other issues identified by this review e.g. how to fund/manage open-air performances in city centre open spaces.
61. Meeting with York Consortium - In late February 2014 the Task Group met with the Executive Group from the York Consortium. The Task Group noted its members' willingness to proceed with their plans regardless of their unsuccessful bid, and was pleased to hear that the Consortium had been encouraged by the Arts Council to apply for alternative funding. The Task Group acknowledged the need for any future funding to be matched and noted there was no reason why this would not be possible bearing in mind the Consortium's original bid identified those organisations willing to contribute.

62. At the meeting all acknowledged that York residents perceive a disparity between investment for the benefit of tourists and investment for their benefit. Consortium Members confirmed that part of their purpose was to assist in creating a positive shift in residents' mind set, to encourage them to take ownership of what the city has to offer, and become more active citizens in the culture of the city e.g. participating in the Mystery Plays.
63. The Task Group noted Consortium Members views that:
- Theatre goes delay coming into town until after 6pm when the city centre car parks become free of charge to residents, which prevents them from coming into the centre in sufficient time to eat before attending the theatre - this limits revenue for restaurants and cafes.
 - Attendees at high-end culture broadcast performances at City Screen report feeling uncomfortable emerging from the cinema into the melee from surrounding bars - this can affect their decision to attend.
64. Whilst the Task Group agreed that increasing the number of events and activities would over time encourage more visitors to come and more residents to participate, a lack of awareness of what was already on offer was also a key factor. Consortium Members agreed more could be done to improve marketing and promotion, particularly to enable smaller/ independent providers to better market the events and activities they offer.
65. The Task Group welcomed the Consortium's plans for a Co-ordinator role, managed by those organisations which have a stake in the Consortium. The purpose of the Co-ordinator would be to see the possible connections between the consortium members' programmes and encourage them to work together to identify innovative ways to collaborate and extend their current offer.
66. Overall, it was agreed that the Consortium members had a significant part to play in a holistic approach to improving the city's evening economy, but without improvements to other contributing factors e.g. an extended Park & Ride Service, cheaper/free car parking for all from 5pm onwards, extended retail hours and an improved perception regarding anti-social behaviour in the city centre at night, it would not be possible to achieve the improvements sought in the city's early evening economy. The Task Group agreed that a leap of faith may be required by some

organisations and that some short term losses may be incurred, but that these could be overcome in time, and in the longer term the economy would grow, benefitting all.

Review Conclusions

67. Overall the Task Group concluded that:

- To achieve improvements in the city centre early evening economy a partnership approach will be required between cultural and entertainment providers, retailers and transport providers, as no one organisation can achieve it alone.
- Increasing the number of events and activities would over time encourage more visitors to come and more residents to participate. This could include the revival of the “dry” early evening teenage discos.
- Better collaboration between existing providers of all sizes is required to increase the number of events being run in tandem, to help generate the critical mass needed and the footfall that retailers and transport providers are looking for to extend their services
- There is a lack of awareness of what is already on offer. Therefore better promotion/marketing is needed e.g.:
 - There is a need in York for more free marketing opportunities and a single, comprehensive listings service or publication
 - the city centre lacks a focal point where residents and visitors can find information about what’s on each day
- Some of the heritage and larger cultural venues in York may be suitable for alternative cultural use after their close of normal business which would be one way of helping to bridge the gap between 5-8pm
- a new concept is required, to be run over a number of weeks rather than on consecutive nights in order to create a precedent for visitors and locals to stay in the city centre in the early evening

Draft Review Recommendations

68. Based on their review conclusions and with the intention of encouraging more visitors and residents, including families, to visit the City during the evening particularly, the Task Group identified the following draft recommendations for the Learning & Culture Overview & Scrutiny Committee's consideration:
69. In developing a more joined up collaborative approach to cultural provision in York, the new city marketing organisation (NewCo) be asked to consider incorporating the following strategies within its specification:
 - i. Ways to encourage York's larger heritage and cultural venues to offer up their spaces for use by York's other smaller independent entertainment providers (and by those based elsewhere in the country), outside of their normal opening hours.
 - ii. developing a cultural pilot or concept in the city to establish a platform visitor base in the early evening.
 - iii. Extending the running times for Festivals and markets to cover the early evening lull up to 8pm, and encourage Buskers and street entertainers to perform throughout that extended period.
 - iv. Investigating the use of the city centre's open spaces for open air performances during the early evening period.
 - v. providing help for developing smaller festivals and supporting independent promoters to assist them in progressing new ideas, including providing and/or signposting possible funding for promotion/marketing
 - vi. identifying resources for encouraging all heritage, cultural and creative providers to work collaboratively and share information
 - vii. ways of improving awareness of existing and future cultural offers in the city, including introducing a comprehensive listings service or publication.
70. Reinvigorate York be asked to consider introducing a number of high quality managed poster boards, strategically and sensitively placed throughout the city centre in line with planning and heritage guidance, as

part of its way finding strategy and as part of a collaborative effort to improve awareness.

71. In an effort to breakdown barriers to families, particularly those resident, coming into the city during the early evening and continue the provision of a popular activity for young people, relevant parties be invited to support the revival of 'dry' discos for young teenagers, whilst recognising and addressing the reasons for their demise, in particular the issue of safety outside venues.

Council Plan 2011-15

72. The review supports the 'create jobs and grow the economy' priority within the Council Plan 2011-15, in that a successful York will have an enhanced reputation as a respected European and international city, with a visitor economy recognised for its high quality, bringing financial benefits to the city and its residents.

Implications & Risk Management

73. **Financial** – In developing its recommendations, the Task Group were mindful of the emerging role of NewCo. The majority of its recommendations are therefore for NewCo to consider as part of its strategic role. NewCo would have to determine what level of financial support would be required for the relevant recommendations, should Corporate & Scrutiny Management Committee and ultimately, Cabinet, support those recommendations. Indeed, NewCo would also have to determine whether these could be met within its level of funding and report back accordingly. It should be noted, however, that an anticipated saving of £220k has been earmarked against current budgetary levels, as a result of the creation of NewCo.
74. **Legal** – At this stage, there are no legal implications associated with the implementation of these recommendations, which would largely be for NewCo to address and consider. Any legal implications associated with the creation of NewCo have been addressed elsewhere and are not for consideration as part of this review.
75. **HR** – There are no known HR implications associated with the recommendations arising from this review.

76. **Other** – There are no other known implications associated with the recommendations arising from this review
77. **Risks** – The recommendations arising from this review are designed to improve awareness of York’s current cultural and entertainment offer, and to increase that offer in the future, in order to encourage residents to participate more and to extend the tourist day and encourage more tourists to stay for longer or overnight, in line with the remit set for this review.

Report Recommendations

78. Having considered the information within this report, the Learning & Culture Overview & Scrutiny Committee are recommended to endorse the review conclusions at paragraph 66 and the draft recommendations at paragraphs 69-71.

Reason: To ensure compliance with scrutiny procedures and protocols, and enable the final report to be presented to Corporate & Scrutiny Management Committee in early April 2014 for their consideration, as part of the ongoing corporate scrutiny review of York’s Night Time Economy.

Contact Details

Author:

Melanie Carr
Scrutiny Officer
Scrutiny Services
Tel No.01904
552054

Lead Officer Responsible for the report:

Charlie Croft
AD Communities, Culture and Public Realm

Report Approved



Date 3 March 2014

Specialist Implications Officer(s) N/A

Wards Affected:

All

For further information please contact the author of the report

Background Papers: N/A

Annexes:

Annex A – Night Time Economy Consultation Survey Results Relevant to this Review including:

Appendix 1 - Response to Survey Question 20

Appendix 2 – Responses to Survey Question 21

Appendix 3 – Responses to Survey Question 3

Annex B – Interim Strategy Document

Annex C – Information on proposals for a New Marketing Organisation

Annex D – Indicative Approach to York Red Letter Nights

Annex E – Information Gathered from Music Promoters and Music Venues

Abbreviations:

CSMC - Corporate and Scrutiny Management Committee

NewCo - New Marketing Organisation

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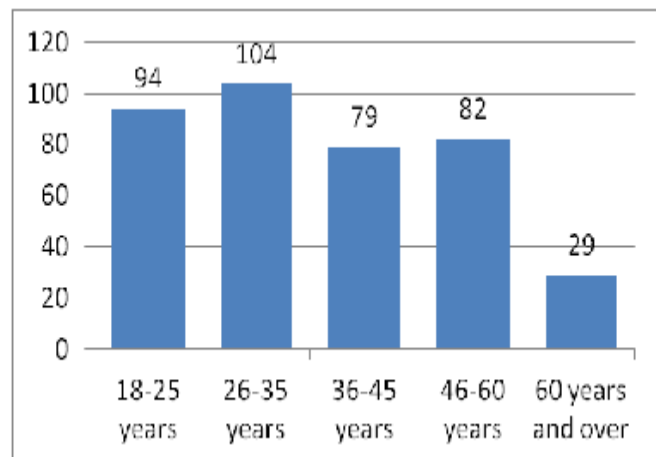
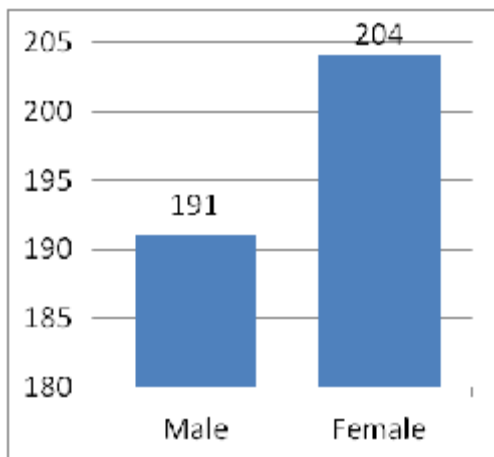
Improving the Early Evening Cultural Offer - Night Time Economy Scrutiny Review

Findings from 'York After 5' Survey

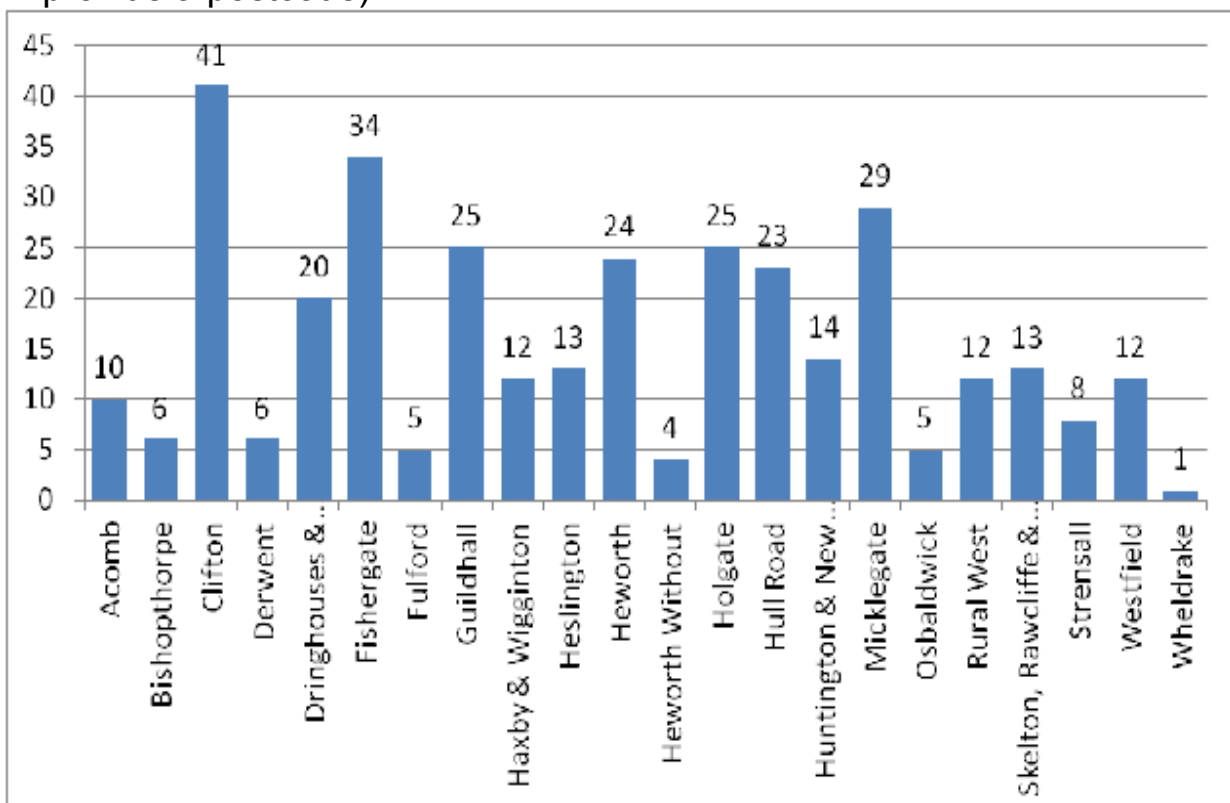
1. There were a total of 472 responses to the 'Yorkafter5' survey. For those we have the following equalities breakdown:

Gender: 395 provided their gender
(77 did not respond)

Age: 388 provided their age
(84 did not respond)



Ward: 342 provided a complete postcode which can be matched to a York ward. An additional 53 respondents provided a partial postcode which can be identified as York but not to a particular ward (77 did not provide a postcode).



2. Questions 1-2 and 20-21 were generic questions. Feedback on those questions is shown below:

3. Qu.1 - Do you use the city centre after 5pm?

There were 469 responses to the question. Of those, a majority indicated that they use the city centre between 5pm and 11pm, with 44% using the city centre at some time between 11pm and 5am.

	<u>5-7pm</u>	<u>5-8pm</u>	<u>8-11pm</u>	<u>11pm-5am</u>	<u>Do not use</u>
Overall	51%	75%	89%	44%	6%
Male	48%	75%	84%	51%	5%
Female	56%	78%	80%	38%	4%
18-25	54%	64%	85%	84%	1%
26-35	55%	75%	85%	43%	5%
36-45	48%	84%	79%	38%	6%
46-60	56%	80%	77%	26%	7%
60+	31%	83%	83%	0%	3%

4. It should be noted that a proportion of the people who responded positively to using the city centre between 5pm and 7pm and 5pm and 8pm may be making their way home from work in the city centre.

5. Qu.2 – Why do you to visit the city centre after 5pm?

There were 452 responses to question 2. Responders were given a number of options and asked to tick all that applied:

	<u>No.</u>	<u>Social</u>	<u>Cultural</u>	<u>Business</u>	<u>Other</u>
Overall	452	92%	72%	16%	8%
Male	186	89%	69%	19%	11%
Female	198	93%	79%	12%	6%
18-25	93	98%	67%	19%	8%
26-35	101	94%	76%	17%	8%
36-45	77	94%	78%	12%	5%
46-60	78	92%	74%	14%	12%
60+	28	57%	79%	18%	11%

6. In regard to the 8% (35 responders) who indicated 'Other', the following reasons were indicated:

- Shopping/banking
- Live in the city centre
- Commuting
- Work
- Attending Meetings
- Fishing
- Transporting others in and out of the city centre

7. Qu.20 - In your opinion, what is good about the city centre and the activities in York after 5pm?

There were 284 responses to question 20 - specific feedback is shown at Appendix 1.

