

# Quarterly narrative report

Progress recorded through commentary and RAG (red/amber/green) rating



		2015/16 - Q2 Jul to Sep - PROVISIONAL
Description	Q2 Progress to date/latest activity	Q2 RAG rating
<b>Business Support, Information And Signposting</b>		
<p><b>Front door for signposting:</b> To be the 'single front door' in York for businesses and start-ups seeking a range of support, including a 'front door' for businesses accessing Council services, with high quality response, signposting and support.</p> <p><b>Raise awareness:</b> To make York businesses and start-ups aware of the export provision / grants and finance / property in York / events / business support available to them, including provision through relevant regional bodies, such as the Local Enterprise Partnerships and Combined Authorities.</p> <p><b>Property database:</b> To provide an online searchable property database of business accommodation in York or equivalent.</p> <p><b>Student startups:</b> To work with Higher York, and other partners, to ensure students looking to start a business are able to harness the offer.</p>	<p>Currently working with an additional 35 partners, support organisations and professionals to further articulate who we are and the support we can offer. These include local and national organisations like Creative England, KPMG, Screen Yorkshire, Dot Forge and a number of local accountants and solicitors, all of whom have clients in the York area they can refer to MIY for support.</p> <p>We have produced a draft seminars, workshops and conferences brochure, a Business Support Services brochure and a monthly updated Funding Bulletin to publicise our services. An initial run has been circulated to all the intermediaries, banks, membership and business support organisations and we are beginning to receive enquiries from their clients about our services. The funding bulletin in particular is quickly becoming a staple for the banks, solicitors and accountants in the city. Within the Business Support team we have attended 15 different networking events to publicise the MIY offer. We have agreement from partners for the Export Forum and the first event is scheduled for November.</p> <p>The EGI property database is working really well and we are getting good returns for searches, however, there are still technical issues linking the feed to the online portal and CRM system. If done directly through EGI the results are comprehensive but if done through the portal/CRM there are discrepancies. We are working with both suppliers to resolve this and enable searches directly from the York Means Business website. We hope to have this resolved by mid October and are doing manual searches for clients in the meantime.</p> <p>We are continuing to work with the Universities on the Intern and student enterprise project. The initiative covers both start ups and intern opportunities. The Universities have gone out to tender for an agency to develop the branding and research local companies to get a view on what is needed and where the gaps are. We are also seeking to link this project to the Export Forum to allow foreign students to engage with companies that are exporting to or, wish to export to their home countries. The branding and research is expected to be completed by end of Oct and the project to begin before end of December.</p>	<p>●</p> <p>●</p> <p>●</p> <p>●</p>
<b>Key Account Management For Particular Businesses</b>		
<p><b>Strategic key accounts:</b> To define, develop and hold key account relationships with at least 100 companies from a spread of: medium-sized high value businesses; foreign owned companies; high-growth companies; and those within priority sectors. To deliver this in a coordinated way with the Council and other providers.</p> <p><b>Support on large businesses:</b> To support the Council in relevant key account follow up activity for large businesses in the city.</p>	<p>The list of companies have been identified and assigned to individuals. We have started to meet with the companies to see how we may be able to support them.</p> <p>Currently having conversations with an additional 4 companies including Hiscox for the 'Business Club' initiative.</p>	<p>●</p> <p>●</p>

