



Notice of meeting of

Local Development Framework Working Group

To: Councillors Steve Galloway (Chair), Potter (Vice-Chair), D'Agorne, Merrett, Ayre, Reid, Simpson-Laing and Watt

Date: Monday, 13 December 2010

Time: 4.30 pm

Venue: The Guildhall, York

AGENDA

1. **Declarations of Interest**

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

2. **Minutes** (Pages 3 - 14)

To approve and sign the minutes of the meetings of the Local Development Framework Working Group held on 25 October 2010 and 1 November 2010.

3. **Public Participation**

At this point in the meeting, members of the public who have registered their wish to speak, regarding an item on the agenda or an issue within the remit of the Working Group, may do so. The deadline for registering is 5.00 pm on Friday 10 December 2010.

4. **Toward a York Economic Vision** (Pages 15 - 34)

This report notes the final publication of Towards a York Economic Vision. It was reported to the Executive on 19 October 2010 who referred it to the LDF Working Group for further consideration.

5. Any other business which the Chair considers urgent under the Local Government Act 1972.

Democracy Officer:

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

- Registering to speak
- Business of the meeting
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- Monitor best value continuous service improvement plans

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City of York Council

Committee Minutes

MEETING	LOCAL DEVELOPMENT FRAMEWORK WORKING GROUP
DATE	25 OCTOBER 2010
PRESENT	COUNCILLORS STEVE GALLOWAY (CHAIR), POTTER (VICE-CHAIR), AYRE, D'AGORNE, MERRETT, REID, SIMPSON-LAING AND WATT

14. DECLARATIONS OF INTEREST

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

Councillor Simpson-Laing declared a personal non prejudicial interest in Agenda item 5 (Update on progress and draft Supplementary Planning Document for the former British Sugar Site) as Treasurer of the Friends of Back Park and as she lived in one of the special areas mentioned in the report.

Councillor Merrett declared a personal non prejudicial interest in Agenda item 5 (Update on progress and draft Supplementary Planning Document for the former British Sugar Site) as he worked at premises situated on the York Business Park.

15. MINUTES

RESOLVED: That the minutes of the last meeting of the Local Development Framework Working Group held on 4 October 2010 be approved and signed by the Chair as a correct record subject to the following amendments:

Minute 13 – LDF Core Strategy

Issue 1: The Level of Future Housing

(iv) Potential sites – At the end of the fourth bullet point the addition of ‘, in an area of known open space deficiency’.

At the end of the final bullet point the addition of ‘It had been recognised with the original allocation in the draft Local Plan that we need to provide critical mass in terms of employment/shopping in locations like Monks Cross so that sustainable public transport alternatives could be provided’.

Issue 2: The Level of Future Employment Land Provision

In the first bullet point the addition of the words 'up to' prior to the word 'approximately'.

In the second bullet point the addition of the words 'and the redirection of government strategy towards supporting modern and export based industry,' following the words 'reduced financial sector,'

The final bullet point being amended to read 'In respect of Land to the North of Hull Road (Area of Search C) it was agreed that the open area up to the ring road including the medieval furrow should be removed, to maintain the separation from Murton and the setting of York from the ring road'.

16. PUBLIC PARTICIPATION

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

17. APPROACH TO RETAIL - CORE STRATEGY SUBMISSION.

The Working Group considered a report which had been prepared to help shape the policy approach for retail to be taken forward in the Core Strategy and to assist in making decisions on the overall retail strategy for York throughout the LDF period to 2029.

It was reported that the approach to retail had been re-looked at by Officers in light of the consultation responses received on the Core Strategy Preferred Options, the impact of the recession on the retail market and the change in policy context brought about by the introduction of 'Localism'.

Members pointed out that, in the past, when they had been required to consider large reports, annexes and background papers these had been sent out a fortnight prior to the meeting. This then gave members time to study the information and contact officers regarding any issues or points of clarification.

The Chair noted members concerns and asked officers to bear this in mind when sending out future documentation.¹

Members raised a number of points and questioned details of the approach taken and the findings and in particular:

- It was important the public were aware of the implications and phasing of retail development and that it was not hidden in the Core Strategy document. Officers confirmed that they would consider how the proposals could be made more accessible to the public to give them the opportunity to make any representations.
- Concern that there had previously been strong feeling against major retail development on the York Central site and the change in position.

- Additional information from the Economics Foundation had been passed to Officers by a Member, for addition to the evidence base, of a recent national report on retail vitality, which included a range of policy solutions and action to transform high streets.
- Confirmation that the work undertaken on the retail assessment by GVA Grimley had taken account of the recession.
- Concern in respect of the climate change framework it was anticipated that retail development would virtually double in the next decade and whether this was realistic or sustainable.
- It was vital that retail development on the York Central site complimented the city centre, it was not just a quantitative issue but also qualitative.
- Had figures for long-term growth taken account of increases in Internet sales to prevent over allocation. Confirmation that the increase in these sales had been built into the figures.
- Whether tram train and bus service allocation on the York Central site were sited close to the station for accessibility.
- Scale issues with retail/office buildings sited close to the listed station building.
- Confirmation that stringent standards would be imposed to ensure that the York Central area would not be car dominated.
- Need to underpin the city centre with a major retailer at Castle/Piccadilly prior to further development elsewhere.

The Chair confirmed that Officers would examine Members comments, which would influence the final document. Following further discussion it was

- RESOLVED:
- i) That approval be given to the York Retail Topic Paper as set out at Annex A to the report, for publication as part of the LDF evidence base.
 - ii) That approval be given to the York Central Retail Assessment Stage 1 and 2, included as background papers to the topic paper, for publication as part of the LDF evidence base.
 - iii) That the Director of City Strategy, in consultation with the Executive Member for City Strategy and the City Strategy Opposition Spokesperson, be delegated authority to make any other necessary changes arising from the recommendations of the LDF Working Group, prior to their publication as part of the LDF evidence base.
 - iv) That the recommended policy approach to future retail development as set out in paragraphs 95 to 105 of the report be noted as a starting point for developing the approach to retail development in the Core Strategy submission draft.

- REASON: i) and ii) So that the York Central Retail Topic Paper and the York Central Retail Assessments can be used as part of the LDF evidence base.
- iii) So that any recommended changes can be incorporated in to the York Retail Topic Paper and York Central Retail Assessment.
- iv) To inform Members of the recommended officer approach to future retail development of the Core Strategy submission draft.

Action Required

1. Large LDF reports to be sent to Members more than one week prior to the meeting.

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18. UPDATE ON PROGRESS AND DRAFT SUPPLEMENTARY PLANNING DOCUMENT FOR THE FORMER BRITISH SUGAR SITE.

Consideration was given to a report, which outlined the strategic policy direction and evidence work on overarching York Northwest (YNW) issues in relation to the Core Strategy and a draft Supplementary Planning Document (SPD) for the former British Sugar site. The background work leading to the development of the draft Core Strategy policy together with updates on the position of the proposed York Northwest Urban Eco Settlement and York Central were also provided.

