



**Notice of a public meeting of
Economic & City Development Overview & Scrutiny Committee**

- To:** Councillors Waller (Chair), Healey (Vice-Chair), Semlyen, Barnes, Burton, Scott and D'Agorne
- Date:** Wednesday, 11 March 2015
- Time:** 5.30 pm
- Venue:** The Auden Room - Ground Floor, West Offices (G047)

AGENDA

1. Declarations of Interest

At this point in the meeting, 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 - 10)

To approve and sign the minutes of the last meeting of the Economic & City Development Overview & Scrutiny Committee held on 28 January 2015.

3. Public Participation

It is at this point in the meeting that members of the public who have registered their wish to speak can do so. The deadline for registering is **Tuesday 10 March 2015 at 5.00 pm**

To register please contact the Democracy Officer for the meeting, on the details at the foot of this agenda.

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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 and Report of the Cabinet Member for Economic Development (Pages 11 - 18)

This report provides an update on the Council's progress on economic development since the last update in 2015, as well as the Cabinet Member's priorities moving forward.

5. Attendance of the Cabinet Member for Culture, Leisure and Tourism to present update on Shambles Market and Tour de France (Pages 19 - 26)

This report provides Members with a progress update on the Shambles Market refurbishment.

6. Online Business/E-Commerce Scrutiny Review Draft Final Report (Pages 27 - 64)

This report presents Members of the Economic & City Development Overview and Scrutiny Committee with the Draft Final Report on the work carried out by the Online Business / E-Commerce Task Group.

- 7. 2014/15 Finance Monitor 3 Report** (Pages 65 - 68)
This report provides details of the 2014/15 forecast outturn position for both finance and performance in City & Environmental Services.
- 8. Six Month Update on Major Developments in York**
(Pages 69 - 76)
This report provides Members with an overview and update in relation to the major development projects in the city at this time.
- 9. Further Update on Implementation of recommendations from the previously completed External Funding Scrutiny Review** (Pages 77 - 96)
This report provides Members with a further update on the implementation of the recommendations arising from the previously completed External Funding Scrutiny Review.
- 10. York Economic Dashboard** (Pages 97 - 108)
This report provides Members with York's latest Create Jobs and Grow the Economy Dashboard.
- 11. Work Plan 2015 and Draft Work Plan 2015/16**
(Pages 109 - 112)
Members are asked to consider the Committee's work plan for the current municipal year. They are also asked to consider the draft work plan for the upcoming municipal year.
- 12. Urgent Business**
Any other business which the Chair considers urgent under the Local Government Act 1972.

Democracy Officer:

Name- Judith Betts
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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
- 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	Economic & City Development Overview & Scrutiny Committee
Date	28 January 2015
Present	Councillors Waller (Chair), Healey (Vice-Chair), Semlyen, Barnes, Burton, Scott and D'Agorne
In Attendance	Councillor Warters

Chair's Comments

Councillor Waller welcomed Councillor Healey to his new role as Vice Chair of the Committee. He thanked Councillor Watt for the contribution he had made as the former Vice Chair. As it was Councillor Semlyen's last meeting he also thanked her for the work she had carried out as former Chair of the Committee.

Councillor Semlyen echoed Councillor Waller's comments about Councillor Watt and stated that she always found him well informed and prepared for meetings.

39. Declarations of Interest

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

Councillor Semlyen declared a personal interest in the remit of the Committee as she had volunteered to organise a European UK mobility weekend in September.

Councillors D'Agorne, Barnes and Scott declared personal interests in Agenda Item 9 (Brownfield sites and infrastructure report publication) as members of the Audit and Governance Committee. This item included at Annex B a draft of a report due to be considered at a meeting of the Audit and Governance Committee at their February meeting.

No other interests were declared.

40. Minutes

Resolved: That the minutes of the meeting of the last meeting held on 12 November 2014 be approved and signed by the Chair as a correct record.

41. Public Participation

It was reported that there had been one registration to speak under the Council's Public Participation Scheme.

Councillor Warters made a number of comments in relation to the remit of the Committee and to specific items on the agenda.

Firstly, he spoke about the issue of rural taxi buses which had been raised at the Community Safety Overview and Scrutiny Committee and about a recent Cabinet decision about funding for rural bus routes.

In relation to Agenda Item 6 (Second Quarter Finance and Performance Monitoring Report) he felt that the wording relating to the 20mph speed limit programme was politically loaded and the pilot's project's "success" should be changed to "progress".

On Agenda Item 9 (Brownfield Sites and Infrastructure Report Publication) he asked for clarification on the status of the job title of the Chief Officer who had written the report and associated annexes.

42. Attendance of the Cabinet Member for Transport (including written report on soft measures for transport modal shift and responsible driving, plus public transport review)

The Cabinet Member for Transport attended the meeting and presented a written report.

In response to comments raised by Councillor Warters under Public Participation, the Cabinet Member, stated that the decision made in regards to the implementation of budget savings on council funded local bus services was to re-examine the criteria for consultation. However a date could not be given

for when this criteria would be finalised and the Cabinet Member felt that it would not be included within the budget proposals. A number of questions received by the Cabinet Member related to engagement with bus users, repair work to traffic signals at junctions, 20 mph speed limits and his objectives for the forthcoming year.

In relation to public engagement around bus services it was reported that there was an official Bus User Group but this tended to only be convened if there was a specific policy change.

Regarding the monitoring of speed effects of 20 mph zones and in particular the South Bank pilot project, the Cabinet Member explained that the project had been carried out to examine the impact on main or distributor roads where speeds were in excess of 20 mph or more.

In response to a question about what his next set of objectives would be, the Cabinet Member said they would be around communications and culture changes, project management, how schemes were designed and how a cross party approach could be promoted.

The Cabinet Member informed the Committee that in regards to repayment of Lendal Bridge fines, a decision had been made to notify all those who had received a fine and work was currently being undertaken to produce a list of contacts. This work was expected to be complete by early February.

Officers stated that they would circulate information to Members around repair work to traffic signals and 20mph speed limits following the meeting.

The Chair thanked the Cabinet Member for his report and attendance at the meeting.

Resolved: (i) That the Cabinet Member be thanked for his report and that it be noted.

(ii) That Officers circulate the requested information to Members.

Reason: In order to keep the Committee informed of the Cabinet Member's priorities.

43. Six Monthly Update Report on Major Transport Initiatives

Members received a report which provided them with an overview and update in relation to the major transport initiatives currently being progressed in the city.

Officers were asked which schemes they considered were likely to not be completed until the next financial year.

The schemes detailed were;

- Bus interchange improvements on Rougier Street.
- A19 Pinch Point Scheme £1.9 million of funding had been held up as a result of works at Germany Beck.
- Control of the Askham Bar Park and Ride Site had been transferred to an Asset Board and so was not under control of Council Transport Officers.
- Following disparate responses from working with Fossgate User Group before Christmas in regards to the Footstreets Review, Officers had now planned to work with shopkeepers to design a scheme with them.

Discussion took place between Members and Officers on the monitoring of free parking. A question was also asked about the repayment of fines from the time of the closure of Coppergate. In response, Officers advised the Committee that further information needed to be sought from the Traffic Penalty Tribunal and the Council's Finance Department before this could be answered.

Resolved: That the report be noted.

Reason: To keep the Committee informed about major transport initiatives.

44. Second Quarter Finance and Performance Monitoring Report

Members received a report which provided them with details of the 2014/15 forecast outturn position for both finance performance in City & Environmental Services.

Members queried the following figures;

- Lower than expected car parking revenue- might this be a good time to revisit the idea of free parking, particularly in light of the closure of the Marygate car park?
- Land charges- did this mean that house sales were higher than expected?
- Potential further funding that could be gained through the £1bn West Yorkshire + Transport Fund-what share of the fund York was likely to get?

In response Officers stated that that the car parking revenue lost by the closure of the Marygate car park would be paid to the Council from Network Rail. The increase in housing sales were a sign of the nationwide trend of emerging from recession.

In response to a question about the West Yorkshire + Transport Fund, it was noted that the bid was now in the public domain but that a final decision would not be made by the Combined Authority on how much York would receive until after the General Election. This would then allow for the financial implications to become clearer.

The Chair asked Officers if they could provide written information on this issue for Members.

Resolved: (i) That the report be noted.

- (ii) That written information be provided to Members on the financial implications on potential further funding from the West York + Transport Fund.

Reason: To update the Committee of the latest finance and performance position.

45. Update Report on Universal Credit

Members received a briefing paper which provided them with an update on the progress of the national implementation of Universal Credit and proposals for the provision of local support through a 'Universal Support-Local Delivery' (US-LD) partnership.

Some Members commented that the paper showed that the situation did not seem as bad as they first thought and that the economic indicators were doing well.

They added it would be a good topic to examine in the future. Other Members urged caution and hoped that the third sector would not have to be relied on in order to implement the local support.

Resolved: That the report be noted and that a further report be provided in late 2015.

Reason: To keep the Committee informed about the implementation of Universal Credit.

46. Update Report on Economic Dashboard and Part Time Working in York

Members received a report which provided them with a copy of York's latest Create Jobs and Grow the Economy Dashboard.

Officers highlighted that there had been a drop in average weekly earnings as a proportion of jobs tended to be at lower wages.

Some Members were concerned that the average earnings of part time workers in York appeared to drop by 10 % over the past six months and questioned why. Officers reported that although this was concerning, the average part time earnings for York residents were still the highest in the region.

Members requested that further information on which employers paid the living wage in the city and statistics into low wages be provided.

Resolved: That the report be noted and the requested information be provided.

Reason: To keep Members informed about changes to the Economic Dashboard.

47. Brownfield sites and infrastructure report publication

Members received a report relating to the publication of a report to Council Management Team prepared by the Director of City and Environmental Services (CES) and its appearance on the

York Press website. The report related to proposals for delivering brownfield and infrastructure proposals.

The author of the report confirmed to Members following a question posed earlier during Public Participation by Councillor Warters, that she was the Interim Director of City and Environmental Services.

She took the Members through the report and gave reasons for why she felt that a review was needed to look the sources of funding and areas of likely growth, she underlined that this was a management report and had been redacted as there were management and HR implications.

Members requested if they could have an unredacted version of the report on confidential papers, Officers agreed.¹

Discussion took place around a series of infrastructure proposals including Castle Piccadilly and about the Committee's role in oversight of major schemes and projects.

In response to Members' questions it was reported that;

- Work around the Castle Piccadilly area was at a preliminary stage and Officers were being asked to do further work on this.
- There were a number of major schemes and projects happening at the moment and Members should consider whether they should solely come to ECDOSC for consideration or whether they should take more of an overview role.
- York had relatively low land values and high residential values and the recent change in the political composition of the Council did have an effect on interest in investment in the city.

The Chair thanked the Interim Director for presenting the report to Members.

Resolved: That the report be noted.

Reason: In order that the Committee be kept updated on issues of delivery for brownfield and infrastructure proposals.

Action Required

1. Circulate report to Members of the Committee. SCT

48. Draft Final Report on Graduate Business Start Ups, Entrepreneurialism and Higher Value Jobs

Members considered the Draft Final Report of More Productive and Higher Value Jobs Scrutiny Review.

Councillor Scott requested that it be noted that there had been no debate on this agenda item.

Resolved: That the report be noted and the draft recommendations be endorsed as outlined in the report.

Reason: To conclude the work on this scrutiny review in order that the draft final report can be presented to Cabinet.

49. Work Plan 2015

Members considered the Committee's work plan for the rest of the municipal year.

Discussion took place around the attendance of the Cabinet Member for Economic Development which was scheduled for the March meeting.

Some Members felt that it might be more beneficial for Councillor Alexander to support Councillor Levene in attending the meeting given that he had only recently assumed the responsibility for Economic Development within his Cabinet portfolio. Councillor Alexander, as the former Leader, used to have Economic Development as one of his responsibilities.

Councillor Healey moved the proposal to invite Councillor Alexander alongside Councillor Levene to the next meeting to present the Economic Development item. Councillor Scott seconded the motion. On being put to the vote, this motion was carried.

Following further discussion it was;

Resolved: That the work plan be noted and the following amendments be made;

- The attendance of the Cabinet Member for Transport and Councillor Alexander at the March meeting.
- That the Cabinet Member for Leisure, Culture and Tourism's update on the Shambles Market also include the Tour de France.

Reason: To ensure that the Committee has a planned programme of work in place.

Councillor Waller, Chair

[The meeting started at 5.30 pm and finished at 8.40 pm].

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Report on Economic Development from the Cabinet Member**Economic & City Development Overview & Scrutiny Committee****March 2015****1. Overview**

The purpose of this paper is to provide an update on the Council's progress on economic development since the last update in 2015, as well as my priorities moving forward.

2. York's economy**Performance**

The available data on recent economic performance has been strong in recent years.

- We have seen success in skills in the city – we are in the top 10 cities for skills/qualifications according to the Centre for Cities Outlook Report.
- We have also seen a continued fall in unemployment. This includes the city having the 3rd lowest youth Job Seekers' Allowance (JSA) in the UK out of 64 cities.
- We have seen a recent increase in Gross Value Added (GVA) per head from 23,084 in 2012 to 23,483 in 2013.
- Improvement in business survival rates. In 2012 the number of business births was 720 and in 2013 this rose to 945. In 2012 the number of business deaths was 635 and in 2013 this decreased to 600.

However, the data also indicates some challenging issues, particularly around wage levels, which is where I want to start.

Challenges

York's key challenge is to address wages in low-pay sectors while supporting high value jobs.

While York is in an enviable position of effective full employment, a key issue is the fact that median gross weekly wage rates for full time employees have fallen. Given that annual wages for groups who are lowest paid, such as part-time employees and women, have risen over this last year, the overall picture is less severe, with gross annual wage for residents changing from £20,725 to £20,648 (-0.4%). This data is from the Annual Survey of Hours and Earnings produced by the Office of National Statistics (ONS). Council officers have been in touch with the ONS to understand this issue further.

The ONS have advised officers that local level conclusions from one year numbers from the Annual Survey of Hours and Earnings have wide confidence intervals and so should be treated “with care”.

It is important to be aware when examining these numbers that York’s employment rate has increased in recent years – while many of those in new jobs in our economy are at the lower wage level, a trend reflected nationally, this is clearly better than being unemployed.

Regardless, the trends around wage stagnation, particularly for full-time male full-time employees are clearly concerning, and we know that this is an ongoing challenge given the nature of city’s industrial bias towards lower paid retail and tourism sectors. Given the importance of wage levels to York’s population, it is imperative that as a city, working across sectors, we focus steadfastly on addressing this issue.

3. Key initiatives in the last year

Activity over the last year has indeed focused on issues around creating high value jobs and tackling low pay. As with any economic interventions, structural change will not be instant, but significant progress has been made in key areas.

Tackling low wages

This administration has attempted to begin to address this issue by introducing the living wage for all Council and Work with York staff, as well as building this into our procurement process. The effectiveness of this policy will be evaluated independently by the University of York and this is expected to report in the Summer.

We have also promoted the adoption of the Living Wage, working closely with the private sector, and I am pleased to report that several other employers in the city have made this commitment. This includes several of the top 10 largest employers in the city – such as Nestle, Aviva, York Hospital Trust and York St John University – as well as the Golden Ball, the first living wage pub outside of London, and a winner of the Living Wage Champion for Yorkshire & Humber 2014.

Last November, we worked with partners in the city to promote Living Wage week, featuring an event at Aviva attended by individuals from medium and large businesses, and an event for smaller businesses at the Golden Ball the same week.

In addition to this, we are working to encourage city employers to pay apprentices and apprenticeship living wage, with evidence demonstrating that the quality of applicant and retention of employee rises significantly if the employer adopts the enhanced apprenticeship wage as paid by CYC.

Recently, Labour-run Brent Council announced they would be introducing business rate discounts for living wage employers after coming to an agreement with the GLA and central Government. This is an interesting idea that I have asked officers to consider.

Unlocking high value growth

A major way in which we can support the growth of York's economy and increase wages in the long run is by ensuring there is adequate space for high quality employers to be located. Over the last year, there has been significant progress on a number of key investments to support economic development in the city.

We have worked hard with both of our Local Enterprise Partnerships (York, North Yorkshire and East Riding LEP and Leeds City Region LEP) and have ensured that York is placed as a key growth hub in the strategic economic plans for both LEPs and that significant resources are being invested in the city. As part of this key developments have received over £20m in the last year, including £1.7m for York Central plus £27m set to be invested through the West Yorkshire Transport Fund, £3m for BioHub at Heslington East for additional space for bioscience businesses as part of the BioVale initiative, and £8.3m for developing the National Agri-Food Innovation Campus at Sand Hutton, on York's boundary, which provides further space for major agri-tech businesses.

On York Central, building on strong foundations this year, we have also signed a Memorandum of Understanding with Network Rail, completed a major feasibility study to build on the strong work and investment by this administration to get the city's flagship site fully developed and unlock vast amounts of much needed grade A office accommodation, and are continuing negotiations with key partners, including potential anchor tenants. The investment into addressing the site's access needs has been crucial in demonstrating the Council's commitment and leveraging in additional funding. This is on top of the work that has been carried out in developing York Central as a housing site, with it being shortlisted in the first round of the Government's Housing Zone programme, which would give access to specialist planning, technical support and cheaper borrowing.