8. There were many positive comments about the city centre including its attractiveness, its compact nature, the large variety and good quality of its restaurants and bars, its safe and friendly atmosphere up to 8-9pm, and its uniqueness. Whilst specific annual one-off events were mentioned, some negative comments were made regarding the city centre's lack of evening activities for families, lack of evening coffee bar culture, and the limited number of alternative activities outside of visiting bars and restaurants. Some respondents liked the fact that the shops were closed after 6pm highlighting that it resulted in a more relaxed atmosphere in the city centre. Whilst others thought shops opening later would encourage city centre workers to remain in the centre and partake in the rest of the evening offer. A small number expressed the view that there was little or nothing to do in the city centre in the evening and that the city centre was dying. Also that the current offer is mainly aimed at tourists and not residents.

9. Qu.21 - Suggestions for what might improve your use or enjoyment of the city centre?

There were 286 responses to question 21 – specific feedback is shown at Appendix 2. Many responders suggested similar improvements –see summary list below:

- Less drunk people
- Shops opening later
- More non-alcohol related things to do
- Later Park & Ride services
- More open air activities
- Transport improvements including cheaper buses and free central parking in the evening
- Improved lighting
- Cleaner streets
- More visible policing
- Attractions open later
- Coffee shops and cafes staying open later

10. The following questions were included in the survey to specifically support this scrutiny review:
11. Qu.3 – What social and cultural activities/events would encourage you to visit the city centre after 5pm?
 There were 258 responses - specific feedback is shown at Appendix 3. In summary, many of the responders suggested the following would encourage them to visit the city centre after 5pm:
- Open air events including theatre performances, film screenings, live music events, street entertainment
 - Evening markets and festivals
 - Museums and galleries closing later
 - Coffee shops and cafes (non-alcohol venues) open in the evening
 - More evening cultural / arts centre activities
12. The responses also highlighted a number of issues that discourage/limit their visits to the city centre after 5pm:
- Poor advertising of evening events
 - Cost of bus fares and parking
 - Poor lighting at cycle parking sites
13. Qu.9 -12 Concerning taking children into the city centre after 5pm?
 There were 442 responses to question 9. Of those, 67 (15.2%) said Yes they would take their children into the city centre after 5pm, 70 (15.8%) said No, and 305 (69%) of responders confirmed they had no children. Of the 137 who responded to say they had children, 115 provided information on their children's age range as follows:
- 0-7 years – 56 (40.6%)
 8-11 years – 37 (26.8%)
 12-16 years – 45 (32.6%)
14. Of the 67 (15.2%) who answered yes to taking their children into the city centre after 5pm, many gave their reasons for visiting:
- Eating Out (43)
 - Cinema (20)
 - Theatre (20)
 - Festivals / Organised Events (14)
 - Entertainment / Tourist Attractions (9)
 - Illuminate York (5)
 - Shopping (4)
 - Church Events (2)
 - River Walks (1)

- Markets (1)
 - Library / Learning Activities (1)
15. A number of those who answered yes also raised issues around safety, the price of some events e.g. Illuminate York, and the limited number of things you can do with children in the city centre after 5pm.
16. The following reasons were given by the 70 (15.8%) who responded saying No they would not take their children into the city centre after 5pm:
- Anti-social behaviour and safety issues (38)
 - Age of children (11)
 - Lack of family-friendly evening activities and venues (7)
 - Nothing for children to do (7)
 - Vehicle restrictions and Cost of Parking (2)

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In Your opinion, what is good about the city centre and the activities in York after 5pm?

1	Nothing
2	Very little
3	Between 5.30pm and 7pm it is dead
4	Unique shops and the ability to support local trades people
5	Theatre cinema and restaurant
6	Very pretty, particularly in the winter and at Christmas
7	A pleasant city to walk round (if you keep away from the Micklegate end), decent pubs and restaurants, always something going on.
8	Great selection of pubs. The recent illuminating York festival was really good. York Explore library is open till 8pm which is very convenient. The new evening bus ticket on First buses is a good idea.
9	The City is still beautiful, well lit and has good cultural events
10	Good variety
11	The clubs and some shops that are open late. Some of the activities such as illuminating York.
12	Good atmosphere up to around 9pm
13	Beautiful city
14	It can be a really lively and convivial place. All sorts of different people are out on the streets - theatregoers, clubbers, buskers, the homeless, Food Not Bombs...
15	Good range of pubs
16	The buzz and atmosphere; it's a beautiful city by night and there's lots to do from a social point of view.
17	Restaurants and live music
18	The city centre always looks really pretty all lit up and there are lots of nice little bars. However all the cafes and shops are shut and there are never any evening markets or stalls or things to visit.
19	Density and variety for a small city
20	Plenty of nice restaurants, pubs and bars, as well as clubs. Also, they shut off all the roads except to taxis and buses.
21	The town is dead usually as so much is closed. I'd like more cafés and places like Borders used to be. Lots of live music.

22	There are a wide variety of restaurants bars and pubs open till late.
23	Lots of pubs
24	Very good pubs, bars and restaurants
25	The bars and clubs available.
26	Clubs are OK, pubs are fantastic!
27	Restaurants and bars and cinema (City screen)
28	Nightlife.
29	It's beautiful, especially towards Christmas as all the lights and decorations go up.
30	No shoppers Mid week can be calm and when light York looks fabulous and I'm proud to live her
31	Wide variety of activities available.
32	Quite a compact area for drinking and eating out.
33	Good variety
34	Very calm, picturesque and relaxing.
35	Day tourists have left and there's a more localised atmosphere
36	York ik beautiful in the dark - especially with the lighting! It should be enjoyed much more!
37	Lots of restaurants.
38	It's pretty and the pubs/etc are very good
39	After work.
40	Things are close together so it's easy to get around.
41	The choice of pubs is superb. There are also many great restaurants.
42	It's dense enough to have that "bustling" feeling.
43	Theatre and City Screen
44	The festivals and choice of places to eat and drink.
45	Choice
46	Restaurants and the theatre
47	Increase in cafes/restaurants opening until later.
48	Restaurants and bars
49	Very little - the cinema on Coney Street?
50	Musical concerts Wide range of restaurants
51	Lots of restaurants / coffee shops
52	The outdoor cultural shows are great (Museum Gardens, Illuminating York). They are also very child-friendly, so we attend those.

53	I LIKE that shops close at 5-6pm. Appreciate that there is a range of cultural activities - plenty of theatres, live music.
54	There are some very nice pubs!
55	I like restaurants, and there are some nice ones in town. There is also more live music available than many people credit York for, at the Basement, Fibbers, Duchess, Barbican as well as pubs, and this I like.
56	There is a good mix of things for people of all ages and interests
57	plenty of pubs and bars, plenty of people, all good
58	At the moment, very little. Special events like Illuminating York and the food festival are great.
59	Best things are the theatres.
60	Lively. varied pubs. Music scene getting better.
61	I particularly like the evening events aimed at everyone including families - such as Illuminating York and the walking around theatre type events - where there is a nice, friendly atmosphere
62	Xmas late night shopping - markets etc tend to give the place a nice glow and friendly atmosphere. Events such as Illuminating York facilitate a more family-friendly atmosphere.
63	Liveliness
64	Restaurants and cocktail bars
65	Lots of bars and restaurants. Proximity to everything.
66	The range of festivals, places to eat, bars and theatre.
67	Not a lot.
68	Good range of restaurants bars and cinemas/Theatre
69	The ability to cycle through the centre, it is a shame York cannot be more like European cities that conveniently and safely allow cyclists to cycle pedestrian areas all day
70	Large range of pubs, bars and restaurants
71	It's still quite busy after 5pm going into the evenings which is a bonus!
72	York has a vibrant cultural life after 5pm, with various bars and restaurants and cinemas and theatres. It is also a beautiful city in which to take a walk after 5pm.
73	Nice pubs
74	Variety of options available
75	The City Screen is great, as is Bettys.
76	Nice pubs and restaurants

77	It is compact and easy to get around on foot.
78	Good variety of restaurants . Live music in pubs. There is a buzz about.
79	The city is very attractive at night.
80	Cafés are still open
81	Good choice of pubs, plenty of people generally still about.
82	There are plenty of bars and restaurants to choose from.
83	Lots of nice pubs/bars.
84	Nice restaurants
85	There is plenty of variety in places to eat and drink and having the cinema is good too.
86	The range of festivals and events - though most of these happen in the winter months is seems
87	It feels safe to walk around compared to larger cities I have lived in such as Manchester
88	There is a lot, perhaps more than many cities of a similar size. Plenty of club/society friendly pubs which people can gather, many events (theatre, dance, art, live music).
89	Yes late night shopping would be great. It would help with restaurants too, and would be good if it was Wednesday or Thursday. Would also draw in a different crowd of people and 'dilute' the number of club goers etc, so they wouldn't appear so bad perhaps?
90	Lots of pubs, restaurants, clubs.
91	The City Screen is great for both films and gigs, however, if you find yourself in York after 8pm there really isn't a lot to do other than go to a pub or club. It's a shame!
92	Number of pubs and restaurants in the vicinity.
93	Lots of nice pubs
94	Not much. It's just a place to hang out and meet friends.
95	There are a lot of restaurants
96	Pubs, bars, restaurants, theatres.
97	The variety of restaurants, cocktails bars, pubs and clubs
98	The different bars, pubs and restaurants are good and varied.

99	The pubs are a brilliant part of the city and if they stayed open late I would happily spend all evening in them rather than the bars which open later. More Cafes should stay open later to offer alternatives, although City Screen is a good place to go if you want a chat and a brew.
100	The centre is beautiful and full of great places to eat and visit
101	Energy, excitement, sense of occasion - the night life of the city is a good thing it just needs to be balanced with other ways of being in the city centre. We don't want to gentrify York beyond recognition - just create a range of options and different ways of being out at night in York.
102	Great food and social scene
103	Not much
104	Real ale pubs and the local pub scene is great
105	Lots of choice so catering for all people
106	There is a diversity of offers
107	It's just a city centre.... nothing special..and that's fine
108	An excellent example of what I feel York should be like after 5pm was seen in the recent "illuminating York" festival - a good-natured throng of all ages, enjoying themselves. Unfortunately the usual rowdiness returned after 9 pm.
109	It is better than most towns. It would be good to have a more cafe society
110	Good choice of new bars in Minster Quarter. Decent Restaurants
111	Atmosphere of the city, social activities - food and drinks, cinema etc. It's a shame shops close so early because it means people leave the city early.
112	The city centre is very attractive after dark and there is a good selection of pubs and the restaurants seem to be improving. There is very little outside of that.
113	Good selection of craft beer bars
114	Live entertainment, lots of options for pubs, easy to walk around
115	Great range of cultural activities - the city screen in particular is fantastic

116	When shops are open later it encourages those who work in the city centre to shop later. I would be happy to shop later in the evening, especially in the summer months when it is lighter late on.
117	That it's full of bars and restaurants
118	Good bars and restaurants
119	Restaurants
120	The Cinema and theatres plus many of the restaurants and pubs do offer great variety and service
121	None, there needs to be more bike racks if you want people to bike into the city centre.
122	Great independent bars and restaurants. Theatre has good shows every now and again. Plus the opera house has good touring shows.
123	Restaurants and the arts venues
124	More shops seem to be opening later in the evenings until 6pm (e.g. Boots, H&M, Lush)
125	Looks nice, always safe, good events on Parliament St,
126	Lots of good places to eat
127	Generally easy to walk around and admire. Those small express shops help make the centre useful at night
128	Variety of activities
129	Currently the Christmas Lights add to the ambience Good theatres Choice of restaurants
130	Restaurants
131	Good variety of night life in terms of bars/restaurants but not much cultural activity except very rarely ie illuminate York, late museum openings etc, not many shops open
132	York is quite pretty in the dark too - I like the central cinema & nice pubs. I like that there's a bit of variety in the type of pub you can go to.
133	Vibrant and lively (although very drink focussed)
134	There is a vibrant and sociable atmosphere in the city at night
135	Shops open, lively restaurant culture and bar culture, cinema, live music, live comedy, lectures.

136	It would be hard to expect shops to stay open later regularly due to costs of staffing and heating etc. I can see that some would like a little longer though and would then possibly stay for food, drinks or cinema/theatre. If so the Park & Ride times would need extending, as they should be to help the city remain open
137	Nicely lit - some streets in the historical areas very attractive after dark
138	Ambience and general York historic buildings
139	It is an attractive and lively place and better than other comparable sites in Tyne/Tees/Yorkshire
140	Vibrant and historic - valid reason to promote tourism
141	Currently the good things about it after 5pm are, the pubs, clubs and bars. Also the cinema and various restaurants. Not a lot else shopping wise as everything closes at 5:30.
142	It is quiet on weekdays but that's not a good thing...
143	THE ACTIVITIES ALREADY MENTIONED BUT NOT ENOUGH AND TOO MUCH EMPHASIS ON THOSE WHO COME JUST TO DRINK AND GET DRUNK
144	Bars, clubs and restaurants are fantastic, and York is an ideal and rather beautiful place to visit in the evenings.
145	The city centre cinema; late night shopping at Christmas;
146	The fact that shops are not open late creates a different ambience to the night time city, it feels much more relaxed and sociable. Allowing later opening times in retail would spoil that atmosphere and make it less attractive.
147	Picturehouse Cinema. Great choice of places to eat and drink. Pubs have a good selection of quizzes, music etc.
148	Cinema, the places on Walmgate, things off the stag and hen party slalom. The theatre is great and Illuminating York this year brought the city to colourful life. This is a beautiful city - behaviour controls need bringing in.
149	Being a small city York does feel relatively safe on an evening and it is a pretty city whether on a summers evening or when decorated with Christmas lights so it is usually attractive. I also like it when you come across something unexpected like finding artwork hanging from the bar walls or the Minster lit up with lasers.
150	It is very picturesque, compact and full of wonder. However, we do not do our best to show the best parts off.