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<b>Sector Development</b>		
<p><b>High value sector networks</b> - To ensure there are supportive private-sector led networks and profile for priority sectors (as decided by York Economic Partnership via York's Economy &amp; Place Strategy; but including high value science &amp; technology, visitor &amp; retail, and creative &amp; cultural industries) with supportive activities and events.</p>	<p>Sector Networks are in place for Creative, Digital and IT, and for Bioscience. Developing high quality events schedule to support the growth of the sector networks for next year including Venturefest Yorkshire and the Biosynergy conference. 2 Big EU bids submitted to recruit an Agrifood sector specialist and Business development manager for joint bid with FERA Science Ltd and a project champion to support innovation programme in partnership with University of York. Supporting UNESCO team to bid for EU funding and ACE funding for the Mediale festival, supporting the Creative Industries. We are also currently exploring the potential to establish a network for the Rail and related industries within York.</p>	●
<p><b>Named contact</b> - To provide a named individual as a key contact for businesses from priority sectors.</p>	<p>Sector development activities are being led by Heather Niven (Creative, Digital, IT and Bioscience), Charles Storr (FPS, Rail, High Value Manufacturing) and Kate McMullen (Retail, Leisure, Tourism)</p>	●
<p><b>Director's Forums</b> - To deliver Directors' Forums for high value 'Science City' sectors.</p>	<p>A Biosciences Directors Forum took place on 6 August, attracting 14 companies. Quarterly forums are scheduled in with the next forum dinners scheduled for the 22nd Oct (Bio) and 29th October (Creative Digital)</p>	●
<p><b>Advisory boards</b> - To maintain appropriate advisory boards or groups for key sector groupings and brands (e.g. Science City, Visit York).</p>	<p>The Second SCY Advisory Board took place on the 19th August. The next meeting is scheduled for the 3rd November. Visitor Economy Group to meet in October.</p>	●
<b>Inward Investment</b>		
<p><b>Proactive &amp; reactive inward investment</b> - To seek proactively to attract new businesses to the city, including providing a clear and effective process for responding to inward investment enquiries in the city, including from intermediaries, with high quality response and support.</p>	<p>A revised enquiry handling process is now in place, with partners including UKTI, LCR, and YNYER LEP providing input. Make It York access to the UKTI National Pipeline has been arranged. The process is being tested and will be refined to ensure it provides the most efficient solution.</p>	●
<p><b>Toolkit</b> - To update and refresh the York inward investment 'story' and develop a 'toolkit' of resources to promote locating in the city</p>	<p>Activity is continuing on the 'York Story' and 'toolkit'. The core brochure offer is in design stage and other material will come on stream as it is completed with the full suite of materials being made available by December. We have met with Hiscox to build a better understanding of the motivation and decision making processes undertaken by Inward Investors. A session with the major agents is planned for December. This will help shape further the core messaging.</p>	●
<p><b>Anchor tenants</b> - To seek proactively anchor tenants for key employment sites such as York Central and Heslington East.</p>	<p>We are working with CYC colleagues to develop a comms and marketing plan for YC. We will be present at MIPIM UK, alongside LCR colleagues to promote key sites including YC, Southern Gateway and Heslington East. Meetings with agents continue.</p>	●
<p><b>Embed new businesses</b> - To welcome and help new businesses to embed within the city.</p>	<p>A welcome pack including introductory letter, business support services brochure and seminars, workshop and conference brochure has been prepared and will be circulated on a monthly basis to new businesses. The first packs will be sent in October.</p>	●

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<b>Visitor Economy Product Development</b>		
To work with the visitor economy sector and city centre businesses to ensure a quality 'product' is offered to visitors and residents, and that it is accessible and welcoming to all.	Focus in the second quarter has been largely around the Christmas Festival and planning for a wide-ranging new programme. Initial discussion with organisers of a Roman Festival in 2016 and key tourism events for 2016 including the return of the Flying Scotsman and York Mystery Plays in York Minster.	
<b>Business Tourism</b>		
To attract new business tourism to the city, with a particular focus on priority sectors; including providing a clear and effective process for responding to enquiries with high quality response and support.	There have been a further 108 conference and event enquiries made to VisitYork4Meetings in Q2 and 32 confirmations received, with both the number of enquiries and confirmations ahead of the target.	
<b>Visitor And Cultural Information</b>		
To ensure there are clear and effective ways for visitors and residents to find out about the city, including face-to-face and through digital media, with high quality information and support.	Whats on York' events App launched in mid August and available through Apple store. Plans to develop andriod version dependent on usage and feedback. Usage for first quarter to be available in Q3.	
<b>Resident Benefits From The Tourism and Cultural Offer</b>		
<b>Residents</b> - To encourage, communicate with and provide all residents with the opportunity to enjoy the tourism and cultural offer of the city	Newsletter launched on 30th July. Distrbution increased from <4k individual email addresses in week one to 7K currently. In addition the newsletter goes to 40 companies, community groups and organisations that then distribute to their own staff and members.	
<b>Students</b> - To work with Higher York, and other partners to ensure activities and information are beneficial for students	University of York Students Union have agreed to send the 7 Days newsletter to the 23,000 registered Students from the start of the Autumn term. Agreement to be reached for a similar partnership with YSJ and York College. All business (e.g attractions, restuarants, shops) participating in Residents Festival to be asked to allow the Festival offer for holders of York Student ID as well as the York Card. Involvement with the pilot programme for Chinese students: Enhance.	