On Biovale, our administration has pioneered work on the innovation cluster with the University of York and Biorenewables Development Centre, seeing several companies such as Circa and Wilson Biochemicals locate in York on the back of this proposition already, and the innovation and research at the University being harnessed for local Small and Medium Sized Enterprises (SMEs) in a coordinated way.

In December we were awarded UNESCO City of Media Arts status, and officers are developing a programme to maximise the significant cultural and economic opportunities this affords. A key element of this is actively taking forward plans for the Guildhall, a project with considerable demand from our fast-growing creative and digital sector, which is high on the priority list for Leeds City Region Local Enterprise Partnership (LEP) for the latest round of Local Growth Deal funding.

Over the coming months, we will be considering how to raise York's international profile and maximise the inward investment opportunities of the UNESCO designation, Make It York, and events such as the Tour de Yorkshire. The Tour de France brought £8.3m into the city during the race weekend and has seen 44% of non-resident visitors since return. It also gave us a chance to improve industrial links with major industrial bio-tech and agri-tech businesses and investors from across Europe, including signing a memorandum of understanding between BioVale and the Northern France-based cluster, IAR. This has led to further collaborative activity with major bioscience clusters in Holland and Germany.

The Council's Economic Development team are consistently working to respond to inward investment and property enquiries in York, averaging around 55 per quarter. Over the last year, as a Council we have been directly involved with supporting 8 businesses to locate in the city, creating around 100 jobs in York, with many more non-involved investments happening in the city through the right business environment. This includes companies such as Parsons Brinckerhoff, Anaplan, CH2M HILL, Giffen Group and Wilson Biochemicals who all now have offices in the city and are bringing high value jobs in the key sectors of rail, IT and bioscience to York.

Finally, we are investing in infrastructure through Digital York initiatives – such as becoming the country's first Gigabit City and delivering to date almost £400k of Super-Connected City SME grants (funded by Department for Culture Media and Sport) – as well as developing a programme to improve digital inclusion in 15/16. With York leading the way in providing world class digital infrastructure, we have applied for the 2015 Digital City of the Year and are developing a Smart City strategy to ensure it is exploited for the benefit of businesses, visitors and residents.

Supporting employment and skills and improving productivity

As highlighted above, on a range of measures, employment and skills performance is strong in York. Over the last year, we have introduced a number of initiatives aimed at improving the skills of residents to ensure that they can access and move through the local labour market, as well as to help increase productivity. This includes a broad range of successful targeted programmes:

- York Jobs Fairs and Apprenticeship Recruitment Events have been held twice a year to support an all age market and 16-24 year old audience respectively. These have been part-funded by the Leeds City Region and have been keenly supported by 40-50 high profile recruiting employers including Hiscox, Network Rail, NHS Hospitals, Portakabin, various hotels, Marks & Spencer, Hyder, Volkswagen as well as smaller businesses, and are increasingly catering for those looking at a career change and career progression as well as finding a new job. All events have been well attended – around 1500 at Jobs Fairs at the Railway Institute and 300 at Apprenticeship Events at West Offices.
- “Head Start“, an intervention targeted at 18-24s funded by the Leeds City Region for longer-term unemployed and Work Programme returners. 48 were referred by Job Centre Plus in the last year with complex needs and barriers to work; this has led to 19 young people moving into jobs to date, 5 of which have already sustained jobs for more than 6 months.
- “Support for You”, a European funded programme to support around 100 individuals and families with multiple barriers to work progress towards and into jobs.
- “Experience Works”, a project aimed at over 50s funded by the City of York Council Economic Infrastructure Fund. So far it has received 214 referrals from Job Centre Plus. Of these referrals, 173 enrolled on the 6 week rolling scheme. Outcomes to date are: 28.5% into employment, 15.4% into further training, 3.0 % self-employed.
- Apprenticeship recruitment and talent match scheme for SMEs in York, funded by Leeds City Region. York is one of only two districts exceeding targets for creating vacancies with SMEs new to apprenticeships, having worked with 100 SMEs in the last year creating 80 new Apprenticeship jobs for young people. The service for SMEs has targeted key growth sectors for the city, including business, financial and professional services, creative and digital, as well as healthcare and GP practices. This has resulted in a range of new, high quality apprenticeship jobs including York’s first two para-legal apprentices, insurance brokers and Advanced Technical Practitioners in GP Surgeries.

- Creative Employment Programme – we have successfully bid for a £90k Arts Council grant to offer wage grants and a recruitment service to create 40 new apprenticeship and intern jobs within the creative, arts and cultural sector. This service runs parallel to the apprenticeship service for SMEs delivered by the Skills Team as described above.
- Employment and Skills Plans are now embedded into CYC procurement tenders to secure locally targeted employment and training opportunities for residents and supply chain (following a Scrutiny Report and recommendations made in 2014). The biggest success so far has been using these Plans to work with the main contractor for the Community Stadium: ISG. Through them we will be coordinating a ‘Meet the Buyer’ event for local suppliers to win contracts to support the build and offer graduate internships and apprenticeships to local unemployed residents and young people seeking to start their career in the construction industry. We have recently submitted an application for the National Skills Academy for Construction Award for good practice in embedding Employment and Skills Plans within Local Authority planning and procurement, and will hear the outcome mid-March.
- SMEs are benefitting from European funding in the city via York College and various others to support free leadership and management training to drive productivity and skills shortages within the existing workforce.
- Development of our business support services on skills. This revamped offer will spell out and simplify for businesses exactly what the council can offer in the way of support for skills and recruitment. By offering the business support element of this it means we can work with businesses to not only identify possible recruits but offer support in the recruitment process as well.
- Small Business Saturday, where we worked with the business community to create a market place on the 6th December in the City Centre. This had a footfall of 16,000 compared with 1,601 last year. This also created a market place for the small businesses to better collaborate and enhance supply chain opportunities.
- Delivered Access to Finance/Business Support Seminars with multiple private sector companies.
- Working with the Manufacturing Advisory Service to develop a York & North Yorkshire Manufacturing Alliance. This will make it a lot easier to connect to other Manufacturing Alliances in the region to further capitalise on supply chain opportunities across the region. We anticipate the Alliance to go on to develop a full calendar of events relevant to the sector and peer to peer support forums.
- Worked with traders on Bishopthorpe Road & DCLG to develop a high street engagement toolkit to allow other areas to replicate their achievements.
- The York Business Conference, which was attended by 180 delegates. The conference was delivered with private sponsorship, introduced both LEPs to the York business community, and explored how local

businesses can get involved in the wider agenda of rebuilding the northern economy.

4. Priorities

Since coming into post in December, given the short amount of time until the next election, my priority has been the progression of a number of key strategic pieces of work, namely:

The new economic strategy

Officers have been working to generate a business-led evidence base for what the focus of the economic strategy should be following the election. The aim is to work with York's private sector to co-produce a strategy for the next 5 years. This process will begin on March 9th where a range of city businesses will be invited to help provide evidence and feedback on the areas where the city needs to work together to promote economic growth.

Make It York

This will enable an outward-focused, fleet of foot delivery organisation to drive forward the key economic priorities in practice, as well as attracting additional income to enable these agendas to be maximised. A Service Level Agreement is being developed and Make It York should formally start in April.

Business Improvement District

Led by City Team York, the establishment of a BID would allow city centre business to pool resources and deliver additional services and initiatives. This could unlock as much as £4m additional funding for the city centre over the next 5 years. An Economic Infrastructure Fund bid will be coming to Cabinet for a BID Manager that would take this complex process forward, and would be conditional on additional sources funding being explored and adequate information to evaluate the effectiveness of the BID being provided.

UNESCO City of Media Arts

As mentioned above, we are working with Make it York to establish a programme of events and activity to deliver the 15/16 Plan.

Tour de France and Tour de Yorkshire

Delivering the legacy from the Tour de France and maximising the economic benefit of the Tour de Yorkshire.

Parking strategy

Following initial exploratory work by JMP, we will be producing a revised parking strategy, of which one of the key pillars will be how this can support the city centre economy. The aim is to publish this in autumn 2015 and to tie this work into the Congestion Commission.

Brownfield & Infrastructure Team

Establishing a new officer team to allow strategic project management across our key brownfield and infrastructure projects.



Economic & City Development Overview & Scrutiny Committee

11 March 2015

Report of the Assistant Director Governance & ICT

Shambles Market Refurbishment**Summary**

- 1 This report provides Members with a progress update on the Shambles Market refurbishment.

Background

- 2 The Newgate Market Scrutiny Review took place between December 2009 and December 2010, with the aim of investigating possible ways of improving the existing market and its surroundings. Since then, a number of the Committee's recommendations have been implemented and the committee received updates in November 2012 and again in November 2013.
- 3 Committee asked for a further update to be brought to this meeting on progress with the major refurbishment scheme agreed by Cabinet in November 2012.

The Refurbishment Scheme

- 4 Cabinet approved a £1.5m capital investment together with £114k of revenue funding to cover the lost income during refurbishment. The funding is drawn from the Economic Infrastructure Fund. 50% of the capital is to be repaid through the new business plan.
- 5 The purpose of the planned £1.5m investment is to reinvigorate the markets as a platform for enterprise and opportunity, creating a destination market with a clear brand and the potential to increase footfall and spend. The scheme will deliver a step change in the city's profile as a visitor and retail destination contributing to a wider drive to enhance the overall attractiveness and competitiveness of the city centre.

- 6 Following an extensive consultation, architects Bauman Lyons led on the design of a scheme aiming to uplift the appearance of the existing market place, make more imaginative uses of the space, increase the visibility of the market gateways, improve the flow of footfall throughout the whole site, diversify the trader offer, and bring stronger activity to previously weak places. The ultimate goal is for shoppers to visit more frequently, stay longer and spend more.
- 7 The scheme commenced immediately after the Tour de France with traders moving into Parliament Street. It did not prove possible to complete all the works by the start of St Nicholas Fair and traders opted for works to be suspended during the Christmas period and to be completed after Christmas in a second phase of works when the traders once again returned to Parliament Street. Phase 2 is due to complete in the middle of March.
- 8 The scheme has delivered the following elements:
- 9 **Layout:** the main areas of the market have been realigned with improved drainage, lighting and roofline. This will bring a lighter feel to the market, inviting customers to venture into the centre. To keep paving costs within budget we have concentrated on replacing the old, cracked or worn paving (about 40%) rather than replacing it all. There will be all new paving along a new route through the market running parallel to the Shambles.
- 10 **Stalls:** All the stalls in the market have been refurbished, repainted and updated with electricity supplied for tills, scales etc. The range of stall sizes has been improved with an 8 foot stall being added to the mix of sizes available for hire. The range available will help smaller new businesses to trade on the market. Some stalls have been repositioned to ensure that traders have the maximum frontage available. Stalls have been removed at the end behind Marks and Spencer's to allow for seven new kiosks and a new shared seating area to be established. A food court will be established in this area to increase dwell time within the market and provide an attractive vista for the refurbished entrances to the market from the Shambles.
- 11 **Kiosks:** As well as refurbishing the existing food sales kiosks with new counter levels and shutter systems we have also established 7 new kiosks. These will house four hot food suppliers, relocating two of them from Silver Street to allow us to get rid of the hot food vans there, and two new market businesses. These hot food kiosks will have the use of the shared seating area providing a space to sit and eat outdoors in this section of the city centre.

The further three kiosks are let to existing market traders looking to establish a seven day a week service with storage facilities. The innovative frontage of the kiosks and the lighting in this area has been chosen to brighten up what was previously a very dull and neglected area of the market.

- 12 **Signage and Branding:** Initial consultation about the market refurbishment noted the lack of good signage and poor awareness of the market's location. Footfall from the Shambles and Parliament Street was particularly poor, therefore signage and branding has been an important element of the project. The Snickleways from the Shambles have all been brightened with new lighting and a branding consultant has worked on the new logo and is working on new signage designs for every entrance to the market. Following extensive research, consultation with the traders and with the local businesses, the market has been rebranded as the Shambles Market. This will increase the visibility of the market and locate it, in the mind of the visitor, next to our most iconic street.
- 13 **Other elements:** Other improvements have included bringing wi-fi into the market so that the traders can use it to provide cashless payment alternatives, high speed broadband into the Kiosks, replacement of events and activities storage facilities lost when Parliament Street toilets were demolished, additional storage for street cleansing, bins hidden from view and new anchor points for temporary stalls in the cobbles area which will give us greater flexibility in the market events we can hold.

Marketing

- 14 Make it York, working with the Market Traders Association, will be producing an annual marketing and promotional plan for the Shambles Market. The new campaign will be used to increase footfall, communicate the location clearly, develop the Shamble market links to a range of activities across the city and promote the experience of shopping in the market. Alongside this they will be running training sessions with the individual traders to improve their presentation and customer service, and to develop the use of social media for marketing purposes.

Traders

- 15 The refurbishment of the market will represent a great step forward for shoppers and traders through improvements in access, lighting, stall layout and shared seating areas to improve dwell time.

We will now seek to capitalise on these improvements by encouraging regular traders to invest in the market through introduction of longer licences and by ensuring that we have sensible and agreed rules to govern the day to day running of the market.

- 16 We are working with the Market Traders Association to ensure that the Shambles Market will look and feel welcoming, easy to navigate and enticing. This means a good range of traders, displaying their goods effectively, with attractive stalls especially at the entrances. Routes through the market must be clear and well lit with shoppers able to see through the market to goods that draw them in. Empty stalls should be covered or occupied. The market needs to signify it is open and ready for business with traders and market officers providing a courteous and helpful service at all times. Traders and officers should be able to provide information on what is going on elsewhere in the city and we should use the daily interaction with the public to promote a positive attitude to the Market and to York
- 17 Within the market there should be a wide range of goods. There will be a case for specialisms on certain days but the market needs consistently to provide a basic range of goods every day. Where market traders only stand on specific days of the week we need to have relevant information readily available for the public. The range of goods within the market needs to reflect the best of local produce, good value essentials, as well as the unusual and surprising. We will aim for the Shambles Market to sign up to the national 'Real Deal' Charter.
- 18 Whilst, over the period of the refurbishment, we have lost traders due to natural wastage and turnover, work to involve casual traders in the refurbishment process has resulted in an increase in traders wishing to commit to a regular trading licence. As the traders move back into the Shambles Market we will be issuing new licences to over fourteen traders who have previously been casual. There are still areas of the market offer that could be improved and part of the marketing plan will be a positive campaign to recruit traders in the sections of the market where there are gaps e.g. men's clothing, ceramics and linens.

Markets Policy

- 19 The Shambles Market is the market place for the city and it is imperative to its future success that when people come to York they look forward to visiting it. This has implications for other areas in the city centre and means that we no longer permit or set up competing markets in other city centre spaces, such as Parliament Street, that have a detrimental effect on trade in the regular market.

Instead, we will accommodate specialist stalls for short periods either within a designated area of the Shambles market or within the cobbled area and Silver Street. This will allow us to hold themed markets, e.g. farmers' markets. Make it York will take on and continue to develop markets policy on behalf of the Council under the service level agreement.

Council Plan 2011 – 2015

- 20 The Council Plan 2011 – 2015 has a priority 'to create jobs and grow the economy'. Reinvigorating the market will generate greater footfall and turnover in the markets, thus creating further opportunities for market traders and creating jobs.

Recommendations

- 21 Members are asked to note the contents of the report.