151	The pubs of the city are of national standing and are, on the whole, very well managed and very safe, pleasant places to have a social evening.
152	Lots of good pubs and restaurants, cinema and the theatre.
153	Very little. City screen is only thing that comes to mind
154	Many make the Most of the environment eg illuminating york, st Nicholas fair etc.
155	Poor
156	It is picturesque with plenty of eating, drinking and entertainment
157	The number of bars and experiences to be found in York is inexhaustible, and York attracts many people from outside the city meaning you can be guaranteed an eventful night.
158	Some varied activities at certain times of the year.
159	No activities for families
160	York is a beautiful city which buzzes at all times. It has plenty of venues and activities to suit all ages and tastes at night but one that surprises me is that the coffee bar chains close so early.
161	Bars and restaurants
162	Walking round the centre when it is less busy with shoppers to see the sights. But after 8pm, we do not stay in the centre if out for a walk, due to the drunken yobbish behaviour often seen.
163	Lots of variety, good bars, good cultural activities such as theatre and good venues for music, as well as interesting events throughout the year.
164	Pretty and so many cafes and bars. Still things to see in the streets
165	It's a safe and vibrant city centre.
166	Increasingly diverse eating and drinking experience that has emerged over last 2 decades.
167	NOTHING

168	When the shops/markets are open late, the atmosphere is completely different. York traders currently waste the opportunity that other European cities do not. I know the weather in the UK does not lend itself to Mediterranean style living, but the vibrancy of the Xmas shopping/market opportunities show that people are up for it. So, what is good are the evenings when more people are out, enjoying a range of activities, not just (predominantly) young people out boozing. What is poor is the lack of choice year round - I tried to get a cup of coffee (not in a pub) on Goodramgate on a weekday at 5pm, and failed.
169	There are lots of good attractions - places to eat, theatre, cinema
170	VARIETY
171	There are lots of nice pubs and bars all close together and in well lit safe areas
172	Early dinner offers and the abundance of cultural offerings
173	Lots of things to do, in a beautiful and pretty safe location.
174	I don't really use the city after 5pm. Once I have finished work I usually head home.
175	Markets in Parliament St. Festivals. Number of restaurants and bars giving a choice of different experiences.
176	One-off events like Blood and Chocolate Theatre.
177	Choice of beer and pubs
178	Not much
179	Late night shopping at Christmas is good, although the shops still are not open long enough!
180	Good selection of restaurants and bars, cinemas, theatres
181	Variety of activities
182	Theatre, Grand Opera House
183	The other students who make you feel like your among peers in a safe atmosphere
184	Great Bars and Restaurants
185	It's a pleasant surprise when shops stay open.
186	Stonegate area has a nice feel, particularly in the summer when can use outside seating areas.
187	Not much, unless there is a specific thing on I proactively avoid York city centre most evenings and weekends.

188	Generally safe and plenty of people around, generally good natured. Pedestrian streets and riverside is attractive setting especially in summer for wide range of activities. Festivals and artistic offer gives attractive range of activities
189	Good mix of restaurants, pubs, theatres and cinemas.
190	Variety
191	Plenty of variety in a relatively safe setting.
192	Good mix of bars and restaurants.
193	Bars and restaurants.
194	Many restaurants now make it easier to just walk in and get a table on spec.
195	Plenty of pubs and reasonable restaurants. Theatres OK but now difficult to access due to traffic restrictions and adequate parking for larger events
196	The sheer beauty and history.
197	Restaurants are of good quality and events such as illuminate York good for all the family
198	The real ale pubs and some of the restaurants
199	Plenty of choice, friendly.
200	Lots of theatre choice.
201	It is a very attractive place at night, and it is stil comparatively safe and pleasant.
202	Cultural event, Libraries open late so why not Galleries? Good bars and food offer, City Screen wonderful. All your Festivals especially Illuminating York - my kids love that and the atmosphere changes in the city at night time when that is on. Christmas events especially when the retailers open late for it. York is magical at Christmas times.
203	Range of activities.
204	I don't have an opinion as I rarely come
205	Good night life
206	Special events are good quality and very enjoyable, more please!
207	The first late night shopping days just before Xmas were great, nearly everyone open entertainment on the streets - interesting and bubbling its not just the shops that need to be open but there needs to be entertainment places bars and cafes more family friendly

208	Theatres etc.
209	The night life is much more vibrant then other local towns such as Selby and Doncaster and the setting is much more pleasant to enjoy. Plus there is a wider spread of cultured activity around the city than in other local areas.
210	Early evening offers various attractions
211	Currently, the cinema and the theatre.
212	Currently, not enough goes on in the centre after 5pm. It really feels like 5 o'clock rolls round and the city centre just stops.
213	It gives more options for people who are at work till 5 and also fo tourists to stay in the city longer and enjoy it.
214	Wide range of bars, restaurants both theatres are good but not having a venue for bigger acts is disappointing
215	There is often something happening, be that a festival by the market or a theatrical performance somewhere. It means that there is often something to do, and somewhere different to meet friends. Having a city like this improves the work-life balance.
216	City Screen
217	Eateries are good, but the centre looks drab because most of the shops are closed...if some of the bigger stores were open there would be less emphasis on drinking and getting drunk, and more focus on getting out and about
218	Not much unless you drink to excess.
219	There is little actually. If it wasn't for the fact that York is so beautiful in the dark, I would not venture in
220	Theatres.
221	Not a lot.
222	There are many good quality bars and restaurants in the city centre which seem to mainly what attracts me and others in the evening.
223	Places to eat and drink and the theatre and cinema
224	York can be vibrant and exciting, such as illuminating York, Ghost walks, and Plays in the Park but it is not viable to have these all the time. Not sure I would use late night shopping personally. Great theatres and plays but buses don't run after 8pm which means driving in or taking a taxi.
225	Pubs, cinema

226	We do have some particularly nice bars and eateries. It is a pleasure to live in such a place which is steeped in history, with amazing buildings and architecture.
227	I HAVE ALWAYS FOUND THE SOCIAL LIFE IN YORK TO BE GOOD ESPECIALLY THE PUBLIC HOUSES
228	Its mainly the nice restaurants and city screen cinema that brings us in Think about late night shopping on a Thursday like other cities. Xmastime really needs late night opening more
229	The nicer bars and restaurants.
230	Nothing much. All for tourists not residents
231	The city centre is dying, without good shops it has no future except as a tourist place. Without a radical change of plans by the council to encourage business it has no future
232	It's my home city - there's so much on offer, restaurants, entertainment, pubs, bars and cafes
233	I like that York is quite a busy town and that there is a mixture of old and new streets to walk along in the evening. For eating out, I think that York has got a good and growing foodie culture. Also, though there are issues with behaviour and safety in York, I still think it is a comparatively safe place to live and work in, and also to be out in during the evening. I have lived here for three years now and though I have had some not so nice experiences, they have not been too serious.
234	Good selection of pubs/bars/restaurants/theatres
235	Good range of cultural activities and restaurants and pubs, but atmosphere in City centre completely dominated by those drinking excessively.
236	Nothing apart from everything closing
237	Very wide range of pubs open
238	Good pubs and restaurants
239	City screen is excellent but there is no where else to go early evening. Shame bookshops don't even stay open late as Borders used to. Think many people who work in city would spend money in clothes shops etc if they were open til 7 pm as they are in other cities, as Weekends can be very busy.
240	Pubs restaurant's theatre pictures
241	Choice of pubs and restaurants, plus city screen and theatres
242	Plenty of pubs and restaurants, central cinema and theatres
243	Not a lot

244	There is a good range of options to take part in arranged activities, e.g. talks, walks, launch events. I appreciate have a city centre cinema, and the theatre. There is an excellent range of places to eat and to have a drink with friends; I particularly like the variety of venue from traditional pub to cocktail bar.
245	In summer, York is a lovely place to wander about and admire before the sun sets. There are some very good restaurants, regardless of season.
246	Nothing
247	Many different events going on. Lot of choice about where to go. Feels safe.
248	Nothing
249	Good range of pubs and restaurants
250	Some shops are open until 6pm or later. There's a great range of restaurants, bars and pubs to choose from.
251	The Minster looks nice when it's lit up. Stonegate can be quite nice as well.
252	It looks pretty
253	Nice to stroll around but not much to do.
254	City Screen is a great cinema with a good atmosphere & facilities, putting on a good variety of films and events
255	Variety of restaurants and other places to eat/drink three venues for shows/plays etc
256	Good selection of bars and restaurants
257	Mostly activities for adults
258	When it's not dead it's a lively city full of good pubs nice city centre to live in night and day
259	Number and variety of pubs and restaurants.
260	It's really nice to walk through the city centre in the evenings, the lighting is good and looks enchanting on the river and on the Guildhall and Minster. We have good theatres and now that the Barbican is open again we are getting good acts again. Activities that set us apart like The Mystery Plays, The light show at the Castle Museum, Ebor Vox and Blood and Chocolate make events interesting and want to attend. We have some fabulous restaurants and bars which are independent and welcoming.
261	The vibrancy of certain areas
262	Not much

263	Not a great deal, 1 cinema, 1 decent theatre, other than that, its bars and restaurants
264	The lighting on the cobbled streets. The cafe/bars. The trees in Parliament Street. The views from cafe windows. The cinema and theatre.
265	Swinegate area seems to do well, but the rest of the city is a bit bleak after 5.
266	York's pubs are excellent but shops should stay open till 8 or so
267	I actually love York between about 6pm and 8pm because it's at its quietest in the centre, it's really beautiful and you can walk around with plenty of space and few people about, it's nice to go sit by the river or have a drink at that time especially in spring/summer. It's that time where most people go home, leave college or go back to their hotels so it's really lovely, everyone comes out again after 8. I love a good night out but it's nice for a small city centre like York to have a couple of hours where there is a bit of space and quiet! I think it would be a bad idea to extend opening hours, shops are open 7 days a week, do we need anymore? Has anyone actually got any money to spend?
268	Vast array of eateries
269	City centre shops are shut more seating is available in parliament street.
270	Beautiful city with many nice places to go. It's the visitors that often cause the issues.
271	I think there is a good tea time bar scene, with major offices and in the city centre, these workers use the bars and restaurants after work and the bars actively advertise things such as 241 cocktails and dinner offers to them to pull them in.
272	The theatres. Restaurants are good, but if the children are with us, we would rather go out of town.
273	It can be quieter, and easier to move around.
274	Good variety of bars with quiz's and events. Excellent city centre cinema. Nice restaurants. Generally good touring productions/comedians at the theatre.
275	Theatres, cinema, restaurants
276	its fine, just let businesses do their thing....
277	The range of pubs and restaurants.
278	Good pubs

279	York is such an accessible city - small enough to traverse in a few minutes, small enough to care. It has some lovely, interesting, independent restaurants and bars.
280	Cultural, tradition and historical nature
281	York has excellent restaurants, and excellent pubs. I just wish we could use the pubs more at the weekend.
282	Plenty of theatre and cinema, and some good restaurants
283	Caters for all tastes, some fantastic bars and pubs with great character and personality
284	Its compact, don't have far to walk to get around. Lots of nice restaurants & bars

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Please give one suggestion of what might improve your use or enjoyment of the city centre after 5pm?

1	Summer jazz cafe - open air.
2	Freedom to use all of the Roads & Streets & I am not just on about Lendal Bridge but I do think we use too many unnecessary traffic lights, for instance prior to the Lendal change when the lights at the end of Gillygate/Bootham/Exhibition Square are off the traffic runs much smoother.
3	Stop pushing York to become Blackpool and more like London. Create pedestrian areas with outside bars and tables with heated areas
4	Shops opening later, films starting earlier
5	More things to do: museums, galleries, shopping, etc.
6	Shops open later
7	Less drunken people
8	Stop cars travelling in at night
9	If the park and ride buses ran later into the evening.
10	Street vendors/singers/events.
11	More open shops
12	As previously stated at the beginning of this survey.
13	Less drunk people
14	A slower speed limit - 30mph outside of foot street hours is crazy.
15	More non-pub opening
16	Better public transport. Not particularly relevant given how close I currently live to the city centre, but when I lived just slightly further out the fact that buses stopped running quite early often deterred me from visiting the city centre.
17	I would love to see shops open after 5pm. I don't understand why they would not stay open later. It seems that many people would like to shop after work, but can't. There is potential business being lost.
18	Allow for other activities than just drinking alcohol.
19	An evening market!!
20	Shops open later, more options for cinema in the town centre etc
21	Extended pedestrian hours on foot streets
22	More lighting in the older part of the city
23	More buses

24	More live music venues, shops opening later would be nice.
25	More frequent buses.
26	I would love to see occasional night markets - food related especially.
27	More police presence in the centre
28	Better maps/ information
29	Better lighting in some areas
30	More (social) control and policing of alcohol abuse. I am not referring to people drinking in public, but the people wandering around drunk looking for places to drink.
31	Late night shopping, I often don't finish uni until 6 so cannot enjoy shopping in York until the weekends when it is not enjoyable because it is crowded with tourist
32	More to do other than eat and drink.
33	Longer opening hours of shops, more deals on restaurants etc
34	Cheaper drinking.
35	More bars and clubs should be opened to develop York's nightlife. There are a lot of pubs, but these don't always cater to students.
36	Night buses.
37	More bars that aren't chain bars.
38	Get attractions opening later as well
39	More evidence of purposeful evening activities, including more shops being open until 7-8 pm-ish.
40	Better shows at the theatres - not much to choose from currently. No decent dance clubs eg. jazz or salsa, unless you want to go clubbing
41	Less drunkenness.
42	More frequent and later running buses Shops open longer on a couple of days a week
43	Start by opening Lendal Bridge
44	More non alcohol based establishments opening later.
45	Cheaper bus fares
46	Find some way to stop hordes of drunk young men shouting abuse, and inebriated women being sick on the street
47	I would prefer it if there were less bars and fewer drunk people.
48	Better parking

49	Bring back The Arts Centre (formerly at the bottom of Micklegate) or establish an equivalent space that supports serious clubbing culture (as opposed [offensive] culture of York on a Friday/Saturday night).
50	See earlier answer.
51	More live "street" entertainment. Maybe a monthly or bi-monthly event showcasing local musical talent. Could be with in conjunction with The Duchess, Fibbers, Basement Bar, MOR Music and other local businesses
52	Clean the streets!!!
53	More places to go where you don't have to drink alcohol - there are very few alternatives.
54	Later cafe opening times
55	Late night coffee shops. Few places to take kids for refreshment that wasn't a pub. eg. No where to go after illuminating York apart from rowdy McDonalds.
56	Clamp down on drunken people - particularly men who seem to think it is Ok to shout obscenities, urinate in public etc etc
57	Have more things open that aren't pubs (cafes, shops, library, museums, etc).
58	More shops and cafes open
59	More retail shops open later.
60	Opening supermarkets later in the night.
61	Buses to get home up until 11.30 at night both Friday and Saturday as a minimum, but preferably throughout the week.
62	Everything open later. Places to sit down and relax that aren't bars, pubs, or restaurants
63	More frequent evening bus service after 8pm serving both Railway Station and Fulford - why not keep the park and ride running every 20 mins on Friday and Saturday evenings?
64	Making the environment feel safer for women
65	Later opening hours for cafes and coffee shops - I am unlikely to be tempted into the city by later retail shopping opening hours, but options for places to meet that are not bars or restaurants would tempt me in, and bring more enjoyment.
66	Shops staying open later. Less traffic restrictions!

