

York & North Yorkshire Economy and Skills Board

18 March 2010, 13.00 – 15.00

Meeting room 2, County Hall, Northallerton

A buffet lunch will be available from 12.30 in Meeting room 2

A G E N D A

Welcome and introductions and Apologies

1. **Minutes of the meeting**
2. **Matters arising**
3. **Yorkshire Forward** – *Thea Stein, Executive Director, will discuss YF funding position and general issues/challenges around pressure on capital budgets, progress on the geographic programme and how we need to work together over the next 2-3 years to deliver projects in York and North Yorkshire.*
4. **Economic Assessment of York and North Yorkshire** – *to provide an update on progress on the assessment including recent work on business, enterprise and skills and to consider initial summary position on York and North Yorkshire economy.*
5. **Private sector Engagement** - *To consider the issues around private sector engagement in economic development and skills activities and receive information on a project led by the Chamber to address this*
6. **Renaissance Market Towns Programme** - *A report on the need to prioritise the projects for the programme and the approach the Partnership Executive is taking to this.*
7. **London 2012 Olympic and Paralympic Games** - *A report on 2012 issues and local authority engagement*
8. **Partnership Unit Business Plan 2010/11** – *to note the business plan objectives of the Partnership unit for next year and the budget agreed to by the Partnership Executive.*
9. **Tourism Delivery structure** – *an information note on the tourism structure for delivery as requested at the last meeting. It will be suggested we have a moiré substantive discussion at the next meeting.*

10. Any Other Business

Future Meetings

17 June 13.00 – Ryedale House

14 September 14.00 - Conyngham hall

Jonathan French

York and North Yorkshire Partnership Unit

YORK & NORTH YORKSHIRE ECONOMY & SKILLS BOARD

13TH January 2010

MINUTES of the Meeting

PRESENT

Cllr John Watson	(NYCC)
Cllr Andrew Waller	(City of York Council)
Cllr Richard Foster	(Craven DC)
Cllr Tony Hall	(Hambleton DC)
Cllr Richard Cooper	(Harrogate BC)
Cllr Carl Lis	(Yorkshire Dales NPA)
Cllr Derek Bastiman	(Scarborough BC)
Liz Philip	(Askham Bryan College)
Anj Handa	(Leeds, York & North Yorks. Chamber of Commerce)
Dorothy Fairburn	(Country Landowners Association)
Julie Hutton	(Yorkshire Forward)
Brian Cantor	(Vice Chancellor, University of York)

IN ATTENDANCE

John Marsden (Chair of Partnership Executive)
Jonathan French (Executive Manager – Y&NY Partnership Unit)

APOLOGIES

Cllr Jimmy Wilson-Petch	(Richmondshire DC)
Cllr Chris Metcalfe	(Regional Work & Skills Partnership; Ex officio)
Joanne Fryett	(North East Chamber of Commerce)
Cllr Keith Knaggs	(Ryedale DC)
Cllr Brian Percival	(Selby DC)
Cllr Tim Lawn	(North Yorks. Moors)
Thea Stein	(Yorkshire Forward)
Helen Black	(NYFVO)

1. Minutes of the last meeting

1.1 These were approved

2. Matters arising

Empty Property Rates

2.1 Jonathan French said that in respect of para 1.6 that the issues raised by the Board were not discussed at the LGNY meeting on 8 January as that meeting has been cancelled. It was agreed that direct representations would be made to the LGA and LGYH.

Membership of Partnerships

2.2 John Watson circulated details of 31 partnerships that NYCC members were involved in. He thought that was incomplete but illustrated the growth of partnership activity.

3. Yorkshire and Humber Strategy

3.1 Jonathan French introduced a report on the strategy, previously referred to as the Integrated Regional Strategy (IRS). This set out the background and the main themes, the timetable and some issues for this sub region.

3.2 There was a discussion on the long timetable to produce the strategy and was it really required. One issue was the statutory role of the Regional Spatial Strategy (RSS) which it would replace and how that then controlled housing numbers. Brian Cantor observed that during the enquiry into the expansion of the University they had to refer to statutory plans that were quite old and there was a need to keep such plans up to date. The question was raised as to what might happen if the IRS was abandoned and if the RSS was time limited. John Marsden suggested that a note be obtained from the planners on this. ***(An addendum to these minutes sets out the situation)***

3.3 John Watson raised why a sub regional strategy might be necessary. John Marsden said it was important to have a strategy that recognises our needs and enables us to advocate our policies. For instance we have different skill priorities than elsewhere in the region.

3.4 The report was noted

4. Economic assessment

4.1 Jonathan French gave a presentation on an engagement paper on the economic assessment which was the first opportunity for partners to make their input. He explained that the process was iterative and collaborative and that papers would be produced on a rolling basis enabling a wide participation in the gathering of data and research and the formulation of conclusions.

4.2 This paper gave the background to the assessment and set out some initial statistics especially for the six spatial areas within the sub region. These clearly showed that the eastern area continued to under perform economically, that the central area of York and the vales was doing well relative to the national average but that the western area covering those places connected to the West Yorkshire economy and as well as the Dales were the most successful economies.

4.3 The Board made a number of comments during the presentation including

- the importance of retaining manufacturing and encouraging new manufacturing industry
- Research should be undertaken on defining the low carbon sector
- The need to understand income and wages
- The extent if the economic success in the western area the further one got from Leeds
- Capitalising on the numbers of young people especially in the York area.

4.4 The report was noted

5. Cultural partnership and Cultural Strategy

5.1 The report set out progress on establishing the sub regional cultural partnership and the preparation of a cultural strategy which would come to this board for a final approval. The report also gave details of work to ensure that the sub region gained from the Olympic Games in 2012.

5.2 The board discussed both the tourism issue and the cultural strategy. In respect of tourism, some members were not aware of the coordination of tourism activity through the cultural partnership. Andrew Waller said that he represented local government on Welcome to Yorkshire and that LGYH were organising a meeting on broader tourism issues. John Marsden said that tourism was just part of the picture. It was important to build linkages sub regionally and with local activity. Brian Cantor was concerned as to the degree of joining up in the structure

5.3 Richard Foster said it was important that North Yorkshire and the Districts had a tourism strategy to work with Welcome to Yorkshire. He felt that the Area Tourism

Partnership needed to communicate more. Julie Hutton said that Welcome to Yorkshire had 6 strings of activity.

5.4 Liz Philip observed that the World Ploughing championships were coming to Yorkshire in 2016.

5.5 In respect of the Cultural Strategy Richard Cooper was concerned that the sub regional partnership duplicated local authority cultural strategies. Jonathan French said that the sub regional partnership sought to undertake different tasks and add value to local strategies. John Marsden said the process was about working with each other developing the product across administrative boundaries. Richard Cooper had concerns as to whether this was the best vehicle. He also felt the cultural Strategy should take more account of local cultural strategies.

5.6 The chairman suggested that the Board agreed to have a report on the management of tourism at its next meeting and to note that it would consider the cultural Strategy at a future meeting.

6. Leeds City Region Pilot

6.1 Jonathan French introduced the report which set out the main components of the pilot agreed to by the Government in November and explored some of the implications for this sub region

6.2 Andrew Waller emphasised the importance of the background work done beforehand and in particular the change in approach on eco towns to eco-settlements. It also presented opportunities for York if the ADZ proposals could be developed although this may need primary legislation.

6.3 John Watson reported that he had attended the successful launch although the issue remained of when resources might flow. Derek Bastiman said that there were concerns on the coast as to the emphasis given to City regions.