Annex: Annex A - Plan of the new market

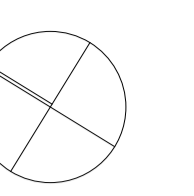
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Report Approved ✓	Date: 23 February, 2015	
Specialist Implications Officer:		
Wards Affected:	All	✓

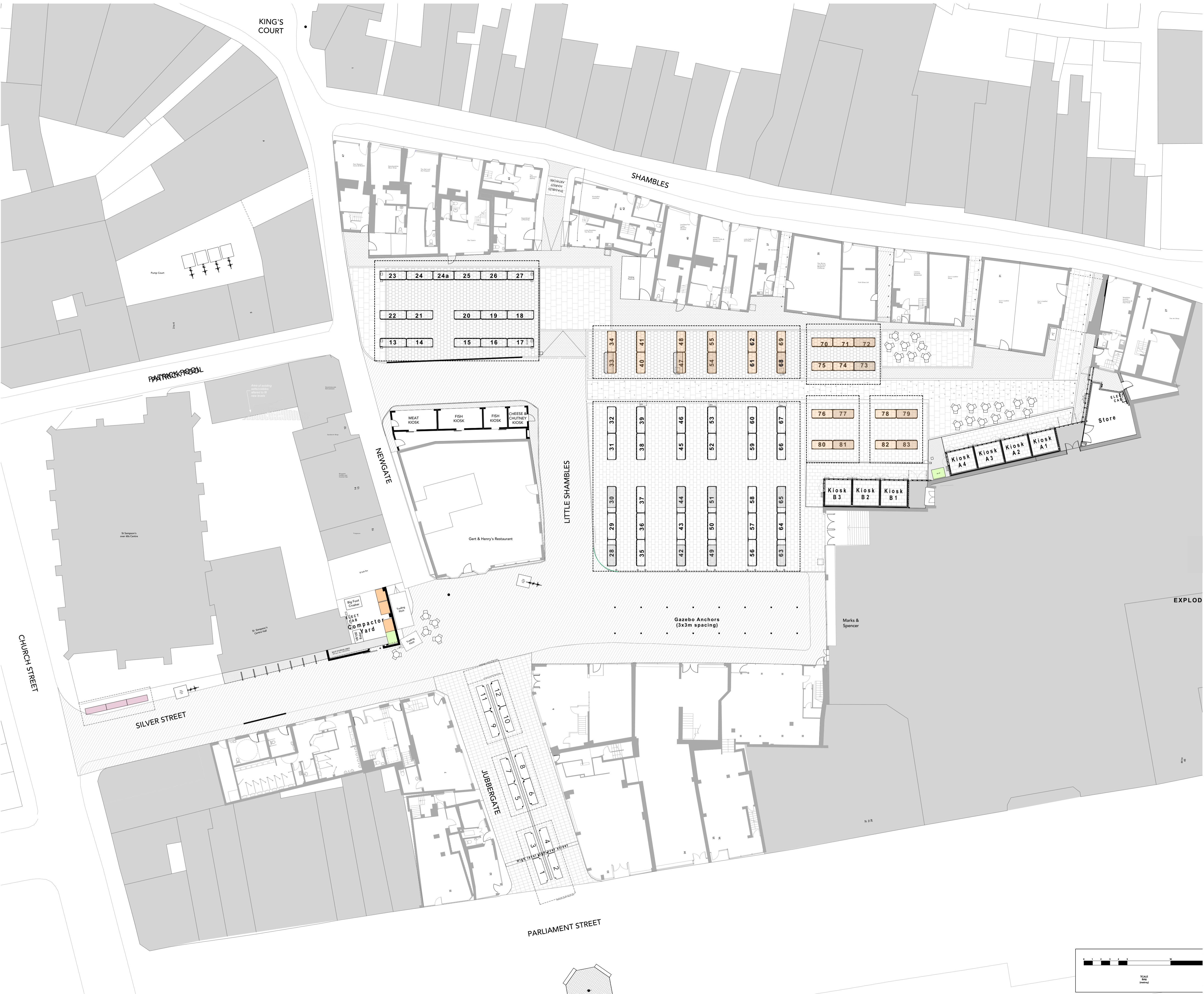
For further information please contact the author of the report

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KING'S COURT



- Notes**
- Contractor to confirm all dimensions on site before commencing work
 - Do not scale from this drawing
- Key**
- 8ft stall
 - Cardboard crate (1100 litre)
 - General waste bin (1100 litre)



Rev	Date	Notes
A	02/09/14	Stall Numbers Added; layout Option 2B update
B	24/10/15	Layer update; Kiosks updated

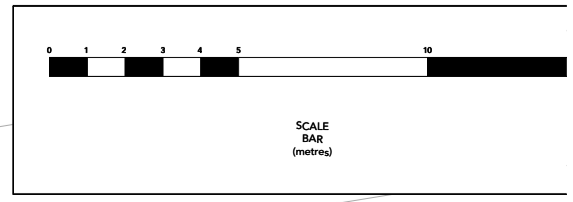
CYC CONSTRUCTION DRAWINGS

Client City of York Council			
Project Newgate Market York			
Project No. 5079	Date 1st Issue 03.04.14	Scale @ A1 1:200	Drawn YWN / MM
Drawing Title Proposed Site Layout			
Drawing No. 5079_NMY 101	Revision B	A	

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Economic & City Development Overview & Scrutiny Committee**11 March 2015**

Report of the Online Business / E-Commerce Task Group

Online Business / E-Commerce Scrutiny Review Draft Final Report**Summary**

1. This report presents Members of the Economic & City Development Overview and Scrutiny Committee with the Draft Final Report on the work carried out by the Online Business / E-Commerce Task Group.

Background

2. At a meeting of ECDOSC on 28 January 2014 the Committee considered a briefing paper on a proposed scrutiny review of Online Business / E-Commerce in York.
3. The briefing paper provided information on Office for National Statistics data which suggests that more than half of all UK enterprises are now run from the owner's home and there are 2.5 million such businesses operating across the UK.
4. Increasingly the traditional High Street retail sector is having to explore a multi-channel approach to reaching its markets. The "click and collect" model is increasingly used by the major chain retailers but independents may not have access to the technology or skills to take advantage of this new way of earning custom.
5. This area of concern – the need to encourage retail and traditional city centre businesses to make the most of the most recent technologies and telecommunications – is an issue that has been raised by City Team York.
6. There is also feedback from local business networks that the pace of technological change and the development of social media outlets for customer engagement are outstripping the pace at which particular independent or smaller companies can adapt.

7. The Committee agreed the topic was suitable for review and appointed a Task Group comprising Councillors Semlyen, Watt and Cuthbertson to carry out the work on their behalf. During the course of the review Cllr Watt was replaced by Cllr Barnes, who has professional experience in social media.
8. The Task Group met for the first time in February 2014 to agree a draft remit for the review and Councillor Cuthbertson was appointed Chair. The Task Group invited the Economy and Enterprise Manager to the meeting to assist them.
9. As a result the Task Group recommended the following review aim, objectives.

Aim

Identify how City of York Council may better support city centre (within city walls) businesses to develop their online opportunities and improve their sales, marketing and profitability.

Objectives

- i. Identify gaps in current support for online business and commerce
 - ii. Identify any barriers the business community may face to increasing online working and possible solutions;
 - iii. Investigate how a business, using online methods, can increase its profitability;
 - iv. Investigate mentoring / matching opportunities
 - v. Examine the opportunities for funding.
10. At a full Committee meeting on 25 March 2014 the aim was revised, deleting the words “centre (within city walls)” to read:

“Identify how City of York Council may better support city businesses to develop their online opportunities and improve their sales, marketing and profitability.”

Consultation

11. City Team York was the main conduit for gathering information along with digital media experts.
12. In support of Objective i) the Task Group agreed to use an online survey to examine the existing support provision for local businesses via the Economic Development Unit newsletter with requests for information and feedback from members of organisations including York Professionals, the Federation of Small Business (FSB), Proudly Group, York Retail Forum, and Science City York (SCY).
13. In support of Objective ii) the Task Group agreed to meet with representatives from York business organisations, including the FSB and the Retail Forum and in support of Objective iii & iv) met with the Chair of the Bishopthorpe Road Traders' Association and Blue Box Support.

Information gathered

14. Objective i): Identify gaps in the current support for online business and commerce and Objective v) Examine opportunities for funding. The Task Group received information on how other towns and cities are supporting the development of online business opportunities.

<p>Leeds City Council</p> <p>QU2 (Supporting Business Success through Leeds Metropolitan University)</p>	<p>Professional business centres offer a range of office services at affordable rates. Social media training provides an overview of essential online networks to give businesses a digital presence.</p>
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Link: <http://www.qu2leeds.co.uk/index.htm>

<p>Sheffield City Council</p> <p>Digital Directions</p>	<p>Helping business growth through its Digital Directions programme – a package of support from Creative Sheffield which can help with free assessment of IT needs and up to four days of IT consultancy.</p>
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Link: <https://www.sheffield.gov.uk/business-economy/development/starting-a-business.html>

<p>Lincolnshire County Council</p> <p>onlincolnshire</p>	<p>A series of awareness events across the county looking at a range of topics including how businesses can deal with change, developing a digital strategy and social media.</p> <ul style="list-style-type: none"> • Master classes on e-commerce and internet marketing at venues across Lincolnshire • Social media surgeries on using Facebook, Twitter and LinkedIn • One-to-one advice and support, accessible either through the awareness events, master classes and social media surgeries or through Lincolnshire Technology Hubs
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Links: <http://www.onlincolnshire.org/broadband-for-business/technology-for-business-business-support>

<p>Wakefield Council</p> <p>Wakefield Business Support Programme</p>	<p>Amongst other things, the support programme, part-financed by the European Regional Development Fund, has contributed money towards things such as e-commerce ready computer systems.</p>
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Link: <http://www.wakefield.gov.uk/News/PressReleases/news/PR4413.htm>

<p>Glasgow City Council</p> <p>E-commerce Solutions Grant</p>	<p>A grant for up to 80% (£1,000 maximum) towards enhancing, updating or installing e-commerce solutions to a business. The grant designed to help companies in Glasgow install e-commerce to encourage the development of businesses in Glasgow. It is targeted at those companies with growth potential and who want to retain, develop and create new jobs by developing an e-commerce service provision. The grant is targeted at small and medium sized enterprises (SME's). The grant can be used to enhance, update an existing E-commerce activity or to install new approaches to trading.</p>
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Link: <http://www.glasgow.gov.uk/CHttpHandler.ashx?id=17649&p=0>

<p>Caerphilly County Borough Council</p> <p>ICT and Ecommerce advice and training</p>	<p>Free. IT Demonstration Suite – provides business a chance to use popular software before buying.</p> <p>Free ICT training – in areas such as web design, VOIP and SEO. A Go2 Website Grant provides financial support to help eligible businesses to have an online presence and to start trading on line. Generally all business sectors may be considered for support - including retail. The business must be established in Caerphilly County Borough or the individual a resident of Caerphilly County Borough and setting up a business in the area. The scheme provides:</p> <ul style="list-style-type: none"> • Domain name registered to the company • Secure website hosting with daily website backup • Professional web design unique to the business • Fixed fee entry level website • Free listing on Go2 My Town sites • Access to online marketing tools and services • Training to manage your own websites
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Link: <http://www.caerphilly.gov.uk/site.aspx?s=+23S3aVCrphKmSh+rq63mBKR5iRYQYlhrztvAJ/WIJq>

<p>West Lothian Council</p> <p>E-Business Adviser</p>	<p>A specialist e-business adviser works with local growing businesses to help them take up new technologies and get involved in e-commerce. This includes the delivery of e-business workshops on subjects such as Trading Online; Getting Real Results From Your Website and Improve Your Search Engine Ranking. The e-business adviser co-ordinates the West Lothian e-business club which holds a series of regular meetings to bring together local companies to network, exchange ideas and hear expert speakers on a range of topics of interest to businesses who trade online.</p>
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Link: <http://www.westlothian.gov.uk/business/business-support/advice/>

Newcastle Borough Council	Businesses are encouraged to find the helpline for advice on a range of IT issues including networking, getting the right website and how to start planning for e-commerce.
Stoke and Staffs Business Helpline	

Link: http://www.newcastle-staffs.gov.uk/business_index.asp?id= SX893D-A780B6E3&cat=1381

West Dunbartonshire Council	An e-commerce grant provides funding for the development and implementation of an e-commerce strategy that can be shown to improve business performance. The funding can be used for assistance to develop e-commerce and e-marketing strategies, e-commerce web site development and assistance with search engine optimisation / establishing an online payments facility etc. The funding can provide 30% of approved project cost, to a maximum of £3,000.
E-Commerce Grant	

Link: <https://www.west-dunbarton.gov.uk/business/grant-and-loan/e-commerce-grant/>

15. City of York Council offers a range of help and advice on its York Means Business website, including IT, technical skills, social media and innovation. The site includes advice on local training and development programmes with links to technology and digital information at the IT Academy at the University of York and York St John University.
16. The IT Academy, at the Ron Cooke Hub, offers a range of courses for local businesses, individuals and university staff and students. Courses are suitable for IT professionals, people wanting to improve their office skills, as well as those wanting to further their career with professional development.
17. Objective ii) Identify any barriers & Objective iii) Investigate how a business can increase profitability. The Task Group recognised that e-commerce plays an increasingly important role in the way in which products and services are purchased. Selling products and services online can help businesses become more profitable and lower costs.

E-commerce can also strengthen and improve the efficiency in the relationship a business has with suppliers and other trading partners. Task Group Members were also aware that if businesses want to sell directly through their websites they will need to have the infrastructure in place to showcase their products and services and to process orders electronically.

18. The online survey (see paragraph 12) went live on 5 March and ran for one month. The survey went to more than 400 York businesses but the response was disappointing so no worthwhile conclusions could be drawn from it. A summary of the initial findings of the survey was presented to a full meeting of the Economic and City Development Overview and Scrutiny Committee on 29 April 2014 and Members agreed the survey discontinued.
19. A Task Group meeting on 6 May 2014 considered that one way to reduce perceived barriers is to help promote superfast broadband (SFBB) in York. SFBB offers free business support to eligible businesses, from specialist business advisers, training workshops and skills master classes by expert trainers.
20. At a meeting with digital media experts from York Professionals, a representative from Superfast North Yorkshire and the CYC Digital Strategy and Programme Manager on 21 May 2014, Task Group Members were given a summary of the superfast broadband scheme and learnt that the 12-hour free training offer was only available to businesses whose work comprised at least 75% business to business. Recognising that retailers were therefore excluded from the programme, the Task Group agreed to consider other approaches.
21. There was a feeling among Task Group Members that the social media side of online business, such as Twitter and Facebook, was more valuable as it involves direct communication with potential customers.
22. The Task Group Chair noted that low cost internet aids such as MailChimp were available for businesses. (People use MailChimp to design and send email marketing campaigns and boost business sales. It allows businesses to gain an insight into subscribers, manage contacts, send promotional emails and track results.

Businesses can personalise, automate and segment email marketing campaigns and monitor sales and website activity.)

23. However, the Task Group accepted that for some businesses developing an online presence will mean moving into a whole new world which in itself presented barriers, such as:
 - Not knowing how to set up a Facebook page;
 - Not knowing what a digital marketing plan is:
 - A perception that there will be a massive cost to building an online presence.
24. As a consequence the Task Group agreed there is a need to show how easy it is to set up a Twitter or Facebook page.
25. Information was also given about the Super Connected Cities scheme, which will make York among the best connected places in Europe. It aims to support economic growth and jobs by giving people the ability to access high-grade broadband and wireless connectivity, and to stimulate the market to go further and at a faster pace.
26. The programme to extend free, good quality WiFi in the city centre will allow retailers to gather analytical information about their customer base and to target potential customers with special offers using Google Analytics. If, for example, someone has registered and is looking to buy some jewellery then a shop might get a pop-up alert. This allows the opportunity for small retailers to compete.
27. The Task Group also received feedback on a “drop in” recently held in Richmond by North Yorkshire LEP. Task Group Members acknowledged it would be beneficial to stage a half-day event to explain the various elements of online business and e-commerce as a whole and not as a series of disconnected events. The Task Group agreed to hold a similar event in York with expert advice booths to explain such things as infrastructure, connectivity, the opportunities WiFi opens up, help and assistance with social media and marketing and tasked officers with organising an event.

28. As a result officers suggested an event covering a whole range of business support including advice on access to finance, marketing, taking on employees, apprenticeships, training, legal matters and of course all the IT related themes such as e-commerce, web presence and social networking. The idea is to have a road show that can move around the various districts within the city.
29. Such an event would cover the whole e-commerce journey from identifying needs, assessing infrastructure to exploiting the technology and it was felt that this could identify any perceived barriers to smaller businesses developing their online presence.
30. At a meeting on 10 June 2014 the Task Group accepted the key objectives of the drop-ins should:
 - Identify and overcome any barriers the business community may face to increasing online presence and e-commerce;
 - Improve the online presence for small and micro businesses and business engagement ;
 - Increase the support take-up on how businesses using online methods can increase profitability;
 - Increase the number of businesses using social media to promote their businesses and improve profitability;
 - Encourage professionals and businesses support providers to network;
 - Encourage businesses to work together for the community by trading locally;
 - Raise awareness of the help / business support available.
31. The Task Group agreed that there were three broad categories among businesses in relation to their involvement with the internet:
 - i. Business people who either do not use computers or restrict their use to emails and Google. They are hard to reach because they do not stand out and this is where there is a need to raise awareness;

- ii. Businesses that are aware of the possibilities but do not know how to move on. They do not use online marketing or social media because they do not see it as being a business opportunity;
 - iii. Those businesses with advanced skills and eligible for superfast broadband. High-speed broadband schemes are appropriate for businesses with a lot of data to transfer.
32. To further support Objectives i) and ii) the Task Group contacted the York Retail Forum and the Federation of Small Businesses offering to visit one of their meetings to explain the aim of the review and how businesses could develop their online opportunities. This would then provide the Task Group with feedback on what support forum and federation members would suggest to help improve their online presence and identify any possible barriers they may face.

Federation of Small Businesses

33. On June 16 2014 the Task Group Chair and Scrutiny Officer attended a meeting of the York branch of the Federation of Small Businesses where the Chair explained to federation members the aim of the review and its objectives – to help businesses make the most of online opportunities.
34. It was important for the Task Group to understand people's needs and what they considered to be perceived barriers and to help this understanding feedback from federation members was invited.
35. Initial feedback at the meeting included a sense of embarrassment that people were going to get things wrong and that there were perceived financial barriers. Federation members also asked if it was possible to give greater publicity as to the location of WiFi hot spots within the city.
36. After the Task Group Chair's presentation he had further contact with two federation members who run Blue Box Support, a company which offers website design and maintenance and e-commerce solutions. The Chair and Scrutiny Officer agreed to meet the two on 3 July to gather further evidence to support Objectives ii) and iii).
37. The pair set up Blue Box Support in 2012, after they were both made redundant, because they had seen an opportunity to offer ICT services and website design for small and medium enterprises. Their experience had been that many small businesses lacked understanding of ICT and were embarrassed about this.