Members were reminded that the planning approach for York Northwest agreed earlier in March, comprised of four key areas of work:
York Northwest Evidence Base work.
York Northwest Section of the submission draft Core Strategy.
The British Sugar Draft Supplementary Planning Document (SPD)
Supplementary Planning Document (SPD) for York Central.

The Chair confirmed that, at this stage, Members were only being requested to agree the approaches being made to each of the areas for public consultation and that no final decision on the draft Core Strategy or draft SPD was required at this time. In answer to requests Officers confirmed that hard copies of the various annexes would be forwarded to Members. They also agreed to take on board Members requests for future similar documents to be forwarded prior to the meeting and for hard copies of specific Appendices to be forwarded to Members that requested this.¹

Consideration was then given to the individual documents and Members made a number of comments.

Appendix 1: Draft York Northwest Section of submission draft Core Strategy

Officers also circulated a Draft York Northwest Context Plan. This showed the proposed boundary of the York Northwest Corridor together with the main development sites (at the former British Sugar/Manor School and York Central) together with the existing City Centre boundary in the context

of existing green infrastructure and developed areas. It was pointed out that the extended York Central site also included Holgate Park, Alliance House and the Thrall site and the former British Sugar site would include the former Manor school site.

Reference was made to the earlier plan showing the green travel linkages across the river. Officers confirmed that reference to green links and connections over the River Ouse would be included in the report.

Appendix 2: Transport Topic Paper

Page 18, Figures 9 and 10 - Concern that previous York Northwest documents had shown that Leeman Road residents would still be able to access the city centre via Marble Arch, this appeared to have disappeared from the proposals.

Page 19, Figure 10 - There appeared to be contradictions between open space and transport topic papers with regard to the proposed access to York Central from Water End (Millennium Green). Members felt that both documents should reflect the same proposals.

Page 24, Figure 16 – Check siting of existing bus stops as there appeared to be omissions.

Page 38, Para.7.14 - Reference to the much larger area that would require servicing by public transport and the need for more frequent services to meet future demands.

Page 40, Para. 7.28 - The limiting of car usage/ownership would require a careful modal split to prevent similar traffic issues on estates e.g. Sovereign Park.

Appendix 3: Open Space Topic Paper

Some Members expressed concern that the Acomb Ward had the worst level of open space provision per head of population in the city. There was therefore an expectation that open space provision would be provided by the British Sugar development. It was also pointed out that any provision needed to be accessible and at reasonable cost.

Page 21, Para 4.18 – Members made reference to recent investment in facilities at Back Park although there was a need to rule this site out on capacity grounds.

Page 31, Figure 6 – Not all sports grounds had been listed eg old Manor School site and Civil Service Club on Boroughbridge Road. Concern that any open space provision should not be at a reduced level.

Appendix 4: British Sugar Draft Supplementary Planning Document

Highlighted the opportunity to link the tram train halt/York Business Park/public transport spine and community hub.

Page 18, Para. 5.9 - Request for updated figures to reflect current house prices and income levels.

Page 19, Para. 5.12 - Current need/tenure split not reflected in the affordable housing figures.

Page 25, Para. 5.33 - Potential benefits of co-locating education, community, sports and open space facilities.

Page 31, Para 6.4 - Delivery of social housing should aspire to reach a higher level Code for Sustainable Homes.

Appendix 6: Draft Consultation Plan

In answer to Members comments officers confirmed that they would examine staffing levels during the consultation period and staff availability to answer any queries or to provide background information from residents.

Need for the inclusion of Holgate Ward in any consultation communication and feedback including Ward Committees.

Following further discussion it was

- RESOLVED:
- i) That the draft York Northwest section of the emerging submission draft of the Core Strategy, as set out in Appendix 1 to the report was noted subject to note being taken of Members comments as set out above.
 - ii) That the York Northwest evidence base work on Transport and Open Space Topic Papers as set out at Appendix 2 and Appendix 3 of the report was received and noted.
 - iii) That the British Sugar draft Supplementary Planning Document attached as Appendix 4 of the report (to be the subject of public consultation if agreed by Executive) was received and noted.
 - iv) That the preparation and content of the Sustainability Appraisal Report for the British Sugar Draft Supplementary Planning Document, as set out at Appendix 5, was received and noted.
 - v) That the draft Consultation Plan for consultation on the British Sugar Draft Supplementary Planning Document outlined in Appendix 6 of the report was received and noted.
 - vi) That the process and rationale outlined in the report for the policy approach for York Northwest within the emerging Core Strategy, including the Option Appraisal detailed in Appendix 7 and the Summary of Land Uses for York Northwest set out in Appendix 8 of the report was received and noted.²

- REASON:
- i) To give the context of York Northwest within the emerging Core Strategy document and for the British Sugar draft Supplementary Planning Document.
 - ii) To provide the necessary evidence base for the submission Core Strategy document.
 - iii) To ensure Members comments are included in the documents for public consultation.
 - iv) To give Members an understanding of the context of the document.
 - v) To give Members an understanding of the content of the document and to suggest any changes to this.
 - vi) To ensure a robust evidence base for the Supplementary Planning Document.

Action Required

1. Send copies of requested Annexes to Members and note comments made for early viewing of large documents in the future.
2. Update documents in the light of Members comments.

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Cllr S F Galloway, Chair

[The meeting started at 4.30 pm and finished at 6.30 pm].

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MEETING	LOCAL DEVELOPMENT FRAMEWORK WORKING GROUP
DATE	1 NOVEMBER 2010
PRESENT	COUNCILLORS AYRE, STEVE GALLOWAY (CHAIR), POTTER (VICE-CHAIR), D'AGORNE, MERRETT, REID, SIMPSON-LAING AND WATT

19. DECLARATIONS OF INTEREST

At this point in the meeting Members were asked to declare any personal or prejudicial interests they might have in the business on the agenda. None were declared.

20. PUBLIC PARTICIPATION

There were three registrations to speak under the Council's public participation scheme

A representative of Meadland's Residents Group spoke in support of Issue 3 Option 1 in the Core Strategy report and urged Members to protect York's Green Belt.

A Member of the Public spoke in relation to the LDF Working Group meeting on 6th September. He advised that other local authorities respond to residents concerns relating to houses of multiple occupation and urged City of York Council to do the same.

A Member of the Public spoke to raise concerns regarding the Transport implications document and the lack of mention of climate change. He referred Members to the report by Alan Simpson which highlights the importance of more parks and open spaces for the City. He cited Harrogate as a town which is a leader in environmental management.

21. LOCAL DEVELOPMENT FRAMEWORK: CITY CENTRE AREA ACTION PLAN - UPDATE

Members considered a progress report on the City Centre Area Action Plan (AAP) which outlined the next steps for 8 key areas of work that are required to complete the Preferred Options document. The areas of work include:

- Review of the conclusions of the York Economic Vision report to consider if and how best to incorporate these into the AAP.

- Production of the Conservation Area Appraisal and incorporation of the findings into the AAP.
- Production of the City Centre Movement and Accessibility Framework and incorporation of the findings into the AAP.
- Public realm and key sites analysis and options.
- Analysis of the deliverability of the preferred option.
- Finalising the submission Core Strategy section on the City Centre.
- Drafting the preferred options document.
- The Sustainability Appraisal of the document.

