

Board and Topic	Rec No.	Recommendations as approved by the Executive on 26 Oct 2004	Update on Implementation of Recommendations as at July 2007	Update on Implementation of Recommendations as at February 2009
Economic Development and Community Safety Board: City Centre Retailing (Review Completed June 2004)	15	a) That the need to raise awareness about the location of York's key information points is acknowledged.	We are now at the advance stage of completing the City Centre Map Panels with updated information. Investment in both the Station and the De Grey Rooms Visitor Information Centres has improved customer service and satisfaction.	Updated City Centre Map Panels are in place at the National Railway Museum, Marygate, Exhibition Square, Museum Street, Esplanade Car Park, College Green, King's Square, Pavement and the Eye of York. There are also interactive information screens providing transport information, local news, maps and e-mail/internet access at Front Street in Acomb, Rougier Street, the Railway Station (x2), and Rawcliffe Park and Ride site. In addition the new Visitor Information Centre, managed by Visit York, is scheduled to open in May of this year, providing improved access to services and particularly for people with mobility disabilities. In addition to the existing service level, there will be; <ul style="list-style-type: none"> · a specific zone for accommodation, including the 'book a bed ahead scheme' · a specific zone for tickets and events: the VIC will be a Ticketmaster agent · a specific travel zone – local, regional and national info both in and out of the city · itinerary planning – AV screens and terminals - and extensive digital signage and promotion to give a very modern feel · an improved retail offer – a larger range of local (York and Yorkshire) produce, including a refrigerated display cabinet for local/regional food produce · exhibition and sponsorship opportunities The city's existing fingerpost scheme will be examined as part of the Public Realm Masterplan as part of the CCAAP Car park maps (produced by Cityscape and sold via dispensers) have recently been updated (2009)
		b) That efforts to address this issue are supported.	See above.	
Comment from Scrutiny Management Committee as of 23 July 2007: The implementation of these recommendation 15 is not complete therefore it cannot be signed off. A further update to be provided via email				