Some users had bought expensive systems unnecessarily because they had been persuaded that they needed them to be successful; others struggled to cope or felt they were paying their provider too much for work that could possibly have been dealt with by their own personnel.

38. After the Scrutiny presentation at the FSB meeting, the pair had themselves run a combined presentation of their services/surgery for internet users and they had been told of numerous such problems that had been experienced by small business owners/managers who were at the meeting.
39. The Blue Box experience has been that many small to medium retail businesses do not seem to know enough about IT. While they often realise that they are competing in a global market and are aware that they need an online retail presence, they do not know how to set up a website shop. They want to have a website but then find themselves worrying worry about how to update the site.
40. At the end of 2013, Blue Box created a website called North Yorkshire Business Directory <http://nybd.net/index.php> which provides an online database of businesses and their goods and services. Every client who advertises with NYBD gets a whole page on the website with unlimited text, images and video for a flat fee. Blue Box also includes Google Analytics so that the service provider can trace who is looking at which adverts.
41. As well as the directory there is scope for tweets; an idea that could be realised relatively cheaply is to utilise the YouTube channel to air short, punchy step-by-step online videos on setting up businesses and business support. These could be updated as and when there are changes to things such as tax laws, for example.
42. One possibility of this product is that it could be used to offer a 'cheap and cheerful' way for start-up and growing businesses to access a peer network of local businesses, to get their web presence known locally and to gain informal access to a range of internet provider and business support services offered by small local companies, thus contributing to the city's economy.
43. It seems feasible that a similar network could be facilitated by City of York Council under an arrangement in which the whole site is managed by a reputable web host outside CYC infrastructure.

Some arrangement could possibly be concluded with a local supplier such as Blue Box to 're-badge' an existing product and provide such a service through York Means Business. This would remove the need for any development effort to be provided by the Council and, by re-badging an existing product, would minimise development overheads and lead time.

Pop-up Business Cafes

44. As a result of the Task Group's earlier decision around "drop in" advice sessions (paragraph 27 to 29) a series of Pop-Up Business Cafes in the city were arranged by the Economic Development Unit in conjunction with Business Inspired Growth – a York, North Yorkshire and East Riding Local Enterprise Partnership initiative to help businesses in start up, grow and become more competitive - the first at Your Bike Shed in Micklegate and the second at the Exhibition Hotel in Bootham.
45. At each business cafe free business advice was given on a range of topics including social media, digital marketing, websites, technology for businesses, digital skills and staff training and broadband vouchers.
46. As the purpose of the drop-in sessions was to identify gaps in support; any barriers the business community may face in increasing online working; how a business can increase its profitability using online methods as well as funding opportunities, questions were logged by the various experts.
47. The questions logged and the advice offered included:

Question	Recommended Next Steps
What's the best social media for me? (3)	Research Twitter, use # Facebook, Instagram, Pinterest and secure accounts. Consider online learning, research groups and conversations relevant to your expertise and LinkedIn Corporate.
How do we develop a brand? (4)	Research design agencies, consider a logo from the outset
How much does a website cost? (5)	Research web agencies, ask the annual costs, what you own and functionality

How do I diversify the website? (3)	Consider design and your audience
How do I market my website?	Consider a marketing plan, press releases, event attendance and LinkedIn
How do I use Facebook better? (2)	See it as a news feed for your website. Concentrate on Twitter and LinkedIn
How do I push people from one place to another?	Use the website as core and use Facebook as a news feed
How do I launch my business online? (4)	Use the Press and media and ensure that website/social media is fit for purpose
How do I optimise my website? (2)	Look at content and appraise. Add share functions, research key words and take part in a SFNY Master class
Do I need to update my site myself?	There are lots of options , so consider if you need it or if it's just a 'nice to'
How do I promote my business online? (4)	Assess your demographic and what your call to action is
How do I split my website up? (3)	Make sure that the site is clear, pushing people to the right section
How do I target young people?	Responsive version, social media and use analytics
How do I use Twitter/LinkedIn?	Use Google analytics
How often should we Tweet?	At least once a week, but use analytics/feedback
Should I have a site yet? (2)	Utilise a blog and social media
When is WI-FI available in Bishy Road?	Gave details of SFNY and a super connected voucher

How can I maximise my internet connection to grow my business?	Use online marketing, learn to use social media and understand how your website should be marketed
How can I take payments for my business? (2)	Speak to your bank and payment websites. Set up ecommerce on your website
What help can I get with marketing my start up business?	Look at SFNY Master class on social media and website development
How do I get my 12 hours of SFNY support?	Referred to SFNY Customer Services and suggested SFNY Master class
How do I get more followers on Facebook without paying?	Include a video in Facebook marketing
How do I make my brand less dependent on one single supplier?	Integrate a blog into WP website

48. In addition to the technology for business advice there was also information given on start-up loans, expansion funding, card payment facilities and business grants.

Funding Opportunities

49. To further identify IT funding opportunities for business in York (to support objective v), Task Group members were made aware, via GRANTfinder, www.grantfinder.co.uk of funding available to support the development of IT skills in businesses in England.

50. The Tech Partnership Training Fund provides funding for employers to invest in IT training for their staff, with the aim of stimulating increased investment in training which supports business growth and competitiveness.

51. Funding is available for the following key purposes:

- Enhanced Apprenticeships: to support additional training for IT apprentices over and above their standard programme.

- Short courses: to support training in strategically important skills such as cyber security, big data, mobile, cloud and e-commerce.
52. Funding to cover up to 50% of eligible training costs is available, up to a maximum of either £1,000 per learner for enhanced apprenticeships or £500 per learner for short courses.
53. Enhanced Apprenticeships - for employers who want to enhance apprenticeship programmes with additional training. This could include:
- Training for industry certifications.
 - Additional technical training, such as:
 - Cyber security.
 - Additional software languages.
 - New operating systems.
 - Infrastructure.
 - Intermediate or higher units from ITIL.
54. Short Courses – for employers who wish to invest more in:
- Cyber security.
 - Big data - data management, data analytics, data science, business intelligence.
 - Mobile.
 - Cloud.
 - E-commerce.
 - Other technical skills of strategic importance to the business.
55. The Task Group later learnt that in early February 2015 the Leeds City Region Enterprise Partnership has secured funding of £17.5 million from the Government's Employer Ownership of Skills Pilot. The funding will be awarded to small and medium-sized businesses in the Leeds City Region to invest in the skills of their workforces, enabling them to develop and grow their business.

56. The programme has been developed to help small businesses source the skills solutions that they really need. It will provide training, skills assessments, impartial specialist advice and help small businesses to take on apprentices. The programme aims to address skills shortages in key sectors in the Leeds City Region that offer the greatest opportunities for economic and employment growth, such as manufacturing, construction, digital, hospitality and medical technology. Grants and support of £500 to £50,000 will be available to businesses in the region.
57. The partnership will establish this new skills service to finance employers' skills requirements and ensure SMEs are fully equipped with the resources needed to develop a skilled workforce. Businesses will have support to source the most appropriate training and providers to suit their skills needs and help identify what funding opportunities are available to support business investment.

Case Study

58. The Task Group met again in early November to consider the evidence gathered to date. Members were disappointed to note that despite numerous efforts through the online survey, meetings with professional organisations and the pop-up business cafes there was no hard evidence to highlight what support business people actually wanted. They considered the problem to be how to get the snowball rolling while they accepted that the problem with social media is that there are no right or wrong answers.
59. There was a suggestion that the topic should be taken over by a business growth hub but the Task Group agreed to consider a case study as a way of stimulating interest.
60. The Task Group discussed the Bishopthorpe Road Traders' Association which represents 74 businesses located in or around Bishopthorpe Road (Bishy Road) in York. Their aim is to promote these businesses and to contribute to the community. The traders have organised themselves as a collective <http://www.bishyroad.net> and they have a social media coordinator to increase "Bishy Road's" social media presence.
61. On 28 January 2015 the Task Group Chair and the Scrutiny Officer met the Chair of Bishopthorpe Road Traders' Association. About 90% of the businesses in Bishopthorpe Road are independent and prior to 2010 there was little interaction between them.

In 2010 a Towards Carfree Cities conference was held in York and traders in Bishopthorpe Road were approached to stage a street party as part of the event. The community celebration brought traders together and the association chair described it as a Eureka moment out of which the association was formed.

62. Within a few weeks the association had agreed a constitution and launched its website. It costs traders £30 a year to be on the website and they use Pick and Mix Marketing Solutions to co-ordinate social media activities. Among other things, Pick and Mix does 10 posts a week on both Twitter and Facebook featuring association members so all the businesses get additional online exposure every couple of months. The association's Twitter page has more than 1,500 followers. This allows free marketing and gives the area a presence. Association members are all on an email list and there has been training in the use of Twitter and Facebook. Bishy Road produces a newspaper "The Bishy Times" four times a year and this is available both online and in paper form. The association last year used online Crowdfunding to raise £4,500 to finance Christmas lights in the area.
63. The association acknowledged that feedback from both Twitter and Facebook proved the effectiveness of social media as a form of marketing. Often customer comments on social media helped market the area on behalf of the association.
64. York-based Pick and Mix Marketing Solutions specialises in social media and digital marketing <http://www.pickandmixms.co.uk/>.
65. At a Task Group meeting on 5 February 2015 Members agreed that there would be value in trying to extend the Bishopthorpe Road model to other area in the city. By working as a group the traders were able to involve people who were not online savvy in social media. There was little corporate desire to move on from emails and social media as the main tool for promoting the area although traders who saw an online potential to develop their business did go further.
66. The Task Group acknowledged that the Bishy Road traders' association was formed when businesses in the area were invited to take part in a street party and believe such street-closure events could be used as a catalyst for similar associations to be developed in other areas of the city.

These could “piggy back” on street closures for events such as the Tour de Yorkshire in early May 2015 or European Mobility Week from 16-22 September 2015 and Car Free Day on 22 September www.mobilityweek.eu. European Mobility Week is an annual event.

67. City of York Council does not charge for street parties if they are for a community event, although a charge may be enforced if the closure is put in place for a company’s own financial gain.
68. The Task Group noted there were specific street party sites such as Streets Alive <http://www.streetsalive.org.uk/> which aims to help build communities from the street up, Playing Out <http://playingout.net/> and Living Streets <http://www.livingstreets.org.uk/node/106/street-parties> and CYC prepared its own request form and guide for residents wanting to hold a street party to celebrate the Tour de France (Annex B).
69. The corporate model adopted by the Bishy Road traders’ association was indentified by the Task Group as a way to develop the online involvement of businesses as it offered a relatively easy way to help businesses and business growth, particularly among those businesses that were wary of using the internet beyond emails and Google.
70. Information was also provided about other networking groups, such as Meetup York <http://www.meetup.com/cities/gb/j7/york/> Winning Women, a site for entrepreneurial women <http://globalwinningwomen.com/> and She Loves York, <http://www.shelovesyork.co.uk/> a lifestyle club for women with access to offers and discounts in the city. The Task Group acknowledged it would be useful to have a list of networking groups on the York Means Business website.

Conclusions

71. Online activities play an increasingly important role in modern day business and many businesses have been keen to embrace the concept.
72. Social media can play a big part in marketing whether this is for an individual business or an area as in the case of Bishopthorpe Road (paragraph 60). Indeed, it has gone a long way to strengthening the Bishy Road brand.

73. Online business opens the market to customers nationally and internationally and enables smaller companies to compete with larger companies. However, businesses once competing with shops in the next street or the next town now find themselves competing on a global scale.
74. Many businesses nationally and internationally have become extremely profitable through online sales, Amazon for example. Small businesses and even individuals can also market their produces or services worldwide by using e-commerce.
75. A significant challenge was that people do not fully understand how the internet can be used in their businesses, paragraphs 37 & 39. There is some reluctance to admit to not being technically minded and people are unsure about what skill level they need.
76. A common perception encountered in the review was that business owners often “did not know what it was they did not know” in respect of e-commerce and this, along with the disappointing response to the online survey and the lack of hard evidence from the pop-up cafes, made it difficult to identify meaningful outcome targets.
77. While York has an advantage with its digital infrastructure, paragraphs 25 & 26, there is a need to break down into an easy guide the various offers available. This could be as simple as learning how to tweet or set up a Facebook page.
78. There are advantages in businesses collaborating to establish a joint online database of goods and services provided and these can be achieved a relatively low cost, paragraphs 40, 41 and 62.
79. The use of the internet, emails and social media has helped organisations such as the Bishopthorpe Road Traders’ Association, paragraphs 58-60, improve their community and promote the area as vibrant place to live and work. The traders communicate via their email list and they have been able to advertise the Bishy Road brand as opposed to advertising individual business.
80. The close co-operation of the traders has led to numerous accolades for Bishopthorpe Road. At the launch of the Tour de France Grand Depart Bishy Road was named Yorkshire’s Best Dressed Urban Street and the J’Adore Bishy Road theme culminated in a street party which attracted between 15,000 and 20,000 visitors. In October 2014 Bishy Road was awarded a York Community Pride Award for Service with a Smile 2014.

This is normally given to a single business but was awarded to the whole street for its compassionate level of service. And in November 2014 Bishy Road was named in the top three Local Shopping Parades in Britain as judged by the Great British High Streets competition. The Bishopthorpe Road Traders' Association Chair said at the time: "The interaction of the local community through social media to our short listing was second to none and extraordinary. There were literally hundreds of Tweets, Facebook messages and photographs that were sent in to support Bishy Road."

81. Facilitating road closures for street parties to act as a catalyst for traders to work together and ultimately form an association is a viable option. However, there may be a lengthy lead-in time for street closures to enable diversions to be arranged and discussions with transport operators such as bus companies. Street closures also need to be coordinated with road works associated with public utilities (gas, water, electricity companies) and highways maintenance which are often agreed a year in advance.
82. The city would benefit for a list of networking sites which could benefit business to be included on the York Means Business website.
83. Business people who need to travel during the course of their work would also benefit from the clear signposting of WiFi hot spots in the city.
84. While the pop-up cafes (paragraphs 44 to 48) did not provide as much hard evidence of the online needs of businesses as might have been expected they were an overall success in providing advice and information for small businesses.

Analysis

85. Traditional commerce and e-commerce are both concerned with the buying and selling of goods and services. While traditional commerce usually involves interaction between a customer and a salesperson in a place of business, e-commerce is usually done online and is impersonal.
86. The potential of e-commerce to remove the effects of geographic location from selling products and services presents both an opportunity and a threat to York-based businesses.

87. The advantages of selling goods online are that they open the market to customers nationally and internationally; smaller companies can compete more equally with larger companies; a reduction in staffing and / or store premises thereby reducing costs and the option of 24-hour shopping at minimum additional costs.
88. Businesses which are keen to develop e-commerce and increase their online presence often engage outside help to support the transition to e-commerce or expanding e-commerce provision (paragraphs 37 & 62). This help is usually provided by specialist digital agencies which provide consultancy services to build online systems and other agencies who provide advice and other support to business owners.
89. The disadvantages are fiercer competition in that businesses once competing with nearby concerns find themselves competing on a global scale; this increased competition may force local companies to reduce their workforce; the move to e-commerce will require a certain amount of investment and if stores are closed in order to save money customers who prefer to shop on the high street may not be comfortable buying online so may go elsewhere.
90. While many businesses recognise the benefits that might be gained from the use of IT in their business they may not be aware of how e-commerce might be relevant to their business operations or the steps that are required to make that happen.
91. The co-operation of traders via the internet can pay dividends for both individual businesses and communities, as highlighted by the Bishopthorpe Road Traders' Association. Formed in 2010 one of the first things the association did was set up a website and the 74 members are now involved in social media to successfully promote both their individual businesses and the Bishy Road brand.
92. The Task Group realises that community events such as street parties could act as a catalyst for greater collaboration between traders in a particular area and could lay the foundations for the establishment of traders' associations.

Report Recommendations

93. After considering all the evidence above, the Task Group recommends that City of York Council should put in place a plan with timescales to:

- i. Ask the Economic Development Unit to:
 - a) To use the success of the Bishopthorpe Road Traders' Association to encourage other neighbourhood trader groups to collaborate on social media projects to increase business and profitability;
 - b) Liaise with volunteer ambassadors to encourage local traders' groups to engage in joint efforts and form local associations;
 - c) Use social media to spread news about deals, events and skills sharing e.g. digital newsletters and blogs;
 - d) Link to a range of networking Facebook and Meet Up groups with short descriptions of their purpose on its York Means Business website;
 - e) Support continued business advice events along with the Local Enterprise Partnership and feature pop-up events on social media and the Council's residents' newsletters such as Your Voice;
 - f) To work with Make It York as necessary to provide wider training in social media and online skills where appropriate in bids for financial support to the relevant LEPs.