The report was intended as an update to make Members aware of the current situation.

Members then queried the following issues:

- Whether Air Quality would be considered in the City Centre Movement and Accessibility document.
- Whether Officers are assessing the deliverability of the proposals of the economic visioning work.
- Concern at the timing of the consultation in relation to some of the above items of work.
- Whether Micklegate would be considered in the City Centre Movement and Accessibility document.
- Progress of discussions regarding the Castle Piccadilly site

RESOLVED: That Members noted the report.

REASON: To help progress the Area Action Plan to its next stage of development.

22. TRANSPORT IMPLICATIONS OF THE LOCAL DEVELOPMENT FRAMEWORK CORE STRATEGY

Members considered a report which presented the analysis of the implications for transport arising from the proposed growth assumptions within Local Development Framework (LDF) Core Strategy. The report also suggested investments in transport infrastructure and other measures that would be necessary to support the projected growth in employment and housing.

Officers advised that the report followed on from the LDF Preferred Options Topic Paper 3 – Transport prepared by Halcrow in June 2009. The key outcomes for York as gathered from the analysis were outlined at paragraph 4 of the report.

Members made the following comments:

- It would be useful for Members to have further detail on what the impact would be if more people were commuting into the City due to a lack of housing.

- Certain Members queried whether information on the impact of Carbon Dioxide due to traffic growth would be included in the final report.
- The recommendations from the recent Traffic Congestion Scrutiny Final report should be noted by Officers especially in relation to bus services and the scale of investment required and innovative forms of funding.
- Shifts in vehicle types to non-carbon models would be effective in York in relation to air quality and should be encouraged as early as possible.
- Members acknowledged that Government funding will be a major issue and will affect what can realistically be achieved in York.

Members suggested that the proposed approach detailed at paragraph 68 of the report be amended to include the following bullet points:

- Put together and seek a major funding bid to tackle congestion.
- Earliest Introduction of non-carbon fuel based transport as soon as possible.

RESOLVED: (i) That Members noted the content of the report.

(ii) That the proposed approach outlined at paragraph 68 of the report be amended to include the additional bullet points as detailed above.

REASON: To enable the transport implications and transport investment requirements to be taken into account in preparing the Local Development Framework Core Strategy.

23. LOCAL DEVELOPMENT FRAMEWORK CORE STRATEGY

Members considered a report which followed on from a report presented to them on 4th October which highlighted a series of issues relating to the Core Strategy arising from the changing policy context, specifically seeking Members views on potential alterations to the spatial strategy component of the LDF Core Strategy.

The report, following on from the 4th October meeting considered further the following issues:

- The level of future housing;
- The level of future employment land provision; and
- Options for identifying the extent of York's Green Belt.

In addition it also considered the implications of different levels of housing growth on Affordable Housing delivery and included information on the potential issues surrounding the soundness of the plan.

Members put forward the following comments:

The Level of Future Housing

Members considered the implications of levels of growth against need, implications on affordable housing levels and the potential implications for The Green Belt.

Discussions were also had on the inclusion of windfalls. There was a acceptance that York benefited from windfalls but the key issue discussed was the potential levels.

The majority of the group supported the lower levels of housing (around 569 pa). Officers were asked to look at the further reallocation of employment sites for housing and to consider whether higher densities could be achieved towards the end of the plan period.

The Level of Future Employment Land Provision

- Members supported the continuation of up to 1,000 jobs pa.
- Members reiterated that in respect of Northminster (Area of Search I) and the existing employment allocation it would be prudent to identify and safeguard some land for employment in that area.
- Members referred Officers to their comments made at the last meeting particularly relating to proposed area of search 'C' and North Selby Mine.

Options for identifying York's Green Belt

Members agreed on Option 1 – to retain the existing draft Green Belt in line with citywide consultation responses.

RESOLVED: (i) That Members instructed Officers on the future approach to be taken through LDF Core Strategy as outlined above.

(ii) That Members instructed Officers to seek legal advice with regard to the issue of 'Soundness' of any proposed future approach for the LDF Core Strategy.

REASON: (i) To help progress the LDF Core Strategy to its next stage of development.

(ii) To help progress the LDF Core Strategy to its next stage of development.

Cllr S F Galloway, Chair

[The meeting started at 4.30 pm and finished at 6.20 pm].



LDF Working Group**13th December 2010**

Report of the Director of City Strategy

TOWARD A YORK ECONOMIC VISION**Summary**

1. This report notes the final publication of Towards a York Economic Vision. It was reported to the Executive on 19th October 2010, who referred it to the LDF Working Group for further consideration. This report considers the next steps in terms of public consultation and how it will be considered to inform key strategies such as the Local Development Framework and Sustainable Community Strategy. Copies of the Economic Vision document have been sent out to all Members of the Council. There will also be a presentation to the Working Group by the report authors to outline the key elements of the approach and to share their ideas on how it can start to be delivered.
2. Towards an Economic Vision was funded by Yorkshire Forward and prepared by Professor Alan Simpson and his team following public engagement with key stakeholders in the city. Overall it presents a very good strategic fit with the long-term aspirations of the Local Development Framework (LDF) and Sustainable Community Strategy (SCS), especially the Thriving City, City of Culture and Sustainable City themes. It is believed that the ideas and propositions coming from the report will help York to step up its game in terms of a focus on quality of place as a driver of economic competitiveness.
3. A number of clear proposals, next steps and actions are set out in the Vision document (see, for example, 'The City Rivers – Citywide', page 51) and, whilst it is not intended as a detailed Delivery Plan, it is acknowledged that this will be a key next step in order to test the desirability and potential for various proposals and projects to come forward in a coordinated way. Annex 1 of this report (York New City Beautiful – Towards a Delivery Plan) sets out for some of the key projects in the Vision document, how key next steps and actions identified in that document are being progressed and where further work is required. It is included as an example to show how we will consider each proposal in developing a full Action Plan for delivery. This will be brought back to members following public consultation and further analysis of the feasibility, funding and partnerships required for delivery.
4. Some of the ideas and proposals are already underway and relate to existing CYC work streams. Others are at an advanced planning stage and now must be subject to more detailed work and analysis in order to appreciate how they might fit and be embedded within the wider ambitions of

the LDF Core Strategy and City Centre Area Action Plan, SCS, LTP and other CYC strategies - and also how they might be initiated, prioritised and funded. The Action Plan will be brought back to Members in order to identify and agree priorities based on the Corporate Strategy themes and aims, funding availability, feasibility and opportunity, partnership and wider public support through consultation.

5. The SCS is currently being reviewed and refreshed, and there is a great opportunity to consider and reflect this vision work within that. It will identify the key issues and actions that the city needs to focus on, collectively, to ensure the continued success of York at a time of national economic downturn. This wider engagement is crucial as it is clear that many proposals will require a partnership approach and commitment from key organisations and interests in the city to deliver.
6. It is recommended that, following consideration by the LDF Working Group, the ideas set out in the vision are tested with residents and key stakeholders in the city, prior to developing a practical action and delivery plan to take the initiatives forward. A draft consultation framework, setting out proposals for consulting the wider York community, is attached at Annex 2 of this report.

