

Appendix 3: York and North Yorkshire Priorities and Implications for York

<b>LEP Actions:</b>	<b>What:</b>	<b>Activity so far:</b>	<b>York Proposition and Comments</b>
<p>To invest in the role of York as Economic driver for the sub region</p>	<p>Ensure effective planning and investment in transport, housing and labour markets in York and its hinterland.</p> <p>Promote Innovation via Science City York to support the continued growth of science based industries.</p> <p>Maximise and realise the potential of strategic City centre investment sites.</p> <p>Continue to raise and develop the high quality tourism and cultural offer in and around York.</p> <p>Develop and grow the Higher Education and Further Education provision within the City.</p>	<p>Draft report produced on the spatial planning issues effecting planning and investment in transport, housing and labour markets in York and its hinterland.</p> <p>This will help formulate a strategic framework for investment for the area.</p> <p>A proposal being led by Science City York for a Yorkshire bio-refinery is being pursued through the Regional Growth Fund. A bid was submitted to the first round on 21<sup>st</sup> January 2011.</p>	<p>A York Area study (covering the Greater York area) has been completed and will provide a basis for prompting a discussion with adjoining local authorities about a framework for future employment, housing and infrastructure provision. This is relevant to parts of the York and North Yorkshire LEP i.e. the East Riding of Yorkshire, which are not within the Leeds City Region LEP. It is therefore possible that the York and North Yorkshire LEP might be helpful in promoting these discussions.</p> <p>The Leeds City Region LEP is expected to of greater significance in promoting York as an employment hub. For example, Science City York has been at the heart of LCR work programme and its work on alternative funding mechanism is expected to be of benefit to York Central.</p>
<p>Secure investment in the provision</p>	<p>Support the development of superfast broadband coverage across all parts</p>	<p>North Yorkshire awarded £6-10 million (amount still to be confirmed) from Broadband UK to support the</p>	<p>Successful joint working is in progress on this topic.</p>

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<p>of broadband including next generation</p>	<p>of the sub region. Support businesses to maximise the benefits from broadband</p>	<p>development of superfast and next generation broadband to North Yorkshire. Negotiations are still on-going with BDUK on the level of funding. In general terms this will assist in development of next generation broadband to the market towns.</p> <p>An ERDF application is now being prepared to assist this development further. An outline business plan is currently being prepared and will be submitted to the ERDF team at Yorkshire Forward by mid March.</p> <p>An RGF funding bid has been prepared and was submitted to the first round in January. This is specifically to assist the development of Broadband into more rural communities (outside market towns).</p> <p>Looking to establish a private/public sector group to develop further the potential of this investment for businesses. Exploring the potential programme to promote business adoption of ICT. Potential for submitting a bid to round 2 of the RGF.</p> <p>Watching brief on the commercial investments likely in York and Harrogate city centres.</p>	<p>For York the issue is about we provide high speed broadband access in those areas (the rural parts of York) where provision is not likely to be provided by the market. We are in negotiation with NYCC and the LEP secretariat. A NYCC Regional Growth Fund application, to provide broadband in rural areas, has included York. In addition there is an opportunity for the ERDF application, which will “stretch” the existing £6-£10m from Broadband UK, to include remoter parts of York as part of the application.</p>
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<p>Promote enterprise and raise aspirations</p>	<p>Encourage and promote enterprise as an ambition for young people</p> <p>Ensure high quality start up business advice</p> <p>Support micro businesses</p> <p>Promote mentoring for new enterprises</p>	<p>Mapping out current activity and what works.</p> <p>Discussion planned to develop a programme of activity to encourage and promote enterprise.</p> <p>Looking to establish a 'mini' LEP to take this further</p> <p>Further work to be scoped and potential for future enterprise support programme through RGF.</p>	<p>A framework for the development of a culture of enterprise is in preparation and a draft is due to be presented to the York Economic Partnership in April. There may be some links to whatever comes forward through the work in North Yorkshire and we can develop some specific requests as to how the York and North Yorkshire LEP can help this process.</p>
<p>Invest in business tourism and the visitor economy</p>	<p>Promote and support business tourism within Harrogate, York and Scarborough</p> <p>Support and encourage cultural and visitor product development in York, Moors, Dales and Coast</p> <p>Promote localised marketing of the cultural and tourism offer</p> <p>Support 'Yorkshire' branding and marketing</p> <p>Improve and develop the</p>	<p>A report has been produced which explores and sets out the current and future position of tourism and highlighting the critical issues facing the sector. This involved discussions with key tourism businesses and players across York and North Yorkshire.</p> <p>The draft of this report is being discussed further with partners through the cultural partnership shortly.</p> <p>The outcome of this report and further discussions with partners/stakeholders will help to facilitate a way forward and a future programme of activity.</p>	<p>A scoping paper is to be considered by the York and North Yorkshire LEP. Following the publication of the Government's Tourism policy, it is clear that there is a crucial role for tourism businesses to play in determining appropriate Destination Management Organisations to take forward tourism initiatives at a local level. Visit York is well placed to undertake this role, given its membership of nearly 700, of which approximately 10% are based in North Yorkshire.</p> <p>Visit York will be examining the scope for bidding into future rounds of the Regional Growth Fund to enhance tourism in York. Any proposals will</p>

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	<p>skills base</p> <p>Raise the quality of existing businesses and encourage and develop start ups.</p>	<p>National Railway Museum bid to RGF was made in Round 1.</p>	<p>need to be closely aligned to the emerging business plan for the Yorks and North Yorkshire LEP. We can develop some specific requests as to how the York and North Yorkshire LEP can help this process.</p> <p>The National Railway Museum RGF application was assisted by officers from CYC.</p>
<p>Enable the care sector to meet rising needs</p>	<p>Raise aspirations and skills within the health and social care sector</p> <p>Promote and encourage new enterprises and social enterprises within this sector.</p>	<p>Positive discussions held with private sector industry body for York and North Yorkshire to explore their interest in working under LEP umbrella.</p> <p>Significant potential to be explored here for new enterprise and involvement of voluntary sector.</p>	<p>This is an important employment sector in the City of York. Further work will be required to assess the relevance of proposals as they emerge in North Yorkshire for York and to work out whether there is a role for the York and North Yorkshire LEP in this process.</p>