67	Cheaper public transport More buses after 8pm More taxis available in evening, better lit and more secure taxi ranks. Discounts for local residents Binge drinking & low-level drug taking culture tackled effectively
68	Developing Piccadilly/Parliament Street for family friendly cafe culture
69	Shops staying open later.
70	Less anti-social behaviour - shouting and screaming, [urinating] in doorways, fighting etc...
71	More late shops
72	Later shopping hours
73	More visible policing later on.
74	I would appreciate shops being open past 5pm as it would make it a lot easier for myself to do shopping after work.
75	Arthouse cinema
76	More variety of types of things to.
77	More events in the summer targeted at residents not tourists
78	Food markets summer and winter
79	It is very off putting to to go to the city centre on race days. Sometimes I do not venture into the city because of this. Too many drunk, loud, rowdy and sometimes aggressive race goers. However I'm not sure if the Council are able to make any measures to improve the situation and you hopefully know this is a common complaint of York residents. It cannot be a matter of control, as this would be exclusive, but I think a matter of behaviour of a minority of people travelling to York specifically for the race days. Although I think the policing is very good, the problem seems to either be the same or worse. Perhaps more policing is required on race day evenings? My cousin came through York by train on her way back to Newcastle. She was absolutely disgusted by the behaviour of the people on the train (they all had got on at York, from the races). Perhaps BTP should travel on these trains (like they do at football matches). To be honest I don't think York Racecourse do enough to support either the police or the City Council to help to improve the situation in the city centre or the railway station. Perhaps they should be thinking about providing their own city centre / railway station security patrols?
80	Fewer lairy people
81	Longer shopping hours,

82	Later opening for shops. No one who works full time can manage to get into the centre to shop before they close! Therefore I go out of town to Monks Cross/Clifton Moor. Would be better to keep the business in the centre surely?
83	More interesting clubs
84	Free buses to the city centre.
85	More family friendly activities
86	Abolishing cheap late night trains back to the North East. Make the last train that stops in York on a Friday and Saturday night 8pm and see an instant change for the better. It's not rocket science!
87	More cleaning & more Police, fewer drunks.
88	Later opening hours of shops would mean that I would stay in the city centre longer and more likely stay out for tea and a few drinks
89	Less hen parties!
90	The support of subculture. For a city which could be arts diverse York is very restricted by a facile choice between bars that all offer the same thing. For anybody who wants an alternative there currently isn't one.
91	The centre needs to be a safe, family friendly place that encourages good behaviour and discourages anti social behaviour
92	More cafes, low key music venues, different cultural offers
93	More for younger people to do, a place to go and meet friends that's warm and 'cool'
94	Improved safety
95	Making it illegal for students to spend 12 hours getting [drunk] every night
96	More shops being open to say 7pm
97	Live music, even if it's just coffee house sessions once a week.
98	More bars, not clubs with later licenses
99	Stop supermarkets opening in the evening selling cheap alcohol
100	Clean the streets
101	Limit alcohol sales.
102	Less drunks
103	Shops open later even one night a week
104	More regular shops open late
105	See previous answer, plus more variety of family entertainment and events.

106	Not much that a council can do about it but... more coffee shops staying open in to the evening would be great. 5pm is a misleading time, most people finish work at 6-6:30pm, so there evening is generally 7pm-10pm. Too many events etc stop at 7pm.
107	More Craft Beer Bars Less mass produced lager drinking Barns
108	Open the shops
109	A better atmosphere. It seems as though the city belongs to the drunks once the evening starts. I'd say 5 pm is not a good cut off; the drunks don't start that early, except on weekends.
110	Clean the footpaths. Don't mind the stag/hen do's per se, they're just having a good time, but the physical evidence left behind - the dirt, the vomit, the blood, the rubbish - is disgusting. Have seen no evidence of street cleaning in the 9 years I've lived here.
111	Pubs that don't play really loud music - early on, people are there to chat and socialise rather than dance so it doesn't really create a good atmosphere, it just ends up with everyone shouting to be heard. I love going out for dinner and drinks with friends but we find ourselves sticking to our local pub out of York as we can't hear each other talk.
112	More bars and restaurants and a bit of street entertainment
113	As above and also stop hen dos
114	See above about drinking control and cleanliness
115	Making the city centre more accessible with less buses would improve it dramatically.
116	If shops and cafes were open later.
117	York has a vibrant local art/music/bar/cinema culture and currently the council make it very hard for this to flourish due to lack of interest and punishing good local businesses for the faults of large chains, cheap deals in supermarkets and alcohol day-trippers.
118	More shops open! I prefer shopping in the week to on the weekend when the city is usually horrendously busy, so if even more shops opened later I would definitely visit them.
119	Opening shops longer would be the main thing. I work 9-5.30, Mon-Fri, it's impossible to buy a new shirt for work or any other non-supermarket item during the week unless I rush about at lunchtime. Even till 7pm would make a massive difference. And it's a virtuous circle, if there were more shops open, you'd have more people around the place buying stuff.

120	More police on the streets at the weekend
121	Clamp down on the rowdiness of clubs and late bars
122	More shops open later
123	Later buses so can stay out later or not have to walk home from work
124	Getting rid of stag and hen do's. Diverting race goes out of the city.
125	Cleaning up the broken glass.
126	Have stores stay open longer - especially for the holidays!
127	Better public transport, travel to work by Park & Ride but the sites close too early to leave the car there and this means a trip home and then back in by car, very few buses in the evening.
128	Improve access for cars and increase car parking spaces whilst reducing parking charges
129	More late night shopping, more cafes and coffee shops open in the early evening. More to do
130	More cultural festivals like Illuminating York that kept families involved in the city centre longer, moving around the city and adding the cultural vibrancy and feel of the city.
131	Free car parking on streets in all streets after 6pm til midnight except where emergency vehicles would be impeded. Europe has this in similar cities. Park & Ride should operate til much later-midnight and later on Fri/sats. This would encourage broader demographic and might encourage retailers to stay open later which would make city more popular.
132	Less drunkenness please.
133	During festive periods, improved Xmas lighting and evening events. More visible presence of security eg police/community support
134	Shops open till 8pm
135	Encourage more volunteers to join the Street Angels
136	Free park and ride after 6.00pm and extend certain routes after midnight
137	Have a few more shops and cafe's open in the centre, it would make things a little more exciting after finishing work.
138	If more shops were open, as I used to live in Newcastle and there all the shops are open until at least 8pm.

139	More shops open, more activities and cultural events. Need an arts, exhibition, entertainment and cultural centre (Bonding Warehouse would be ideal venue)
140	Later opening hrs for shops /more family friendly evening markets /street performers like at Covent Garden. Zero tolerance on drinking in the street. Clean up the Micklegate run. Have Street Angels/police to prevent anti social behaviour. York illuminated is so beautiful make the most of this
141	Extending opening hours of larger shops and smaller cafes.
142	Fewer drunks!
143	More activities
144	More parking space available at free or very low cost. It would greatly improve accessibility for more frequent visits and more time spent on the available activities. It may encourage new activities to become available if people knew they could access them easily and not have late night buses to wait around for, reduce the sense of vulnerability etc.
145	Stop the drunkards!
146	More lighting
147	More city centre activities, but not related to food or markets.
148	A reduction in the number of visiting groups that get drunk in the city.
149	Make it cleaner.
150	Properly manage the licences of pubs. Stop them serving drunk people. Shops open later. Cafés open later
151	Longer shop hours and free parking or improved bus links, park and ride opening later etc.
152	Better control of the drunken hoards later at night.
153	York very much attracts people whose main aim is to get drunk. It's very much a stag-do and hen-party destination. If York was able to create a strong after-hours identity - like Manchester or Liverpool - with a vibrant community atmosphere it would be much more attractive to other revellers from outside the city. Free outdoor festivals are an excellent way to make this happen. Hull Freedom Festival is an excellent example of an event which has helped to define a city's nightlife economy.
154	It needs to be cleaner - a lot cleaner and less sick!
155	Better transport options in and out of the city after 11pm - other than taxi's or driving myself in and out of town.

156	Free parking
157	If I was able to use public transport to get in and out of the city.
158	Installation of temporary portable urinals
159	Summer - pavement cafe/restaurants/bars open for longer - street entertainment (organised not blaring out same stuff all night) more relaxed atmosphere after finished work.
160	Already given
161	As previously stated re police uniform patrols on foot in city centre.
162	Apart from the over zealous bouncers I am very happy with all aspects of York on a night
163	More buskers and later shopping
164	Cheaper parking
165	Bigger 'cafe culture'
166	GET RID OF THE DRUNKS
167	Later opening of non-alcohol venues - I include shops and cafes in that suggestion.
168	Somehow - and I appreciate this will be difficult - but persuade less "hen" and "stag" parties to visit the city.
169	More late/all night takeaways, cheaper pubs and bars
170	Greater variety of shops open late.
171	Less ASB
172	Later opening hours of shops and cafes. Why not open an hour later and shut an hour later? If you work in the centre and have to hang around for, say, an exercise class there are very few places open after 5, unless you want to go to a pub (the library being a notable and welcome exception). Illuminating York is great at getting people into the city in the evening, but each year I wonder why the shops don't stay open (how about a very early Christmas Thursday evening late night shopping?) and why the cafes aren't open and doing a roaring trade in hot drinks and mulled wine!!
173	A better cinema - City Screen is great if you like alternative films, but it doesn't show many of the main stream films my son would like to see, I have to hike up to Clifton Moor to Vue. This costs me bus fare and is time consuming. I think it could do with a leisure centre for kids with activities aimed at getting them moving about. Somewhere you could leave them for a couple of hours whilst you shopped in peace. People would be prepared to pay for that luxury. Kids hate shopping and parents hate bringing their kids shopping. No brainer!!

174	Enforcement of law that says people shouldn't be served with alcohol if they are already drunk.
175	More things for younger people and non-drinkers. Cheaper pubs.
176	Discourage stag/hen parties and other big, often drunken, groups somehow
177	If the centre of York had a more safe, and family friendly feeling on an evening that would help.
178	More protective factors, PSCOs? Lighting
179	Better public bus service from Bishopthorpe/South Bank area
180	Less threatening atmosphere from drinkers particularly
181	If locals were more open and welcoming to their students population
182	Open shops later - retail argue they are losing money to Internet shopping but a lot of people now work full time and the shops are only open when you are at work. Open late and you will encourage more people to come into town and shop and then stay to drink and eat
183	More shops open for longer.
184	Get rid of the drunks.
185	More cafes, museums being open and more focus upon family/dining than getting smashed up on Mickelgate.
186	In Newcastle, many of the city centre shops are open until 8pm on Thursdays all year round. If a similar scheme operated in York I think it would help residents and tourists alike, who often feel stranded after 5pm. At present, the main use of York city centre after 5pm is for eating and drinking. If there were, for example, non-alcoholic options available (cafes, non-alcoholic bars), there would be a more 'family-friendly' feel and hopefully less drunkenness and anti-social behaviour.
187	Remove vehicular traffic entirely from key streets so operate more like Stonegate
188	Less rowdy and drunken behaviour.
189	Things are fine as they are.
190	Night buses, cheaper means of getting home after a night out.
191	Better public transport, but also to surrounding areas
192	Less tolerance of group dos? Is this possible?
193	More family orientated area/s. Better policing, particularly in winter

194	Improve bus services, more frequent and running later.
195	That the city and people using the facilities be treated with respect. Not having rude loud-mouthed drunks parading the streets.
196	Less stag and hen parties please but that's probably just my age creeping up on me
197	Better policing of licensing laws
198	Difficult to say as it is unrealistic to have greater enforcement on large groups.
199	Ban stag and hen parties - places selling cheap alcohol
200	If more cafes would stay open later so you don't just have to go to pubs for refreshment. This might encourage more families to use the city after 5pm with a corresponding change in atmosphere.
201	Later retail offer, including the Parliament Street markets
202	Shops open later
203	If only I could feel less apprehensive
204	Keep more cafes/coffee shops open for people that don't want a full blown meal but want a coffee and a snack with work colleagues/friends/partner. Not everyone wants to go straight to the pub and get leathered. Look at what Newcastle does, Live after Five.
205	The German bar in Parliament St was very good. More of that, the food festival staying open later
206	Higher crackdown on anti-social behaviour, gangs of youths, stag and hen parties all ruining the city.
207	Pop up bars, cafes, activities - temporary but effective and adds really difference and ingenuity to York's night life that Leeds and Sheffield don't have presently. Perhaps a pop-up film club that screens films in different exciting locations across the city?
208	Extended shopping hours and more pavement cafes
209	Removal of car parking charges at 5pm
210	More events like open air theatre performances and "moving theatre" like Blood & Chocolate would be more than welcomed.
211	Allow shops to stay open till 7pm year round not just during late night shopping up to Christmas.
212	Shops open later.
213	Make it look better because of high rents and business rates tenants cannot afford to look after their premises

214	If some of the shops stayed open longer - even on specific nights of the week if all the time wasn't feasible - it would mean that a lot of people who work in the city (for Aviva, the council, as well as lots of the shops and restaurants) would be able to make best use of the time. I work in the city centre but often end up going to Monks Cross to do my shopping after work because I finish at 5 and there just isn't enough time left in town. Also, this might cut down problems at the weekend a little bit, because people like me wouldn't try to come in on busier days if we could just as easily come in on a weeknight.
215	Later opening hours of shops. More residential areas within the centre
216	Guests visiting the city have to return to their cars at the park and ride by 8pm in summer and are reluctant to return to eat out of the city. If the buses ran later they would remain in town to eat. This is the comments I have received from guests and friends
217	More child friendly environments...some places don't welcome children after 6pm or 8pm...very different to Europe where families are made to feel welcome
218	Better offerings at the theatres, perhaps street entertainers - fire jugglers, singers. Late night shopping.
219	Just more open. Especially restaurants
220	Ban Hen/Stag parties.
221	Cafes staying open later, family events away from pubs and cheaper deals when eating.
222	Outside areas to sit to read, have a drink(coffee/or alcohol)
223	Free parking.
224	Being able to come to work on the park and ride and then go for a spontaneous drink after work without worrying about catching the 8 o clock last bus or being locked in the P & R. 8 o clock is far too early.
225	Not sure as more activities may not necessarily draw more people in, especially in the dark winter months when many just want to go home after work. There is already an excellent selection of pubs and restaurants in the city. Less anti social behaviour would certainly encourage more people to stay but a difficult one to address.

226	Shops, markets street art, buskers, street performance, music, film, non alcoholic communal drinking areas, dance halls, parks, river cruises, cafe culture, zero tolerance anti social behaviour fines, fairgrounds, free parking
227	I think it's a fine line between attracting the business of hen/stag parties and race-goers whilst maintaining civility and safety in the town centre after dark. Our City is a small place and with the best will we can't expand the pub scene to the four corners of it. However, in an ideal world, I would like to see a reduction in fun pubs and an expansion of the Stonegate Quarter
228	Lighting, like I have said before about Parliament Street area, make it into a spectacle and somewhere to visit. Improve lighting across the city centre and improve bus services. Improve train times too and from Harrogate. Improve bus services to and from outlying villages. The food festival was fab, champagne tent and real ales in Parliament Street was brilliant. Do something like this more often with additional activities encouraging people to visit. In summer that space could be used so much better.
229	Residents only evening offers
230	Later buses.
231	More pubs with entertainment for older people
232	Employ someone to organise "events/activities" in the city centre
233	Fewer drunks
234	I think that stricter policies on not serving customers who are already drunk would be good. It is not about how long people stay out for, it's what they do in that time. I don't think that places need to shut earlier or that there needs to be less pubs/clubs just tighter control on drinking.
235	As I work until 5 it would be good if coffee shops and shops staying open later.
236	Less excessive drinking, cleaner environment.
237	Greater police presence to deal with jobs
238	Good bookshop cafe to go and browse in and more shops open. Reduction in hen and stag dos and reduction in loud abusive drunks
239	Fewer Stag and Hen parties - they are giving York a bad reputation on Saturday nights. If I had a young family I would not take them near York city centre on a Saturday night for this reason.