Background

7. The original proposal to undertake an Economic Masterplan for the city for the delivery of major projects came out of recommendations contained in the Future York Group report, which was that the City of York Council should prepare a Masterplan, reflecting the Future York vision, to guide development and investment decisions and to promote development in York.
8. The proposal was reported to Executive in November 2009, where it was agreed to establish a York Renaissance Team and to create a York Regeneration Academy to provide a programme of training and development in place-making for existing staff and the new team, to be funded by Yorkshire Forward. The attached Executive Summary, together with the full report, represents the first part of this work – the upfront Economic Vision.
9. The York Economic Partnership is established as the strategic thematic partnership with responsibility for the objectives set out for “Thriving City” and to consider how best to take forward the recommendations of the Future York Group. Economic conditions have changed since the Future York Group report and the Centre for Cities report on York has provided a further insight into the prospects for a prosperous local economy. Towards an Economic Vision is an important strategy for the Economic Partnership to consider.
10. There are an unprecedented number of major projects underway or in the pipeline in York, which will shape the city for generations to come. These include the expansion of the University of York, major city centre mixed use schemes such as Hungate and Castle Piccadilly, the York Central and British Sugar sites and an Area Action Plan for the City Centre that will seek to regenerate gateway streets and enhance York’s economic

competitiveness through improving the quality of the public realm and accessibility.

11. The City is likely to grow and change significantly in the forthcoming years, and it is important to ensure that new developments leave a positive legacy in terms of both economic impact and high standards of design. Agreement for renaissance funding from Yorkshire Forward towards the end of last year focused on three distinct but related elements:
 - an economic visioning exercise, funded by Yorkshire Forward. This work has been led by Alan Simpson with support from an expert panel including an economist, cultural planner and transport specialist;
 - the creation of a York Renaissance Team consisting of 6 additional posts for 3 years, with part funding for one post by English Heritage and the remainder of funding for these posts to be provided by Yorkshire Forward. Recent Development Agency budget cuts mean that there will be 3 year funding for only two of the six posts. Additional staff support from within Yorkshire Forward has been offered to keep the momentum on the York Renaissance project going; and
 - the development of a Regeneration Academy in York, funded by Yorkshire Forward. It will be run by Integreat Yorkshire who run Regeneration Academies in other parts of the region such as Bradford. A tender brief has been produced and it is anticipated that CYC cross-directorate workshop events, centred around the key themes of the economic vision, will run throughout January, February and March 2011.

Purpose

12. The purpose of Towards an Economic Vision is to examine the economic potential of the city and consider how the various major projects, current and proposed, can be pulled together into a coherent strategy that will provide greater certainty for future investment. The work has a strong focus on the delivery of major developments, ensuring these take account of York's attractiveness and heritage, as well as maximise their economic, social and environmental potential.
13. The work is also helping to inform future work with the preparation of the Local Development Framework, particularly in relation to the Core Strategy, City Centre Area Action Plan and the key development sites in the city such as York Central. The LDF will set the land use and planning framework for planning future developments in the City; the Economic Vision will help the delivery of major projects through its economic rationale and by giving a physical expression to the policies and proposals set out in the LDF.

Proposals

14. The Economic Vision acknowledges that York is an attractive place to live, to study, and to work and says that this has, in part, fuelled recent growth.

However, it also says that it has a constrained transport infrastructure network, constricted movement, street clutter and disorder, lack of quality spaces and green infrastructure, and it largely turns its back on its two rivers. Fractured connections limit the effectiveness of the undoubted city assets, including the railway station (the main city gateway) and the University of York. This has occurred slowly, almost imperceptibly, over decades and this study makes a strong economic and cultural case for this change to be arrested now.

Quality of place and economic competitiveness

15. Quality of place is key to economic competitiveness because it influences where people choose to live and work. The Economic Vision notes that private sector business, together with the Universities, will drive growth in York and the clear message is that a successful and competitive York will be one that can retain and attract high quality human capital - those individuals comprising the skilled and talented knowledge pool that can drive the local economy. This human capital is not attracted by the power of higher wages alone. Quality of place and the rich diversity of activity are factors that affect personal and business location decisions.

Competing with others

16. The City is competing with smart new city centre investments in places such as Hull, Leeds and further afield in Manchester and Newcastle Upon Tyne, but also faces competition from its own 'out of town locations'. Whilst the City Centre has a lively and diverse range of activities, including some of the most attractive small, niche retailing environments in the country, the physical fabric within which it sits presents challenging movement and accessibility issues. Investment to improve this, together with facilitating new development proposals at Castle Piccadilly and Hungate which will bring additional retail and commercial floorspace into the City Centre, is important to encourage a greater proportion of the City's residents to spend time in their City.

Access and movement

17. Addressing accessibility and movement in and around the City Centre has been identified by local businesses as a fundamental issue to resolve. Making the City more 'business friendly' will increase demand and therefore private sector confidence. Facilitating this and achieving greater levels of private sector employment as result, is a key principle for the vision.

Partnership working

18. The City could, the report suggests, maintain a higher level of economic competitiveness through embracing its neighbours and extending its range of partners (broadening its relationships with institutions such as its universities and the private sector, closer collaboration with neighbouring authorities). Engagement with neighbouring areas through the Local Enterprise Partnership model, particularly the roman heritage to the north and the coastal areas to the east, also provides an opportunity to sit York at

the heart of a wider cultural experience. It is also clear that many of the proposals set out in the Vision document could not be implemented without the partnership support of other organisations and interests in the city. As such it needs to be received as the City's Plan, and not just a Council Plan, and will therefore need to be championed by others across the city.

Streets, park and public spaces

19. The Economic Vision reflects the Council's commitment to improve the distinctiveness, vitality and sustainability of York. It puts forward a long-term plan which can be delivered over the next 20-30 years as funding and investment are secured.
20. To achieve these principles the Vision reasons that a key task over the next 20 or 30 years will be to create high quality squares, public spaces and development opportunities which will provide long-term focus for high quality external investment. The report looks to encourage more vibrant and diverse public life within the streets, spaces, parks and strays of the city and along the riversides and walls to create new opportunities for social interaction, creativity and play. This will benefit local people, give confidence at a time of economic downturn, and stimulate economic investment and business growth.

High quality development opportunities

21. Specifically, the report imagines economic opportunities in York through a series of key themes, namely the City as Park, The City Walls, the Rivers, and Parks, Streets and Squares. The opportunities for York are graphically illustrated throughout the document, together with persuasive economic, movement (sustainable modes of transport) and cultural rationales.
22. The important role that this vision plays is to identify those interventions across the City that cumulatively reduce the risk to the private sector of investing in York - by providing high quality development opportunities, set within a high quality urban environment, in a City where there are high levels of skills and a growing innovation and knowledge sector. Set within the context of a world heritage location, with strategic accessibility, these interventions will assist in reducing the risk of the York location to high value businesses, therefore enhancing yield and supporting the prospects for private sector investment and employment growth.