6.4 Richard Cooper gave information on the Innovation Panel which Harrogate BC chairs. In respect of the assessment work he felt the map underplayed the geographical influence of the Leeds City Region. Richard Foster raised similar concerns.

6.5 John Watson also discussed the issue of a potential scaling down of Yorkshire Forward and the enhancement of joint working between Local authorities. This would raise the issues of how sub regions might reflect the balance between town and country. This would need to be discussed some 3 or 4 months after the election. He felt that a regional presence of some type was required. Julie Hutton noted that it would take at least 18 months for any changes to RDAs to be implemented.

6.6 Richard Foster noted that both City region and North Yorkshire played important roles in Craven. Brian Cantor was concerned about loss of regional strength especially in terms of relationships with Europe. Anj Handa said that business felt that Yorkshire Forward was an important advocate for their needs in Whitehall.

6.7 Anj Handa updated the Board on the progress on establishing the City Region Employment and Skills Board. John Yeomans was on the shadow board. The new board will have a majority of private sector members.

6.8 Liz Philip commented that adult skills issues were treated in a very different way in Leeds than in North Yorkshire and there were dangers of over centralising approaches to adult skills.

6.9 Tony hall said that there was also the issue of the Tees Valley. John Watson commented that that City Region was concentrating on regeneration within its borders.

6.10 The report was noted

7. York and North Yorkshire Work and Skills Partnership (YNYWSP)

7.1 The report provided background to the work of the YNYWSP and the development of private sector engagement on skill issues. It also set out the agreed priorities for skills in the sub region and Jonathan French suggested that it might be more appropriate to endorse those priorities rather than just note them as set out in the report.

7.2 Liz Philip suggested that the national Apprenticeship Service should also be asked to attend the YNYWSP.

7.3 The Board received the report and endorsed the priorities for skills as agreed by the YNYWSP.

8. European Regional Development Fund (ERDF)

8.1 Jonathan French went through the report which followed on from a previous report to the Board. It discussed concerns about the difficulties in implementing the programme throughout the region and reported on what actions were being taken at both sub regional and regional level.

8.2 Brian Cantor said that one of the issues was the tight focus of the programme. Julie Hutton said that Yorkshire Forward are looking for more flexibilities. John Marsden said that there were discussions on a possible NYNET project. Tony Hall said the general issue was the match. Brian Cantor said that generally the match was available in Universities but the difficulty was relating it to projects. He would want to explore possible joint projects in the sub region,

8.3 The report was noted

9. Business Support in York and North Yorkshire

9.1 This report was for information and completed the set of reports on the key partnerships for culture, skills and business support. It would be the subject for further reports at future meetings.

9.2 The report was noted

10.0 ANY OTHER BUSINESS

10.1 Requests were made that officers in partner bodies receive the agenda items to assist briefings. Jonathan French said that this did happen but he would be pleased to add any additional names.

Jonathan French
York & North Yorkshire Partnership Unit

Future dates

18 March 13.00

17 June 14.00

15 September 14.00

Addendum - Is the regional strategy time limited?

A question arose at the Economy and Skills board as to whether the Regional Spatial Strategy (RSS) was time limited and what might happen if there was no replacement Yorkshire and Humber Strategy Plan (previously the Integrated Regional Strategy (IRS)). Would planning policy and appeals refer to the RSS as nearest or most up to date policy in the absence of an IRS?

The simple answer is that, if there is no replacement for the Yorkshire and Humber Strategy, it will continue to form part of the statutory development plan alongside local development frameworks (LDFs) In line with national policy in PPS1 (Delivering Sustainable Development), it will continue to provide the basis for decisions on future development. LDFs will also continue to have to be in conformity with RSS. The Yorkshire and Humber Plan is only time limited in the sense it aims to guide development over the next 15-20 years. There is no fixed end-date specified in the Plan, although certain policies, such as Policy H1 (Provision and distribution of housing), include targets for specific periods. In the case of Policy H1 it includes housing growth figures only to 2026.

However, the relevance of RSS, like any plan, will diminish with the passage of time. Policies and provisions will be superseded by new or amended Government policies, guidance and initiatives. Evidence may indicate that policies are not meeting their objectives, suggesting that new approaches that might be more appropriate. New issues and challenges will arise that had not been taken into account in drafting the plan. Indeed, it was originally intended that the Yorkshire and Humber Strategy should be reviewed almost immediately to take account of the Government's national target of 3m new homes.

In the case of the Yorkshire and Humber Plan it will therefore continue to form the basis for LDFs, development control decisions, appeals and inquiries until such time as it is replaced. However, the weight to be attached to it will diminish with time, although this will differ from policy to policy and may in some cases be fairly rapid.

The development plan process as set out in national guidance requires all plans, including regional plans, to be monitored and reviewed to maintain their relevance as a sound basis for planning future development. It is not intended that plans should remain unchanged for their full period, so the issue of end dates should not, in theory, arise.

In the case of regional plans this review process has been complicated by the Government's replacement of RSS by Integrated Regional Strategies. Nevertheless, the approach to monitoring and reviews remains the same.

A further potential complication may arise after the General Election. The Conservative Party has indicated that it will abolish regional plans. Their specific proposals have yet to be published, although in August 2009 Caroline Spelman MP (Shadow Secretary of State for Communities and Local Government) indicate that primary legislation would be introduced in the first year of a Conservative Government to abolish regional planning and that executive powers would be used before that to revoke RSSs in whole or in part. It is at the moment unclear what, if anything, would replace current regional plans.

YORK & NORTH YORKSHIRE ECONOMY AND SKILLS BOARD ITEM 4

18 March 2010

ECONOMIC ASSESSMENTS

Purpose of the report

This report follows on from the presentation at the last meeting of the Board on the economic assessment and provides an update on work undertaken since then. Attached to this agenda is an interim summary of work to date which will meet the request to make an input to the evidence for the Regional Strategy by the end of March. At the end of this report is an extract of that paper in the form of a one page summary.

This report highlights issues for discussion. No decisions are required but this is an opportunity for the Board to continue its role in overseeing the assessment work and making an input to future research.

Timetable

The full Interim summary included in the agenda provides more detail on the role and nature of the assessment. However the following extract sets out the timetable for future work

Production of the sub regional economy and skills evidence response for the Yorkshire and Humber Strategy. <i>This document will provide that role.</i>	End of March 2010
Further engagement and consultation. <i>Circulation of this document to partners for further comment and engagement.</i>	Start mid March 2010
Further enhancement and verification.	March to June 2010
Final draft of Sub Regional Economic Assessment. <i>To include: -</i> <ul style="list-style-type: none">▪ <i>Short Assessment</i>▪ <i>Full Assessment</i>▪ <i>Technical Assessment</i>	June 2010
Converting to Statutory Assessment for North Yorkshire County and provision of supporting information for City of York.	June – September 2010
Further engagement with District Councils on North Yorkshire Economic Assessment including spatial report on key findings for each area.	June – September 2010
Draft of North Yorkshire Statutory Local Economic Assessment	October 2010

Key areas of development since January

Since the January meeting, work has concentrated on the business and people side of the assessment. Up to January most effort had been on the spatial aspects. Full sets of data tables have been prepared for these areas and business information has been shared with partners and the people chapter will be made available soon. Some of the critical points include that

- 150,000 (or 45% of) jobs (half in the public sector) serve the needs of local residents. 40,000 are in the health and care sectors. This sector is undervalued in economic development terms as it is not a driver for the economy but raises critical issues for skills and the job prospects of young people, especially those that will not attend University.
- Within this group are 8000 jobs supporting the elderly and the significant rise in the numbers of that age group clearly means that this sector will expand. However

it already faces recruitment difficulties. It is already one of the largest groups of vacancies in job centres.