- ii. Ask the Interim Director of City and Environmental Services to:
 - a) Facilitate road closures and street events to stimulate other collaborative groupings between traders and other organisations in a locality;
 - b) Pre-publicise to traders, residents' groups, residents' forums and Councillors through Council channels forthcoming road closures for city/regional events (e.g. European Mobility Week, 16-22 September 2015 www.mobilityweek.eu) and encourage local traders or voluntary groups to combine and communicate to each other around such events.

- iii. Ask the Director of Communities and neighbourhoods to facilitate circulating by email guides on running street parties to support such events to local trader and residents' groups and list the guides on a Council website on a page about economic development through street events along with suitable case studies (eg <http://www.bishyroad.net>);
- iv. Encourage Make it York to review and add to its business emails database particularly for small traders and to email regular information to businesses on online skills training opportunities.
- v. Encourage Make it York to include online and digital skills training as part of its marketing to local businesses so as to develop a "York Online" brand approach to help local businesses make better use of online marketing and communications.
- vi. Ask the Director of Customer and Business Support Services to:
 - a) Ensure WiFi availability in the city centre is publicised and clearly signposted;
 - b) Examine the possibility (with Make It York where necessary) of engaging occupants of the proposed Guildhall Digital Hub to promote training in social media and on-line skills in communities across the city. Any group eventually formed to address this should include community outreach and respond to the recommendations arising from the recent scrutiny review on Disabled Access.

Options

94. Having considered the information provided in this report, the Committee may choose to:
 - i. Revise this draft final report;
 - ii. Revise and/or identify alternative review recommendations;
 - iii. Endorse the draft review recommendations as listed above and sign off this report.

Council Plan

95. This review is linked to the create jobs and grow the economy element of the Council Plan 2011-15.

Implications

96. With regard to Recommendation i), should it be endorsed, then Cabinet will need to consider this in light of the changing architecture between the Economic Development Unit and Make It York.
97. With regard to Recommendation vi) a) there are proposals for changes to the waymarking in the city centre including the option for digital display boards. The promotion of WiFi could be linked to those proposals although finding way to do this without increasing street clutter in the city centre might not be easy.
98. Information on other implications is currently being identified and will, if any, be tabled at the meeting for consideration and then included in this report prior to its presentation to the Cabinet, once this Committee has confirmed the recommendations it wishes to make.

Risks Management

99. No risks have been identified in relation to the recommendations in this Draft Final Report.

Recommendations

100. The Economic & City Development Overview & Scrutiny Committee are recommended to:

- Note the review findings detailed above.
- Endorse the Task Group draft recommendations as listed in paragraph 93 above.

Reason: To conclude the work on this review in line with scrutiny procedures and protocols thereby enabling the final report to be presented to Cabinet.

Contact Details

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Andrew Docherty
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Tel: 01904 551004

**Report
Approved**

Date 2/3/2015

Wards Affected:

All

For further information please contact the author of the report

Annexes

Annex A – Online survey

Annex B – Street closure request form and guide

Abbreviations

FSB – Federation of Small Businesses

IT – Information Technology

ICT – Information and Communications Technology

LEP – Local Enterprise Partnership

SCY – Science City York

SEO – Search Engine Optimisation

SFBB – Superfast Broadband

SME – Small and Medium Enterprises

VOIP – Voice Over Internet Protocols

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Economic Development Unit E-Commerce Business Survey Summary of results

Survey Responses and Distribution

Responses collected: 03/03/14 – 01/04/14

Total responses: 37

Contact:

Nathan Vasey x1344

Economic Development Unit

nathan.vasey@york.gov.uk

Survey distributed through networks:

Business Engagement Group, Property Agents Group, City Team York members, Acomb / Micklegate & Minster Quarter Traders, Proudly Group, York Means Business newsletter.

Shared on Twitter through the York Means Business account – shared by Science City York, FSB & VisitYork.

Shared through the FSB and York Professionals newsletters.

Questions and response summary

Q1. Has your business received any training or support in relation to e-commerce?

Answered:	37	Skipped:	0
Yes:	11%	No:	89%



Q2. Please specify the training or support received the provider it was from and any costs involved.

Answered:	3	Skipped:	34
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Response Text
We are specialists in this matter ourselves
A generous free day on Fac eBook use from one of my suppliers.
Working with Online Travel Agents, Website optimisations, online ordering etc.

Q3. How has this support benefited your business?

Answered:	3	Skipped:	34
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Response Text
N/a
Engaged people in a different way
Lower costs, increased bookings

Q4. Has your business received any training or support in relation to social media?

Answered:	33	Skipped:	4
Yes:	27%	No:	73%



Q5. Please specify the training or support received, the provider it was from and any costs involved.

Answered:	6	Skipped:	31
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Response Text
twitter, facebook private provider £150
social media
General Visit York member training days for social media
Sorry, please see previous answer
No costs - free workshops from WTY
Not sure- some free support for voluntary sector

Q6. How has this support benefited your business?

Answered:	6	Skipped:	31
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Response Text
no much
made us more social
To start with yes - then we found it a bit too basic
See previous
Improved awareness
Use twitter and facebook to promote our services and raise our profile

Q7. In relation to both e-commerce and social media, please specify areas of support that would be of most benefit to your business.

Answered:	11	Skipped:	26
-----------	----	----------	----

Response Text
on -line marketing
None
free Wi Fi access
Not something we have really thought about, we have a website although we do not get much work via this media
Marketing business & products
More free listings on local websites & more followers!
growth
Understanding e-commerce such as metawords and the workings of Facebook and Twitter
More in-depth, advanced courses
e-commerce expensive to set up.
Advice on use of linked in to promote our services and training.

Q8. What barriers would you identify as preventing your business from maximising online opportunities, to improve sales, marketing and profitability?

Answered:	11	Skipped:	26
-----------	----	----------	----

Response Text
staff time and expertise
None
staff time during trading hours
Most of our customers only use web to find out about us, then make phone calls
Getting my message to the right audience
Money, cost of advertising
ignorance
See number 3
Costings in doing so and prices local web business charge to get things up and running - is there any funding to help small businesses in this area?
cost, time expertise.
Budget
Identifying small businesses which may use our services in addition to existing contacts.

Q9. How do you think using online methods can increase your business profitability?

Answered:	11	Skipped:	26
-----------	----	----------	----

Response Text
greatly
I don't believe there is an added value from an online presence
quite a lot
Don't, we cannot trade on line
It is another form of advertising for my business
Web orders & regular promotions via twitter etc
The web is always open - online shopping is becoming more and more popular
Increase online turnover where shop turnover is decreasing, thereby reduce staffing costs
drive new people to the business
Increased sales/ exposure to larger audiences and markets
Reach wider audience and target more accurately.

Raw data can be provided on request.



**TO CELEBRATE THE
GRAND DEPART OF THE TOUR DE FRANCE**

**DO YOU WANT TO HOLD A
TOUR DE PARTY?**

(STREET PARTY)

A PRACTICAL GUIDE!



What is a street party?

Street parties and fetes are 'get togethers' that groups of residents arrange for their neighbours. The main differences between a small party and fetes and larger public events are listed below:

STREET PARTIES AND FETES	LARGER PUBLIC EVENTS
For residents/neighbours only	Anyone can attend
Advertised only to residents	Advertised widely (such as newspapers)
No licences normally necessary if music is incidental and no selling is involved	Licence usually needed
No formal risk assessment needed, unless a road closure is required	Risk assessment common
Self-organised	Professional/skilled organisers
Insurance may be needed	Insurance needed

ANNEX B

Who you need to speak to

Organising small, private street parties and fetes is very simple and generally does not include activities that need a licence, such as selling alcohol or providing certain types of entertainment.

If you would like to hold a street party or fete, please contact our Highways Department (details below) to ask about any permissions you will need to apply for, such as the closure of your street.

In general, if the street you live on is a Cul-de-Sac there are unlikely to be any highway related concerns raised that would prevent you holding a street party. In the interests of promoting local community activities the usual charge for processing the road closure request and the legal closure notice will be waived on this occasion. However, organisers should be aware that the cost of supplying the correct highway “ROAD CLOSED” signs would be their responsibility.

For other streets with through traffic it may still be considered practical to close the road for a street party, but there are likely to be more significant cost and increased liability implications for the organisers.

Because there is always a chance of unforeseen incidents event organisers will be required to take out public liability insurance for their event.

In order to gain approval for a road closure to allow your street party to take place on the Public Highway the following information must be submitted by the **6 June 2014** at the latest.

ANNEX B

Applications after this date are unlikely to be approved. Please note that if approval is granted this is simply for the road closure, other issues such as alcohol, noise, trading, etc. will have to be resolved separately.

An Application Form for a road closure appears at the end of this document.

If you want to have a pay bar or intend to provide entertainment to the wider public, or charge to raise money for your event, you will need a Temporary Events Notice which is a type of temporary licence and costs £21:00 (which covers up to 499 people including staff). Similarly, larger public events attracting more people will require a different process. If you need a Temporary Events Notice or would like to hold a larger public event, please contact the licensing department.

The number one tip for holding a party is to plan early, think about what you want to achieve and get in touch with your council at least 4-6 weeks in advance. (If a road closure is required you will need to give the council 12 weeks notice).

Highways	01904 551367
Licensing	01904 552512
Environmental Protection	01904 551844
Events and Festivals	01904 554253

ANNEX B

Frequently asked questions and checklist

Q. Do we need insurance cover?

A. Most local authorities do ask for public liability insurance cover for a small residential street party. But where you or your council think insurance would be a good idea, you might find it helpful to go on [Streets Alive](#) and [The Big Lunch](#) website for further advice. Quotes for insurance start from as little as £50. The costs can always be split between residents, or you could hold a raffle or ask for donations to cover the costs.

Q. We're serving alcoholic drinks - do we need an alcohol licence?

A. No, licences are only required if alcohol is sold. At a private party, sharing drinks with your neighbours does not require a licence. If you did want to sell alcohol, you will need to contact your council for a Temporary Event Notice form. This form costs £21:00. Please contact the Licensing Department (details above) for this form.

Q. We're playing music - do we need an entertainment licence?

A. No - if your street party is a private party for residents and the music is not advertised in advance to attract people, and you're not making money then there is no need for a licence for your music, whether it's live or recorded.

Q. Do we need a permit to serve food?

A. No - as a private party, you do not need a licence under the Licensing Act 2003 to sell food (unless you wanted to only sell hot food and drink after 11pm).

Q. We're having a tombola/raffle - do we need permission?

A. Probably not. If the tombola/raffle tickets are sold on the day and the prizes are not worth more than £500 in total then it will be exempt from gambling regulations (however, if tickets are sold in advance of the event, you will need a lottery registration but do speak to your council first). Any proceeds from the tombola/raffle must go to a good cause such as a charity or even covering the cost of your party. Alternatively, if you did want to raise some money for your local church or charity, you can always ask for donations.

ANNEX B

Q. Do we need to clean up afterwards?

A. Yes, you will need to clean up after your street party. It's your street, your party, so keep your local area clean and tidy. Let people know in advance what time the party will finish and have a section set aside for bin bags and recycling.

Q. If we can not use our Street is there anywhere else we can hold a Party?

A. Yes. In the City of York we are extremely lucky to have so many Parks and Open Spaces and we would be more than happy in assisting you with a project in one of these. For more information or an informal chat please call Liz Topi on 01904 554253/07500 127821 or email liz.topi@york.gov.uk.

More Advice

If you'd like more advice, tips, and suggestions for everything you'll need for the perfect street party, visit the [Streets Alive website](#). Streets Alive is a not-for-profit organisation that specialises in community events.

Your Event

If you are planning a party for your street or neighbourhood, let us know and we'll post the details on our dedicated webpage so everyone in your community can get involved.

Enjoy!

If you have any further questions, please email us at liz.topi@york.gov.uk or telephone 01904 554253.



ANNEX B

ROAD CLOSURE APPLICATION FOR STREET PARTY

Name, address and phone number of organiser:

Name Address Tel. number E-mail address	
--	--

Name of road(s) to be closed (please also supply a plan showing the extent of the closure):

--

Date and time of road closure

--

Please confirm:

	Tick to confirm
All residents within the closed off section of the highway will be informed and invited to the street party.	
All residents will be informed 3 weeks in advance of the closure what time the road will close and reopen.	
You will Erect an approved "ROAD CLOSED" sign (see attached) at the closure point.	
You will facilitate as far as is practical access for anyone in the street who may have travel needs on the day of the event.	
You have public liability insurance for your event – attach copy.	
You will put up the formal legal road closure notice (this will be supplied to you) in the street before the event and removed afterwards.	

ANNEX B

Please list and attach copies of any supporting information, such as signatures and addresses of those intending to take part, committee members, etc. and return to

City of York Council Highways Department, West Offices, Station Rise, York YO1 6GA

For office use only

Is the road closure request approved? YES / NO

Reason for refusal

Signed

Date

By or on behalf of Alistair Briggs, Traffic Management Leader, City of York Council



Economic and City Development Overview and Scrutiny Committee

11 March 2015

Report of the Director of City & Environmental Services

2014/15 Finance Monitor 3 Report

Summary

1. This report provides details of the 2014/15 forecast outturn position for both finance and performance in City & Environmental Services.

Analysis

Finance – forecast outturn overview General Fund

2. The current outturn position within the City & Environmental Services (excluding Highways, Waste & Fleet) is a projected overspend of £685k on a total net budget of £4,291k. Service Plan Variations by service plan are shown below:

City & Environmental Services		Net Budget £'000	Projected Outturn £'000	Variance £'000
Transport Services	Exp	8,079	8,114	+35
	Inc	-1,434	-1,334	+100
Parking	Exp	120	120	0
	Inc	-7,153	-6,781	+372
Planning & Regeneration	Exp	3,013	2,996	-17
	Inc	-2,384	-2,089	+295
Economic Development	Net	719	619	-100
Director's Group	Net	3,331	3,331	0
Total		4,291	4,976	+685

Note: '+' indicates an increase in expenditure or shortfall in income
 '-' indicates a reduction in expenditure or increase in income

3. Details of the main variations by service plan are detailed in the following paragraphs.

Transport Services (£+135k)

4. There is a projected overspend of £135k within Transport Services. This includes £100k forecast shortfall in Automatic Number Plate Recognition (ANPR) income, additional expenditure of £80k relating to the Lendal Bridget trial and £28k additional expenditure on HS2 connected cities project. This has been offset by £70k saving from the quality bus contract budget.

Parking (£+372k)

5. There is a continued projected shortfall from parking income (£372k). However the impact of ongoing initiatives including introduction of resident charges for Minster Badges, the pay on exit initiative at Marygate and the free parking promotion, will continue to be monitored closely.

Planning and Regeneration (£+278k)

6. Income from planning applications and building control are £230k lower than expected as developers delay submitting planning applications pending the publication of the Local Plan.
7. Income from land charges is forecast to be £90k higher than budget but building control income is £80k below target. Income in Environmental Management is also expected to be £75k below budget.
8. Overall, income has improved in the second half of the year and the shortfall has reduced from £375k to £295k.
9. The cost of the small public inquiry at Strensall (£15k) is offset by £32k staff savings.

Economic Development (£-100k)

10. The current forecast is that Economic Development will underspend by £100k due to staff vacancies and operational budgets.

Implications

11. There are no financial, human resources, equalities, legal, crime & disorder, information technology, property or other implications associated with this report.

Risk Management

12. The report provides Members with updates on finance and service performance and therefore there are no significant risks in the content of the report.

Recommendations

13. As this report is for information only, there are no recommendations.

Reason: To update the scrutiny committee of the latest finance and performance position.

Author:
Patrick Looker
Finance Manager
Tel: 551633

Chief Officer responsible for the report:
Sarah Tanburn
Interim Director of City and Environmental
Services

**Report
Approved**



Date 2 March 2015

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Economic & City Development Overview
& Scrutiny Committee

11th March 2015

Major Projects Update March 2015

Report of the Director of City and Environmental Services

Summary

1. This report provides Members with an overview and update in relation to the major development projects in the city at this time.

Background

2. Since the national economic downturn and more recent improvement, Officers have continued to keep an open dialogue with developers in York in order to consider how approved but stalled sites may come forward without any significant lessening of overall planning aims in terms of mixed and balanced communities.
3. A number of longstanding approved development proposals have now commenced including Terry's, the hotel at Walmgate and further phases of Hungate, as well as new sites such as the new student accommodation at the Press site and on Lawrence Street.
4. Officers have agreed changes of use (employment to residential), changes in type and size, layout, design and density as well as reductions in affordable housing requirements and Section 106 financial contributions, where justified by viability assessments. These revisions illustrate the commitment to support the delivery of good quality new development in the city.
5. Reports to Corporate Management Team (CMT), ECDOSC and Audit and Governance Committee, between November 2014 and January 2015, explained that major projects are to be streamlined to focus resources on eight potential key projects, identified as:-

1. York Central and Station Gateway

2. Community Stadium
3. York Outer Ring Road
4. Guildhall
5. Biovale
6. Public Realm Renewal
7. Southern Gateway
8. Fund of Funds

6. Each of the projects is or will be subject of a Project Initiation Document (PID) which will set out key outputs, targets and milestones for delivery.