Working with the private sector

23. Many inspiring and challenging ideas are set out in the vision, and a robust action and delivery plan will be developed to accompany the recommended interventions and priorities for the city. The City Council, together with the new Renaissance Team and Yorkshire Forward, will further develop the ideas through existing strategies – namely the LDF Core Strategy, LTP3 and City Centre Area Action Plan. Without Walls and the relevant thematic partnerships that sit under it will also be considering the Vision as part of the review of the Sustainable Community Strategy. Gaining wider partnership 'buy-in' will be critical in implementing the Vision.

Next steps

24. The study includes dozens of key recommendations and proposed interventions (both short and long-term), as well as wider strategic opportunities to develop through existing CYC strategies. It presents a long term vision but recognises that further work will be required to be undertaken by the City of York Council, working in partnership with others, to develop a delivery plan to take forward these recommendations.
25. A number of studies and projects which align with and complement recommendations in Towards and Economic Vision are already progressing, or have been completed, including :-
 - City Centre Area Action Plan - Preferred Options consultation planned for early summer 2011
 - Historic Core Character Appraisal – to be completed by April 2011
 - City Centre Movement & Accessibility Framework, to be completed by February 2011
 - Parliament Street toilet block redesign and public realm improvements
 - Library Square transport and public realm improvements – to be completed as part of this year’s transport capital programme
 - Foss Basin Study, Planning Statement - completed
 - Footstreets extension, Fossgate – now being progressed as an outcome of the Footstreets Review
 - Study of York City Walls - Conservation & Access, PLB
 - Barbican Planning Statement – completed
 - Newgate Market Scrutiny Committee – review completed summer 2010
 - Stonebow House Planning Statement – underway
 - People Changing Places placecheck programme, BEAM – completed in 2010
 - Planning Briefs for Castle Piccadilly, Hungate, Terry’s, Nestle, Germany Beck, Derwenthorpe.
 - Work on a Development Framework for York Central is underway - to be completed by summer 2011
 - A commitment to preparing a Green Infrastructure SPD which will pick up many of the ideas around ‘The City as Park’ in the Visioning document.
26. These initiatives will provide impetus and short-term delivery. Funding opportunities – both public and, more importantly, private sector – will be

identified and followed up in the delivery plan in order to prioritise and progress other projects. Whilst the Vision sets out a clear rationale for development and intervention it does not provide all the answers on action, funding and timing.

27. Officers have begun to consider what action is required to progress key proposals. Annex 1 of this report identifies proposals which are already underway and where further work is required. A report will be brought back to members, following public consultation on the Vision, which will consider feasibility, funding and the partnerships required for delivery of the proposals in the Vision. We will then, in a Delivery Plan, set out key projects to take forward through the LDF, LTP, SCS or through specific project or funding bids, and also identify the partners required to deliver these.
28. Given the current funding climate there will be a strong emphasis on identifying affordable, easily achievable and deliverable early wins. However it is also important to have a longer term vision to work towards of which individual schemes will merely be 'a first step' towards that vision. For example extending the footstreets to include Fossgate is a project that can be delivered with limited capital outlay. Officers are currently identifying a list of such projects where there is clear support and a prospect of early delivery.

Sustainable Community Strategy

29. The Without Walls annual conference took place on 30th September this year. It was designed to further develop and refine the Sustainable Community Strategy and give Partnership members the opportunity to contribute views on the most pressing challenges that Without Walls would focus on in the city over the next 3-5 years. There were in excess of 70 delegates at the event, representing the public, private voluntary and community sectors.
30. Following feedback at and since the conference it would appear that city partners agree that the key issues that York needs to address are :
 - Environmental sustainability (including public realm, use of existing assets, and need to de-congest the city);
 - Economic Prosperity (including the role of culture and creative industries to attract investment and grow the economy, and the overall positioning of York in the international market place);
 - Responding to the needs of a changing population (including health and social care needs, community safety and community development).
31. There is a strong fit between the SCS key issues and the Economic Vision proposals. Toward an Economic Vision was presented to the Without Walls Board on 24th November, and the Board plans to meet again in February 2011 in order to consider suggested changes to the vision, strategic ambitions and key short term challenges. This appears to be an ideal opportunity to review the two important documents together and agree how

to go forward with the overall vision and short, medium and long-term strategies.

Local Development Framework

32. The Council's Executive agreed to refer the vision document to the LDF Working Group because of its importance for the LDF Core Strategy and City Centre Area Action Plan. The vision has been developed in line with the aims and objectives of both the LDF Core Strategy and the City Centre Area Action Plan, and these documents are now taking on board the outcomes of this work. Strong themes running through the LDF documents – and backed up by the Economic Vision - include supporting economic success through a sustainable spatial strategy, tackling road congestion, addressing quality of place issues through a focus on quality of design and enhancing streets and public spaces, and a strong focus on green infrastructure, nature conservation and open spaces which fits well with the City as Park strand of the Vision.
33. Taking this work a step forward the York Renaissance Team has put in place a work programme to focus on delivering economic impact and promoting high design standards on key sites in the city. Again, the economic vision is a key starting and reference point in shaping and influencing this work programme.

Consultation

34. It is envisaged that, following consideration by the Local Development Framework Working Group, early consultation on the vision with the York community is facilitated to gauge ownership of the key aspects set out.
35. The Economic Vision represents an opening, not a final offer to the community. Significant consultation has already taken place to date. Professor Simpson and his team of expert advisors have met with numerous groups, organisations and individuals over the last 12 months or so. A weekend of discussion and debate about the work was held in March of this year, and all of this consultation has fed very much into the work of the team and has influenced and inspired their thinking for the study.
36. Following presentation to the Council's Executive Committee the Vision was presented to the Without Walls strategic partnership on 24th November. Whilst ideally these presentations would have taken place after this working group meeting, it was thought that the next timetabled round of stakeholder meetings – in three months' time – would be too far away from the publication of the document.
37. A proposed framework for public consultation is attached to this report at Annex 2. It suggests a number of events during January and February 2011, centred around a public meeting and Ward Committee meetings. Summaries of the vision would be set out in the YourCity and YourWard publications, and feedback encouraged. There is already the facility to send in comments to the CYC website, and this will be built on in order to ensure comprehensive coverage and understanding of public support/ objection.

38. It is proposed that a report back on the key messages and outcomes of the consultation be brought back to Members following public consultation, along with an Action Plan setting out how key projects and initiatives can be taken forward.

Corporate Priorities

39. The actions in this report clearly and directly support the Sustainable City and Thriving City elements of the Sustainable Community Strategy, as well as the Council's Corporate Strategy, and also relate well and support the other key elements of the strategy - City of Culture, Healthy City, Learning City, Safer City and Inclusive City.