240	On-street parking
241	Change the hours the shops are allowed to take deliveries
242	Friendly family to go areas, where drinkers aren't welcome
243	More businesses open after 5.30pm, especially coffee shops. Less rubbish in the street.
244	More events like the food festival in Parliament Street
245	In summer, York is still very much busy at 17:00 when a lot of shops are closing. A large campaign to extend opening hours to 18:00 could prove to be very beneficial to both customer and shopkeeper.
246	Less hen dos
247	Later Market, Open Shops, More activities other than drinking.....
248	A place like City Screen that is warm to sit in between October and April!
249	More events for locals
250	Later opening shops and cafés
251	Less beggars.
252	Later opening for shops; ban hen and stag parties, on-the-spot fines for drunkenness and lewd behaviour,
253	A decent cinema chain. Better parking on the north/west side. More active policing outside McDonald's. More outdoor entertainment.
254	Street food stalls.
255	Making the city feel safer and more pleasant to walk around at night
256	Visibility of security in terms of actual people be they police or others on foot
257	More events or things to do
258	Shops opening later as in bigger cities would encourage more shoppers and make it less drinking focused.
259	More coffee shops open
260	I can't
261	Public transport after 8pm in the Rawcliffe area
262	Better late night buses
263	A safer, more family friendly atmosphere with less antisocial and drunken behaviour.
264	Keep shops open
265	Being allowed to park right in the city centre after 6pm

266	No tramps in doorways. Sign posts with times of music/events/busking in the city that day and the next, at the entrance of the bar walls. The buskers would earn more as some are only on for less than an hour.
267	Shops and museums open later: until 8-8.30 at least. Something to keep Parliament Street alive; at least a cafe with tables where families could sit. Tourist information open later.
268	More street drinking like in London and Europe
269	Discourage stag and hen nights
270	Just keep it clean and tidy and light the place nicely, check out some European towns (Bruges, older areas of Paris) they light the places creatively and it can be very attractive, it brings the best out of the unusual or older architecture, it wouldn't necessarily cost much more. Maybe keep some of the coffee shops open a bit later? There's not really anywhere in the centre where you can sit outside and have a coffee after 5.30 they all seem to shut, its fine by the river but it would be nice to have that outside cafe culture that the Europeans have all day. York seems to have a bit of it but then it disappears about 5pm and turns into an English pub town.
271	LGBT Venue
272	Less street cafes during the day. York gets that full you can't get free seating all taken up by others but plenty of seats in street cafes but if you want to sit there you have to buy something. This affects the wife more, she is disabled. My carer and pushes me in the wheelchair. I have difficulty accessing most shops not having a standard wheelchair. There must be more like me.
273	Less [idiots].
274	The Swinegate area has nice feel to it, similar to that of Jesmond in Newcastle with the fairy lights / street lights all year round. It would be nice to see this sort of feel in the corner of pitcher piano/ revs city screen. Perhaps something in the dead space of that central area?
275	Less drunks and antisocial behaviour.
276	Better parking for residents - we do not use as much as we could due to there being extremely limited parking and not everyone rides cycles or uses dirty unreliable buses.
277	Feeling safer. Cleaner!!
278	Abandoning all the anti-car measures put in place over the last few years

279	Clean the rubbish off the streets
280	Better, more decorative lighting to lighten the streets (even main areas are quite dark sometimes).
281	Large bookshop (but Borders has gone)
282	It would be lovely to be able to have a coffee past 6pm in the city. Events like Blood and Chocolate are great for bringing people to the city in the evenings.
283	In the week York is fine and is a great place to be. The weekends are a different story due to huge rowdy same sex groups. Might I add the groups are not students - they are much older.
284	More things happening between 5 -8
285	Closure of Salvation! That plus the opposite takeaway = disturbances waiting to happen.
286	Would welcome more varied activities in the city centre. Shops to stay open later

What new social and cultural activities/events would encourage you to visit the city centre after 5pm?

1	Perhaps some good talks.
2	Been able to drive around MY city
3	Concerts and other music events
4	Quality restaurants
5	Galleries, jazz
6	Any events would be welcome. Evening events are few and far between and when they exist they tend to be poorly advertised
7	More cafes open as opposed to bars
8	Open air music events in the parks and gardens, either live or on big screen. Major sports events on big screen in parks and gardens.
9	Arts centres/galleries open late, more live music venues
10	Anything different, new or unusual
11	Music concerts, cinema, comedy
12	Shops open later, an adult adventure playground near the city centre, night events such as street entertainers.
13	I don't need any more encouragement! Perhaps I'm the wrong person to be doing this survey...
14	Coffee shops being open ie non alcoholic drink venues
15	Better live music. Better variety of clubs.
16	Longer opening hours in shops and banks
17	Shops and cafes open late
18	Fairs and late night markets.
19	Shops open later?
20	Fruit & veg market in early evening hot food market like Singapore hawker centres, concerts or theatre in unusual venues street artists
21	Music events (Oxjam style), promenade theatre, secret cinema, pop up shops and cinemas.
22	Shops open longer, more choice in cinemas and theatre shows.
23	Events in the gardens Fairs, fireworks
24	Late night shopping, art galleries/museums opening late some evenings, more theatre
25	Later shopping!
26	Live music venues
27	Outdoor cinema in the summer,
28	Open air theatre, night market, gigs

29	Evening cycle racing
30	Street performances/ events
31	More pubs serving food later than 8pm to avoid the need to visit restaurants for food.
32	More night markets and outside activities such as Blood and Chocolate
33	Festivals, fireworks, street performances
34	Concert venue suitable for bigger-name musical artists (comparable to locations in Leeds) More casual food options (i.e. not sit-down, table reservation-style) open later
35	There should be more non-alcoholic places to go. There are a lot of new international students that arrive at York and we don't drink. If we don't want to drink then we don't have many places to go. The only things open are pubs. Nowhere to really socialise.
36	Music concerts
37	Bazaar
38	Cheaper drinking.
39	Clubs, themed nights, open mic evenings, karaoke, open air cinemas, bar crawls, theatre shows (all at student prices)
40	More live music events
41	Less chain bars and pubs, more unique
42	Coffee shops open until 7 as want a coffee but restaurants and pubs not ideal.
43	Shops staying open later
44	More lectures and exhibitions. Also more art-house type film shows.
45	Jazz club Larger salsa/dance venue Arts centre activities Late night shopping
46	Evening open air barbecues, food stalls, etc. Festivals. Firework displays.
47	A better bus service in the evenings would help
48	More cultural activities
49	Ones that celebrate the history of York and are sympathetic to its cultural heritage. It's easier to say what should NOT be encouraged, namely: - stag and hen parties - loud music venues - places that encourage excessive drinking
50	More events such as the light shows and outdoor events (sports, theatre, etc.)
51	Free parking
52	Shopping

53	A decent nightclub for a more discerning clientele!
54	Better music venues
55	I would love the art gallery (when reopened) to do a late evening once a month or something, like some of the big museums like the V&A, Met Museum of Art etc. I know these are massive institutions in large cities, but I believe there might be a market for some sort of paid entry evening event that is cultural, rather than booze based. I would go.
56	More festivals and musical events. It's difficult to find the time to visit things such as food festivals, farmers markets etc. when you work full time. Weekends get taken up by other things most of the time
57	Better shop opening hours, so can go shopping after work. More places to go to relax or meet friends that don't involve alcohol - more coffee/tea lounges open. Events like Illuminating York and food festival are brilliant after 5 activities.
58	I wish coffee shops were open later in the evening.
59	Outdoor activities in summer
60	Visual art, music, some disposable income
61	More theatre and concerts. Premises that provide for non alcoholic drinking - such as coffee bars. The provision of late(r) closing of coffee shops might also encourage some to go for coffee after shopping rather than straight to drinking - with less drunks wondering around in the early evening.
62	More cafe type venues and late night opening shops - I'd like to be able to socialise after the shops are shut but do not particularly like the atmosphere of pubs, especially on a Saturday night when York has a surprisingly 'rough' atmosphere. The assumption that we all want to get drunk is very annoying! Visits to America always make me envious that you can meet friends in Starbucks, book shops etc after work. We used to have Borders for that but not anymore. York tends to have a dead atmosphere after 6pm in the week and a horrible drunk atmosphere at the weekend!
63	More cafes open, perhaps with singers more for over-30s
64	Shopping
65	New festivals, new music and new theatre. Outdoor productions that make the most of York's historical architecture in a new way.
66	More late night cafés. Fewer bars. More free wi-fi. Places to while away an hour waiting for friends
67	Late opening shops
68	More festivals, markets and events like Blood and Chocolate

69	Well lit cycle ways, secure well lit cycle parking, not tripping over piles of retail waste left on pavements to be collected by council the next day
70	Outdoor events in summer evening shopping events
71	Art/museum late openings. Live music.
72	Later opening of cafes and coffee-shops.
73	Fashion/music shows
74	One-off events e.g. Illuminating York
75	Swimming pool. Continental style street cafes (outdoor heating).
76	More activities in Parliament Street (e.g. as per food festival) would be good, but activities finished too early (9pm) this year.
77	New? Why new?
78	None
79	Concerts, talks, events
80	Reduced bus fares into York
81	Shopping
82	More cafes open after 5pm, not just bars and pubs.
83	More music events, more restaurants.
84	Arthouse cinema
85	I don't know what new events would bring me in but I like to come for the festivals and evening fairs and markets
86	Food and drink festivals staying open later in the evening Street theatre and music events Shops open later
87	More late night cafes, street performance - music/theatre
88	None. York already has enough venues, bars, activities and events in the evening.
89	Outdoor events/exhibitions, Christmas markets in the evenings,
90	More music events/gigs, perhaps better jazz nights or evening fairs/markets
91	Late night shopping Food markets
92	Better clubs/bars - fewer like Salvation/Tokyo
93	More places I could drop in to with my daughter (and occasionally the dog!). Unless we are going out for dinner the city centre shuts down at 5 for families. More street food, places to buy snacks/puddings open till 8 like on the continent, markets (food festival/continental etc) open till 8. Late night shopping monthly.
94	Music events / festival.
95	New and different variety of events like the minster in light was good
96	Late opening shops and cultural offers.

97	More bars that open very late and offer something different. Seems to be an odd running trend of bars blasting music louder than conversation. These are all bars without dance floors, so why do they make it so hard for people to converse in them? Often end up hanging outside in the freezing cold smoking section (I don't smoke) just to chat. Sotanos has been a much needed addition to the evening drinking options, although it is expensive and it would be good to see cheaper alternatives.
98	Bands, festivals, fairs, exhibitions
99	More non alcohol options open late, more late-night cafes. More cultural events that use city centre space and create different social dynamics
100	Outdoor seating for bars and restaurants, for a more lively feel!
101	Markets Indie popup shops Music
102	I'd like to see the Arts Centre resurrected.
103	Late night shopping!!!
104	Free live music.
105	In summer more late night cafe style bars with outdoor eating
106	Happy with the current offer
107	Late night museum /gallery openings Art events like Illuminate York. Minster events
108	Family events such as Illuminating york
109	More buskers/entertainers, more outdoor eating areas. Restrict traffic to make it family friendly. Discounted buses for local residents after 6pm.
110	Shopping
111	Evening events such as comedy nights, book signings and late opening cafes.
112	More things like Illuminate York
113	Fireworks back in Clifford's Tower
114	Late night markets (themed one), pop up bars and restaurants as well as city wide open-air festivals (that are accessible - not too high minded)
115	Late shopping opening times. Outdoor concerts. Markets.
116	More cultural events such as the recent Blood and Chocolate, the light display or musical events
117	Less buses so I can get there
118	I already do visit the city centre after 5pm, but it would be good to have more shops open later.

119	Cinema, pubs, restaurants, gigs, would go more often if there were more on
120	The short film festival is very good model. Businesses diversify by screening the short films.
121	Festivals, open air events
122	Evening markets. Events during the week for those who work weekends
123	Late opening museums
124	Later markets in city centre
125	Pubs serving food after 9.
126	Festivals, evening markets, open-air cinema / theatre
127	More retail and cultural offerings open later to offer alternatives to dining and drinking culture
128	Comedy mid week, live music, lectures
129	Music events, historical
130	More good dining More like Blood and Chocolate. Shops open later
131	National or sports events
132	Buskers and late street markets
133	A new nightclub or night time attraction would be good for York. Another cinema in the city centre, also more night-time activities like the illuminations are good at pulling in visitors and tourists and boosting up the economy in the area.
134	More cultural entertainment, music, arts, exhibitions. Shops open.
135	I would encourage more events for a wider range of people so that the venues do not become unbearably crowded.
136	More family friendly non threatening activities like recent Illuminating York, Blood and Chocolate etc
137	More displays in the style of Illuminate york
138	Places you can go for a coffee and sit and chat easily with friends without having to shout over bar noise/music etc
139	Better theatre and bands. York seems to only attract third rate performers.
140	Reducing the number of stag/hen parties. I won't go into town at the weekend because it is so noxious.
141	A comedy club
142	More live music, in particular open air in museum gardens. Why not a last night at the proms; brass band or even local bands.
143	Outdoor theatre productions

144	More activities like Illuminating York - it was good to see so many people/families enjoying our beautiful city
145	Non-alcohol related. We've dozens of coffee shops - some should be open later
146	Shops and cafés to stay open later
147	Book events with authors?
148	Generally I like gigs and nightclubs. There are a good number of both live music venues and nightclubs in York, but not lots of variety. When visiting other cities - for example Leeds, Manchester, Liverpool - there are whole pedestrianised nightlife areas which feel safe and vibrant places to be. Swinegate in York has something of this vibe, but I can see potential for this in other areas, particularly the area around Micklegate, Toft Green, Rougier Street.
149	Folk clubs, pub quizzes, theatre
150	Multiplex cinema, large comedy club
151	Shops to be open for longer to compete with Monks Cross, Pavement cafes to stay out for longer into the evening and more of them.
152	If there were more cafes serving coffee/hot chocolate/ice cream/light meals. I came to the Illuminations on Wednesday and we couldn't find any where other than pubs or bars to go for a drink - Betty's was open and very busy, there was City Screen but I didn't remember this at the time. We thought Costa Coffee or Cafe Nero might have been open given the special event that was taking place but they weren't. I was very disappointed that I couldn't find anywhere to sit and have a drink - I have difficulty walking and standing for any length of time and in the end we went to a pub. I enjoy City Screen and the odd concert or book reading at the library but don't really go to any other events - if there were any galleries open that would be somewhere to go too. I'm not keen on the loud behaviour later on in the city so tend to say away
153	More shows at the theatres.
154	I think York has most things covered I am interested in.
155	Shows/ early evening time buskers
156	Shops open
157	None. It's not a place we'd want to be after 5