York Central and Station Gateway

7. A Member Steering Group has been established, and meets in March. A Cabinet report with a range of key decisions, including financing from the Local Enterprise Partnership (LEP) West Yorkshire Transport Fund (WY+TF), is being prepared for the Summer of this year.
8. A Memorandum of Understanding, setting out high level terms of engagement between the City Council and Network Rail (NWR), has been agreed.
9. Detailed funding terms are being negotiated with Leeds LEP in terms of the £1.65m Local Growth Fund (LGF) flood resilience allocation and work to scope, design and cost the capital project will complete in March 2015, with project implementation from Q2 2015/16. Options to explore complementary EA grant are also being pursued.
10. Officers are working towards an autumn submission of a gateway 1 report for £27m WY+TF funding. Housing Zone shortlisting has been secured, and a 'competitive clarification' process entered into with Homes and Communities Agency (HCA).
11. Master plan led viability assessment has been undertaken for the site and officers will shortly commission work on a planning framework jointly with Network Rail, to facilitate phased site release, with a view to a start on first residential phase 2015/16 and commercial quarter in 2016/17.

12. A land assembly strategy is well underway, which is a key precondition of success.
13. Traffic surveys to inform the next stages of work and option assessment/ refinement will be undertaken in March of this year. Complementary Commercial Station Facility Improvement Funding will be sought to deliver works internal to station building (with CYC fronting any bid in order to comply with funding requirements), and synergies with HS2 investment will be explored through the HS2 Growth Plan currently being produced by the Council.

Community Stadium

14. The core project objectives are to provide a new Community Stadium within a new leisure facility complex on the grounds of the existing Huntington stadium/ Waterworld swimming pool.
15. The current timetable is to gain planning approval for the new stadium application in late March 2015. A new contract for operation of the city's leisure facilities is targeted to go live in June 2015, and the stadium construction will begin in summer 2016.
16. The next key step is to gain planning approval at Planning Committee in late March 2015, and key risks are associated with achieving that approval. Agreeing all contractual agreement to enable on site construction to begin in line with existing programme timetable can be said to be another risk.

York Outer Ring Road

17. Progress on improvements to seven junctions on the A1237 York Outer Ring Road (YORR) is being reported to the Council's Cabinet on 3rd March. It is one of the York projects that make up the programme of schemes to be funded through the West Yorkshire plus Transport Fund (WY+TF). An allocation is proposed to be provided within the base budget for 2015/16 to continue development of the WY+TF schemes.
18. The £37.6m scheme to upgrade the seven roundabouts has progressed through the Gateway 1 process which authorises further development of the design. Subject to confirmation of the planning consent requirements and funding, construction is expected to start in 2016 with completion in 2020.

19. Subject to approval to proceed at the March Cabinet meeting, environmental survey work and early negotiation with landowners will commence in spring 2015.

Guildhall

20. The aspiration to create a Digital Media Arts Centre in York is now two significant steps closer to being realised. On 1st December 2014 UNESCO designated York as a City of Media Arts - the first and only such City in the UK. The delivery of a Media Arts Centre in the City was central to the designation bid. On 16th December 2014 Cabinet granted approval for the project to progress into the detailed development stage (feasibility work, sector engagement and the development of an outline business case had been undertaken over the period December 2013 – December 2014).
21. Work is now progressing to procure a multi disciplinary design team and to select a preferred commercial/ private sector operating partner. Detailed design work will be progressed from June/ July through to December 2015 and will necessarily include direct engagement with the creative business sector, wider business interests across the City and a public consultation programme linked to the project development/ pre-planning process.
22. The Officer project team will report to Cabinet seeking approval for the scheme to proceed in early 2016 – with the potential for works to start in late 2016 – which would see completion/ opening in early 2018.

Biovale

23. The project is being developed and managed by the Biorenewables Development Centre at the University of York, and will deliver a new business incubation building - the BioVale Centre - on the new Heslington East campus of the University of York. Council Officers sit on the Steering Group.
24. The centre will provide business incubation space for commercial organisations seeking to develop novel bio-based processes and products alongside the world leading R+D base located at the University of York.

Alongside this it will also provide an open access scale up facility that provides technical and consultancy support to businesses looking to develop new processes and products from bio-based raw materials.

25. The centre will become the new base for the BioVale Cluster Executive Team and for the Biorenewables Development Centre (BDC), acting as the key hub for the BioVale cluster, the primary aim of which is to establish Yorkshire and Humber as a world-leading region within the emerging bioeconomy sector. BioVale will bring together industry, agriculture and the region's R+D base to create a successful bioeconomy cluster that will generate economic growth, sustainable jobs and environmental benefits for the city, region and the UK as a whole.
26. The overall costs of the project are £25.8m. The York, North Yorkshire and East Riding (YNYER) Local Enterprise Partnership (LEP) and the Leeds City Region (LCR) LEP have been working closely with the Biorenewables Development Centre (BDC), and CYC over the last 12 months to develop the BioVale initiative. Both LEPs included plans for BioVale in their Strategic Economic Plans submitted in April 2014 and a total of £8M of Local Growth Fund support has been awarded for BioVale (£5M to YNYER and £3M to LCR) to develop the new BioVale Centre building.
27. It is anticipated that, in addition to Local Growth Fund support, the project will attract European Regional Development Fund (ERDF) funding (first ERDF calls are anticipated to be made mid March) Higher Education Funding Council for England (HEFCE) Catalyst funding (applied for) and a contribution of land and in-kind support from the University of York.
28. The project is currently going through LEP due diligence as part of the Local Growth Fund allocation process. Faithful and Gould have been appointed as project managers and have developed an overall timetable that would see construction initiated by late 2015. A preliminary design study for the BioVale Centre was undertaken by Stephen Hill architects and a timetable for full design procurement is currently being agreed, with a view to the design team being appointed in the next couple of months.

Public Realm Renewal

29. Following comprehensive public consultation the wayfinding report was deferred until June, and further consultation with the Fossgate users group is being coordinated in order to agree improvements there.

Southern Gateway

30. Following on from refused schemes in the 1990's and early 2000 the City Council revised the site development brief, in consultation with stakeholders and objection groups, and worked with new developers Jones Lang LaSalle (JLL) in order to progress retail-led regeneration of the area. With a backdrop of economic recession, JLL put development-design discussions on hold in 2013.
31. Comprehensive regeneration of the Castle Piccadilly area was supported in the previous City of York Local Plan and Local Development Framework (LDF), and remains supported in the current draft Local Plan (Policy CP1). However, independent proposals along Piccadilly are not of the same scale as previously progressed, with a number of mainly residential approvals and proposals coming forward.
32. There are plans to review development portfolios in the area (including Piccadilly), notably by Sovereign Land, the County Courts and Tax Office, and the City Council remains a major land and asset holder. After more than two decades of inertia and indecision about the future of this place, the time is now right to take clear and positive steps to improve the appearance and make far better use of the area for the benefit of residents and visitors.
33. A Draft Regeneration Framework is being drafted to support future development/ design options, this will be reviewed in spring of this year, prior to reporting to Members with a recommendation on next steps.
34. There are risks associated with the delivery of an area-wide scheme, especially in terms of previously failed proposals and civic and local opposition, and also of bringing private landowners in the area on board with the regeneration vision and timescale.

35. The timescales and ambitions of One Public Estate are not necessarily in line with that of CYC and private landowners/ developers, and this will need to be managed through phased investment and development.

Fund of Funds

36. Officers are looking at ways to maximise the use of resources from a range of funds in order to create new infrastructure in the city. Progress will depend on project management resources.

Consultation

37. Not applicable as this report is for information only.

Options

38. Not applicable as this report is for information only.

Analysis

39. Not applicable as this report is for information only.

Council Plan

40. The facilitation of the development of these major sites accords with the Council's priorities relating through support for creating jobs and growing the economy and protect the environment, which is allowed to grow whilst maintaining York's special qualities.

Implications

41. There are no financial, human resources, crime and disorder, information technology, property or other implications directly associated with this information only report.

Recommendations

42. That Members of the Scrutiny Committee note the re-structuring of the major projects, and acknowledge the ongoing work being undertaken in order to deliver the various initiatives and developments as a matter of priority for the City Council.

Reason: To provide the Committee with a regular update on developments in the city.

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Report Approved ✓ Date 26/02/15

Wards Affected:

All

For further information please contact the author of the report

Abbreviations

BDC - Biorenewables Development Centre
CMT – Corporate Management Team
CYC – City of York Council
EA - Environment Agency
ECDOSC - Economic & City Development Overview & Scrutiny Committee
ERDF – European Regional Development Fund
HCA – Homes and Communities Agency
HEFCE – Higher Education Funding Council for England
HS2 – High Speed Two
JLL – Jones Lang LaSalle
LCR – Leeds City Region
LDF – Local Development Framework
LEP – Local Enterprise Partnership
LGF – Local Growth Fund
NWR – Network Rail
PID - Project Initiation Document
R+D – Research and Development
UNESCO - United Nations Educational, Scientific and Cultural Organisation
WYTP – West Yorkshire Transport Fund
YNYER - York, North Yorkshire and East Riding
YORR – York Outer Ring Road



Economic & City Development Overview & Scrutiny Committee**11 March 2015**

Report of the Assistant Director Governance and ICT

Further update on implementation of recommendations from the previously completed External Funding Scrutiny Review**Summary**

1. This report provides Members with a further update (Annex A) on the implementation of the recommendations arising from the previously completed External Funding Scrutiny Review.

Background

2. At a meeting of the Economic and City Development Overview and Scrutiny Committee (ECDOSC) held in September 2012 Members received an initial briefing note on a potential scrutiny review that had been put forward by Councillor Semlyen. The basic premise for the suggested review was to unlock the potential of external funding for economic development and regeneration projects. The Committee agreed that this review should go ahead and set up a Task Group to carry out the review on their behalf.
3. In January 2013 the Task Group reported back on their initial findings and ECDOSC agreed a remit for the review together with a number of objectives. However, as work on the scrutiny review progressed, ECDOSC were asked to agree some minor changes to the objectives set, to allow the Task Group slightly more flexibility within their review. Work on the review then progressed based on the following aim and objectives:

Aim

To be more effective and systematic in securing external funding and investment for York

Key Objectives

- i) To assess how Leeds City Region are articulating investment priorities, including looking at the case of the LEP European Regional Development Funding Programme and broader funding priorities.
 - ii) To assess what resources are available to City of York Council (CYC) to effectively identify and successfully secure funding (resources in this instance including CYC staff, additional or temporary staff, partnership staff, ability to provide match funding, up-skilling and training)
 - iii) To develop a plan for presenting a strong case to attract funding for York's top investment priorities.
4. Over a series of meetings the Task Group gathered evidence for the review and in September 2013 ECDOSC considered the draft final report. The recommendations were approved by Cabinet on 5 November.
 5. When ECDOSC endorsed the recommendations in September 2013 Members requested an overview of the Economic Strategy and its targets be presented to a future meeting.
 6. The implementation of the review recommendations were considered by the Committee in January 2014 when it was noted that none of the recommendations of the review were fully implemented and members agreed that a further update report on the outstanding recommendations be considered at the Committee's meeting in July 2014.
 7. In July 2014 the Committee again considered the implementation of the recommendations and signed off recommendations 3, 4, 5, 6, 7, 9, 10 and 11 as complete. Members asked for a further update on the implementation of recommendations 1, 2 and 8 at a future meeting.

Options

8. Members may decide to sign off any additional individual recommendations of the External Funding Scrutiny Review where implementation has been completed and can:

- a. request further updates and the attendance of the relevant officers at a future meeting to clarify any outstanding recommendations relating to the above review or;
- b. agree to receive no further updates on this review.

Council Plan

- 9. The work on the review and its arising recommendations support the *'create jobs and grow the economy'* element of the Council Plan 2011-15.

Implications

- 10. There are no known financial, human resources, equalities, legal or other implications associated with the recommendation made in this report.

Risk Management

- 11. In compliance with the Council's risk management strategy there are no known risks associated with this report.

Recommendation

- 12. Members are asked to note the contents of this report and sign off all remaining recommendations in the External Funding Scrutiny Review that have been fully implemented.

Reason: To raise awareness of those recommendations which are still to be fully implemented.

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Report Approved

Date 02/02/2015

Wards Affected:

All

Annexes

Annex A – Update information on External Funding Scrutiny Review

Abbreviations in this report and its annexes

CLLD - Community Led Local Development

CYC – City of York Council

ECDOSC – Economic & City Development Overview and Scrutiny Committee

LCR - Leeds City Region

LEP – Local Enterprise Partnership

LGF- Local Growth Fund

MIPIM- Marché International de Professionels de l'immobilier

PV- Photovoltaic

REM - Regional Econometric Model

UKTI- UK Trade and Investment

YEP - York Economic Partnership

Annex A

Further update on implementation of recommendations arising from External Funding Scrutiny Review

Review Recommendations	Update on Implementation 28 January 2014	Update on Implementation 23 July 2014	Update on implementation 11 March 2015
<p>(i) The Economic Development Unit to develop and publish on the web an ‘Investment Plan’ that will highlight key growth priorities for CYC and wider City, and identify specific projects to take these priorities forward, and match them to the most relevant sources of finance (with an appropriate forward scanning function to achieve this). To be completed by December 2013.</p>	<p>A draft Investment Plan has been produced. The development process has initiated the specific identification of the key investment priorities required to realise the city’s economic vision – it begins to detail the critical ‘Actions for Growth’, linking them clearly to the funding needed to support their delivery.</p> <p>The plan also seeks to fulfil a horizon scanning function, identifying future priorities and investigating new and emerging forms of economic funding and investment that have potential to support the delivery of identified priorities.</p>	<p>We continue to develop the priorities in the Investment Plan in light of future organisational changes and to reflect ongoing and emerging opportunities. In particular, the plan has been used to inform the development of the LEP Strategic Economic Plans (see below for further information) and the development of an ‘Investment Prospectus’ which was published ahead of the MIPIM event earlier this year. This sets out the city’s investment ambitions with a particular focus on the major sites and opportunities brought forward via the local plan process.</p>	<p>Work to develop an ‘investment plan’ has been superseded by work to identify the best way of combining funds to deliver the strategic infrastructure requirements within the city.</p> <p>Alongside this major projects are being streamlined in order to focus resources on eight potential key projects, identified as:</p> <ul style="list-style-type: none"> • York Central, and Station Gateway • Community Stadium • York Outer Ring road • Guildhall • BioVale

	<p>Whilst good progress has been made further work is still required to ensure that key priorities are reflected accurately and that all confidential and commercially sensitive information is appropriately considered.</p>	<p>Further work is underway to further develop the pipeline of development opportunities identified in the Investment Plan, including York Central, BioVale and major Solar PV Farm opportunities at two sites in the city.</p>	<ul style="list-style-type: none"> • Public Realm Renewal • Southern Gateway • Fund of Funds
<p>(ii) To apply suitably ambitious measurable targets as part of the development of the investment plan in order to gauge its impact, these targets, based on the investment plan, to be confirmed by the end of December 2013.</p>	<p>There are many planned and existing schemes and initiatives in the City that contribute to the broad economic objectives identified within the draft Investment Plan. However, the critical step is to devise an assessment framework against which these individual programmes and initiatives are measured and clearly prioritised. i.e. in other words setting out the precise schemes, areas and initiatives where external investment is needed the most – but also prioritising these</p>	<p>A report to Cabinet in March 2013 identified a headline figure of approximately £1bn in infrastructure and site development monies, which over time will be comprised of public and private sector monies. The exact figure will be confirmed at a further Cabinet report in the Autumn following due diligence on this pipeline of development opportunities. As a key effort to achieving this investment, there has been work to bid to the LEPs for funding; over £13m in York-specific projects, over£1m in business finance, and an</p>	<p>Each project identified as a major development opportunity has a set of outcomes specific to its agreed PID and the requirements of its funders.</p>

	<p>schemes in order of importance to the City The draft Investment Plan goes some way to addressing this but further work is required. To undertake this task successfully requires detailed feedback and input from teams / directorates across CYC, who need to 'buy into' and fully engage with the Investment Plan.</p>	<p>amount to be confirmed from the transport part of the LGF monies announced as successful in the LGF announcement in early July. In addition, the city will benefit from certain city-wide programmes for skills and innovation, the details of which will be confirmed shortly.</p>	
<p>(iii) The priorities of the City to be aligned with broader regional priorities, particularly those contained within the Leeds City Region LEP Investment Plan.</p>	<p>The driving force behind all funding accessed through the Leeds City Region will be the Leeds City Region LEP Strategic Economic Plan. Leeds City Region LEP recently published a draft version of their Strategic Economic Plan up to 2020/21 although no overarching financial / spend profiles have yet been published beyond 2015/16.</p>	<p>The draft Investment Plan has been further developed and used to inform the development of the LEP Strategic Economic Plans. The Growth Plans produced by both LEPs contain clear reference to York's immediate and longer-term priorities. The final Local Growth Deals were announced on Monday 7th July. York has received funding for a number of its key priorities through this process and</p>	