Implications

Finance

40. The costs associated with undertaking and publishing the York Economic Vision – as well as the salary and on costs for the York Renaissance Team - are being fully funded by Yorkshire Forward and English Heritage. There are some associated costs in relation to providing accommodation and associated costs for the staff, which are being borne by the Council. These will need be funded from existing budgets.
41. Costs of public consultation will come from Yorkshire Forward funding, with some support from existing CYC budget allocations. Staffing will be from within CYC teams.

Human Resources (HR)

42. The council is responsible for the employment of the 2 new posts created within the York Renaissance Team on a 3 year fixed term basis.

Equalities

43. This initiative will seek to address equalities issues, particularly through examining the potential for accessibility improvements in the city centre and through major developments.

Legal

44. The funding arrangements between Yorkshire Forward and the City of York Council have been set out in a contract.

Crime and Disorder

45. This initiative will seek to address crime and disorder issues through consideration of crime prevention through good quality of design in the city centre and major developments.

Information Technology (IT)

46. There are no strategic IT implications.

Property

- 47. There are no direct property implications, although the outcome from the work of the York Economic Vision and Renaissance Team may enhance the Council's commercial portfolio.

Risk management

- 48. The purpose of this initiative is to seek to provide greater certainty to the development industry with the planning of major developments within the City, which will enhance the future local economy. This programme will therefore look at risks regarding all aspects associated with the viability of major developments in the city.

Recommendations

- 49. That the Local Development Framework Working Group gives some initial comments on 'Towards an Economic Vision' and recommends that the Executive approves it for further stakeholder and wider public consultation as set out in Annex 2.

Reason: To enable proper public consultation on the Economic Vision which seeks to support future investment in the City, encourage high standards of design and give a focus on the importance of quality of place to economic competitiveness.

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Report Approved **Date** 3 December 2010

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Wards Affected: ALL

All

For further information please contact the author of the report.

Annexes:

Annex 1: Towards a Delivery Plan, December 2010

Annex 2: Toward a York Economic Vision – Consultation Framework, November 2010

York New City Beautiful – Towards a Delivery Plan

This table gives some examples of how key 'next steps' and 'actions' identified in Towards an Economic Vision are being progressed and where further work is necessary. A full analysis of all the actions proposed in the Vision (over 100) will be completed following public consultation and will provide the basis for a full Delivery Plan to be brought back to Members in early 2011. Although the Council can take a co-ordinating role and a lead on some projects many proposals will require partnership with landowners, developers and other key agencies and interests in the city to deliver. It will therefore need to be a city rather than just a Council delivery plan.

	Next Steps	Action	Delivery Mechanism	Progress to date	Further work required	Timescale (years)
The City Rivers						
1	Promote a continuous walking and cycling edge along both rivers in the city centre, and opportunities for new and enhanced spaces and squares.	Identify public realm opportunities along waterfronts, including opportunities for innovative floating walkways, and prepare a riverfront design strategy.	LTP / CCAAP	Officer group reviewing potential to extend the boardwalk between Lendal and Ouse bridges on the north side. Cultural Quarter Scrutiny Committee reviewed the area adjacent to Museum Gardens. Foss Basin Planning Statement reviews the potential of that area. Hungate and Castle Piccadilly developments will increase access to the Foss with enhanced riverside spaces. The potential of the rivers is being reviewed in the City Centre Movement and Accessibility Framework now underway.	Detailed riverfront study required to inform the City Centre AAP and Public Realm and Movement Strategy SPD. Input required from City of York Council, Yorkshire Forward and the Renaissance Team. . Continue negotiations re Hungate and Castle Piccadilly. Complete the City Centre Movement and Accessibility Framework reviewing pedestrian and cycle routes in the city centre.	0-10
2	Design public realm that can facilitate a range of civic and cultural activities.	Develop a cultural strategy for the riverfronts.	CCAAP / Arts and Culture team	Approval of Hungate masterplan including St John's Square and Friar's Quay. Production of Castle Piccadilly Planning Brief with a requirement for a world class civic space. Officer group reviewing potential to extend the boardwalk between Lendal and Ouse bridges on the north side.	Detailed study required to inform the City Centre AAP and Public Realm and Movement Strategy SPD. Input required from City of York Council, Yorkshire Forward and the Renaissance Team. Explore whether a cultural strategy for the riverfronts is needed.	0-10
3	Identify areas for passive river flooding and develop them as landscape flood parks.	Prepare a river risk assessment and identify flood park areas.	Detailed study required in partnership with the Environment Agency	Study would be informed by the Strategic Flood Risk Assessment, which is currently being updated..	Detailed study of flood and biodiversity issues to be informed by ongoing work on River Catchment Management Plans	10-20
The City Walls and Gateways						
4	Create Rampart Park with enhanced	Undertake a landscape design	CCAAP/SPD	The potential of the walls is being reviewed in the City Centre Movement and	Detailed study required to inform the City Centre AAP and Public Realm	0-20

	Next Steps	Action	Delivery Mechanism	Progress to date	Further work required	Timescale (years)
	walkways and new public spaces.	strategy for the new park.		Accessibility Framework. The consultancy PLB are involved in the study and have previously completed studies of the wall. Study by Glasgow School of Art students completed.	and Movement Strategy SPD. A specific SPD may be required. Input required from City of Council, Yorkshire Forward and the Renaissance Team.	
5	Link through the city walls to the railway station through existing tunnels.	Undertake detailed surveys to assess the feasibility of linking under the walls.	CCAAP / York Central Development Framework	The City Centre Movement and Accessibility Framework now underway is reviewing this option as part of linkages between the railway station and York Central and the city centre.	Detailed study required as part of the transport work for York Central and for the City Centre AAP. Links also relate to the redevelopment of office use in the Toft Green area including the new Council HQ..	0-10
6	Create new country park-and-go facilities at the edge of the ring road.	Identify locations and prepare park-and-go feasibility studies	LTP	Study by Durham University students led by Yorkshire Forward. Promotion of 3 new park and ride sites.	Detailed study. Dependant on longer term plan for the outer ring road.	20-30
The City Streets, Places and Spaces						
7	Extend footstreets to the city walls, and promote shared surfaces and access-for-all streets.	Identify opportunities for shared surfaces and prepare a phased action plan for extending the footstreets.	LTP / CCAAP	The potential of this option is currently being reviewed in the City Centre Movement and Accessibility Framework. Initial ideas for new footstreets adjacent to the current footstreets area proposed in the City Centre AAP Issues and Options report. A number of new footstreets were proposed in the footstreets review (Halcrow, 2010). Fossgate approved by Executive.	In addition to the CCMAP work, the Public Realm and Movement Strategy SPD will look at options for different streets designs to introduce shared space principles in certain areas. Options should be set out in the CCAAP Preferred Options document to be consulted on in summer 2011.	0-20
8	Design the city's public realm to accommodate current and future cultural and civic activities.	Identify locations, public spaces and designs that can facilitate cultural and civic activities, and can be serviced by anticipated utilities.	CCAAP / Public Realm and Movement Strategy SPD	Opportunities for public realm improvements were identified in the CCAAP Issues and options document. A number of key spaces in the city centre have been identified for more detailed analysis. Initial work has been undertaken for Parliament Street. Ongoing discussion re civic space at Castle Piccadilly. Hungate will have two major new public spaces. Library Square scheme included in this years transport capital programme.	Detailed study required to inform the City Centre AAP and Public Realm and Movement Strategy SPD. Input required from City of York Council, Yorkshire Forward and the Renaissance Team.	0-20
9	Redesign Parliament	Prepare a feasibility	CCAAP /	The Renaissance team are undertaking a	Detailed study required to inform the	0-10

