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Meeting	Decision Session - Executive Member for Economic Development and Community Engagement
Date	4 December 2018
Present	Councillor Aspden

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### **13. Declarations of Interest**

The Executive Member was asked to declare any personal interests not included on the Register of Interests, or any prejudicial or disclosable pecuniary interests that he might have in respect of the business on the agenda. None were declared.

### **14. Exclusion of Press and Public**

Resolved: That the press and public be excluded from the meeting should any discussion arise on Annexes A and B to agenda item 5 (Attracting new Inward Investment through Promotion of our Historic Assets and Development of Shared Vision for York) on the grounds that they contain information relating to the financial or business affairs of any particular person (including the authority holding that information). This information is classed as exempt under paragraph 3 of Schedule 12A to Section 100A of the Local Government Act 1972 (as revised by The Local Government (Access to Information) (Variation) Order 2006).

### **15. Minutes**

Resolved: That the minutes of the last Decision Session held on 6 November 2018 be approved as a correct record and signed by the Executive Member.

### **16. Public Participation**

It was reported that there had been no registrations to speak under the Council's Public Participation Scheme.

## **17. Attracting new Inward Investment through Promotion of our Historic Assets and development of shared vision for York**

The Executive Member considered a report which provided an update about the governance arrangements on promotional activity to support the Economic Strategy and increase inward investment and the value of the economy.

The Head of Communications outlined the report. She provided clarification on why some of the information contained in the Annexes had been exempted. In response to a question from the Executive Member it was confirmed that the tender document for the procurement of the agency to undertake the work could be made available to the public online. The Head of Communications was asked and confirmed that the City narrative partnership group and City partnership group were the same group and she went on to explain how different organisations would be selected for the steering groups and city partnership narrative group.

Resolved: That;

- i. The proposed governance structure be endorsed.

Reason: There are many stakeholders involved in shaping a shared vision for York. Examples include education/university, tourism and hospitality, arts and heritage, financial, science, commercial, etc. To build ongoing engagement it is important these stakeholders and partners have opportunity to provide comment and challenge. The proposed governance structure provides space for different sectors and target audiences to have a role in shaping the vision, whilst progressing conversations to a conclusion.

- ii. The staged process to develop the shared vision and promotional activity be endorsed.

Reason: We have successfully secured funds from the LCR business rates pilot to increase inward investment and the value of the economy through taking a joined up approach to promoting the city's strengths and assets. The project takes a staged approach to ensure we deliver activity based on evidence. It also encompasses evaluating the impact of activity throughout the duration of the project to leave a framework we can then continue to use once the project concludes.

**Cllr K Aspden , Executive Member**  
[The meeting started at 2.00 pm and finished at 2.15 pm].

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