

Recommendations	Implementation January 2016
<p>i. Ask Cabinet to include in the Service Level Agreement for Make It York:</p> <ul style="list-style-type: none"> a) 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; 	<p>Amendments to the Make it York Service Level Agreement (SLA) will be agreed after a year of operation, considering all the possible changes to it alongside resources provided.</p> <p>Currently these activities could fall within Make it York's remit within the SLA: To create more and better jobs in the City, measured by:</p> <p>An increase in the overall value of employment in the city (total resident employment income, per head of working age population) at 110% of the national rate of growth over the 3 year period. E.g. if national value of employment grew by 10%, we would be aiming for growth for York of 11%¹</p> <p>Jobs growth in high value priority sectors², including key science, technology and creative industries, at 120% of baseline econometric growth projections over the 3 year period E.g. if a priority sector was projected to grow in York by 10%, we would be aiming for growth for York of 12%</p>

¹ In the circumstance that national growth or projections are negative, the target for York would be for to be for its performance to be better than these comparator figures

² priority sectors will be decided collaboratively as part of York's Economy & Place Strategy process

<p>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;</p> <p>f) Provide wider training in social media and online skills where appropriate in bids for financial support to the relevant LEPs.</p>	<p>“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>“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>Nevertheless, how this is specifically delivered will be determined by Make it York and its board.</p> <p>[Make it York may wish to comment on work they are currently doing along these lines]</p>
<p>ii. 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.</p>	<p>This is covered in Make it York's SLA under the target for:</p> <p>“1,000 businesses or creative/cultural organisations signposted or been provided with information”</p>
<p>iii. Encourage Make it York to include online and digital skills training as part of its marketing to</p>	<p>Again this is covered within Make it York's SLA under: “To make York businesses and start-ups aware of the</p>

<p>local businesses so as to develop a “York Online” brand approach to help local businesses make better use of online marketing and communications.</p>	<p>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>How this is specifically delivered and the branding used will be determined by Make it York and its board.</p>
<p>iv. Ask the Interim Director of City and Environmental Services to:</p> <p>a) Facilitate road closures and street events to stimulate other collaborative groupings between traders and other organisations in a locality;</p> <p>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.</p>	<p>a) We facilitate highway closure requests providing they are reasonable and alternate routes (including bus diversions) can be provided, if appropriate. Recent examples would include Fossgate, monthly Sunday closure to encourage increased footfall and Bishopthorpe Road for various events. We are required by law to process such applications and advertise them. The costs for such are recoverable. A minimum of 3 weeks advance notice is required. However we would always seek as much advance notification as feasible, as requests for events on the highway, are ever increasing. Of course it all depends on the locations and scale of event. For residential street parties, e.g. on a culs de sac, this will rarely present an issue and we will seek to waive charges.</p>

	<p>b) All events involving road closures will be advertised in accordance with our legal duty; in addition we publicise information on both the council and i-Travel websites. For city/regional events bespoke media and communication plans will be established.</p>
<p>v. 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);</p>	<p>A guide to running street parties is available on the Council's website at:</p> <p>https://www.york.gov.uk/downloads/download/1007/planning_and_holding_a_street_party</p>
<p>vi. Ask the Director of Customer and Business Support Services to:</p> <p>a) Ensure WiFi availability in the city centre is publicised and clearly signposted;</p> <p>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 online skills in communities across the city. Any group eventually formed to address this should include community outreach and respond to</p>	<p>a) WiFi is available in the city centre as well as in 13 libraries, 11 corporate buildings, 14 City Connects zones, 23 community buildings and seven older people's homes. WiFi locations in York are available at: https://www.york.gov.uk/info/20151/community_innovation/695/city_centre_wi-fi</p> <p>b) Consultation phase of Guildhall project beginning with Residents Festival 30/31 January 2016 will include York Past and Present a grass roots local history group which makes extensive use of social media for communications. A new Guild</p>

<p>the recommendations arising from the recent scrutiny review on Disabled Access.</p>	<p>of Media Arts has been formed and is actively seeking new members at this time. The selection of a commercial operating partner to run the Guildhall complex as a Business club and serviced office venue will assess their track record / capability in facilitating outreach / working in partnership.</p>
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