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## Economic Development & Transport Policy & Scrutiny Committee

16 March 2016

Report of the Assistant Director Governance and ICT

### **Update report on implementation of outstanding recommendations from the Online Business / E-Commerce Scrutiny Review**

#### **Summary**

1. This report provides an update on the implementation of the outstanding recommendations (Annex A) arising from the previously completed Online Business / E-Commerce Scrutiny Review.

#### **Background to the Review**

2. At a meeting of the former Economic & City Development Overview and Scrutiny Committee (ECDOSC) on 28 January 2014 the Committee considered a briefing paper on a proposed scrutiny review of Online Business / E-Commerce in York.
3. Increasingly the traditional High Street retail sector is having to explore a multi-channel approach to reaching its markets, but independent businesses may not have access to the technology or skills to take advantage of new ways of earning custom.
4. The Committee agreed there was a need to encourage traditional retail and independent businesses to make the most of newer technologies and telecommunications and that this topic was suitable for review. The Committee agreed to set up a Task Group to carry out the work on their behalf and subsequently agreed the following review aim and objectives.

#### Aim

Identify how City of York Council may better support city 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.
5. Over a number of meetings and visits the Task Group gathered evidence in support of the review and its conclusions and recommendations were endorsed by ECDOSC at the meeting in March 2015.
6. The final scrutiny report was considered by the Executive in June 2015 when the recommendations were approved.
7. At a meeting of the Economic Development and Transport Policy and Scrutiny Committee on 19 January 2016 members signed off recommendations 2,3,4 and 5 as having been fully implemented. They did not sign off recommendations 1 and 6 and agreed that a further update be presented to this meeting.

## **Options**

8. Members may decide to sign off the remaining recommendations of the Online Business / E-Commerce Scrutiny Review where implementation has been completed and can:
- a) Request further updates and the attendance of relevant officers at a future meeting should they consider the outstanding recommendations of the review have not been fully implemented or;
  - b) Agree to receive no further updates on this review

## **Council Plan**

9. This review is linked to the Prosperous City for All and a Council that Listens to Residents elements of the Council Plan 2015-19.

## **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.

## **Recommendations**

12. Members are asked to note the contents of this report and sign off the remaining recommendations in the Online Business / E-Commerce Scrutiny that have been fully implemented.

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

## **Contact Details**

**Author:**

Steve Entwistle  
Scrutiny Officer  
Tel: 01904 554279

[steven.entwistle@york.gov.uk](mailto:steven.entwistle@york.gov.uk)

**Chief Officer Responsible for the report:**

Andrew Docherty  
Assistant Director Governance and ICT  
Tel: 01904 551004

**Report Approved**  **Date** 7/03/2016

**Wards Affected:**

All

**For further information please contact the author of the report**

## **Annexes**

Annex A – Implementation of remaining recommendations from the Online Business / E-Commerce Scrutiny Review.