- The sub region has a higher number of businesses per head than nationally. However in areas such as Craven and Ryedale where stock has been at its highest the rate of formation of new businesses is now below the national average and although stock remains high its relative levels are in decline. A less pronounced but similar pattern is also occurring in Harrogate.
- The converse situation arises in Selby and York where stock of businesses per head are low but growth rates are higher. However the rate of growth will not necessarily raise stock levels significantly in the short run and numbers of firms will remain low.
- The Sub region especially in the central and western areas has benefited from growth in jobs in finance and business service and the Hospitality and retail sectors. Manufacturing outside of food production has been sustained. It is however very difficult to say at this point what the future might hold for those industries.
- The current development at the University of York, York St.John and FERA are expanding the Higher education and science base and the prognosis there is more certain. However the evidence indicates that the business structure to capitalise on that opportunity needs to be much stronger.

The continuing work on the assessment will seek to explore these issues further.

Conclusion

The Board is asked to note progress.

Jonathan French
York and North Yorkshire Partnership Unit

Summary

Overview of the Sub Region

The GVA per head for York and North Yorkshire in 2006 was 15% below that for England but similar to the regional average. However the City of York performs much better with a GVA per head broadly equal to the national average and 20% above the region.

The economy overall has experienced job growth over the past 20 years above the regional and national average. However manufacturing employment has experienced a decline, although not as severe compared to the downturn in this sector

nationally. Growth has been concentrated within services especially the finance and business sector, and in the hospitality and retail sectors.

Growth has been weak in the eastern part of the sub region and at its most strong in the western areas. The central part of the sub region including the City of York and its hinterland has seen significant growth which has outperformed the national trend but lies between the figures for the other two areas.

Sectors and Businesses

The Financial and Business Service Economy:

Largest growth of any sector in the last 10 years

The Visitor Economy: An increasingly critical part of the sub regional economy and a driver for the future

The Food and Drink Economy: A critical sector that has experienced significant decline in employment

Agriculture and land based economy: Experienced change but still remains one of the sub regions most important sectors

Business stock: A High level of businesses relative to population levels but growth now slowing

The Culture and Creative Economy: An array of creative and cultural assets providing an opportunity for potential future job and wealth creation

The Local service economy: The largest employment sector in the sub region with implications for future skill requirements

The Low Carbon Economy: Potential new driver for the York and North Yorkshire economy

The Manufacturing Sector: declining but not at the same rate as the region or nationally

Science and knowledge based economy: An expanding higher education and science base

Self employment: Significantly high levels of self employment, particularly within rural areas

People

York & North Yorkshire covers 54 per cent of the spatial area of the region, yet only has 15 per cent of the population. Population has increased for many years, growing by 5.8 per cent between 2001 and 2008 a figure above both the regional and national rates.

The sub region has and will continue to see a significant increase in its older population. The area outside of York is seeing an increase at a rate of more than twice the national and regional rate. This will have a significant impact on future service provision but could also provide opportunities within the care services economy.

The sub region achieves a high level of educational attainment but still has areas (particularly towards the east area of the sub region) where there are also concentrations of low skills.

In terms of the proportion of the population with NVQ levels of attainment, both York and North Yorkshire are above the regional and national averages across all levels 2 to 4.

In total 8.4 per cent of adults in York and North Yorkshire are on work related benefit. Significantly lower than the regional (13.8 per cent) and national (12.8 per cent) rates. However the rate for Scarborough District is 14.8%.

Functional Economic Geographies Within The Sub-region

As well as the spatial linkages and interfaces with adjacent economies, the sub region also consists of a number of distinct local economies.

Two areas based on the characteristics of a **remote rural upland economy**. These are centred on the Yorkshire Dales and the North York Moors. and suffer most from the effects of peripherality and have an economy dominated by the visitor economy and agriculture. The western area has a much stronger economy than the eastern.

This **coastal economy** of Scarborough town and its surrounding area. has experienced poor economic performance and needs a more diversified economy, and to address severe deprivation.

The **York economy** and its hinterland, part of

which is in the Leeds City Region has seen a dramatic change within its industrial base over the past 20 years from one based on manufacturing to one now on financial and business services, science and innovation and a strong visitor economy

The area connecting both city regions is the **Vales and Tees economy**, has seen growth of manufacturing and the service economy, including important investments in defence.

The areas and towns that have **connections to the West Yorkshire economy** and are also part of the Leeds City Region. This includes Skipton, Harrogate, Tadcaster and south Selby. This is one of the most economically successful areas

YORK & NORTH YORKSHIRE ECONOMY AND SKILLS BOARD ITEM 5

18 March 2010

PRIVATE SECTOR ENGAGEMENT

Purpose of the report

1. This report is to give an opportunity for the Board to consider the issues of engagement with the private sector at a sub regional level on the areas of interest to this Board.
2. It seeks to do that in the context of a project to facilitate wider private sector engagement being managed on behalf of partners by the Leeds, York and North Yorkshire Chamber of Commerce (LYNYCC). It also gives an opportunity to inform the Board about changes in the key account management of relationships with critical firms. A final consideration is how the role of the private sector in influencing business support is discussed.

Private Sector engagement

3. Private sector engagement with economic development and wider planning processes has always been an important objective but has often been quite difficult to achieve. There are some examples of good practice, particularly in Renaissance Town Teams, key account management, business associations formed around industrial estates and work on the future of the York economy and the York Economic Partnership. The Employment and Skills Board for the Leeds City region will be private sector led.
4. Private sector engagement also tends to be more effectively achieved in urban locations where the private sector might be a more cohesive group and where the numbers of the public sector participants is less than applies in more rural/two tier areas.
5. However, there are very real benefits from achieving a much greater and a more efficient dialogue with the private sector. These include:
 - **Improved service delivery** – ensuring coherent and relevant public funded services aimed at the private sector.
 - **Active representation** – ensuring that the views of the private sector are represented fully in public policy development.
 - **Efficient consultation** – facilitating private sector input into community and governance issues.
 - **Clearer research** – providing an agreed and widely accepted evidence base of business needs, whether for investment, skills, transport or other issues.
6. The merger of the York and North Yorkshire and the Leeds Chambers of Commerce has provided a vehicle with a much stronger capacity to facilitate engagement with the private sector, although there will be a need to address parts of North Yorkshire where membership of that Chamber is more limited. It does however provide a vehicle for engagement with the private sector beyond its membership.
7. One of the reasons behind the establishment of this Board was to include a broader representation of the private sector from the York and North

Yorkshire Leeds Chambers of Commerce, the North East chamber and a representative from the land business sector and to use that as a sounding board for private sector involvement.

