

CONSULTATION FRAMEWORK

The following sets out proposed activity to communicate and consult upon the York Economic Vision to employees, residents, local organisations and businesses across York.

Why

The consultation aims to:

- *raise awareness of the York Economic Vision to different audiences across York,*
- *test the vision ideas, and*
- *gauge ownership.*

The Vision document itself will not be amended, but the results will be used to begin prioritising the next steps towards an action and delivery plan.

Overall Timescale

- Vision completed Oct 2010
- 12th October 2010 The Press feature (Anita Morris Associates)
- 19th October Executive Committee
- 24th November Without Walls Board
- 13th December LDF Working Group
- December consultation prep (invite public meeting, plan event, exhibition, presentation, prepare consultation letters, Press...)
- January distribution of Vision document
- January-February 2011 consultation (see Table 1)
- March/ April 2011 analysis of consultation responses/ report back to LDF Working Group / publish results on website (for consultees)
- Detailed action and delivery plan, April 2011.

Table 1 - Proposed activities for Vision consultation

Communication Channels	Method	Timescales
Internal – CYC Staff		
News and Jobs (Annette Clarke)	Short article to highlight the consultation and website	January 2011
Colin	News article to highlight the consultation and web link	January 2011
Regeneration Academy	Cross directorate workshops	Jan – March 2011
External - Residents, organisations and businesses		
Mailing	Letter to notify stakeholders including LDF and Without Walls mailing lists; include factsheet/ invite comments	January 2011

Vision Book	Distribution	Nov – Jan 2011
CYC website www.york.gov.uk	Vision document and online comment log A more structured online questionnaire will be added for the public consultation	Oct – Dec 2010 January 2011
WoW website	Link to CYC website	January 2011
Public Meeting	Exhibition/ stalls and presentation	January 2011
YourCity	Article in December issue invites people to look at the report online and give their views.	Feb issue - Deadline 11 Jan
YourWard	Newsletter article at the discretion of Ward Councillors	Deadlines 24 Nov – 5 Jan
Ward Committees	Minimum; factsheets available at meetings Maximum; attendance at some depending on Ward Councillors	Meetings 24 Jan - 10 Feb
Press (via Anita Morris Associates)	Between now and Public Meeting in January, need to keep momentum going and build up support across city/ outline consultation	Ongoing
Stakeholder meetings (Table 2)	Presentations	Oct 2010 to Feb 2011

Vision Book

The design and print of 1000 'books' has been funded by Yorkshire Forward. A proportion will be distributed free of charge to organisations across the city including charette attendees, key Council officers, Councillors, Parish Councils and the Without Walls Partnership. Any remaining copies will be charged at a cost of £20.00 with the income being ring fenced for the Renaissance work. This approach has been endorsed by Yorkshire Forward.

Public Meeting

A launch event for the public consultation is proposed for January 2011 (possibly at the Theatre Royal). Display boards in the foyer for different themes and ideas (vision, background, themes - Great Street, Walls, Rivers, Streets and Spaces, City Park) as well as other information items such as LDF and LTP (therefore making links to next stage of renaissance). Followed by presentation in the main auditorium.

Factsheet

A simple summary leaflet is proposed to explain the role of the vision, summarising its content, and explaining how people can find out more and give their views. These will be made available at any events, stakeholder meetings and Ward meetings as well as in libraries, and venues such as St Leonard's Place.

Digital Media

Depending on budget, there is an opportunity to take part in a Media Display Event in St Sampson's Square on 10th, 11th and 12th February 2011. This event will focus on the innovative, new Digi Bike displays which broadcast short adverts direct to the audience via two large 45" television screens. The advert can also be used on our website, and will be broadcast via Youtube for the following 30 days.

[York@Large/](#) could also be asked to consider a digital media project (eg. screens around York).

Stakeholder Groups A press release has been sent to stakeholder groups (see Table 2) with the offer of a presentation on the Vision.

Table 2 - Programme Of Stakeholder Group Meetings

Group	Date of meeting	Notes
Council Executive	19 th Oct	Agreed to refer the vision document to the LDFWG on 13 th December
York Enterprise Property Breakfast	19 th Oct	CYC- Denise Stuart (01904 554644)
Minster Quarter	26 th Oct	CYC- Simon Daubney (01904 554422) David Brooks is chair.
Without Walls York Economic Partnership	11 th Nov 13 th Jan	CYC- Roger Ranson (01904 551614)
York Business Week	15 th Nov	Nick Eggelton, Acute Marketing nick@acutemarketing.co.uk
Without Walls Environment Partnership	17 th Nov	CYC- Jacqui Warren (01904 551666)
Without Walls Partnership Board	24 th Nov	This is the main item on the November agenda. Board has 8 partnerships which, together, account for approx. 150 groups across the city.
Asset Board	2 nd Dec	CYC- Phillip Callow (01904 443360)
Full Council	Date tbc	CYC- Fiona Young (01904 551027)
Local Development Framework Working Group (LDFWG)	13th Dec	CYC- Laura Bootland (01904 552062)
Retail Strategy Group	21 st Jan	CYC- Simon Daubney (01904 554422) Cllr Waller is chair.
Retail Forum	Date tbc	CYC- Paul Barrett (01904 552272) Frank Wood is chair.

York Property Forum	Date tbc	Chamber of Commerce
Civic Trust	Date tbc	Sir Ron Cooke (01904 626046) ronucooke@hotmail.com
York Business Forum	Date tbc	Helen Jackson (01904 236110) hjackson@york-professionals.co.uk
Chamber Business Forum	Date tbc	Chamber of Commerce
Environment Partnership	Date tbc	
Environment Forum	Date tbc	Kate Lock (01904 620171)

Budget Requirements

- Distribution of Vision books
- Mailing
- Public Meeting/ exhibition material
- Factsheet/ questionnaire printing
- Media Display Event