

Recommendations	Implementation March 2016
<p>i. Ask Cabinet to include in the Service Level Agreement for Make It York:</p> <p>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;</p> <p>b) Liaise with volunteer ambassadors to encourage local traders' groups to engage in joint efforts and form local associations;</p> <p>c) Use social media to spread news about deals, events and skills sharing e.g. digital newsletters and blogs;</p>	<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 sectors, 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> <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>

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

<p>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> <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 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>Update from Make it York:</p> <p>a) Make It York is and have been working with the Bishy Road Traders Association for several months regarding their model. We have assisted the association to devise a 'tool kit' for other areas and this has been adopted by DLCG as part of the Best High Street campaign. We are also working with the Micklegate Business Initiative to establish themselves as a trade association. This is already incorporated with a number of events planned including the 'Micklegate Run' planned for this August.</p> <p>We've worked with the Proudly group to put on the Small Business Saturday Market last December which attracted over 17,000 shoppers. Currently working with the Fossgate association to put on a number of summer events planned around the summer street closure Sundays. We've encouraged the York Indie group (formed after the winter floods) to merge with the Proudly group and as with all of the above groups provided guidance to attract funding to</p>
---	--

	<p>commission websites, social media platforms and engagement.</p> <p>Spacehive, the crowdfunding website for funding civic events and similar events as described above is due for launch on 17 March and the associations are encourage to use it for association events.</p> <p>b)The City was recently granted designation as a UNESCO city of Media Arts and through colleagues at Science York we have created the Guild of Media Arts with over 130 volunteer ambassadors whose remit is to:</p> <ul style="list-style-type: none">i) Act as custodians of the UNESCO designation for Media Art, Creative and Digital sectorsii) Develop a Media Alley Festival for the target sectorsiii) Develop and art award for schools and an apprenticeship program.iv) Promote the sector. <p>We've worked with Higher York on the Enhance Programme where we are helping a number of Chinese students to obtain internships and act as ambassadors for the city during their time here as well as after returning home from university. We are a founder member of the Hiscox Business Club working with small entrepreneurial start-up companies to offer accommodation, access to local mentors and facilities. Currently working with Virgin as part of the Virgin Start up Club.</p> <p>c) Make it York as an organisation has a dedicated social media</p>
--	--

	<p>strategy which include Twitter, Linked In, Facebook, Pinterest, and Instagram. All of these platforms are used across the organisation to promote events, inform residents and businesses of local activities and opportunities from upcoming events to market trading opportunities. We also produce numerous newsletters that go out weekly and monthly.</p> <p>d) We don't have a dedicated section for meet up groups but we do offer to post events on behalf of groups on our events calendar. The website is currently being reviewed and a new site for MIY has been commissioned. It is unlikely that a section allocated to meet up groups but we will continue to offer an events calendar.</p> <p>e) We have a seminar programme and since November have had a 4 business support events attended by over 100 delegates with a further 5 planned for March. We continue to support the YNYER LEP to deliver the Pop up business cafes and recently held one at the Bike Shed. We work closely with both LEPs and have a big Rail Sector supply chain event in May. We use all of our social media platforms to promote the events.</p> <p>f) We are currently working with both LEPs on ESIF funded programmes for new and start-up businesses and both of these include a provision for skills training in general which is likely to include online skills</p>
vi. Ask the Director of Customer and Business Support Services to:	Make it York work with the core digital team within CYC and part of their remit is to ensure that city centre WiFi is readily available and

<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 the recommendations arising from the recent scrutiny review on Disabled Access.</p>	<p>publicised.</p> <p>a) Free City Connect WiFi is available throughout the city centre and has been widely publicised online as well as physically within the city centre area. There are 14 City Connects zones within the city centre area. WiFi is also available in 13 libraries, 11 corporate buildings, 23 community buildings, seven older people's homes, six park and ride sites and all park and ride buses. 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 began with Residents Festival 30/31 January 2016 which included York Past and Present a grass roots local history group which makes extensive use of social media for communications. A new Guild 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>
--	---