158	Alcohol free venues - to encourage more divers, groups to socialise together, e.g. more coffee bars serving drinks and light meals in the evening. There are bars serving coffee etc., but those who are unable to use venues serving alcohol (e.g. for religious/cultural reasons) are excluded. Also, tourists to the city expect more variation in venues to encourage them to use evening venues - sometimes visitors looked shocked on our streets at night. A more diverse economy would discourage the extremes of alcohol fuelled behaviour.
159	There are already a lot of things to do after 5 in the city centre
160	A better selection of social areas that cater for more mature people and that are child friendly. I think a lot is focused on young people and elderly people. But if you are like myself in your 40s then it lacks in many areas. York has restaurants in abundance, but I don't eat out very often, its too expensive. So I'm left with Micklegate - wouldn't take a dog that side after 5pm, or bars like Kennedy's - grossly over priced, snobby and for the under 30's. Where in York caters for my age group?? It's lagging behind other cities, I would rather go away for the weekend and socialise elsewhere, or have friends round to my house than have a night out in the city I live in. Sad really!!
161	More theatre and culture.
162	Live music events.
163	More good quality pubs
164	Nothing
165	Ones that are child friendly
166	Covered markets/arts or music events such as run by The Arts Barge
167	Food events and festivals. Tasting evenings and live music. Christmas market
168	Shops staying open later - less alcohol related entertainment
169	Places to socialise and congregate in the dry without money grubbing Northerners around every corner demanding half of our student loan for poor service and alcohol we could just as easily go down to Asda and buy
170	Events at bars/ restaurants and landmarks
171	Outdoor plays/music/shows. Places to eat. Places to sit and chill with friends without a clear obligation to buy something.
172	Better evening bus service (back to Selby). Less drunkenness on the streets, can range from unpleasant to intimidating, even early on. Not having to come to work the next morning :-)
173	Later opening cafes, music events

174	More open air theatre/events like Illuminating York, free cultural events
175	A swimming pool
176	Good sized music entertainments centre
177	Large screen TV events
178	Live bands.
179	If my bus service ran past 8pm, and was more frequent than every 30 minutes at the best of times, far worse at less ideal times.
180	More music
181	More art/cultural places to be open
182	Late markets-outdoor theatre/music -buskers into the evening Outdoor cafes in dry weather
183	Open air theatre during the summer/early autumn, like the recent Blood + Chocolate. Themed events/lectures/discussions on York related issues eg history. The cost of these things would be a major factor, and keeping it reasonable would probably require a lot of sponsorship from commercial bodies.
184	Better retail facilities. Cultural activities starting earlier, more family friendly events, Late night specialist markets, more learning facilities in city centre rather than out at schools
185	Music events theatre etc. Shops being open until 8 pm as on the continent
186	Shops open later, more free/open events. Late closing of the special markets?
187	Theatre, concerts, cultural events
188	More family friendly activities such as the Illuminate York or the Blood + Chocolate show or even just that shops open longer. Events that discourage the hen and stag dos and make the city centre a nicer place to be for the entire family. I finished a meeting at York St John last week at 5pm, walking back to my office on the other side of town I could not find one independent coffee shop to stop for a drink, why is this? I don't want a clinical coffee from a chain, all those lovely coffee shops on Gillygate and not one was still open! Why do shops not realise that if they stay open people will stop on their way home from work and spend? Recently we were in Spain and in an evening whole families are out enjoying the city. We come back to York and despite this being such a tourist hotspot after about 3pm in an afternoon the city is full of drunks, making it a nasty, intimidating place to be. Coming back to York from holiday I realised if I was visiting I would be disappointed by York's evening offering.

189	Festivals, alternative markets open
190	An extension of the Illuminating York festival with temporary light art installations, more social activities for young adults in the city besides drinking - this could include video gaming societies or other such hobbies and clubs, and any interesting retail opportunities that could be opened during this time.
191	Special events
192	More events at the library or more family focussed events. We currently nearly always come in after 5 just to go to the cinema or the theatre, very rarely go out to the pubs and restaurants
193	Events in the newly refurbished Parliament Street, especially family orientated events, outdoor theatre of some sort.
194	I would really like to see the shops/cafes stay open later. Especially from April to Sept/Oct. I am often in town after the shops have closed and there are so many people and tourists still wandering around. There could be a really nice later evening atmosphere in town if the whole place stayed open later. Make a shopping/cafe culture that could rival the boozy hen/stag culture that is growing.
195	None
196	York already has a really strong presence in terms on festivals and theatre, but it would be nice to see more of this. Site specific performances in unused buildings for instance (subject to health and safety) would help to make use of these sites and would give residents a reason to visit them. More child-friendly activities in the early evening would maybe also prove beneficial - if these are available already then I don't know where to find them (Full disclosure I've only been living back in York for 4 weeks). I remember a few years ago there was a lovely arts project which projected coloured lights onto the ground opposite Coopland's bakers in town - everyone loved it and it just made using the city more fun. On a personal note it would be really great if there was a non-alcohol serving coffee bar or something which opened until later on in the evening (10pm?) as I don't always want to drink, but after a certain time there are limited opportunities for friends to meet.
197	Less hen and stag parties and drunken people would entice us back into the centre.
198	Keeping the park and ride open later even with a skeleton service
199	Bars with a Parisienne feel
200	Social activities that do not include the York drunks.
201	Things suitable for families, in a warm dry environment and away from pubs!

202	Events such as Illuminate York
203	More comedy club type activities, such as the Hyena cafe in Newcastle which has a wide range of attendees and keeps an eye out for any troublemakers which are escorted out.
204	Night markets and other attractions that allow all of the community to get involved: http://www.standard.co.uk/goingout/attractions/nighttime-food-markets-in-london-8709621.html There is far too much emphasis on meeting the demand of a small section of society at night for example...18-25 year olds / tourists / stag do's. Local events such as ire, vibes and other music nights put on by the working men's clubs are thriving and do not cause trouble or even have bouncers. These venues are crying out for fresh faces and desperate to find ways of engaging the community. So we have venues, workers and talent available - what is stopping our city become more diverse at night????
205	A wider variety of cafe bars and restaurants which are not targeted at hen parties and stag dos
206	I enjoy the family events, such as the forthcoming event in Museum Gardens 5.30-6.30 about outdoor and night-time subjects. Festivals etc.
207	Drive in movies/outdoor screenings Free events
208	Concerts
209	Larger pubs with more entertainment going on in them - like in Newcastle. More well-known names at the theatres instead of the old ones. Restaurants with entertainment or something going on
210	More live music - jazz - classics - gospel - acoustic more affordable drama
211	None
212	There is already plenty of activity
213	Late night outdoor cafe areas in the summer, more live music events in small venues and an ice rink in the winter.
214	More live music of all varieties.
215	Nothing
216	Recent events like Blood and Chocolate have been great - more creative and imaginative than usual. More art events. More music events
217	Open air evening concerts, evening markets
218	Events in the city Centre

219	The City is becoming increasingly popular for stag and hen parties on weekends. From 3pm the streets are full of drunken people which is very intimidating especially if you have a small family. I don't visit the City after 3pm on a weekend if I'm with my family. Last week I visited the theatre with my grandmother and we went for a quick drink prior to this, it was very uncomfortable in the public house as there were lots of drunken people. I find it a great shame York is getting a reputation of a good place to drink. The difference between York and say, for example, Nottingham is the size. York can't accommodate tourists, visitors and drinkers together, we don't have the space. Other cities have different places for drinking, visiting and shopping, in York we mix all three together very badly.
220	I think the range of organised social/cultural events is good, and there are plenty of venues for these types of 'curated activity'. What we lack are spaces for groups to gather and meet after work that aren't restaurants or pubs. You would be hard-pressed, for example, to find a coffee shop that was open after 5pm; the only exception being a handful of chains open till 6 or 6.30.
221	I think the level of social and cultural activities and events is quite good. What would encourage me to visit the city centre more and stay after 5pm would be a reduction in the often aggressive and drunken behaviour that is present after 11pm.
222	More "must see" events like Illuminating York and the Blood and Chocolate shows. Also, late night opening for shops in the summer would be a boon.
223	Cafes open later
224	Evening market. Shops open. Open air activities during the summer months.
225	Evening shopping Cafes open till 9pm More arts type events
226	The town centre is geared up far too much for students and tourists - I don't want to spend my evenings sitting in a pub or restaurant full of drunken 18 yrs old. Where's the encouragement to locals to come out
227	Late night opening shops and cafes
228	Cinema, sporting events, musical events, theatre.
229	A nightclub that doesn't allow 12 year old in. A decent cinema chain (not Picturehouse). Better parking to the north and west of the walls. It's abysmal.
230	Night time markets
231	Family friendly eating. Cafes and ice-cream parlours. Continental markets food festival etc.

232	Sections of the city with better policing of acceptable behaviour - sometimes York doesn't feel particularly welcoming at night (beggars, drunks, etc.)
233	More productions like Blood and Chocolate, Illuminations. Later shopping in summer, live bands and musicians, various types or themes in evenings eg Parliament Square eg a jazz week a folk week etc
234	More real ale pubs and cheaper restaurants.
235	Music events, evening markets, Christmas carols, winter wonderland
236	More live music
237	I go for cinema and theatre and to eat out mainly
238	No idea
239	Theatre, outdoor theatre, art projects, museum special events
240	Shops and markets open after 5pm to complement the bars, cinemas etc. and late night buses to take us home safely.
241	Cultural activities, with a provision for parking
242	Parliament Street Market, Farmers Market, Outdoor music dance
243	Shops, cafes (tables outside) and museums open later. Street entertainment.
244	More music, bands, opera, ballet things like that, and some better venues
245	A full time LGBT venue
246	A proper music festival somewhere suitable for wheelchairs
247	If its not a regular night out I only come into the city at night for things such as Illuminating York or the festival of angels, these outdoor / street events are most interesting to me
248	None. I would be encouraged to use the city more at night if it wasn't full of drunks.
249	Better resident parking and access to city centre is the only thing we need.
250	Clean streets and many fewer drunks
251	More music / bands maybe
252	Live music
253	Wider range of better (non-chain) restaurants. Pubs (rather than bars/clubs) open after midnight. Wider range of more challenging theatre.
254	Theatre, cinema, eating, drinking, social

255	Better live music venues with better music. We often don't visit pubs in the city centre at the weekend due to being unable to get in on account of copious amounts of stag and hen dos. We'd spend more time in the city centre if we could get around that.
256	Early evening cultural events Evening classes that start at 5.30 or 6 pm
257	Cheaper bus fares
258	Longer retail opening hours or additional late night shopping nights. More fun activities e.g. bowling. The Ice rink at Xmas should be brought back into the centre. Some of the special markets could be run in the evening to encourage more visitors. Street plays etc



York's Tourism Strategy

Interim Document

York - Compelling, Exceptional World City

Tourism is one of York's most successful and important industries. The competition however is fierce and there is no room for complacency.

In recognition of this, City of York Council and Visit York are working together to produce a new business strategy for tourism to drive the city forward.

We are very grateful to those of you who have given your time to contribute to the consultation. This document provides an update on the progress we are making towards the strategy and sets out the direction of travel. You have told us that putting York at the heart of everything we do is key to achieving your ambitions. The approach is outlined in the following pages.

Over the summer we will be engaging with you as we start to produce detailed action plans for the strategy. Please continue to send us feedback on your views via: tourismstrategyfeedback@visityork.org.

After extensive consultation with York's businesses, key tourism partners, the travel trade and customers, we believe that the strategy must be built on three core principles:

1. York is the Brand

Our strength is that the 'York' brand name and brand values have high level recognition within the UK and internationally. So put York at the heart of what you do and the rest will follow.

2. Grow the Sector

Helping to make York a top five UK city economy and a top 10 European city, delivering GVA (gross value added) and high quality jobs.

3. Business Proposition and Perspective

Led by strong sustainable businesses, success will be measured in terms of business growth.

What's our aim?

Our aim is ambitious but realistic. Starting from our current baseline and working through co-ordinated sector action plans, we believe we can deliver **a doubling of the value of tourism to the economy**. This means a £1billion industry creating an additional 2,000 high quality jobs.

How will we do this?

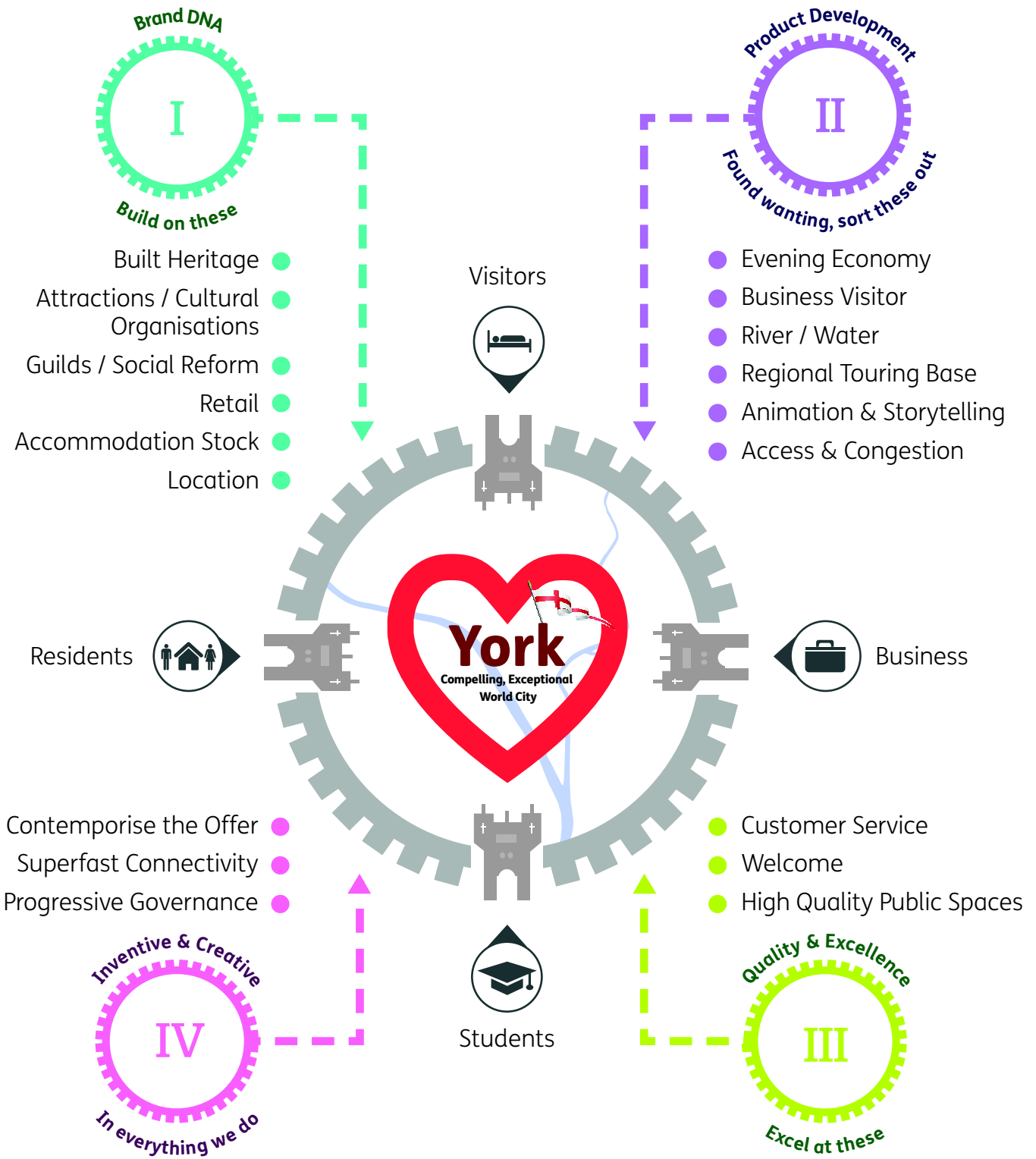
It's all about customers and there will be different approaches for each market segment.