Chamber Project

8. The aim of the project is to increase the level of Private Sector engagement in economic development activity in York & North Yorkshire at a sub regional level. It is being funded as part of the Regional Improvement and efficiency programme (RIEP) managed by LGYH.
9. Leeds, York & North Yorkshire Chamber of Commerce, a member of the York and North Yorkshire Economy and Skills Board and the Partnership Executive, has been tasked to engage with the business community (members and non-members) to facilitate engagement and discussion on a number of matters including skills, planning, and housing & transport.
10. The project will be completed by December 2010 but will establish mechanisms to work in the long term. It is about helping to manage an engagement process, understanding connections, identifying issues and building capacity. It is also about ensuring that private sector views are expressed effectively and heard by the public sector.
11. The proposed outcomes are to;
 - Support the activities of the Work and Skills Partnership through increased engagement with the private sector
 - Provide a systematic approach to private sector engagement that is both effective and sustainable in the long term. This will more likely be in the form of a method of operation rather than a structure,
 - Provide a process that links private sector representatives on the York and North Yorkshire Economy and Skills board with private sector interests to inform the representative's contributions to board discussions.
12. The Chamber proposes that the project will be overseen by a Task and Finish group of private sector membership organisations, which will include the private sector members on the York and North Yorkshire Economy and Skills Board.
13. Whilst the mapping and the task and finish group will guide defining the blocks of activity, initial thinking on what the blocks might be include
 - What are the current and future skills and recruitment issues in the food and drink industry differentiating between the needs of large firms and expanding smaller businesses?
 - What support is required for self employed people and micro business especially in the visitor economy?
 - What are the recruitment issues private sector employers face (either general or sector specific)? What might be the effect of a larger number of older workers? What are attitudes to graduates?
 - What are the key infrastructure issues for employers in the context of declining public sector resources?
14. These can be amended in the light of experience gained as the project proceeds.

Key Account management

15. Yorkshire Forward has maintained a system of regular discussions with the major and important businesses in the region to ensure that their investment intentions are understood as early as possible so that any potential barriers locally can be addressed. Support and advocacy for investment decisions can also be given especially for foreign owned firms who might have a choice of investment locations.
16. The RDA undertake some of this work themselves directly and a number of local authorities also maintain contact with their local firms. In York and North Yorkshire, York-England.com has been contracted for this work along with assisting Yorkshire Forward on enquiries on inward investment.
17. Yorkshire Forward, The City of York Council and NYCC believe there are opportunities for rationalisation and efficiencies. The proposal, adopted by them and supported by the Partnership executive, is that the KAM and inward investment activity of york-england.com would be delivered directly by the two councils as part of their mainstream economic development operations, by staff employed by the councils. Harrogate Borough Council which maintains an active KAM role will work with NYCC on delivery on the Country.
18. The objective would be to continue to deliver Yorkshire Forward outputs in KAM and inward investment, while bringing closer alignment with local authorities' economic development activity. This is particularly the case for business engagement where KAM activity undertaken by york-england sits outside other council activity.
19. The delivery of the service in this way would remove the need for york-england to continue as a separate organisation, along with its Board arrangements and overheads.
20. It is planned that the business engagement and support functions provided by york-england will be brought in-house by the County Council, the City of York and Harrogate Borough Council. The detailed structure and costings are being finalised with the transition planned for the beginning of June. The intention is for an enhanced service to be delivered for the same budget through integration with the respective economic development functions. The staff will operate as a virtual team to -
 - Provide Key Account Management for the largest employers (those with 250 employees or more) and broker public sector support as appropriate;
 - Promote York North Yorkshire as a location for investment;
 - Provide comprehensive information on available sites and premises across the County. There is a need to improve the current property database to get more comprehensive and consistent data across the County.

Business Support

21. On 1 March there was a workshop involving Yorkshire Forward, Business link Yorkshire and local partners including HE and FE institutions on business support issues in the sub region which discussed innovation, enterprise and support for the visitor economy. One issue was that we need to explore engagement with the private sector in this area.

22. John Yeomans, who has been active in the work of the Chambers locally and regionally and is now the non executive director of Business link Yorkshire representing this sub region, chaired this workshop. There is an opportunity to work with him on private sector engagement on this topic..
23. The Board may appreciate a wider discussion on business support at a future meeting.

Conclusions

- 24. This report brings together a number of strands around private sector engagement in the work of the Board. It is promoting a discussion at the board on their perspective on engagement, what we might be wanting to achieve and what might be some of the practical issues.**

Jonathan French
York & North Yorkshire Partnership Unit

YORK & NORTH YORKSHIRE ECONOMY AND SKILLS BOARD ITEM 6

18 March 2010

NORTH YORKSHIRE RENAISSANCE MARKET TOWNS PROGRAMME

Purpose of the report

1. To inform the Board on the need to prioritise the projects within the Renaissance Market Town Programme and the approach the Partnership Executive is taking to achieve this.

Overview and Background

2. Through the North Yorkshire Geographic Programme the Partnership Executive have been tasked with the requirement to consider all projects being developed through the Renaissance Market Town Programme. This includes not only overseeing and performance managing the overall RMT Programme, but also the prioritisation of projects. To achieve this, the Executive agreed in principle, at its meeting in September, a set of initial RMT Delivery Plans for each of the six priority market towns which formed the basis for further development. This resulted in a set of projects being brought forward to the last Executive meeting in February 2010. The Executive considered these projects and agreed an approach in taking the role of prioritisation forward.

3. This report therefore sets out the approach being taken.

RMT Programme approach to prioritisation

4. Set out below is a summary table of the proposals received that are looking for support through the RMT programme.

Proposal	RMT Town (District)	YF RMT request (Est. costs)	ERDF Funding potential	Job and business Outputs	Status
Knaresborough Community and Enterprise Centre	Knaresborough (Harrogate)	£1m (£2.3m)	No	16 jobs created 6 businesses created 100 business assisted	Feasibility still to be commissioned. Funding to be determined. Start 2011/12
Knaresborough Town Centre Renaissance	Knaresborough (Harrogate)	£0.4m (£0.8m)	No	10 Jobs 25 Businesses assisted	Draft OBP being considered Start 2011.
South Skipton Employment Zone	Skipton (Craven)	£2m (£10m)	Potential	1500 jobs	Masterplan to be completed. No timetable.
Richmond Heritage Partnership Scheme	Richmond (Richmondshire)	£0.3m (£0.75m)	No	16 jobs 30 businesses assisted	Funding approved Project underway.
Improvements to Richmond Market Hall	Richmond (Richmondshire)	£0.2m (£0.425m)	No	5 jobs 2 business created 10 businesses assisted	Project at early stages of development. No BP drafted Start 2011/12.

Heart of Malton – - Milton Rooms - Public realm	Malton (Ryedale)	£2.82m (£14.59m)	£1.0 million	70 Jobs 7 Businesses created 43 businesses assisted	OBP approved. Funding still to be agreed. Start 2010 completed 2013. To be divided into two projects.
New Heart for Northallerton	Northallerton (Hambleton)	£1.5m (£7.6m)	No but looking at potential	35 Jobs 4 businesses created	Draft OBP being conmsideredsubmitted Funding still to be agreed. Start 2011 Complete Dec 2012.
Whitby Business Park	Whitby (Scarborough)	£0.83m (£1.55m)	Potential	40 Jobs created 10 Business created	OBP awaiting sign off to be submitted for appraisal
Delegated Fund	County wide	£1.1m (£2m)	No		Approved

5. At the start of the geographic programme Yorkshire Forward set out output targets for the programme. These are set out below: -

Target
a. 150 jobs created
b. 550 people assisted to gain employment
c. 35 businesses created
d. 120 businesses assisted
e. £11m regeneration funds public/private investment
f. 700 people assisted in skills development - emphasis on NVQ4
g. 300 tonnes CO2 emissions savings
h. £300K private sector investment levered.