	<p>Beneath this plan sits the proposal to create a Single Investment Fund combining and aligning a variety of different monies and income streams (including Single Local Growth Fund, Growing Places Fund, Regional Growth Fund, European monies etc.) under one single 'fund of funds'. Most importantly this will in turn lead to a Single Assessment Framework for programmes / projects across the City region. The Strategic Economic Plan identifies the major strategic priorities of the City Region moving forward and key potential areas of spend for 2015-16, largely driven by the availability of Single Local Growth Fund monies. York's key priorities have been reflected to Leeds City Region LEP, and there is some mention of</p>	<p>the plans provide a platform for further discussion about the city's longer term ambitions. Funding secured through Local Growth Deal includes:</p> <p>£8 million for the development of BioVale</p> <p>£1.7 million for York Central</p> <p>£1.6m for the development of Agri-Tech and Engineering centres of excellence at Askham Bryan</p> <p>And £2.3m for the development of the Sand Hutton Innovation Campus (Formerly known as FERA)</p> <p>The city will also share in some £420m announced for transport projects.</p>	
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	<p>York's longer-term priorities within the document. Immediate term transportation schemes in York are included in Leeds LEP's 2015-16 short term spend calculations.</p> <p>Whilst there is still considerable uncertainty over the overall amount of European funding Leeds City Region will receive and how those monies will be allocated, an opportunity has arisen to express advance interest in one element of European funding - Community Led Local Development. York has taken full advantage of the opportunity to ringfence resources at an early stage, and was the first City in the region to submit a CLLD request (of £1.2 million).</p>	<p>In addition a further £8m has been secured by the LCR for extension of its Business Growth Programme. To date we have helped 8 York Businesses make investments worth over £1m supported by grants of c£225k through the LCR and YNYER LEP business growth programmes, with investments expected to create 51 jobs.</p> <p>We are awaiting details of funding secured for LEP skills, innovation and housing programmes which will additionally be open to York businesses.</p> <p>Our priorities are also reflected in the LCR/YNY LEP European strategies and we continue to work closely with them as they develop the processes for accessing this funding.</p>	
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<p>(iv) The Council to be proactive in engaging the Leeds City Region and other potential partners to ensure that York's key investment targets are prioritised effectively in regional and national investment plans by formally:</p> <p>a) Submitting the council's Investment Plan to Leeds City Region LEP so that it may be included in their strategic Assessment Framework.</p>	<p>There has been proactive engagement with Leeds City Region LEP over the last six months at both an officer/member level. York has strong representation on the many officer and member groups. There is also strong business representation from York on various LEP groups and boards.</p> <p>Whilst Leeds City Region LEP has an overarching strategy already in place, the key point to note is that what sits beneath the current corporate plan is emerging and constantly changing.</p>	<p>Proactive work continues to be undertaken at both an officer and member level. York has strong representation on the many officer and member groups. There is also strong business representation from York on various LEP groups and boards.</p> <p>This proactive, behind-the-scenes work undertaken by both officers and members had already yielded positive results. Considerable effort has resulted in York's priorities being reflected prominently within both Leeds City Region and YNYER LEP strategic plans and spending priorities in the immediate term.</p> <p>Stronger relationships have also been developed with key partner organisations such as Leeds and Partners, and UKTI to develop a solid inward</p>	

<p>b) Developing the relationship between officer and Members at Leeds City Region level.</p>	<p>Leeds City Region LEP are refining their approach in response to the new European funding programme 2014-2020 and emerging Government initiatives such as the single local growth fund. As a result it is imperative that City of York Council moves with, and keeps track of, these changes - ensuring continuous alignment between the strategic priorities of the City and the wider LEP.</p> <p>This is where the evidence base of the York Investment Plan is critical i.e. defining the priorities of the City, <i>in order of strategic importance</i>. This will be used as the evidence base to demonstrate to LCR LEP where they have and have not reflected their priorities adequately in their draft</p>	<p>investment proposition and attract new companies to the area.</p>	
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	Single Economic Plan - and future funding allocations emanating from that plan.		
(v) Provide regular bi-annual updates to the Economic & City Development Overview & Scrutiny Committee on York's key investment priorities, including progress with specific bids to be communicated to Leeds City Region, Science City York and other relevant partners who either need or wish to be informed of specific bids.	In terms of specific bids to Leeds City Region, please see the answer above to identify the strategic process through which this will take place. Since key citywide partners will input significantly into the York Investment Plan (in fact the plan is being drawn up in conjunction with them) relevant partners will be therefore kept updated and appraised of any bid(s) for financial resources submitted to the City Region from the City of York.	Following recent announcements a detailed update is being prepared and officers will try to make this available to members ahead of the meeting, pending resource availability.	
(vi) CYC to continue to subscribe annually to the Regional Econometric Model (REM) licence and budget for it as a core expenditure, in	CYC continues to subscribe to the REM, and the economic modelling tool continues to prove a useful resource in terms of understanding the overall economic impact of key	CYC continues to subscribe to the REM, and the economic modelling tool continues to prove a useful resource in terms of understanding the overall economic impact of key	

<p>order to utilise the REM to evidence the overall economic impact of every project or initiative (where a clearer understanding of the broader economic impact forms part of the bid criteria) thereby clearly articulating and strengthening the evidence base for all funding applications.</p>	<p>pipeline projects and initiatives. The REM has already been used to articulate and strengthen the evidence base for proposals such as York Central. It will continue to be utilised in such a manner on an ongoing basis.</p>	<p>pipeline projects and initiatives. The REM has already been used to articulate and strengthen the evidence base for proposals such as York Central. It will continue to be utilised in such a manner on an ongoing basis.</p>	
<p>(vii) CYC to explore, under the licence agreement the benefit of, using the REM and sharing the data produced by the REM – and how we involve/engage citywide partners in making the most of the modelling software. Aim to produce an agreed REM user plan by</p>	<p>A specific REM user plan still to be developed. Irrespective of this REM software remains available to be used on behalf of Citywide partners. More work will be undertaken around the sharing of REM data, and performing REM economic analysis on partners' behalf over future months.</p>	<p>Under licence agreements it is not possible to provide direct access for city partners, however, CYC is able to use the software on behalf of partners and we continue to make this available to them.</p>	

December 2013.			
<p>(viii) CYC to draw upon relevant officer expertise, and ensure that sufficient officer time and resource is made available to build and develop business cases of suitable robustness and probity around the major flagship projects featured in the Investment Plan, in order to maximise significant funding and investment into those schemes.</p>	<p>Whilst the finalised Investment Plan is still taking shape, the process of putting together robust 'project teams' from across directorates to build and develop robust business cases around major flagship projects (likely to feature heavily in the Investment Plan) has already begun. York Central is prime example of cross directorate working. York's Community Led Local Development bid is another prime example of a cross Council project team being rapidly drawn together to produce and submit an outline bid at short notice. This process also effectively drew-in wider partner agencies into the project planning process.</p>	<p>Resourcing remains a significant issue. Efforts to put in place 'project teams' from across directorates have stalled due to ongoing restructuring. The primary focus over recent months has been the creation of a new, wholly owned company for delivering marketing and business development for the city of York (following Cabinet decision July 2014) and moves towards the creation of a strategic approach to investment to help bring forward key strategic sites and projects (following Cabinet decision March 2014). Once operational these mechanisms will provide the focused resources necessary to drive forward the attraction of investment into the city be that investment into priority business sectors (life</p>	<p>Work has continued over recent months on the creation of a new, wholly owned company for delivering marketing and business development for the city of York (Make it York). A MD (Steve Brown) has been appointed and final due diligence is being undertaken with a view to the new company being formally established on the 1st April. Reports to CMT, ECDOSC and A&G from the Director of CES between November and January report that major projects are being streamlined in order to focus resources on the eight potential key projects, identified at (i) above.</p> <p>This will ensure focus of proper resources on each project at the appropriate time.</p>

		sciences related industries, high-tech industries and business services) or investment into key strategic sites (York Central, Terry's, British Sugar etc).	
(ix) CYC to develop a plan for the 'yorkmeansbusiness' website in order to fully integrate it into York's business network.	An officer has recently been recruited to the Economic Development Unit whose remit includes the further development of the website by summer 2014.	A light touch (but significant) redevelopment of the existing York Means Business website has been undertaken. Key developments include an updated homepage, a shared/more integrated events calendar, monthly access to business finance funding bulletin, and a regular e-newsletter. Further redevelopment work will be undertaken as part of the development of the new company for marketing and business development.	
(x) CYC to develop a clear inward investment menu or offer on the 'yorkmeansbusiness	An inward investment offer has been prepared in draft and will be included in the newly refreshed website when ready.	A renewed Inward Investment Strategy has been endorsed by the York Economic Partnership. This sets out a proactive	

<p>' website, setting out the various support services available to potential investors. This should draw on the support made available as part of recent successes in attracting inward investment e.g. Hiscox. The development of an initial webpage to be completed by October 2013.</p>		<p>approach to Inward Investment - targeting key businesses operating in target sectors including Bio/Agri Technology, Finance and Insurance, Rail and related industries, and IT and Digital. A new inward investment prospectus detailing the York 'Offer' has been produced and is available on the York Means Business Website. Further development of the York Means Business Website is planned in line with the developments related to new company for marketing and business development for the city, which is being developed following Cabinet decision July 2014.</p>	
<p>(xi) CYC to maintain a presence at prestigious international events to attract developer and investor finance</p>	<p>The City of York will have a strong presence at the next MIPIM global property fair, joining forces with Leeds and Partners to present a co-ordinated</p>	<p>CYC attended MIPIM 2014 as part of the Leeds City Region Delegation. The primary goals were to:</p> <ul style="list-style-type: none"> - Increase awareness/exposure of 	

<p>for key sites in the City. Every lead from such events should be followed up and invited to York to meet with relevant senior CYC officers.</p>	<p>and dovetailed investment approach alongside the three other Cities within the Leeds City Region - namely Leeds, Bradford and Wakefield. The city will be presenting a city wide offer for investment in key and strategic sites at this event.</p>	<p>York's offer to a National/International Investor/ Developer audience.</p> <ul style="list-style-type: none"> - Promotion and "Soft market testing" of three major projects - York Central, Guildhall, and Biovale. - Promotion and "Soft market testing" of broader emerging pipeline of development opportunities in the city. - Generate new Investor and Developer leads for key development opportunities and build on existing contacts generated at last years event - The event provided a valuable opportunity for "soft market testing" and detailed conversations took place with a number of Investors, developers, and agents 	
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		<p>with regard to individual projects and the overall York/LCR proposition. The feedback we received will be invaluable in shaping our activity over the next 12 months as we seek to further engage with investors/developers and begin delivery of key projects.</p> <ul style="list-style-type: none">- The event generated 34 new contacts with specific follow up work taking place or scheduled with 10 key contacts. The event also facilitated specific follow up with three strategic leads generated at last year's event and importantly, contacts made with investors made last year have led to further introductions to investors and potential partners this year.	
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		Following contacts made at MIPIM 'Built Environment Networking' held an event promoting the development opportunities in York at the Guildhall on the 18th June, attended by c100 national and regional developers.	
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Economic & City Development Overview & Scrutiny Committee

11 March 2015

Report of the Assistant Director Governance and ICT

York Economic Dashboard

Summary

1. This report provides Members with York's latest Create Jobs and Grow the Economy Dashboard.

Background

2. In January 2014 the Economic & City Development Overview & Scrutiny Committee considered the implementation of recommendations from the previously completed External Funding Scrutiny Review along with updated information on the York Economic Partnership Dashboard. The then Chair asked that Members be kept updated on changes to the Economic Dashboard on a regular basis.
3. In April 2014 it was agreed that changes to the figures in the Economic Dashboard be considered by the Committee on a quarterly basis.
4. The latest Economic Dashboard includes information on which employers in the city pay the living wage, as requested by Members at the 28 January 2015 Economic & City Development Overview and Scrutiny Committee.

Consultation

4. The information in Annex A has been provided by City of York Council's Strategy and Policy Group Manager who will be attending the meeting to answer any questions.

Options

5. The Committee can note and comment on the information provided in this report and:
 - a) Ask that further update reports be produced for the Committee;

- b) Agree that no further reports should be produced.

Analysis

- 6. This report is for information only.

Council Plan

- 7. This report is directly linked to the *'create jobs and grow the economy'* element of the Council Plan 2011-15.

Implications

- 8. There are no known financial, human resources, equalities, legal or other implications associated with this report.

Risk Management

- 9. In compliance with the Council's risk management strategy there are no known risks associated with this report.

Recommendations

- 10. Members are asked to consider the contents of this report and request a further update report be provided for the January ECDOSC meeting.

Reason: To keep Members informed about changes to the Economic Dashboard

Contact Details

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Report Approved

Date 26/02/2015

Wards Affected:

All

For further information please contact the author of the report

Annexes

Annex A – Create Jobs and Grow the Economy Dashboard

Abbreviations used in this report and its Annex

BRES - Business Register and Employment Survey

ECDOOSC – Economic & City Development Overview & Scrutiny Committee

GCSE - General Certificate of Secondary Education

GVA – Gross Value Added

ICT - Information and communications technology

JSA – Jobseeker Allowance

ONS – Office of National Statistics

NVQ - National Vocational Qualifications

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ANNEX A Economic Scrutiny 2014/2015

Produced by the Shared Intelligence Bureau February 2015

No of Indicators shown : 105

Direction of Travel shows the trend of how an indicator is performing against its Polarity over time

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	Quarterly Indicators	Collection Frequency	Previous Years			2014/2015					Polarity	Direction of Travel	
			2011/2012	2012/2013	2013/2014	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Target			
Adult Social Care	ASCOF1F % of adults in contact with secondary mental health services in paid employment	Annual	11.5	11.9	10.3	-	-	-	-	-	Up is Good	Neutral	
		Annual	8.9	8.8	7	-	-	-	-	-			
		Annual	9.6	10	7.7	-	-	-	-	-			
Benefits	CJGE06 JSA Claimants: % of Working Age Population (16-64)	Monthly	2.70%	2.30%	1.60%	1.20%	1.00%	0.90%	-	-	Up is Bad	Good	
		Monthly	4.00%	3.80%	2.90%	2.40%	2.20%	1.90%	-	-			
		Monthly	5.00%	4.90%	3.80%	3.20%	2.90%	2.70%	-	-			
	CJGE07 JSA Claimants: % of Working Age Population (18-24)	Monthly	3.50%	2.50%	1.50%	0.90%	1.10%	-	-	-	Up is Bad	Good	
		Monthly	8.30%	7.10%	5.00%	3.90%	3.70%	-	-	-			
		Monthly	9.90%	9.00%	6.40%	5.10%	4.90%	-	-	-			
	CJGE08 JSA Claimants: % of Working Age Population (16-64) (Over one year)	Monthly	0.50%	0.50%	0.40%	0.30%	0.30%	0.20%	-	-	Up is Bad	Good	
		Monthly	0.90%	1.00%	0.80%	0.70%	0.70%	0.60%	-	-			
		Monthly	1.10%	1.40%	1.20%	1.10%	1.00%	0.90%	-	-			
	CJGE38	Total Benefit Claimants (Working Age 16-64)	Quarterly	12,210	11,510	10,670	10,180	-	-	-	-	Up is Bad	Good
	CJGE09	% Total Benefit Claimants (Working Age 16-64)	Quarterly	9.20%	8.60%	7.90%	7.60%	-	-	-	-	Up is Bad	Good
			Quarterly	14.80%	14.30%	13.30%	12.90%	-	-	-	-		
			Quarterly	16.30%	15.90%	14.90%	14.40%	-	-	-	-		
	CJGE39	Lone Parents (Working Age 16-64)	Quarterly	1,100	910	850	840	-	-	-	-	Up is Bad	Good
	CJGE10	% Lone Parents (Working Age 16-64)	Quarterly	0.80%	0.70%	0.60%	0.60%	-	-	-	-	Up is Bad	Neutral

ANNEX A Economic Scrutiny 2014/2015

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			Previous Years			2014/2015							
Quarterly Indicators			Collection Frequency	2011/2012	2012/2013	2013/2014	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Target	Polarity	Direction of Travel
Benefits	CJGE10	Benchmark - National Data	Quarterly	1.50%	1.30%	1.20%	1.20%	-	-	-	-		
		Benchmark - Regional Data	Quarterly	1.50%	1.30%	1.30%	1.30%	-	-	-	-		
	CJGE11	Workless Households % of all Households	Discontinued	14.90%	13.20%	-	-	-	-	-	-	Up is Bad	Good
	CJGE74	JSA Claimants: % of Working Age Population (Male)	Monthly	3.80%	3.10%	2.10%	1.50%	1.40%	1.20%	-	-	Up is Bad	Good
	Unempl8	Benchmark - National Data	Monthly	5.50%	5.00%	3.70%	3.10%	2.80%	2.50%	-	-		
		Benchmark - Regional Data	Monthly	6.90%	6.60%	5.00%	4.20%	3.70%	3.50%	-	-		
	CJGE75	JSA Claimants: % of Working Age Population (Female)	Monthly	1.70%	1.50%	1.00%	0.80%	0.70%	0.60%	-	-	Up is Bad	Good
	Unempl17	Benchmark - National Data	Monthly	2.60%	2.60%	2.00%	1.80%	1.60%	1.40%	-	-		
Benchmark - Regional Data		Monthly	3.10%	3.20%	2.20%	2.20%	2.10%	1.80%	-	-			
Business	CJGE22	Number of vacant city centre shops	Monthly	55	40	42	46	45	45	-	-	Up is Bad	Neutral
	CJGE23	% of vacant city centre shops	Monthly	8.16%	5.95%	6.25%	6.90%	6.75%	6.73%	-	-	Up is Bad	Neutral
	CJGE27	Total Businesses	Annual	7,870	8,010	8,135	-	-	-	-	-	Up is Good	Neutral
	CJGE28	Business Births	Annual	655	720	945	-	-	-	-	-	Up is Good	Good
	CJGE29	Business Deaths	Annual	605	635	600	-	-	-	-	-	Up is Bad	Neutral
	CJGE30	GVA per head (£)	Annual	22,390	23,084	23,483	-	-	-	-	-	Up is Good	Good
	CJGE31	Total GVA (£ billion)	Annual	4.43	4.62	4.75	-	-	-	-	-	Up is Good	Good
	CJGE32	Business Startups - (YTD)	Quarterly	1,588	1,494	1,155	324	613	-	-	-	Up is Good	Bad