We will:

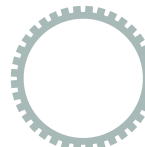
- ▶ Tackle seasonality
- ▶ Encourage more business visitors for conferences and meetings
- ▶ Extend length of stay – both business and leisure customers
- ▶ Increase spend of domestic day and staying visitors
- ▶ Increase overseas leisure and business visitors



The Approach



 **Start with the Heart.** Make York the heart of your organisation and the rest will follow.

 Encircled by our customers, champions, supporters

Some of your suggested actions

Brand DNA

Build on these

- ▶ Re-focus on aspects of the visitor offer that can be promoted as new visitor attractions in their own right such as the city walls and street markets
- ▶ Make known York's distinctive character:
 - ▶ 2,000 years of history
 - ▶ World class attractions
 - ▶ Eclectic mix of independent retail and high street brands (fully integrating retail into the tourism offer)
 - ▶ Vibrant festival programme
 - ▶ Sustainable walking and cycle friendly city
- ▶ Exploit York's unique mix of modern day and historic entrepreneurship and radical reforming traditions (e.g. the York Guilds, the Quakers, the Joseph Rowntree legacy)

Product Development

Found wanting, sort these out

- ▶ Grow the evening offer, for example, initiate a 'First Fridays' concept as the initial step in encouraging new entertainment choices

- ▶ Unleash the potential of York's contemporary offer – harnessing the innovation of our SMEs to make York the 'beating heart of the region'
- ▶ Prioritise the business tourism sector to position York as a world class destination, generating more conference and meetings bookings
- ▶ Address the January to Easter low point with new products such as a winter festival
- ▶ As a major driver of repeat business, focus on high impact events with a national / international profile that will create a quality, year round calendar
- ▶ Develop York's rivers for leisure and navigation, for example, Park and Sail, river trails, new access to the river and improved gardens
- ▶ Remove barriers to access by getting Park & Ride services running later with overnight parking, introduce pay on exit car parks and digital car park space information
- ▶ Position York as the key gateway and touring base for Yorkshire making it a one-stop shop of connections and easily accessible from the rest of the UK and Europe

Quality and Excellence

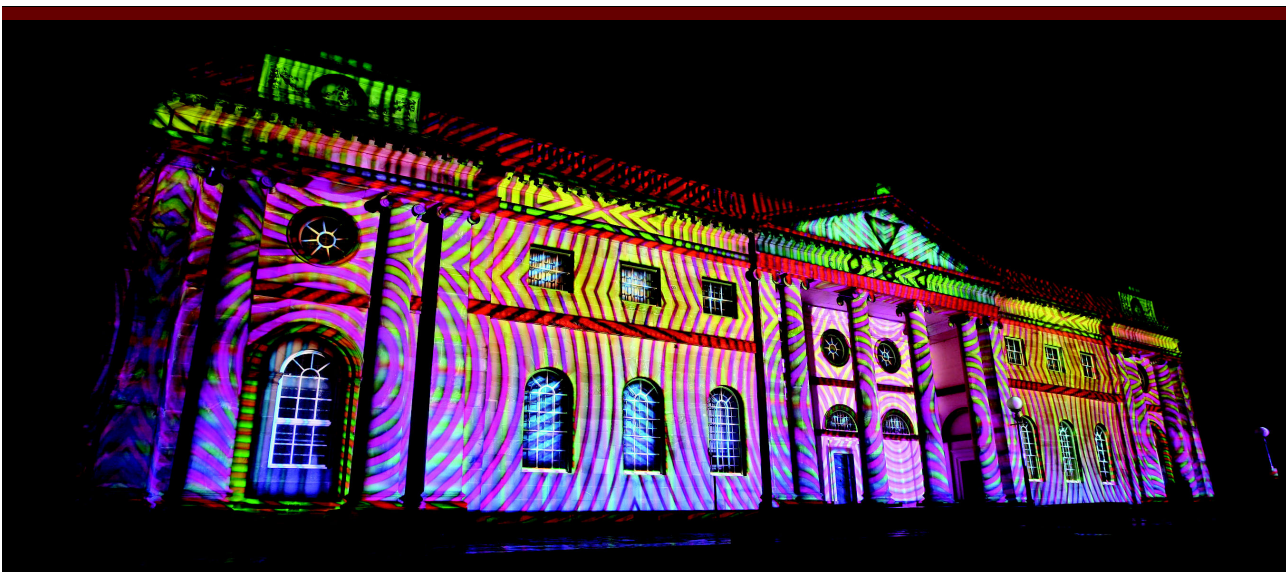
Excel at these

- ▶ Actively manage the visitor destination by bringing together the city centre, public realm improvements, investment in toilets, public art, lighting and way-finding
- ▶ Encourage 100% of York's tourism businesses to sign up to Smarter York to ensure the best quality public spaces. For example pavements outside premises are kept clean
- ▶ Create a 'York Welcome' with all businesses going out of their way to deliver exceptional customer service. By taking the lead from London 2012 we should recruit our own *York Makers* and offer the highest quality training for businesses

Inventive and Creative

In everything we do

- ▶ Be at the forefront with technology, especially mobile, social media, mapping, apping and geocaching - augmenting reality to bring the city to life and making the most of our superfast connections
- ▶ Challenge and support businesses to develop high quality products and attractions that establish York's cultural offer as truly international
- ▶ Develop new ways of ensuring visitors make the most of what's on in the city, for example, using digital screen technology and a re-packaged York Pass
- ▶ Develop creative marketing campaigns for consumers and groups



York's Tourism Strategy

Next Steps

To deliver the ambitions set out in this document, we must explore new ways of working together, underpinned by the following:



Your input would be very welcome.
Please email your views to:
tourismstrategyfeedback@visityork.org

Jane,
Lady Gibson

Chairman,
Visit York



City of York
Cllr. Sonja Crisp

Cabinet Member for Leisure,
Culture and Tourism

Improving Evening Culture Scrutiny Review

Information on Proposals for a New Marketing Organisation

The aim and outcomes

The aim of pursuing this new approach is to build on the city's strong quality of life, culture and people assets to attract more investment and visitors to the city – creating a more professional and dynamic approach to promoting and securing interest in doing business in, visiting and living in the city of York.

The proposed outcomes are:

- To deliver greater inward investment, and thus market share, for York in its key growth sectors, including those sub-sectors in which the city has a strength of assets, particularly life science – related industries, high-tech industries and business services
- To increase the value of the visitor economy through promoting innovation and higher quality in the existing offer and encouraging high value visitor economy investment
- To achieve a stronger coordination and promotion of the city's profile and cultural offering underpinning that profile

The principles

A new way forward is sought on the basis of the following principles:

- **A joined up approach to “Brand York”** – Although there is a need for different marketing strategies to different audiences, the new model will seek to coordinate those various “sub-brands” and strategies to align and work together to the overall “Brand York”
- **A joined up offer for business and visitors** – The new model will provide a truly joined up, professional and supportive front door for the city for visitors and business looking to explore what the city has to offer them. However, there are a multitude of agencies and organisations working in markets beyond the city every day, and it is recognised that a business or visitor should feel as welcome and get the right message at whatever point of contact they make.

- **Coordination not duplication** – the new model will establish a framework within which partners can come together to promote the city as a destination for living, working and visiting, and creating a coordinated offer.
- **The culture of the place is fundamental** – Culture, including the full spectrum of creative and cultural industries, including the heritage of the city, the arts, and innovation which is quickly developing in the city, is the city’s distinguishing asset and the golden thread that links both the visitor and business economy.
- **Commercial viability** – Whilst the Council and other public sector bodies may currently be able to support the activities envisioned in the new model, there is a growing recognition that the public purse is facing further constraints in future, such that any new model will need to develop commercial viability, partially in the short term but much more so in the future. This commercial basis can be derived from a number of income streams, several of which are explored later in this report and will be explored fully in the development of a new model.

From the outset the new model will deliver against the following remits:

Branding

- Develop and manage a **strong, clearly identifiable destination brand** that will help us to attract investment, talent, students and tourists. Engage all businesses and organisations as brand ambassadors along similar lines to what has been achieved with I Amsterdam
- Lead on a **proactive marketing strategy for the city** that will increase York’s share of domestic and international markets – both in terms of the visitor and wider economies

Culture

- **Attract / facilitate high impact, strategic cultural events commensurate with developing York as a world-class destination** - pulling in the cultural events function currently provided within the Council
- Coordinate and champion the development and delivery of a **city cultural strategy and ambition**, for the benefit of residents, businesses and visitors alike, including the development of a framework for monitoring performance and progress

- **Take a proactive role in “curating” a cultural programme that will deliver against the city’s cultural strategy**, directing strategic programmes and identifying key projects and partners to deliver them

Business and Leisure Visitor Economy

- Deliver an exceptional world-class service for leisure and business visitors using digital, telephone and face-to-face **communication**,
- Establish a joined-up approach to **product development** involving tourism, cultural and leisure businesses to generate investment in the city
- Deliver a city-wide approach to **lead generation for conference activity** –creating a “York sales team” to win convention and meetings business and resourcing a full conference desk support service
- Provide a **city-centre management function** to ensure the best quality environment for visitors, residents and businesses

Business development

- Where appropriate, coordinate **support to and encourage innovation with businesses** through local, regional and national partners
- Provide **proactive lead generation in inward investment** for the city, acting as a first point of contact for interested businesses, investors and developers looking to invest in or locate in the city.
- Scope and engage with **potential new domestic and international markets** for the city of York to target for business opportunities and connections – whether inward investment, joint venture or other such opportunities.
- **Provide sector intelligence** to the Council and other partners shaping public and other services for business.

This will be a **highly proactive, private-public sector led approach** fitting with the York Economic Partnership’s aim to create the environment for business growth. It will sit alongside the proposed joint venture for development, which will target the establishment of the hard infrastructure – sites and physical infrastructure, including roads, rail, digital and energy provision.

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York Consortium Refresh York Project

Information on 'York Red Letter Nights' Indicative Programme

Imagine you are visiting York some time in 2015.....

The York Consortium has devised these possible scenarios following the principles and values of Refresh York. They show how we will engage a range of visitors in contemporary culture, from the first time visitor who knows little about the city, or the determined cultural tourist wanting to dig a little deeper, to the business visitor with time on their hands, and the potential overseas city-break visitor scanning what's on online. In general these events, which may an hour or two and take place once, or be repeated nightly for a week, will be free of charge and take place in public or easily accessible places, and will bridge the gap between the major attractions closing and evening entertainment starting.

January

You, your partner and your daughter are staying with your brother and his wife, a not quite annual event. But this time is different. Your brother suggests a Red Letter event later that day might interest you, as it digs into York's past and promises to show it in a new light. As part of the annual Residents' Festival the Red Letter people have brought together the Rowntree Society, with its archive of the lives and work of members of the Rowntree family who were instrumental in early studies of working-class life and poverty in the city, and a group of talented young artists studying at York St John University. In a dozen terraced houses in streets within walking distance of the City walls, short and inventive videos are being projected each evening in the front windows for those walking past to see. A trail – in print or on your phone – will take you to them, and introduce you to the creator of the video and tell you more about how to discover more.

March

You and your partner are in York for a 'culture and heritage' weekend during a trip to the UK that includes stops in Edinburgh and London. You have been meaning to go into the Minster as you want to see the East Window which can now be seen afresh following a £10m restoration programme.

With the Minster the National Centre for Early Music has organised a nationwide event to find the Renaissance Choir of the Year, and over two hours, as the Minster is closing, you do a 'choir crawl' around five churches in the city where five amateur choirs are each performing a work based on Revelation, the subject of the medieval glass in the East Window. You are amazed and inspired to find such a strong culture of amateur performance and tell all your friends about it. (York Minster and the National Centre for Early Music)

May

You are a business visitor staying at the new hotel in St Leonards Place, and you pick up a leaflet about the newly transformed York Art Gallery just along the road. You don't know much about modern art, their current exhibition, but you do like to stroll in city squares in the early evening. In Exhibition Square you are amazed to see that the De Grey Rooms seems to have been turned inside out, with its interior displayed on the front wall facing the new square. Meanwhile you can hear an intriguing sound coming from the grounds of Kings Manor, and as you follow it you realise that there are two further groups of musicians who are accompanying a pre-recorded sound installation, in Museum Gardens and in the New Gardens behind the gallery which can now be reached directly from the Square. You make a mental note that your city break this autumn will be in York and that you will spend a couple of hours in the Gallery. (York Museums Trust, Aesthetica and York University)

June

You and your family have just left the The Jorvik Centre and are walking up Coppergate when you see that The York Archaeological Trust has a display in an empty shop in the city centre giving a hands-on, and quite gruesome, view of the ways forensic archaeology is used to establish the causes of death from what could be very ancient remains and artefacts. Your teenagers are immediately fascinated and, as part of the display they watch one of nine short films which Aesthetica has commissioned through a competition connected to their Short Film Festival, dramatising the lives and deaths of the exhibition's subjects. You consider making a return trip in November for the Aesthetica Short Film Festival. One of your teenagers

considers applying for an undergraduate course in York. (Aesthetica, Screen Yorkshire and York Archaeological Trust)

September

You and three friends from work are ending a full day of sightseeing by exploring the display of historic railway carriages at the National Railway Museum when you spot that there is a free downloadable podwalk which adds an unexpected dimension. As you walk around the outside of the carriage, actors from York Theatre Royal give audio-performances of some of Shakespeare's sonnets selected for their resonance with themes such as joy on meeting and sadness on parting, that are embodied in these evocative interiors. You make a point of picking up a programme for the Shakespeare Festival happening later in the year. (National Railway Museum and York Theatre Royal)

October

You are part of a global online network of Cold War archaeology nuts. Following an online event listing you join a group of visitors in York, some of whom are interested in the period during and after World War Two, others in contemporary immersive theatre. Taken to a Cold War bunker outside the city at dusk, you are riveted by a dramatised reconstruction of imaginary events using the bunker's equipment and facilities had the bomb ever dropped. You immediately post a strong recommendation on your blog, on Facebook and Trip Advisor. (English Heritage and York Theatre Royal)

November

Walking across (car-free) Lendal Bridge at dusk in the direction of the station you see a figure striding – apparently – across the face of the tall office blocks on the other bank. As a cheer goes up from the balcony of the City Screen and the neighbouring bars you realise this is a piece of outdoor theatre and you, and others, stop to watch as it plays out. From the credits you see this is also playing on digital channel York TV. The man standing next to you recognises the piece from a trail on the welcome screen in his hotel room and volunteers information he has picked up from a piece in One & Other which he has also brought with him from the hotel. You book mark the channel on your iPad. (One & Other, Pilot Theatre and SCY)

December

You are a weekend visitor leaving the Minster as it closes, which you enjoyed even more because the choir seemed to be going through a rehearsal for a major event, but as you leave by the South Door you realise you can still hear the choir. It continues for another hour through a projection onto the nearby external stonework and, a while later the projection changes to a live stream of the bell-ringers practising changes. You decide that, instead of joining the stream of traffic leaving the Park and Ride as you had planned you will stay on an hour or two longer. Now that the buses run to the car park until later at night to accommodate the evening shoppers and theatre and cinema goers, you decide to go back to a restaurant which has just started opening with a longer menu in the evening. (York Minster and Pilot Theatre)

Improving Evening Culture Scrutiny Review

Feedback from Music Promoters & Music Venues in York

The Task Group agreed they would like to gather information from Music Promoters and Music Venues across the city and therefore agreed the following questions for circulation:

1. What time do you generally start your events?
2. What age group / categories do you generally cater for?
3. Have you considered running events that start earlier - If so, what were the barriers that stopped you?
4. Have you considered running events that would appeal to a different clientele - If so, what were the barriers that stopped you?
5. What incentives might encourage you to put on events that would fill the quieter time in the city centre between 5pm and 8pm?
6. Would you consider participating in promotions with other providers of attractions or accommodation to target the period between 5pm and 8pm?
7. How easy do you find it to advertise your events - Are there gaps in provision or are there ways that other organisations could support independent providers?
8. York supports a number of festivals. Do you find these a help or a hindrance to what you are offering? Are there gaps in provision, either of those that are currently run or any that might be possible in the future?