	Next Steps	Action	Delivery Mechanism	Progress to date	Further work required	Timescale (years)
	Street as a great square.	study and a brief for an international competition.	Public Realm and Movement Strategy	study of Parliament Street to provide a short term solution when the toilet block is removed. York St John students developing ideas for the space.	City Centre AAP and Public Realm and Movement Strategy SPD. Input from Yorkshire Forward and the Renaissance team.	
10	Transform the inner ring road into a network of local streets, parkways and grand avenues within the proposed Rampart Park.	Undertake an inner ring road review and identify opportunities to upgrade existing routes into civilised streets and parkways.	CCAAP / LTP / Public Realm and Movement Strategy	This option is currently being considered in the City Centre Movement and Accessibility Framework.	More detailed analysis of each section of the inner ring road to test proposals of the CCMAF. There could be varying degrees of intervention dependent on the circumstances of each street, with an emphasis on rebalancing streets in the city centre in favour of the pedestrian. Set out proposals in the CCAAP Preferred Options document and identify the opportunity in LTP3	0-30
11	Transform the outer ring road into a series of country routes, with additional junctions and crossings incorporated where appropriate (to be developed with the introduction of country parks).	Undertake an outer ring road review and identify opportunities to upgrade existing routes into civilised country streets and parkways.	LTP	Has not been considered before.	To be considered through LTP3 as part of a long-term plan for traffic movement around the city. Consider if elements could be included in the Access York proposals.	10-30
The City as Park						
12	Extend Museum Gardens to create York's cultural park.	Identify opportunities and work with various stakeholders to create York's cultural park by connecting and unifying the range of existing open spaces (such as Museum Gardens,	CCAAP, York Central Framework, LTP, Cultural Quarter group, York Museums Trust	This option develops ideas for the proposed Cultural Quarter as considered in detail by the Cultural Quarter Scrutiny Committee. Options were presented in both the City Centre and York Northwest AAP Issues and Options reports. Detailed study undertaken by Austin Smith Lord Architects to inform the process.	Detailed study required to inform the City Centre AAP and Public Realm and Movement Strategy SPD. A specific SPD for this project may be required. Input is required from City of York Council, Yorkshire Forward and the Renaissance Team.	0-20

	Next Steps	Action	Delivery Mechanism	Progress to date	Further work required	Timescale (years)
		Ouse riverfront and opened-up spaces along Station Avenue).				
13	Create Foss Island park as York's civic park.	Work with area stakeholders and create detailed designs that incorporate the land south of Tower Street, between the Rivers Ouse and Foss.	CCAAP, SPD, Castle Piccadilly development	A Planning Statement for Foss Basin has been completed. A Planning Brief for Castle Piccadilly has been completed which requires a world class civic space around Clifford's Tower and the Eye of York. Negotiations ongoing regarding the development.	Detailed study required to inform the City Centre AAP and Public Realm and Movement Strategy SPD. A specific SPD for this project may be required. Input required from City of York Council, Yorkshire Forward and the Renaissance team. Ongoing negotiations with developer required.	0-20
14	Create Kings Fish Pool as York's low-carbon and production park.	Undertake feasibility studies to identify opportunities to create this park, including park boundaries, appropriate uses and new frontages.	CCAAP, SPD	This option has not been considered before. The potential to reconfigure the inner ring road in this area is being considered in the City Centre Movement and Accessibility Framework. A study of development potential in the Foss Islands/ Layerthorpe area has been completed to inform the City Centre AAP.	Detailed study required to inform the City Centre AAP and Public Realm and Movement Strategy SPD. A specific SPD for this project may be required. Input required from City of York Council, Yorkshire Forward and the Renaissance team.	10-30
15	Extend and define rings, strays and existing green spaces to maintain links to the countryside, protecting sensitive spaces and defining existing outer settlements and neighbourhoods.	Work with the existing local development framework process to define areas and extend the existing green space network.	LDF Core Strategy, Green Infrastructure Strategy SPD. Detailed Study	York's 'Green wedges' have been identified as a key spatial element in the LDF Core Strategy. Green Infrastructure strategy work is well progressed for York and the Leeds City Region working closely with Natural England and other key partners.	A green infrastructure SPD will be produced. Key messages on the City as Park should be picked up in the Core Strategy submission document.	0-30
The Great Street						
16	Enhance the link between York station, the Minster and the University of	Undertake a movement, accessibility and public	CCAAP in the city centre, York Central Development	The potential for this option is being reviewed in the City Centre Movement and Accessibility Framework. This includes the potential to reallocate road space, improve	Continuation of the projects described and a study of Walmgate to the University of York. Detailed studies for the redesign of junctions	0-30

	Next Steps	Action	Delivery Mechanism	Progress to date	Further work required	Timescale (years)
	York to create a new grand civic route: the Great Street.	realm strategy for the proposed streets included within the Great Street.	Framework, Design Briefs elsewhere, through S106	<p>pedestrian flows and shared space principles. This also includes a analysis of the quality of place along the route in the city centre and conservation issues. The study will present options for key junctions on the Great Street route. The Footstreets Review identified the need for new 'gateway treatments' at key locations. Ongoing projects:</p> <p><u>Railway Station</u> – access options being considered in transport work for York Central. The York Station Conservation Plan now underway will consider the station frontage and access..</p> <p><u>Library Square</u> - in the 2010/11 transport capital programme, design work ongoing.</p> <p><u>Duncombe Place</u> – identified in the CCAAP Issues and Options report and basic analysis in the Vision for York City Centre.</p> <p><u>Minster Plaza</u> – successful HLF bid supported by the Council.</p> <p><u>Kings Square</u> – options identified in the City Centre AAP Issues and Options report</p> <p><u>Stonebow / Whip-Ma-Whop-Ma-Gate</u> – ongoing discussions re the redevelopment of Stonebow House and enhancement of the public realm.</p> <p><u>Fossgate</u> – creation of Footstreet approved by Executive following City Centre AAP option and Footstreets Review.</p> <p><u>Walmgate Bar</u> -improvements to pedestrian and cycle access completed.</p>	etc.	