ANNEX A Economic Scrutiny 2014/2015

Produced by the Shared Intelligence Bureau February 2015

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Direction of Travel shows the trend of how an indicator is performing against its Polarity over time

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			Previous Years			2014/2015							
Quarterly Indicators			Collection Frequency	2011/2012	2012/2013	2013/2014	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Target	Polarity	Direction of Travel
Centre for Cities	CJGE33	Employment rate (%) (Rank out of 64)	Annual	6	13	13	-	-	12	-	-	Up is Bad	Bad
	CJGE34	Working age population with qualification at NVQ4+ (%) (Rank out of 64)	Annual	9	11	7	-	-	9	-	-	Up is Bad	Neutral
	CJGE35	Total CO2 emissions per capita (t) (Rank out of 64)	Annual	28	28	28	-	-	-	-	-	Up is Good	Neutral
	CJGE36	Business stock per 10,000 population (Rank out of 64)	Annual	24	21	19	-	-	19	-	-	Up is Bad	Good
	CJGE37	GVA £ per head (Rank out of 64)	Annual	16	14	15	-	-	-	-	-	Up is Bad	Neutral
	CJGE40	Overall Rank (Rank out of 64)	Annual	17	18	17	-	-	-	-	-	Up is Bad	Good
Earnings	CJGE14	Median earnings of residents – Gross Weekly Pay (£)	Annual	487.6	523.1	526.5	-	478.7	-	-	-	Up is Good	Bad
	CJGE15	Median earnings of residents (% difference between York & GB)	Annual	-2.58%	2.83%	1.63%	-	-8.79%	-	-	-	Up is Good	Bad
	CJGE16	Earnings gap between the 25 percentile and the median (York)	Annual	216.5	244.1	237.9	-	181.7	-	-	-	Up is Bad	Good
	CJGE66	Average earnings of residents - Gross Weekly Pay (£) - Male	Annual	498.2	541.6	544.2	-	524.7	-	-	-	Up is Good	Neutral
		Benchmark - National Data	Annual	541.4	548.8	559.0	-	561.5	-	-	-		
		Benchmark - Regional Data	Annual	500	503.6	519.6	-	517.7	-	-	-		
	CJGE67	Average earnings of residents - Gross Weekly Pay (£) - Female	Annual	444.3	462.8	445.7	-	426.9	-	-	-	Up is Good	Bad
		Benchmark - National Data	Annual	440.8	449.8	459.7	-	463.0	-	-	-		
		Benchmark - Regional Data	Annual	402.5	409.6	413.7	-	417.7	-	-	-		
	CJGE68	Average earnings of residents - Gross Weekly Pay (£) - Gender Pay Gap	Annual	53.9	78.8	98.5	-	97.8	-	-	-	Up is Bad	Bad
Benchmark - National Data		Annual	100.6	99	99.3	-	98.5	-	-	-			
Benchmark - Regional Data		Annual	97.5	94	105.9	-	100	-	-	-			

ANNEX A Economic Scrutiny 2014/2015

Produced by the Shared Intelligence Bureau February 2015

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Direction of Travel shows the trend of how an indicator is performing against its Polarity over time

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	Quarterly Indicators		Collection Frequency	Previous Years			2014/2015					Polarity	Direction of Travel
				2011/2012	2012/2013	2013/2014	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Target		
Earnings	Pay1	Number of Accredited Employers in york paying the 'Living Wage'		-	-	11	-	-	-	-	-	Up is Good	Neutral
	CJGE17	% of working age population qualified - No qualifications	Annual	6.80%	6.40%	6.90%	-	-	-	-	-	Up is Bad	Neutral
Benchmark - National Data		Annual	10.60%	9.70%	9.30%	-	-	-	-	-			
Benchmark - Regional Data		Annual	11.90%	11.50%	10.40%	-	-	-	-	-			
Education (Adult)	CJGE18	% of working age population qualified - to at least L2 and above*	Annual	77.10%	79.80%	80.20%	-	-	-	-	-	Up is Good	Good
		Benchmark - National Data	Annual	69.70%	71.80%	72.50%	-	-	-	-	-		
		Benchmark - Regional Data	Annual	66.60%	68.70%	69.50%	-	-	-	-	-		
	CJGE19	% of working age population qualified - to at least L3 and above*	Annual	60.60%	65.60%	65.70%	-	-	-	-	-	Up is Good	Good
		Benchmark - National Data	Annual	52.70%	55.10%	55.80%	-	-	-	-	-		
Benchmark - Regional Data		Annual	48.00%	51.50%	51.80%	-	-	-	-	-			
CJGE20	% of working age population qualified - to at least L4 and above*	Annual	40.80%	41.30%	40.60%	-	-	-	-	-	Up is Good	Neutral	
	Benchmark - National Data	Annual	32.90%	34.40%	35.20%	-	-	-	-	-			
	Benchmark - Regional Data	Annual	27.50%	29.70%	30.00%	-	-	-	-	-			
Ques001	Total participation in education (inc PT) and work based learning		91%	91%	-	-	-	-	-	-	Up is Good	Neutral	
Employment	CJGE01	Total In Employment	Annual	106,900	104,600	105,400	-	-	-	-	-	Up is Good	Neutral
	CJGE02	Total Employee Jobs	Annual	103,500	101,600	102,400	-	-	-	-	-	Up is Good	Neutral
	CJGE03	York's unemployment rate below the national	Quarterly	1.90%	2.20%	2.40%	1.80	1.50	-	-	-	Up is Good	Neutral

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			Previous Years			2014/2015							
Quarterly Indicators			Collection Frequency	2011/2012	2012/2013	2013/2014	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Target	Polarity	Direction of Travel
Employment	CJGE04	% of Full-time employees	Quarterly	67.50%	67.70%	65.90%	66.10	65.00	-	-	-	Up is Good	Bad
		Benchmark - National Data	Quarterly	74.00%	73.80%	74.10%	74.20	74.30	-	-	-		
		Benchmark - Regional Data	Quarterly	72.70%	72.60%	72.90%	73.20	73.00	-	-	-		
	CJGE05	% of Part time employees	Quarterly	32.50%	32.10%	33.60%	33.20	34.20	-	-	-	Up is Bad	Bad
		Benchmark - National Data	Quarterly	25.80%	25.70%	25.40%	25.30	25.30	-	-	-		
		Benchmark - Regional Data	Quarterly	26.90%	26.80%	26.50%	26.30	26.50	-	-	-		
	CJGE41	% of males full time working	Quarterly	88.6	85.4	84.4	83.4	-	-	-	-	Up is Good	Bad
		Benchmark - National Data	Quarterly	88.4	87.9	88.2	88.4	-	-	-	-		
		Benchmark - Regional Data	Quarterly	88.2	87.4	87.7	87.6	-	-	-	-		
	CJGE42	% of males part time working	Quarterly	11.4	14.4	15.1	16	-	-	-	-	Up is Bad	Bad
		Benchmark - National Data	Quarterly	11.4	11.5	11.2	11.1	-	-	-	-		
		Benchmark - Regional Data	Quarterly	11.4	11.9	11.8	11.9	-	-	-	-		
	CJGE43	% of females full time working	Quarterly	46.6	49.2	47	48.3	-	-	-	-	Up is Good	Neutral
		Benchmark - National Data	Quarterly	57.4	57.6	57.9	58	-	-	-	-		
		Benchmark - Regional Data	Quarterly	55.2	55.6	56.1	56.7	-	-	-	-		
CJGE44	% of females part time working	Quarterly	53.4	50.8	52.5	51	-	-	-	-	Up is Bad	Neutral	
	Benchmark - National Data	Quarterly	42.4	42	41.7	41.6	-	-	-	-			
	Benchmark - Regional Data	Quarterly	44.5	43.9	43.4	42.9	-	-	-	-			

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			Previous Years			2014/2015							
Quarterly Indicators			Collection Frequency	2011/2012	2012/2013	2013/2014	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Target	Polarity	Direction of Travel
Employment	AS2	Number of Apprenticeships starts - York resident young people aged 16-18 (Data reflects quarters based on Academic year)	Quarterly	318	350	352	-	-	-	360	450	Up is Good	Good
	AS3	Number of Apprenticeships starts - York resident young people aged 19-24 (Data reflects quarters based on Academic year)	Quarterly	559	591	516	-	-	-	490	700	Up is Good	Neutral
	AS4	Number of Apprenticeships starts - York resident young people aged 25+ (Data reflects quarters based on Academic year)	Quarterly	615	722	712	-	-	-	460	850	Up is Good	Neutral
	CJGE21	% of young people not in education, employment or training	Annual	5.60%	4.90%	4.20%	-	-	-	-	-	Up is Bad	Good
		Benchmark - National Data	Annual	6.10%	5.80%	5.30%	-	-	-	-	-		
		Benchmark - Regional Data	Annual	7.10%	6.30%	5.70%	-	-	-	-	-		
	CJGE69	Employment Rate (50-64)	Quarterly	70.20%	73.70%	68.90%	68.90%	-	-	-	-	Up is Good	Neutral
		Benchmark - National Data	Quarterly	64.90%	66.20%	67.70%	67.90%	-	-	-	-		
		Benchmark - Regional Data	Quarterly	62.50%	65.50%	67.10%	66.90%	-	-	-	-		
	CJGE70	Employment Rate (65+)	Quarterly	7.30%	5.00%	7.20%	6.60%	-	-	-	-	Up is Good	Neutral
		Benchmark - National Data	Quarterly	8.50%	9.10%	9.70%	9.90%	-	-	-	-		
		Benchmark - Regional Data	Quarterly	7.00%	7.30%	7.60%	7.60%	-	-	-	-		
	CJGE71	Employment Rate (Male)	Quarterly	76.10%	76.90%	75.60%	76.30	75.00	-	-	-	Up is Good	Neutral
CJGE72	Employment Rate (Female)	Quarterly	75.40%	73.20%	71.70%	72.50	72.00	-	-	-	Up is Good	Neutral	

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			Previous Years			2014/2015							
Quarterly Indicators			Collection Frequency	2011/2012	2012/2013	2013/2014	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Target	Polarity	Direction of Travel
School Strategy and Planning	SE3	% of Year 12-14 age young people who are not in education, employment or training (NEET) who are LDD (self-defined LDD, school action, school action + or statement)	Quarterly	-	-	25.47%	27.20%	27.27%	25.27%	-	-	Up is Bad	Neutral
	TOU14	City Centre Footfall	Monthly	-	-	-	2,297,279	3,081,726	2,578,661	-	-	Up is Good	Neutral
	45	% of young people ending their YOT supervised order who are NEET (New definition from 2013/14 - cumulative) - (YTD)	Quarterly	23%	27%	28%	26.50%	27.9%	24.70%	-	25%	Up is Bad	Neutral

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Economic & City Development Overview & Scrutiny Committee Work Plan 2014/2015

Meeting Date	Work Programme
11 June 2014 @ 5.30pm	<ol style="list-style-type: none"> 1. Attendance of the Cabinet member for Transport 2. Further Update on Youth Unemployment including updated statistics. (Julia Massey) 3. Interim Report on Online Business / E-Commerce Scrutiny Review 4. Verbal Report on GVA/high value jobs (David Walmsley) 5. Report and Cabinet Member feedback on other potential scrutiny topics proposed at scrutiny work planning event: <ul style="list-style-type: none"> • Public transport provision in the city • Low emissions strategy • Closure of Lendal Bridge 6. Work Plan 2014/2015
23 July 2014 @ 5.30pm	<ol style="list-style-type: none"> 1. End of Year CYC Finance and Performance Monitoring Report 2. Scoping report on Supporting Older People Scrutiny Review 3. Economic Dashboard Update 4. Update on implementation of recommendations including a specific outcome target measure and progress arising from the External Funding Scrutiny Review 5. Work Plan 2014/2015 including verbal updates on ongoing scrutiny reviews.
1 October 2014 @ 5.30pm	<ol style="list-style-type: none"> 1. Attendance of the Cabinet Member for Planning and Sustainability 2. Overview Report on Low Emissions Strategy including update of Air Quality Action Plan 3. Update on Refresh of Equalities Scheme inc. Introduction to relevant focus areas 4. First Quarter CYC Finance and Performance Monitoring Report. 5. Six monthly Update Report on Major Transport Initiatives including overview of public transport provision in light of changing travel patterns 6. Six monthly Update Report on Major Developments within City of York Council 7. Work Plan 2014/2015

<p>12 November 2014 @ 5.30pm</p>	<ol style="list-style-type: none"> 1. Attendance of the Cabinet Member for Homes and Safer Communities 2. Higher Value Jobs Scrutiny Review Draft Final Report. 3. Update Report on Bulk Buying of Energy (invite York Community Energy speaker). 4. Six monthly Update from YorCity Construction. 5. Economic Dashboard Update 6. Work Plan 2014/2015
<p>8 January 2015 @ 5.30pm</p>	<ol style="list-style-type: none"> 1. Attendance of Cabinet Member for Transport including written report on soft measures for transport modal shift and responsible driving, plus on air quality, public transport review 2. Six monthly Update Report on Major Transport Initiatives 3. Second Quarter CYC Finance and Performance Monitoring Report 4. Update report on Universal Credit (Pauline Stuchfield) 5. Update Report on Economic Dashboard and part-time working in York. 6. Report on management of regeneration projects in York 7. Draft Final Report Higher Value Jobs Scrutiny Review. 8. Work Plan 2014/2015
<p>11 March 2015 @ 5.30pm</p>	<ol style="list-style-type: none"> 1. Attendance of the Cabinet Member for Economic Development 2. Attendance of Cabinet Member for Culture, Leisure and Tourism to present update on Shambles Market and Tour de France. 3. Draft Final Report Online Skills Scrutiny review 4. Third Quarter CYC Finance Monitoring Report 5. Six monthly Update Report on Major Developments within City of York Council 6. Update on implementation of outstanding recommendations (1,2 & 8) from previously completed External Funding Scrutiny Review 7. Economic Dashboard Update 8. Draft Work Plan for 2015-2016

Economic & City Development Overview & Scrutiny Committee Draft Work Plan 2015/2016

Meeting Date	Work Programme
17 June 2015 @ 5.30pm	<ol style="list-style-type: none"> 1. To consider potential Scrutiny Review for the coming municipal year. 2. Work Plan 2015/2016
22 July 2015 @5.30pm	<ol style="list-style-type: none"> 1. End of year Finance & Performance Monitoring Report 2. Update of Implementation of Recommendations in Higher Value Jobs Scrutiny Review 3. Economic Dashboard Update 4. Work Plan 2015/2016
15 September 2015 @ 5.30pm	<ol style="list-style-type: none"> 1. Attendance of Cabinet member for Planning and Sustainability 2. 1st Quarter Finance & Performance Monitoring Report 3. Update of Implementation of Recommendations in Online Skills / E-commerce scrutiny Review 4. Work Plan 2015/2016
18 November 2015 @ 5.30pm	<ol style="list-style-type: none"> 1. Attendance of Cabinet member for Communities 2. 2nd Quarter Finance & Performance Monitoring Report 3. Update Report on Universal Credit 4. Six Monthly Update Report on Major Transport Initiatives 5. Six Monthly Update Report on Major Developments within the city 6. Economic Dashboard Update 7. Work Plan 2015/2016
19 January 2016 @ 5.30pm	<ol style="list-style-type: none"> 1. Work Plan 2015/2016

16 March 2016 @ 5.30pm	<ol style="list-style-type: none"> 1. 3rd Quarter Finance & Performance Monitoring Report 2. Economic Dashboard Update 3. Work Plan 2015/2016
20 April 2016 @ 5.30pm	<ol style="list-style-type: none"> 1. Attendance of the Cabinet Member for Transport, Planning and Economic Development. 2. Work Plan 2015/2016
18 May 2016 @ 5.30pm	<ol style="list-style-type: none"> 1. Six Monthly Update Report on Major Transport Initiatives 2. Six Monthly Update Report on Major Developments within the city 3. Economic Dashboard Update 4. Work Plan 2015/2016