6. In considering the list of projects the Executive agreed that all the projects were important and the task of ranking them into a priority order should be delegated to the officers of the Partnership Unit together with officers from Yorkshire Forward. This would be carried out against a set of criteria. This criteria includes: -

- The ability to deliver – i.e. if funding was available would the project be ready to be delivered or are there still issues for example planning, land ownership etc.
- The ability of the project to attract ERDF funding;
- Whether funding is available or been agreed for the project; and
- The contribution the project makes to the overall outputs set out above and the principles of the RMT Programme;

7. This prioritisation will be undertaken shortly, with a further report distributed through to the Executive to consider.

Funding and budget Context

8. The latest position regarding the funding available through Yorkshire Forward for the RMT Programme is currently limited. Their current position is that their overall capital budget for the next year is fully committed and RDAs are still

awaiting any Government commitment to their budget beyond 2011. Therefore at present no further funding contracts will be agreed until funds become available.

9. This means that this prioritisation process does not provide a guarantee of funding through the RMT programme it simply sets out in priority order the RMT projects within North Yorkshire if or when funds become available. These projects will then be brought forward to Yorkshire Forward, in this prioritised order at that point. This said it is crucial that work continues to develop these projects so that they are ready if and when that arises or other funding opportunities arise.

Recommendations

10. That the Board receives this report.

11. That the Board are kept informed at future meetings on the progress of this Programme and in particular any changes to the budget situation.

Jonathan French
York and North Yorkshire Partnership Unit

YORK & NORTH YORKSHIRE ECONOMY AND SKILLS BOARD ITEM 7

18 March 2010

LONDON 2012 OLYMPIC AND PARALYMPIC GAMES

Purpose of the report

1. To consider the opportunities and issues around the London 2012 Olympic and Paralympic Games (London 2012) and in particular local authority engagement leading up to the Games in 2012.
2. Both the London Organising Committee (LOCOG) and Yorkshire Gold (the regional 2012 Committee) have expressed the need for increasing the involvement and engagement of local authorities to ensure that the whole of the UK benefits and plays a key role in the Games. This report was initially presented to the Partnership Executive which agreed a set of actions as a way forward for the future.

Background

3. At previous meetings members have received updates about the work of the Cultural Partnership, including London 2012 activity. This report deals specifically with London 2012.
4. The Culture and 2012 team, based at the York and North Yorkshire Partnership Unit, was created in order to help maximise the benefits of the Games at a sub-regional level, providing a much-needed link between national and regional activity (co-ordinated by Yorkshire Gold) and local authority level. Through the Cultural Partnership and the Culture and 2012 team the sub-region is now represented on regional level groups established to drive forward the Yorkshire Gold strategy. York has been engaged earlier than North Yorkshire as one of the five Yorkshire city partners on the Yorkshire Gold Steering Group. LGYH lead on the *Active and Engaged Communities* strand of Yorkshire Gold's strategy.
5. London's bid to host the Games promised to deliver a legacy that would be felt, not just in East London, but across the UK. Latest research by DCMS found that levels of interest in the Games remain high across the UK and that wider legacy remains a high priority. The implication is that people across York and North Yorkshire will want to engage before, during and after the Games and it is therefore a fantastic opportunity to contribute towards the sub-region's strategic targets, such as increased physical activity, cultural participation and community cohesion. This requires active engagement from public bodies, especially local authorities.

Opportunities

6. The actions set out in the Yorkshire Gold strategy fit well with sub-regional priorities, particularly those relating to sport, tourism and culture, such as increased participation, engagement in the arts and community cohesion. There are a number of activities with the potential to derive significant benefit, if co-ordinated at a sub-regional level. The following highlights and shows examples of some of the wide range of activities underway or proposed across York and North Yorkshire. Also set out in Annex 1 to this report is a summary of the main national programmes that may offer other future opportunities.

7. **Increased engagement:**

With the Games now just over two years away a number of national programmes, including the Cultural Olympiad major projects, are beginning to move from development stage to delivery. As these programmes become more visible, engagement within the sub-region has been increasing. City of York has established a 'York Gold' steering group to plan and deliver activity, following the Yorkshire Gold strategy themes. This partnership group enables strategic planning of York's London 2012 activities, focussing particularly on how the Games can add to the five hour offer. In North Yorkshire a workshop recently took place attended by both officers and county councillors, to establish the basis of an action plan for the county. This highlighted that there is already much planned activity focussed around the Games. Scarborough Borough Council's focus, for example, is sport and active participation. Other strengths and priorities were felt to be increased participation in volunteering and engagement in the arts.

8. **North Yorkshire Sport** was awarded the Inspire mark for its young leaders' project, *Today's Youth, Tomorrow's Leaders*. Hambleton District Council is supporting talented young athletes in the district, supporting them through the '30' elite programme.

9. **The Personal Best Programme** is aimed at helping those further from the jobs market back into work by offering training and support. Through the Culture and 2012 Team, this National Programme has been successfully brought in to benefit this sub region. The Culture and 2012 Project Manager chairs the steering group for this programme. A high profile launch is being planned in the next few months.

10. There is significant potential for residents and visitors alike to become involved with **cultural activities** based around the Games. For example, Scarborough and York museum trusts are lead partners for *Precious Cargo*, part of the Cultural Olympiad's *Stories of the World* programme which gives young people the opportunity to explore the journeys of museum objects. There is therefore an opportunity for other museums and galleries across the sub-region to become involved in this programme.

11. The **route of the Torch Relay** is currently being planned, but it is hoped that it will go through at least part of the sub-region. Welcome to Yorkshire see the Relay as an opportunity to promote the region. This also provides a real opportunity for the communities of York and North Yorkshire to experience and be part of the games.

12. **Celebrating Ability**. On 22nd September York will host an event, involving business, sport and cultural activities. The day will include a dignitary visit from London Organising Committee of the Olympic Games & Paralympic Games (LOCOG) members. The day will also include a business conference to inspire and educate delegates on the value of employing disabled people and using sport and volunteering to contribute to a healthy workforce.

13. There are still numerous **business opportunities** around London 2012. Championed by Yorkshire Forward, the Yorkshire Gold Business Club provides support to SME's bidding for contracts on the CompeteFor procurement system. Companies in the area that have won contracts include Portakabin, Adler & Allan Ltd, Severfield Reeve and McCourt Consultancy Associates Ltd.

14. The **Get Set Programme** aims to engage schools in the London 2012 Games. Over the past year the Culture and 2012 team has promoted the Get

Set programme and registrations in the sub-region have now increased significantly. Registrations in York are the second highest in the region and North Yorkshire has the second highest number of education establishments registered.

15. **The Inspire mark** has already been awarded to 14 projects in the region: six in culture, four in education, one in active participation and three free swimming schemes. The National Railway Museum's *Brief Encounters* and a North Yorkshire Archives project have been awarded the Inspire Mark. There is the potential for many more Inspire mark projects, for example, the CultureShock festival.
16. **Pre-Games Training Camps.** York and North Yorkshire are developing relationships with a number of West African countries. Through the Active York partnership, a coaching conference will be held in the Gambia in March this year to further sporting, education and cultural links. The focus is a long-term relationship with the region with an ambition that the West African teams would hold their training camp in York.
17. **Communication** was considered the highest priority at the North Yorkshire 2012 workshop. The Cultural Conference at Scarborough in the autumn provided partners across the sub-region with the opportunity to hear about London 2012 from Charles Allen, the chair of the Nations and Regions group and Tessa Gordziejko the regional creative programmer. Over the past year communication with sub-regional partners has been strengthened. The next step is to consider how to effectively communicate the sub-region's plans to residents and visitors.
18. **Funding** for London 2012 activity is limited. However, there are some funding sources available. The Culture and 2012 team secured ESF money to secure Personal Best in the region. Cultural activities can bid to be part of the region's Cultural Olympiad programme, *imove*, with a share of funding. However, engaging in London 2012 does not necessarily mean inventing and funding new projects. Indeed, the focus should be on using the Games to deliver existing policies and projects with a new twist.