	Next Steps	Action	Delivery Mechanism	Progress to date	Further work required	Timescale (years)
York Central						
17	Promote the development of a new piece of city.	Develop detailed urban design plans for the site and area.	York Central Development Framework	Much urban design analysis and planning work already completed as part of the York Central planning brief, York Northwest AAP and by potential developers as part of the competitive dialogue process. City of York Council have led the York Central Review process to look at alternative ways of bringing the area forward. This concluded that a more phased approach for individual land parcels is required, set within an overarching development framework.. The Council have agreed to prepare a York Central Development framework by summer 2011. This approach fits in well with the 'new piece of city' approach recommended.	Complete urban design analysis. Complete York Central Development Framework by summer 2011. Input required from City of York Council, Yorkshire Forward and the Renaissance team. Ongoing discussions required with principal landowners.	0-30
18	Focus on sub-sites within the area that can be developed to reinforce the existing city centre and later stages of development.	Identify distinct development parcels within the area and prioritise phases.	York Central Development Framework	Using the approach set out above we are starting to look at the York Central area in terms of a number of discrete development parcels, with the land around the Railway Station and the NRM identified for early phases of development.	Ongoing discussions with Network Rail, the NRM and Yorkshire Forward to ensure this approach is adhered to by all partners.	0-30
19	Initiate early development to create a new National Railway Museum Square with enhanced connections to the museum and associated development opportunities.	Undertake early feasibility and design work to release areas between the York station and the National Railway Museum.	York Central Development Framework / NRM	The NRM is identified as an early priority for delivery and the land around the NRM is identified for early phases of development. Ongoing dialogue is taking place with the NRM as part of the York Central Review process.	Continue dialogue with NRM. Joint work with NRM to seek to build their aspirations into the York Central Development Framework. Input required from City of York Council, Yorkshire Forward and the Renaissance team.	0-10

CONSULTATION FRAMEWORK

The following sets out proposed activity to communicate and consult upon the York Economic Vision to employees, residents, local organisations and businesses across York.

Why

The consultation aims to:

- *raise awareness of the York Economic Vision to different audiences across York,*
- *test the vision ideas, and*
- *gauge ownership.*

The Vision document itself will not be amended, but the results will be used to begin prioritising the next steps towards an action and delivery plan.

Overall Timescale

- Vision completed Oct 2010
- 12th October 2010 The Press feature (Anita Morris Associates)
- 19th October Executive Committee
- 24th November Without Walls Board
- 13th December LDF Working Group
- December consultation prep (invite public meeting, plan event, exhibition, presentation, prepare consultation letters, Press...)
- January distribution of Vision document
- January-February 2011 consultation (see Table 1)
- March/ April 2011 analysis of consultation responses/ report back to LDF Working Group / publish results on website (for consultees)
- Detailed action and delivery plan, April 2011.

Table 1 - Proposed activities for Vision consultation

Communication Channels	Method	Timescales
Internal – CYC Staff		
News and Jobs (Annette Clarke)	Short article to highlight the consultation and website	January 2011
Colin	News article to highlight the consultation and web link	January 2011
Regeneration Academy	Cross directorate workshops	Jan – March 2011
External - Residents, organisations and businesses		
Mailing	Letter to notify stakeholders including LDF and Without Walls mailing lists; include factsheet/ invite comments	January 2011

Vision Book	Distribution	Nov – Jan 2011
CYC website www.york.gov.uk	Vision document and online comment log A more structured online questionnaire will be added for the public consultation	Oct – Dec 2010 January 2011
WoW website	Link to CYC website	January 2011
Public Meeting	Exhibition/ stalls and presentation	January 2011
YourCity	Article in December issue invites people to look at the report online and give their views.	Feb issue - Deadline 11 Jan
YourWard	Newsletter article at the discretion of Ward Councillors	Deadlines 24 Nov – 5 Jan
Ward Committees	Minimum; factsheets available at meetings Maximum; attendance at some depending on Ward Councillors	Meetings 24 Jan - 10 Feb
Press (via Anita Morris Associates)	Between now and Public Meeting in January, need to keep momentum going and build up support across city/ outline consultation	Ongoing
Stakeholder meetings (Table 2)	Presentations	Oct 2010 to Feb 2011

Vision Book

The design and print of 1000 'books' has been funded by Yorkshire Forward. A proportion will be distributed free of charge to organisations across the city including charette attendees, key Council officers, Councillors, Parish Councils and the Without Walls Partnership. Any remaining copies will be charged at a cost of £20.00 with the income being ring fenced for the Renaissance work. This approach has been endorsed by Yorkshire Forward.

Public Meeting

A launch event for the public consultation is proposed for January 2011 (possibly at the Theatre Royal). Display boards in the foyer for different themes and ideas (vision, background, themes - Great Street, Walls, Rivers, Streets and Spaces, City Park) as well as other information items such as LDF and LTP (therefore making links to next stage of renaissance). Followed by presentation in the main auditorium.

Factsheet

A simple summary leaflet is proposed to explain the role of the vision, summarising its content, and explaining how people can find out more and give their views. These will be made available at any events, stakeholder meetings and Ward meetings as well as in libraries, and venues such as St Leonard's Place.

Digital Media

Depending on budget, there is an opportunity to take part in a Media Display Event in St Sampson's Square on 10th, 11th and 12th February 2011. This event will focus on the innovative, new Digi Bike displays which broadcast short adverts direct to the audience via two large 45" television screens. The advert can also be used on our website, and will be broadcast via Youtube for the following 30 days.

[York@Large/](#) could also be asked to consider a digital media project (eg. screens around York).

Stakeholder Groups A press release has been sent to stakeholder groups (see Table 2) with the offer of a presentation on the Vision.

Table 2 - Programme Of Stakeholder Group Meetings

Group	Date of meeting	Notes
Council Executive	19 th Oct	Agreed to refer the vision document to the LDFWG on 13 th December
York Enterprise Property Breakfast	19 th Oct	CYC- Denise Stuart (01904 554644)
Minster Quarter	26 th Oct	CYC- Simon Daubney (01904 554422) David Brooks is chair.
Without Walls York Economic Partnership	11 th Nov 13 th Jan	CYC- Roger Ranson (01904 551614)
York Business Week	15 th Nov	Nick Eggelton, Acute Marketing nick@acutemarketing.co.uk
Without Walls Environment Partnership	17 th Nov	CYC- Jacqui Warren (01904 551666)
Without Walls Partnership Board	24 th Nov	This is the main item on the November agenda. Board has 8 partnerships which, together, account for approx. 150 groups across the city.
Asset Board	2 nd Dec	CYC- Phillip Callow (01904 443360)
Full Council	Date tbc	CYC- Fiona Young (01904 551027)
Local Development Framework Working Group (LDFWG)	13th Dec	CYC- Laura Bootland (01904 552062)
Retail Strategy Group	21 st Jan	CYC- Simon Daubney (01904 554422) Cllr Waller is chair.
Retail Forum	Date tbc	CYC- Paul Barrett (01904 552272) Frank Wood is chair.

York Property Forum	Date tbc	Chamber of Commerce
Civic Trust	Date tbc	Sir Ron Cooke (01904 626046) ronucooke@hotmail.com
York Business Forum	Date tbc	Helen Jackson (01904 236110) hjackson@york-professionals.co.uk
Chamber Business Forum	Date tbc	Chamber of Commerce
Environment Partnership	Date tbc	
Environment Forum	Date tbc	Kate Lock (01904 620171)

Budget Requirements

- Distribution of Vision books
- Mailing
- Public Meeting/ exhibition material
- Factsheet/ questionnaire printing
- Media Display Event