

**Economic & City Development Overview & Scrutiny Committee**

**27 March 2015**

Report of the Director of Communities & Neighbourhoods

**Make it York Commissioning Agreement**

**Summary**

1. At the Economic & City Development Overview & Scrutiny Committee meeting on 11 March, a further additional meeting was requested to review and discuss the Commissioning Agreement for Make it York. The latest draft, as of 19 March 2015, is included in Annex A.

**Background**

2. On 5 November 2013, Cabinet agreed to pursue the development of a new agency to deliver the marketing, tourism, cultural and business development agendas for the city of York with the aims:
  - To deliver greater inward investment, and thus market share, for York in its key growth sectors, including those sub-sectors in which the city has a strength of assets, particularly life science-related industries, high-tech industries and business services;
  - To increase the value of the visitor economy through promoting innovation and higher quality in the existing offer and encouraging high value visitor economy investment;
  - To achieve a stronger coordination and promotion of the city's profile and cultural offering underpinning that profile.
3. Subsequent reports by Cabinet have built on this, and have included decisions taken on the new organisation's budget and legal status.

The launch of Make it York, this new agency, is now imminent, with the organisation and Commissioning Agreement intended to go live April 2015.

### **Developing the Commissioning Agreement**

4. The Commissioning Agreement seeks to specify the outcomes, outputs, responsibilities and requirements for delivering the intended remit.
5. In order to maximise delivery against the overall outcomes for the city that really matter, and enable Make it York to act in the fleet-of-foot way it will need to in order to deliver these things, the Commissioning Agreement is focussed primarily on the outcomes and objectives for York above detailing specific events or projects for how these should be achieved.
6. The Commissioning Agreement has received extensive consultation with relevant parties over the last 4 months. As you would expect, given the commercial sensitivity of these discussions and the potential to undermine City of York's Council's negotiation position, these discussions have not taken place in the public domain.
7. The input of all political parties in York has been a valued part of the process of developing the Agreement, particularly through the cross-party Make it York Shareholder Body. This is chaired by Cllr Steward, and includes Members of the local Conservative, Green (Cllr Taylor), Labour (Cllr Crisp and Cllr Williams), and Liberal Democrat Parties (Cllr Hyman) as nominated by party leaders.
8. The Shareholder Body met on 12 January 2015 to discuss the commissioning agreement. The views of this group expressed were taken into account in the subsequent drafting of the document.
9. The most up-to-date (at the time) draft Commissioning Agreement, including a draft of all outcomes, outputs, responsibilities and requirements, was shared with the cross-party Make it York Shareholder Body on 9 February 2015, providing the political groups an opportunity to comment on the Service Level Agreement. The group met on 9 February, and made suggestions of how the document could be refined or improved, and the draft was updated to take into account the views expressed.

10. It is also worth noting a couple of implicit links with the work of Scrutiny, with reference to some of the key priorities which have been championed by the Committee in previous meetings.

The priorities of growth in higher value jobs and an improvement in average wages were raised by recent Economic & City Development Overview & Scrutiny Committee meetings and are embedded into Make it York's delivery framework in measurable ways. This includes targets such as the creation of 500 jobs above the national median wage through direct interventions; contributing towards the overall outcome of a growth in high value priority sectors at 120% of baseline econometric growth projections over the 3 year period.

### **Options & Analysis**

11. For the Committee to note the draft Commissioning Agreement attached.

### **Council Plan**

12. The delivery of Make it York relates to the Council Priority 'Creating Jobs, Growing the Economy.'

### **Implications**

13. **Financial**

The paper is to note only, therefore there are no financial implications relating to the report itself. The implications for setting up Make it York are as detailed in the relevant Cabinet papers.

### **Human Resources (HR)**

The paper is to note only, therefore there are no HR implications relating to the report itself. The implications for setting up Make it York are as detailed in the relevant Cabinet papers.

### **Equalities**

The paper is to note only, therefore there are no Equalities implications relating to the report itself. The implications for setting up Make it York are as detailed in the relevant Cabinet papers.

## **Legal**

The paper is to note only, therefore there are no legal implications relating to the report itself. The implications for setting up Make it York are as detailed in the relevant Cabinet papers.

## **Crime and Disorder**

The paper is to note only, therefore there are no Crime and Disorder implications relating to the report itself.

The implications for setting up Make it York are as detailed in the relevant Cabinet papers.

## **Information Technology (IT)**

The paper is to note only, therefore there are no IT implications relating to the report itself. The implications for setting up Make it York are as detailed in the relevant Cabinet papers.

## **Property**

The paper is to note only, therefore there are no property implications relating to the report itself. The implications for setting up Make it York are as detailed in the relevant Cabinet papers.

## **Risk Management**

14. The paper is to note only. The management of risks in setting up Make it York is detailed in the relevant Cabinet papers.

## **Recommendations**

15. For the Committee to note the draft Commissioning Agreement attached.

Reason: To inform the Committee of the Commissioning Agreement for Make it York

## Contact Details

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**Report  
Approved**



**Date** 19/03/2015

### Wards Affected:

All

**For further information please contact the author of the report**

### Annexes

Annex A: Draft Make it York Commissioning Agreement (19 March 2015  
Draft)