Next steps and how we can increase Engagement

19. The above list shows clearly the wide range of activities and opportunities available across York and North Yorkshire to take advantage of and benefit from the London Games. It also shows the diversity of this activity and perhaps the need to better co-ordinate this activity to add further value for the sub region. The following actions have been agreed by the Partnership Executive in order to take this forward:
 - That there is a lead named officer for each Local Authority. This would be the main contact and communication link between the Sub Regional Culture/2012 team and the Local Authority on any future activity and identifying potential for sub regional activity.
 - That a sub regional co-ordinating Group, operating virtually, is established within the Cultural Partnership to take forward activities at a sub regional level. This would report into the Cultural Partnership and would include each of the Local Authority lead officers and some of the key sub regional agencies such as North Yorkshire Sport and the Area Tourism Partnership.
 - That a brief action plan setting out the key priorities for sub regional activity is produced and agreed by the Cultural Partnership by June 2010.
 - That further reports and a presentation by Yorkshire Gold is made at a future meeting of the Executive.

- That the Culture/2012 Team continues to meet individually with each Local Authority to share information and to highlight any potential future opportunities.

Recommendations

- **To note the activity already underway in the Sub Region.**
- **To ensure that local authorities across York and North Yorkshire are fully engaged in 2012 activity that have clear benefits for the economy, and communities within the sub region.**

Jonathan French
York and North Yorkshire Partnership Unit

ANNEX 1: **National London 2012 programmes**

Sport

Lloyds TSB National School Sport Week: 28 June–2 July, to help excite and motivate pupils to do more sport.

Communities

Personal Best: a pre-employment volunteer programme for those furthest from the job market.

Open Weekend: 23-25 July, an annual countdown to the start of the Games.

Torch Relay: the aim is that 90% of the population should be within one hour of the torch relay.

Community Celebrations: a Legacy Trust UK programme to create a high profile outdoor celebration in five communities. The deadline for applications is 5 March 2010.

Culture

1. Cultural Olympiad Major Projects

Artists Taking the Lead: Leeds Canvas received the regional commission and will use the buildings, streets, and people of Leeds as the 'canvas' for a month long series of artistic interventions.

Discovering Places: celebrating the UK's heritage and landscape.

Film Nation: inspiring new talent to participate in film.

Outdoor arts: a large-scale outdoor arts project, part of the celebrations leading up to the Games.

Somewhere to: Legacy Trust programme to provide young people with the space to develop their talent.

Sounds: the musical strand of the Cultural Olympiad.

Stories of the World: people of all backgrounds, from every part of the UK, will become 'curators' of the collections and objects held in museums, libraries and archives. Precious Cargo is Yorkshire & the Humber's project. Seven core museum partners including Scarborough and York are taking part.

Unlimited: celebrating disability, arts, culture and sport on an unprecedented scale.

World Shakespeare Festival: led by Royal Shakespeare Company, with three main hubs in Stratford-upon-Avon, Newcastle and London.

Business

CompeteFor: the procurement portal for London 2012 contracts.

Inspire Programme: officially recognises outstanding non-commercial projects and events inspired by the Games. Sport, culture, education, sustainability, volunteering and business opportunities all feature.

Get Set: the official education programme for schools and colleges which offers web based learning projects on the Games and the Olympic and Paralympic values. Education establishments that join the Network receive benefits including the use of the London 2012 education logo, workshops and visits from world class athletes.

Games Time Volunteer programme: over 250,000 have already registered an interest to be one of 70,000 volunteers at the Games. The programme launches in the summer.

YORK & NORTH YORKSHIRE ECONOMY AND SKILLS BOARD ITEM 8

18 March 2010

PARTNERSHIP UNIT BUSINESS PLAN 2010/2011

Purpose of the report

1. The Partnership Executive has agreed a budget and Business plan for the Partnership Unit for next year and this report seeks the Board's endorsement of than.
2. The report sets out the achievements of the Partnership Unit in 2009/10 as against the activities identified in the business case that was adopted in February 2009. It then sets out the actions for next year and proposes a budget.

The 2008 Review

3. There was a substantial review in the role of the sub Regional partnership and the Unit at the end of 2008 that took account of changes to EU funding, the emergence of City Regions, the need to establish new partnership arrangements for skills with the ending of funding for Learning Partnerships, the consolidation of local authority support for the cultural partnership and taking over the management of the Business Support Partnership from the old Business Link.
4. This was set out in a business case that was accepted by the Executive and the predecessor Development Board in March last year. The new budget for 2009/10 was about 20% below that for 2007/8 (2008/9 was seen as a transitional year.)

Achievements in 2009/10

5. The attached schedule shows the achievements in 2009/10 against the list of activities for the partnership unit set out in the business case along with the rationale from that case.
6. The key developments for the sub region to note are
 - Established a new Economy and Skills Board
 - Significant new work area on Integrated Regional Strategy including working with other themes
 - Established RIEP programme of activity
 - New cultural Partnership established
 - Cultural strategy launched
 - Cultural conference organised
 - Established new Work and skills Partnership
 - Production of initial economic assessment
 - Identified critical ERDF issues
7. For North Yorkshire , they were
 - Addressed prioritisation in RMT programme
 - Supported transition of local work and skills partnerships
 - Laid ground work for NY economic assessment
8. In respect for other activities, the Unit

- Sustained its role for providing a research facility for the Leeds City Region
 - Promoted awareness of 2010 opportunities
9. The appendix also sets out the other tasks and achievements of the Unit which are of a continuing nature.

Proposed actions in 2010/11

10. The appendix sets out in the final column the proposed actions next year. There are no proposals to amend the list of activities as agreed in the business case as these remain valid and relevant. The business case was seen as a document for a three year period.
11. Generally actions next year build on the structures, strategies and priorities developed over the last year and take them forward for implementation. The critical issues to note are
- that post the election the future role of sub regions will be an issue and therefore some form of re-examination of how we manage sub regional activity will arise
 - the need to ensure an effective participation in developing the policy options for the IRS and to complete a sub regional strategy
 - to conclude work on the sub regional economic assessment , prepare the NY assessment and provide support for the City of York assessment
 - to increase the use of ERDF funding

Subscriptions and next years budget

12. Partners have indicated that they will maintain their support for the unit with most expressing a view that the sum should remain unchanged. The estimated income for next year is £344,000 as shown in the attached schedule in appendix 2. The Partnership Executive proposes that a balanced budget is established at this income level. This will require a reduction of expenditure of 7.7% because the budget benefited last year from a one off transfer of the residual funds from the North Yorkshire Learning Partnership. FE colleges had difficulties in making their contribution in 2009/10 and a reduced amount is assumed for this year.
13. The Unit has a reserve budget built up from savings mainly from the early years of its existence and this now totals £125,000. The Executive have decided previously to allocate £50,000 of this to cover any wind up costs and to use the remainder to cover shortfalls in income that might arise and any other budget problems so that partners can avoid any emergency funding issues. For instance some of the EU sources of funding are subject to claims and can vary from estimates. Also the contribution from FE colleges has to be agreed. If the Unit is wound up the agreement is that any remaining sums, after all costs are met, will be divided between sponsors pro rata to their contributions.

