

QUARTERLY NARRATIVE REPORT TEMPLATE

Q1

Date: DD/MM

Description	Progress to date/Latest activity	RAG Rating
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BUSINESS SUPPORT, INFORMATION + SIGNPOSTING

Front door for signposting: To be the 'single front door' in York for businesses and start-ups seeking a range of support, including a 'front door' for businesses accessing Council services, with high quality response, signposting and support.		
Raise awareness: To make York businesses and start-ups aware of the export provision / grants and finance / property in York / events / business support available to them, including provision through relevant regional bodies, such as the Local Enterprise Partnerships and Combined Authorities.		
Property database: To provide an online searchable property database of business accommodation in York or equivalent.		
Student startups: To work with Higher York, and other partners, to ensure students looking to start a business are able to harness the offer.		

KEY ACCOUNT MANAGEMENT FOR PARTICULAR BUSINESSES

Strategic key accounts: To define, develop and hold key account relationships with at least 100 companies from a spread of: medium-sized high value businesses; foreign owned companies; high-growth companies; and those within priority sectors. To deliver this in a coordinated way with the Council and other providers.		
Support on large businesses: To support the Council in relevant key account follow up activity for large businesses in the city.		

SECTOR DEVELOPMENT

High value sector networks - To ensure there are supportive private-sector led networks and profile for priority sectors (as decided by York Economic Partnership via York's Economy & Place Strategy; but including high value science & technology, visitor & retail, and creative & cultural industries) with supportive activities and events.		
Named contact - To provide a named individual as a key contact for businesses from priority sectors.		
Director's Forums - To deliver Directors' Forums for high value 'Science City' sectors.		
Advisory boards - To maintain appropriate advisory boards or groups for key sector groupings and brands (e.g. Science City, Visit York).		

INWARD INVESTMENT

Proactive & reactive inward investment - To seek proactively to attract new businesses to the city, including providing a clear and effective process for responding to inward investment enquiries in the city, including from intermediaries, with high quality response and support.		
Toolkit - To update and refresh the York inward investment 'story' and develop a 'toolkit' of resources to promote locating in the city		
Anchor tenants - To seek proactively anchor tenants for key employment sites such as York Central and Heslington East.		
Embed new businesses - To welcome and help new businesses to embed within the city.		

VISITOR ECONOMY PRODUCT DEVELOPMENT

To work with the visitor economy sector and city centre businesses to ensure a quality 'product' is offered to visitors and residents, and that it is accessible and welcoming to all.		
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BUSINESS TOURISM

To attract new business tourism to the city, with a particular focus on priority sectors; including providing a clear and effective process for responding to enquiries with high quality response and support.		
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VISITOR & CULTURAL INFORMATION		
To ensure there are clear and effective ways for visitors and residents to find out about the city, including face-to-face and through digital media, with high quality information and support.		

RESIDENT BENEFITS FROM THE TOURISM & CULTURAL OFFER		
Residents - To encourage, communicate with and provide all residents with the opportunity to enjoy the tourism and cultural offer of the city		
Students - To work with Higher York, and other partners to ensure activities and information are beneficial for students		

CULTURAL DEVELOPMENT		
Sector development - To take a lead in ensuring cultural and creative sectors are working collaboratively to improve cultural provision in the city, including shaping the cultural strategy for the city detailing priorities for collaborative action by the sector		
Support commerciality - To support increased commercial competitiveness, productivity and innovation in the sector to enable sustainable organisational and financial models		
New initiatives - To nurture new cultural ideas and initiatives		
Measure performance - To develop an outcomes framework and a baseline measurement to enable future monitoring of performance around cultural development		
Awards - To enable York cultural excellence to be recognised and promoted across the city through an annual awards event.		

CITY CENTRE MANAGEMENT & IMPROVEMENT		
Cross-sector working + investment - To facilitate cross-sector work to improve the city centre as a destination for business, visitors and residents. This should include leading on approaches to maximise private-sector led investment (e.g. a business improvement district or other).		
Manage city centre space - To manage the City Centre space, and develop the city centre as a safe, dynamic and active place to be enjoyed by residents and visitors alike.		

MARKET MANAGEMENT		
Manage the market - To manage the Shambles Market to create a vibrant hub and programme that is an attraction in its own right, and to increase the revenue generated by this activity.		
In line with Charter - To deliver a service which is in keeping with the objectives and values of the Market Charter and Market Regulations. To take responsibility for the Market Charter and other regulations relevant to the Market.		
Promotion - To promote the market to key customer groups		

EVENTS PROGRAMMING OF THE CITY CENTRE		
Festivals & events - To support and develop high quality city centre festivals, activities and events, currently to include a festival of food and drink, Illuminating York, winter festival and Viking festival.		
New initiatives - To support and develop new events and initiatives, that deliver ambitious, high quality artistic or cultural programmes, attracting significant audiences, whilst employing a robust approach to ensuring sustainability, health and safety standards and working effectively with a range of partners and funders.		
Engagement in wider events - To engage businesses and visitors in mass participation sporting events already happening or planned in the city.		

PLACE MARKETING		
Marketing - To facilitate and promote a coherent image / brand for the city nationally and internationally, including relevant promotional materials across the remits.		
Brand - To manage Visit York and Science City brands liaising with partners as necessary.		
Collaboration - To work collaboratively, where mutually beneficial, with York's Universities and Colleges on the marketing of the city; acknowledging the significant resource institutions already have dedicated to attracting students and international markets.		

INBOUND VIP VISITS RELEVANT TO BUSINESS GROWTH, TOURISM & CULTURE		
To respond to and coordinate inbound VIP visits to the city for remits relevant to business growth, tourism and culture.		

CAPITALISE UPON THE OPPORTUNITY OF UNESCO DESIGNATION

<p>Deliver action plan - To coordinate and facilitate activity to maximise the benefit of York's UNESCO City of Media Arts designation for the city's economic growth, and for residents; specifically taking a lead on delivering the UNESCO Media Arts action plan.</p>		
<p>Make self-sustainable - To attract funding to continue delivering this work into 2016/17 and beyond.</p>		

ADDITIONAL RESPONSIBILITIES

<ul style="list-style-type: none"> • Conversations between sectors around business growth, tourism + culture 		
<ul style="list-style-type: none"> • Providing advice on business growth, tourism + culture 		
<ul style="list-style-type: none"> • Representing the city at a regional level within its remit 		
<ul style="list-style-type: none"> • Research & Business Intelligence to fulfil objectives 		
<ul style="list-style-type: none"> • Synergies across functions & customer groups 		
<ul style="list-style-type: none"> • Working in partnership 		
<ul style="list-style-type: none"> • Working collaboratively or relevant remits 		
<ul style="list-style-type: none"> • Working with both local enterprise partnerships 		
<ul style="list-style-type: none"> • Transparent plans and reporting 		
<ul style="list-style-type: none"> • Acting ethically & responsibly 		