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<b>Cultural Development</b>		
<p><b>Sector development</b> - To take a lead in ensuring cultural and creative sectors are working collaboratively to improve cultural provision in the city, including shaping the cultural strategy for the city detailing priorities for collaborative action by the sector</p> <p><b>Support commerciality</b> - To support increased commercial competitiveness, productivity and innovation in the sector to enable sustainable organisational and financial models</p> <p><b>New initiatives</b> - To nurture new cultural ideas and initiatives</p> <p><b>Measure performance</b> - To develop an outcomes framework and a baseline measurement to enable future monitoring of performance around cultural development</p> <p><b>Awards</b> - To enable York cultural excellence to be recognised and promoted across the city through an annual awards event.</p>	<p>Regular York @ Large meetings attended by MIY Officer. Close working relationship with Chair of York @ Large including sharing of useful leads/contacts and shared meeting with local projects and initiatives.</p> <p>New Festival sponsor for Illuminating York secured. Supporting and brokering new products such as Christmas Grotto with Consortium and Antiques Festival with Kings Manor/University of York. Developing on-street, cross promotional opportunities for cultural products such as YTR and NRM Panto at York Christmas Markets.</p> <p>Support of new Roman Festival for June 2016. Producing better event signage for use by all festivals in York City Centre.</p> <p>Further development of the cultural engagement baseline, which should be complete in Q3. This will show current levels of engagement with the cultural sector, e.g theatre, arts performances etc to, allow MIY to develop and deliver a strategy to increase engagement. Attendance at NGI sector support event - measuring the impact of events. Trial of new Mystery Shopper evaluation model at Illuminating York model.</p> <p>Currently in the early planning stages of a York Culture Awards. Around 50 key people within the culture sector will be invited to a launch event in January 2016, and an awards ceremony will be held towards the end of 2016. A project team has been assembled and now meet on a monthly basis. An outline of the categories is being developed, as is an applications to the Arts Council for support.</p>	<p>●</p> <p>●</p> <p>●</p> <p>●</p> <p>●</p>
<b>City Centre Management And Improvement</b>		
<p><b>Cross-sector working + investment</b> - To facilitate cross-sector work to improve the city centre as a destination for business, visitors and residents. This should include leading on approaches to maximise private-sector led investment (e.g. a business improvement district or other).</p> <p><b>Manage city centre space</b> - To manage the City Centre space, and develop the city centre as a safe, dynamic and active place to be enjoyed by residents and visitors alike.</p>	<p>Working with York Retail Forum and private sector partners to maximise support for BID. Formulating plans to include existing businesses in City Centre activity. e.g. ensuring inclusion in the Food and Drink Festival or developing activities and offers for the St Nicholas Festival period.</p> <p>Working closely with event organisers such as Great Yorkshire Fringe and Food Festival to ensure quality and relevance and to be inclusive and beneficial to businesses, residents and visitors alike.</p>	<p>●</p> <p>●</p>
<b>Market Management</b>		
<p><b>Manage the market</b> - To manage the Shambles Market to create a vibrant hub and programme that is an attraction in its own right, and to increase the revenue generated by this activity.</p> <p><b>In line with Charter</b> - To deliver a service which is in keeping with the objectives and values of the Market Charter and Market Regulations. To take responsibility for the Market Charter and other regulations relevant to the Market.</p> <p><b>Promotion</b> - To promote the market to key customer groups</p>	<p>Working with CYC to facilitate the ongoing refurbishment program. Establishing new City Centre team and understanding the issues and opportunities in the market. New long term business links with Shambles Tavern with a view to future evening economy.</p> <p>Working within the Charter and concentrating market activity within Shambles market, Farmers market starting to become established within the Shambles market.</p> <p>Some promotion underway particularly on the Farmers Market through social media channels and some press releases. Additional signage and on street promotion of Farmers Market events and Shambles Market more generally. More work to be done on product ahead of comprehensive marketing activity. Ensuring new signage package in place essential.</p>	<p>●</p> <p>●</p> <p>●</p>