Recommendations

- 14. It is recommended that the Board endorse the business plan and budget for the Unit for 2010/11.**

Jonathan French
York and North Yorkshire Partnership Unit

APPENDIX 1

YORK AND NORTH YORKSHIRE PARTNERSHIP UNIT: ACTIVITY IN 2009/10 AND PROPOSED ACTIVITY IN 2010/11

SUB REGIONAL(including regional interface)			
Activity	Business Case Rationale	Achievements in 2009/10	Proposed actions in 2010/11
Sub regional partnership – secretariat	The Sub Regional Partnership requires an independent capacity to manage its business	<ul style="list-style-type: none"> Established new Economy and Skills Board (three meetings) Continued secretariat to Partnership Executive 	<ul style="list-style-type: none"> Continued secretariat to Partnership Executive and Board Possible requirement for post election review of partnership arrangements
Sub regional partnership – Strategy and advocacy	The partnership need to ensure its policies and priorities are both kept up to date and reflected principally in the new integrated regional strategy.	<ul style="list-style-type: none"> Point of contact and facilitator of IRS activity in the sub region Established RIEP programme of activity Continued coordination with Leeds City Region and engagement with Tees valley 	<ul style="list-style-type: none"> Continued point of contact and facilitator of IRS activity including policy options Preparation of sub regional strategy Conclude RIEP programme Continued coordination with Leeds City Region and engagement with Tees valley
Business Support Partnership	The sub region requires a mechanism to develop its business support priorities and interface with Business Link Yorkshire and Yorkshire Forward on delivery.	<ul style="list-style-type: none"> Continued to convene quarterly meetings of YNY business support partnership Represent YNY at Regional Business support partnership Business support event 1 March for YF, BLY and partners 	<ul style="list-style-type: none"> Continued to convene quarterly meetings of YNY business support partnership Represent YNY at Regional Business support partnership Promote further development of enterprise and innovation activity
Culture Partnership	The sub region needs arrangements to draw together cultural and Tourism work.	<ul style="list-style-type: none"> Established new cultural partnership and held quarterly meetings Developed strategy and launched at conference in October 	<ul style="list-style-type: none"> Continued quarterly cultural partnership meetings Implement cultural strategy
Skills	The sub region needs a mechanism for high level co-	<ul style="list-style-type: none"> Established YNY Work and Skills partnership and agreed skills priorities 	<ul style="list-style-type: none"> Continue quarterly YNY Work and Skills partnership meetings

Partnership	ordination and alignment of skills and employment issues across labour markets. in light of changes to the delivery infra- structure, and to provide the means for the sub region to define its needs to regional funders	<ul style="list-style-type: none"> • Participating in Leeds city region and Regional work and skills strategy development 	<ul style="list-style-type: none"> • Implement YNY priorities • Continued coordination and advocacy within Leeds city region and Regional work and skills partnerships
Research	There is a need for a research capacity to support development of strategy, case making and the preparation of economic assessments, linking to Yorkshire Futures.	<ul style="list-style-type: none"> • Liaison with Yorkshire Futures • Continued meetings of YNY data partnership • Monthly economic updates • Produce Progress in the sub region • Production of initial YNY economic assessment 	<ul style="list-style-type: none"> • Continued liaison with Yorkshire Futures • Continued meetings of YNY data partnership • Maintain monthly economic updates • Produce Progress in the sub region • Conclude production of final YNY economic assessment • Provide support for City of York assessment
ERDF advice and advocacy	To provide the capacity for advocacy for sub regional priorities at regional level, increasing ERDF awareness and supporting individual project development.	<ul style="list-style-type: none"> • Supported YNY projects through ERDF • Monitored sub regional performance • Represented YNY at regional decision making bodies. 	<ul style="list-style-type: none"> • Increase numbers of YNY projects seeking ERDF • Continue to monitor sub regional performance • Continue representing YNY at regional decision making bodies.
ESF advice and advocacy	To provide the capacity for advocacy for sub regional priorities at regional level, and co-ordinate with other skills and employment activities.	<ul style="list-style-type: none"> • Represented YNY interests at regional decision making bodies. • Support participation of YNY partners in ESF delivery 	<ul style="list-style-type: none"> • Continue represented YNY interests at regional decision making bodies. • Ensure YNY priorities included in new specifications

NORTH YORKSHIRE			
Activity	Business Case Rationale	Activity in 2009/10	Proposed activity 2010/11
Geographic Programme	The arrangements for geographic Programmes require plan preparation and decision making through arrangement based on sub regional partnership structures.	<ul style="list-style-type: none"> Established role for Partnership executive in overseeing NY GP Agreed position on delivery teams and priorities in RMT 	<ul style="list-style-type: none"> Establish monitoring of all NY GP activity Work with YF on taking forward GPs.
North Yorkshire Skills Support	The County area requires co-ordination in respect of skills and employment issues ensuring effective two tier working, avoiding duplication of effort and addressing gaps in activity.	<ul style="list-style-type: none"> Ensure development of District Area Learning Partnerships to local Work and Skills Partnerships Identified local priorities for feeding into sub regional and regional strategies 	<ul style="list-style-type: none"> Continue support of District Work and Skills Partnerships Participate in review of community strategy
NY Local Area agreement	The sub regional partnership acts as the economic (including skills issues) thematic partnership for the North Yorkshire Community strategy.	<ul style="list-style-type: none"> Maintained flow of monitoring information Produced and agreed revised indicators 	<ul style="list-style-type: none"> Continue to maintained flow of monitoring information Generate priorities for review of LAA
Rural Partnership/ LEADER	The rural Partnership seeks independent advice, support on developing linkages to the economic agenda, preparation of contribution to geographic programmes and assistance on taking forward LEADER programmes.	<ul style="list-style-type: none"> Continued participation in rural partnership Supported changes to its structure 	<ul style="list-style-type: none"> Continue participation in rural partnership
NY Economic Assessment	It is now a statutory duty for NYCC to produce an assessment in 2010. NYCC would want to produce this through close partnership working, led by the Unit.	<ul style="list-style-type: none"> Undertook ground work for NY assessment including preparation of local labour market areas 	<ul style="list-style-type: none"> Complete economic assessment for North Yorkshire

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The Partnership Unit also undertakes activities which are wholly funded from separate resources. These will make a contribution to the overheads of the Unit but for the purposes of this business case are treated as **non-core** activity. They are set out in the following table.

Activity	Funding	Activity in 2009/10	Proposed activity 2010/11
Research for Leeds City Region	Funded by Leeds City Region including resources from Yorkshire Futures	<ul style="list-style-type: none"> • Liaison with Yorkshire Futures. • Progress in the Leeds City Region produced. • Monthly economic monitoring reports produced • Secretariat to LCR research Forum meetings (5 held) 	<ul style="list-style-type: none"> • Continue providing links to Yorkshire Futures. • Continue producing progress in the Leeds City Region • Continue monitoring reports • Continue secretariat to LCR research partnership
2012/culture delivery team	Funded by NYCC, Yorkshire Culture and the Arts Council.	<ul style="list-style-type: none"> • Seminars held to Increase awareness of 2012 opportunities in YNY • Monthly e-news and information bulletins produced. • Action plans for delivery of the Cultural strategy priorities prepared. • Cultural strategy delivery working groups set up 	<ul style="list-style-type: none"> • Continue to work up cultural strategy action plans • Engage further with partners on developing 2012 opportunities for the sub region.