Response No.1

1. Around 7.30, although sometimes earlier or later
2. Most evening events are 18& as they take place on licensed premises and contain material that may be unsuitable for children. Have also run family friendly events e.g. at festivals
3. We have experimented with earlier starts, e.g. we ran a 1950s rock n roll night at The Duchess and started at 6 for a dance class. This was not well attended, and feedback from our audience told us this was too early and caused issues with people eating their evening meal etc. If only we could find a suitable venue to run a dinner show we could overcome this obstacle!
4. We are York's only producer of cabaret, variety and burlesque events. Have considered running family cabaret events, but as this is untried in York and rarely tried elsewhere, it would be a big financial risk for us.

We had some discussions with the Theatre Royal about their Youth Theatre being involved in something like this, but unfortunately it did not fit in with their schedule at the time. Venues are a big problem for us – we require a large enough, flexible space with cabaret seating– traditional theatre setting does not work for this art form and most other city centre venues are too small or much too expensive (e.g. Barbican) Adding in the practicalities of catering for a family audience makes this even more problematic. Last year we discussed a potential project with Dave Fleming which involved bringing a temporary venue to the city to create a space that could run family activities during the day and early evening, and more adult orientated cabaret, circus, spoken word and comedy events at a later hour. We had hoped that this might fit into one of the Tour De France cultural festival funding streams; however it didn't, so we have put this to one side for now whilst we investigate other potential sources of funding. We do think this is something that is currently missing from York's cultural offer and it's good that this consultation is taking place.

5. Support / partnership from another organisation or venue, that was mutually beneficial. Financial incentives, e.g. reduced venue hire rate, guaranteed support with marketing / linking in with other events to raise profile. We have lots of ideas and are open and flexible but we need suitable venues and as a completely independent organisation which receives no public funding, there is a limit on what we can afford to experiment with.
6. Yes
7. Very difficult and time consuming. We cannot afford to pay for advertising so make the most of 'free' marketing opportunities. We spend many hours persuading shops and businesses to display our posters and flyers, brokering deals with other promoters to cross promote, writing press releases, adding it to many listings sites and constantly updating social media. York would really benefit from a single, comprehensive listings service or publication as exists in many other cities. Also, finding some way for smaller independent providers to work with the larger cultural organisations – even if it was just allowing us to put flyers in their foyer etc. We are always happy to support other businesses in the same way. Any way of facilitating networking between providers would also be great – have attended a few events such as YTR's Break Out event and events connected with Yorkshire Cultural Festival, but they seem to fizzle out. There seems to be a disconnect between the major arts organisations and the smaller creative organisations, and we don't seem to fit in anywhere so do sometimes miss out on opportunities – I find it interesting that we have been

included on this mailing list alongside other promoters who produce music events!

8. Hindrance where they should be a massive help. We would really like to link up with events in the city more. We have tried e.g. last year's chocolate festival, we programmed a chocolate and sweet themed cabaret event and contacted several related businesses, offering them free advertising on our website and posters plus a stall to sell their wares at our event. Despite this all being agreed far in advance and in writing, they all let us down on the day for various reasons. The event was a success from our point of view but we did have to explain to our audience why there was no chocolate to purchase at our chocolate themed show in a chocolate city!!! I definitely think York's festivals could make more of us 'independent providers', who are often creating the more unusual and cutting edge entertainment in the city.

Response No.2

1. 7.30pm
2. 14 - 55
3. Nobody really comes to gigs earlier than 7:30pm unless a matinee show and even then it has to be special.
4. I do shows that appeal to all the live music fraternity but always interested in options.
5. Sponsorship or underwriting losses.
6. Yes
7. Need official poster boards in the city centre, properly regulated and kept clean and presentable like in Leeds.
8. There is only so much money to go around at the moment!

Response No.3

1. 8.30pm and 1pm on a Sunday.
2. 18+ and all ages on a Sunday.
3. I have considered it but it's not possible as musicians cannot get their equipment in to the city centre due to the driving restrictions.
4. No.
5. Access for entertainers in to the city centre to unload equipment for performances.
6. Not at the moment due to the above reason.

7. We do our own advertising through the website, mailing list, Facebook, twitter and flyers. Visit York have been helpful in distributing flyers. We find our current advertising methods to be successful.
8. We are glad that there are plenty of festivals and they certainly don't hinder our events. We want York to have as much entertainment and culture as possible. As a jazz promotion group, we would like to arrange a jazz festival for the city.

Response No.4

1. 7.30pm
2. Evening concerts are generally aimed at adults.
3. We promote events earlier in the evening as part of the summer festival
4. Yes of course – what stops us - finances!
5. Subsidy
6. Yes
7. -
8. We run the York Early Music festival in July each summer, this 'package' of events gives us much more freedom as the core of our audience stays in York throughout.

Response No.5

1. In general most events I have run historically start around 7pm - however we do have some afternoon gigs and world music events and have a bit more freedom. When running events at The Duchess and Fibbers there are strict restrictions in place around making noise before 5pm which hampers any afternoon events there as sound checks take about 2 hours and so events can't usually start before 7pm. At the Fulford Arms there are no noise restrictions and work with our neighbours to manage any issues but still tend to start gigs about 7pm in general
2. We are open to all ages but tend to be in the range 18 – 50. We put on a wide range of bands and music tastes.
3. When running events at The Duchess and Fibbers the main barrier is the offices above and managing complaints about noise during office hours from the businesses. At basement there are again noise issues with neighbours. At the Fulford Arms there are fewer barriers but in general people tend to be at work until 5pm midweek. We are happy to look at all day events on weekends though, but again there are extra

production costs due to staffing sound engineers etc for all day rather than a few hours.

4. Yes we cater to a broad range - the main barrier is promoting the events to the right people easily.
5. The obvious answer here is financial but that is not really the solution as you will end up with rubbish promoters putting on rubbish shows. The main incentive would be council support and production facilities. Since the removal of the toilets on Parliament Street this area has mainly been used for markets and not for any real entertainment events. The priority of markets over entertainment has killed this area. In my experiences of liaising with the Council when DV8 has tried to use outdoor spaces it has been difficult. There are certain production companies who are favoured by the Council and if you don't use these companies then events may not happen. Also there are a number of different areas you have to liaise with including the markets offices.

Actually looking at financial situation is difficult to justify the expense of putting on events in the city centre. Due to the open nature you can't charge entry fees so making revenue from the events has to be reliant upon selling advertising space, loss leaders for events at your venue or selling goods.

When we have looked to use areas in the city the costs for the space is high and there is no way to make money back from the events. Buskers have products they can sell so can justify the cost and effort but for venues it is a bit different.

In previous years i wanted to run an outdoor event on Parliament Street as part of the festival just to raise interest. We were unable to get an area in town due to the markets and when we looked at Tower Gardens there were massive flood risks and production costs were too high.

6. Yes - I have worked with most of the promoters in York over the years and always happy to do so again
7. Advertising - this is a particular place i would like to help out - In York there are some good things and some bad - Distribution of free media - It's great that we can flyer without a licence in York and most who distribute flyers are good and collect any litter. Poster distribution - this is horrendous in York but it is an area that I would be very interested in working with

Generally in York you can distribute posters but they have to go in private business premises - There is nowhere in York where events can be advertised on council property or council run notice boards. In Leeds

the Council worked with POPart and Frontline to get poster barrels which were placed on council land and thoroughfares but were maintained by a private poster distribution business.

I know that they and I would be very interested in doing this in York and offering a solution to how to let people know about events whilst in the city. Yes online is good, and some people read the press or tourist information brochures BUT the easiest way to let someone know about an event is if they see a poster in the street and it always will be.

It would require some investment in designing poster barrels/boards in York and possibly also working with the empty shop window things that have been done by the council but this would be prime advertising space and would help numerous small promoters as well as the big ones and would also get rid of fly posting

FLY POSTING is not a big issue in York especially when you look at other cities but there are certain promoters - particularly the circus and irregular events which do fly post. BUT they don't seem to be prosecuted - there needs to be a real incentive not to fly post and also there needs to be an alternative such as poster barrels

Please do talk to me further about this as I do know a number of people who would be happy to work with the Council on this.

There is also no gig listing magazine distributed in York - instead there are a few magazines like one and other/ press / circulation/ the link but nothing for York.

A friend of mine has tried this but found it very difficult to get distribution again this is something that could be a quick fix and happy to help with but also needs to cover all venues from the pubs to the barbican

8. I am sorry to say that I would disagree with this statement unfortunately. From my experience of running an award winning metropolitan festival in York we found it very difficult to get support without having to pay a premium for it. Advertising using council facilities such as the lamppost signs and in council publications is very expensive particularly for small promoters and tends to not reach the right crowds.

DV8 has been running since 2010 in York but has very rarely been picked up by the council or mentioned despite trying to work with both the council and Visit York. This is not a complaint by the way. In York where tourists are key a festival which brings in 2000 people during the summer doesn't make a massive difference but the focus tends to be on events like Jorvik and the food festivals which can generate revenue

easily , whilst other events like the festival of traditional dance and early music festival get little mention.

York is known from its history but unfortunately it's musical culture is not celebrated as much which is a shame - We have loads of live music venues providing entertainment but they tend to lose out as the focus is put on the barbican, theatre royal and opera house which have larger capacities.

I hope you can see from the length of this email that I am passionate about both entertainment and York and would love for this City to have a great support structure to help put on great events and make it a cultural hub for the future.

We need to support local bands and artists providing them with a way to get heard, we need to support venues and good promoters and make both tourists and residents aware that there is a lot to offer in York at all times of the day and to help fill the gaps in the day by working with businesses and I am really glad to see this happening here.

Response No.6

1. 7.30pm - except during festival periods or where there is a partnership event with guaranteed footfall
2. General public 12 - 90 interested in top quality jazz and world artists
3. Not in York as we do not have the partnerships to do so - in Hull - yes regularly
4. Yes - however budgetary restrictions need to be considered
5. Fully backed and marketed festivals that encourage footfall into City Centre. Or focus on events in York's hidden buildings for example
6. If financial conditions were right - sure!
7. We are dependent on York Theatre Royal marketing support and York Press (Charles Hutchinson is a huge cultural asset to York) - however we find it difficult to access a fully joined up marketing offer for culture within the city
8. Well, I feel that York's Festival strategy is flawed - there is no real cultural overview to the city's offer - it is left to individuals to fight for space. We are part of the Hull 2017 UK City of Culture and the development of Freedom, which are examples of fully joined-up City offers for Culture.

Response No.7

1. Between 7pm and 8pm.
2. 14 upwards
3. Due to noise restrictions from our neighbours we are unable to start events earlier
4. Yes. Lack of financial backing and marketing tools have always prevented this.
5. We would be unable to put events on during that period of time due to sound checks, noise restrictions etc.....
6. Not at this stage, no.
7. There is very little space to advertise events in terms of displaying posters and flyers around the city. Some independent places take flyers and posters, but these are very few and far between. Advertising an event is limited and therefore quite difficult to promote effectively. It would be helpful if there were more places where we could display posters, and more free listing opportunities.
8. I think the festivals work both ways. In terms of them being a help, they promote awareness of local events, venues and local artists. And in terms of being a hindrance they often drive acts/audiences away from the venue around festival season, making it harder to book acts and attract a good sized audience.

Meeting Dates	Learning & Culture Overview & Scrutiny Committee - Work Plan for 2013-14
24 June 2013 @ 5pm	<ol style="list-style-type: none"> 1. CYC Equalities Assessment – Consideration of Self-Assessment Exercise 2. Introductory presentation on the Council’s Consultation Process (in support of the scrutiny topic proposed by a member of the public) 3. Workplan 2013/14 including list of other topics proposed at the Scrutiny Work Planning Event
17 July 2013 @ 5:30pm	<ol style="list-style-type: none"> 1. York Theatre Royal – SLA Performance Bi-annual Update Report 2. Bi-annual progress report on Safeguarding & Looked After Children 3. Year End Finance & Performance Monitoring Report 4. Scoping Report for School Meals Scrutiny Review 5. Workplan
18 Sept 2013 @ 6:15pm	<ol style="list-style-type: none"> 1. School Improvement and Ofsted Update (KH) 2. Review of the Costs of Looked After Children (ER) 3. First Quarter Finance & Performance Monitoring Report 4. Attendance of Chair of York @ Large (arriving approx 6:15pm) 5. CEIAG Review - Draft Final Report 6. Workplan inc. verbal update on ongoing review of School Meals
20 Nov 2013 @ 5:30pm	<ol style="list-style-type: none"> 1. York Museums Trust – Partnership Delivery Plan Bi-annual Update Report 2. Second Quarter Finance & Performance Monitoring Report 3. Scoping Report on Night Time Economy Scrutiny Review 4. School Meals Scrutiny Review – Interim Report 5. Workplan
22 January 2014 @ 5:30pm	<ol style="list-style-type: none"> 1. York Theatre Royal – Service Level Agreement Performance Bi-annual Update Report 2. Bi-annual progress report on Safeguarding & Looked After Children 3. Workplan inc. verbal update on ongoing Reviews
19 March 2014 @ 5:30pm	<ol style="list-style-type: none"> 1. Attendance of Cabinet Member for Education, Children & Young People's Services – Update on priorities and challenges for 2013/14 & Priorities for year ahead (invite accepted) 2. Attendance of Chair of Learning City (Alison Birkenshaw – invite accepted) 3. Third Quarter Finance Monitoring Report 4. Safeguarding Update re outcome of Section 11 Audit Regional Challenge Event 5. Draft Final Report for School Meals Scrutiny Review 6. Draft Final Report for Night Time Economy Scrutiny Review 7. Workplan 2013/14

30 April 2014 @ 5:30pm	<ol style="list-style-type: none">1. Attendance of Cabinet Member for Leisure, Culture & Tourism – Update on priorities and challenges for 2013/14 & Priorities for year ahead (invite sent)2. Draft Workplan for 2014/15 & Discussion re Possible Topics for Review in 2014/153. Workplan 2013/14
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