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<b>Events Programming Of The City Centre</b>		
<p><b>Festivals &amp; events</b> - To support and develop high quality city centre festivals, activities and events, currently to include a festival of food and drink, Illuminating York, winter festival and Viking festival.</p> <p><b>New initiatives</b> - To support and develop new events and initiatives, that deliver ambitious, high quality artistic or cultural programmes, attracting significant audiences, whilst employing a robust approach to ensuring sustainability, health and safety standards and working effectively with a range of partners and funders.</p> <p><b>Engagement in wider events</b> - To engage businesses and visitors in mass participation sporting events already happening or planned in the city.</p>	<p>The 2015 Food festival has been developed to include a better layout that compliments the Shambles Market traders more. The 2015 York St Nicholas Christmas Festival has been extended and there is a fresh, new programme of activity across the city.</p> <p>Ongoing support and communications are taking place with the Great Yorkshire Fringe Festival to further develop and enhance the offer for 2016. MIY is involved with a project team planning a Roman Festival in 2016.</p> <p>Support and involvement is ongoing for The Yorkshire Marathon</p>	<p>●</p> <p>●</p> <p>●</p>
<b>Place Marketing</b>		
<p><b>Marketing</b> - To facilitate and promote a coherent image / brand for the city nationally and internationally, including relevant promotional materials across the remits.</p> <p><b>Brand</b> - To manage Visit York and Science City brands liaising with partners as necessary.</p> <p><b>Collaboration</b> - To work collaboratively, where mutually beneficial, with York's Universities and Colleges on the marketing of the city; acknowledging the significant resource institutions already have dedicated to attracting students and international markets.</p>	<p>Continued need to develop product. National marketing campaign 'Taste York' focusing on York's Food offer launched ahead of Food and Drink Festival. Make It York a leading partner in the Northern Tourism growth Fund Activity (international marketing campaign promoting the North in US/China/Australia/Germany/Netherlands).</p> <p>Visitor Economy Group to meet in October. The Terms of Reference have been agreed and the group will be chaired by Paul Kirkman. Visit York brand remains to engage with tourism businesses.</p> <p>Plans in early development with UofY and YSJ. Initial focus on improving the engagement of students with the city. Establishing good partnership working can lead to further shared working in attracting new UK and International students (an area of work that has to date been carried out very independently by the Universities)</p>	<p>●</p> <p>●</p> <p>●</p>
<b>Inbound VIP Visits Relevant To Business Growth, Tourism and Culture</b>		
<p>To respond to and coordinate inbound VIP visits to the city for remits relevant to business growth, tourism and culture.</p>	<p>Working with partners at the Leeds City region LEP, University of York, FERA, and Stockbridge Technology Centre we hosted a visit from the Food and Agri-tech leads from the Dutch Embassy in London. The visit was very successful and we are now exploring opportunities of connecting and collaborating with the Dutch Food Valley Network, establishing a reciprocal soft landing offer for companies wishing to explore trade and investment links, and establishing the potential for a trade mission for York/Yorkshire based companies to Holland.</p> <p>Ten international tour operators spent 2 days in York in September. 19 journalists have been hosted in York in quarter 2 - organisation split between ourselves and working with partners including VB. As well as domestic visits, journalists have visited from Belgium, Spain, Switzerland, Japan, Kuwait, US &amp; Canada, Brazil and Australia – this includes a major broadcast on Sunrise, Australia's Number 1 Breakfast Show.</p>	<p>●</p>
<b>Capitalise Upon The Opportunity Of UNESCO Designation</b>		
<p><b>Deliver action plan</b> - To coordinate and facilitate activity to maximise the benefit of York's UNESCO City of Media Arts designation for the city's economic growth, and for residents; specifically taking a lead on delivering the UNESCO Media Arts action plan.</p> <p><b>Make self-sustainable</b> - To attract funding to continue delivering this work into 2016/17 and beyond.</p>	<p>Project objectives well on the way to being met. Event organised for the 20<sup>th</sup> October to get full engagement of the creative sector. Final plans to be presented at an event on 1<sup>st</sup> December.</p> <p>Various funding proposals being submitted eg Arts Council, Creative Europe etc.</p>	<p>●</p> <p>●</p>

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<b>Additional Responsibilities</b>		
Conversations between sectors around business growth, tourism and culture	Work is ongoing in all areas, with particular emphasis on working collaboratively with partners	●
Providing advice on business growth, tourism and culture		
Representing the city at a regional level within its remit		
Research and business intelligence to fulfil objectives		
Synergies across functions and customer groups		
Working in partnership		
Working collaboratively on relevant remits		
Working with both local enterprise partnerships		
Transparent plans and reporting		
Acting ethically and responsibly		