APPENDIX 2 : Sources of Income

North Yorkshire County Council	95950	
City of York Council	19900	
District Councils	54950	
National Parks	5600	
Universities	11000	
FE Colleges	10000	To be agreed
Business Link	10000	
Yorkshire Forward (General)	50000	
Yorkshire Futures (Research)	20000	
Contributions to overheads from 2012 budget	11600	
ESF	15000	
ERDF	10000	
Leeds City Region research	30000	

TOTAL Funding

344000

YORK & NORTH YORKSHIRE ECONOMY AND SKILLS BOARD ITEM 9

18 March 2010

Tourism Delivery Structures

Purpose of the Report

2. At the January meeting of this Board, following consideration of a report on the work of the cultural partnership and its revised strategy, it was suggested that the Board receive a report on the management of tourism at its next meeting.
3. This report provides an information note on the tourism structure for delivery within the sub region as a starting point for further discussion and the basis for a more substantive report and discussion at a future meeting.

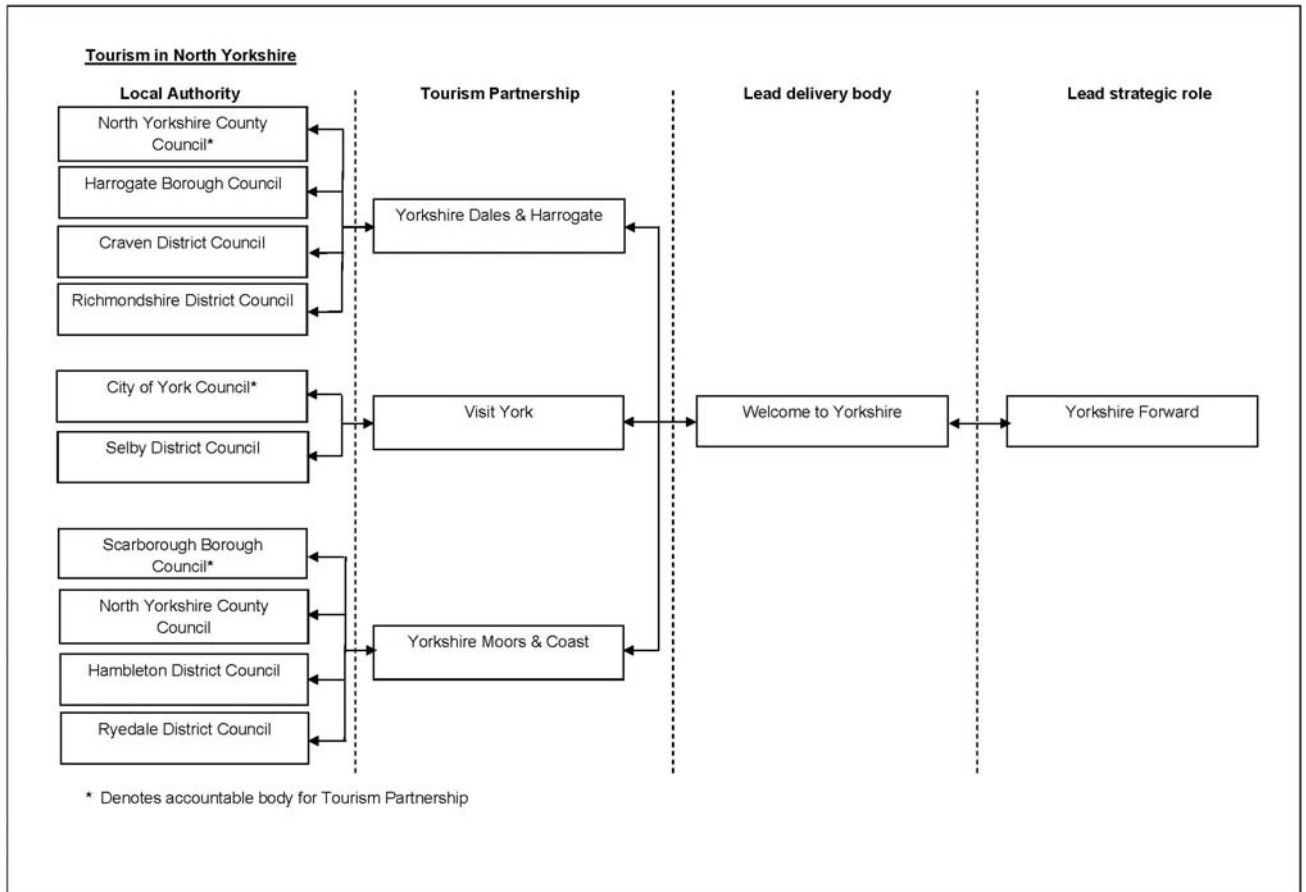
Regional Tourism Delivery

4. Yorkshire Forward acquired the **strategic lead role** for tourism in the region in 2003 from the Government. In Yorkshire and Humber, this strategic lead has meant that Yorkshire Forward has developed the regional strategy and delivery structures for tourism.
5. In terms of strategy the **Visitor Economy Strategy 2008-2013** was published in 2008 with a headline target to increase the value of the visitor economy in the region by **5% annually**. For Yorkshire Forward, the **aim** of the Strategy is to *increase the value of tourism to the regional economy through quality and sustainable growth based on the assets and opportunities of this region and to use tourism to modernise the regional image of Yorkshire & Humber*. There are **seven priorities** identified as part of the Strategy, these are:-
 - a. Strategy and Planning
 - b. Research and Intelligence
 - c. Innovation
 - d. Place – great destinations
 - e. Product – quality
 - f. People – customer service
 - g. Promotion – image and branding.
6. In April 2009 Yorkshire Forward secured the three year Regional Tourism Programme with **£30m** of funding. This investment is channelled through **Welcome to Yorkshire**, the tourism marketing agency for the region, and was augmented in December 2009 with further investment from Yorkshire Forward relating to Events activity and Communications, Coordination and Efficiency. Welcome to Yorkshire also act as the regional secretariat for the 2012 Olympics.
7. It is also Welcome to Yorkshire's responsibility to lead the relationships with the six **Tourism Partnerships** across the region that for part of the regional tourism network. The Tourism Partnerships deliver activity locally, are responsible for local engagement with tourism businesses and provide local accountability.

Tourism Delivery within York and North Yorkshire

8. In order to deliver activity locally within the sub region three Area Tourism Partnerships have been established:
 - a. Yorkshire Dales & Harrogate Tourism Partnership;
 - b. Yorkshire Moors & Coast Tourism Partnership; and
 - c. Visit York.

The model below sets out the tourism network in North Yorkshire and there specific roles.



9. In order to ensure co-ordination of activity between the tourism and cultural offer in the Sub Region, each of the area Tourism Partnerships are represented and work within the context set out through the York and North Yorkshire Cultural Partnership. Operationally the area Tourism Partnerships liaise with each other wherever possible. The Moors and Coast and Harrogate and Dales Tourism Partnerships also share the same Chief Executive and office functions.

Recommendation.

To receive this brief information note as background to further discussions and a presentation at a future Economy and Skills Board meeting

Jonathan French
York and North Yorkshire Partnership Unit