

# York Business Forum

21<sup>st</sup> October 2009 @ York College

## Welcome

Adam Sinclair welcomed everyone to York College. Adam highlighted that the Forum is intended as a place for discussion, feeding back into the Economic Partnership, a group with private sector ownership, which includes representation from the City of York Council.

## Feedback on progress since June 2009 meeting

A summary of feedback was sent in advance of the meeting – see appendices.

## York's Role and Opportunities in the Leeds City Region – Gary Williamson, CEO

*Leeds, York & North Yorkshire Chamber of Commerce and Industry.*

Gary presented the background to the Leeds City Region including the Accelerated Development Zone model, piloting flexible local financing mechanisms. The City Region is looking to tackle issues that are cross-boundary such as skills and transport.

The presentation sparked a lively debate, focusing on York's role in the City Region, transport and the possibility of accessing funds for the infrastructure to support York Central.

## Discussion Groups

The delegates broke into three discussion groups:

Theme	Lead by
Transport and Access	Ruth Stephenson
York's Shopping Offer	Gillian Cruddas
Major Developments in York	Bill Woolley

## Review of Key Points from Discussion Groups

The leaders of the groups summarised the key points discussed. Notes from the discussions can be found in the appendices.

## Transport and Access

- Getting to work can be difficult – try to reduce none essential journeys
- CYC should lead by example – home-working etc
- We need to know what people do now to progress

### Actions identified:

- [CYC to lead by example on sustainable travel issues](#)
- [Ensure the wider aspirations and expectations of the city are taken into account in the development of the next Local Transport Plan](#)

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## York's Shopping Offer

- Access – is it easy enough to get into York?
- Car parking – pay on exit is a priority to lengthen shopping stay
- Attracting strong brand names is important
- Holistic approach – look at the whole offer, including evening 10am to 6 or 7pm opening?

### Actions identified:

- [Shopping Marketing Proposal](#) – attached, based on the recent Shopping Report
- [www.shopandthecity.org](http://www.shopandthecity.org)
- Offer of York market being looked into by CYC

## Major Developments in York

- Impact of development on the city – especially transport
- Local Transport Plan – request to put this on next agenda
- Need flexibility in the planning system to get market out of recession
- Is York 'Open for business' - Yes - Economic Partnership working on marketing the city.

### Actions identified:

- Ensure that the transport requirements of major developments are properly taken into account when developing the next Local Transport Plan
- Communicate York's city vision much more clearly and sell ourselves more as a city and a place to do business
- A champion for York Central - someone who can operate at the highest levels in making the case beyond York for support in delivering York Central put on agenda of Economic Partnership

## Chairman's Conclusions – Adam Sinclair, Chair York Business Forum

In summary, Adam thanked everyone for their active contributions to the discussions and encouraged both business and the City of York Council to be ambitious in their aims for York – we should be 'punching above our weight'.

## Next Meetings

**Date:** Thurs 4<sup>th</sup> March 2010 4.30pm – 7pm **Venue:** York Racecourse

**Date:** Weds 23<sup>rd</sup> June 2010 4.30pm – 7pm **Venue:** tbc

If you have any feedback or suggestions for future meetings, please contact Helen Jackson [hjackson@york-professionals.co.uk](mailto:hjackson@york-professionals.co.uk) , Adam Sinclair [AMS@mulberryhall.co.uk](mailto:AMS@mulberryhall.co.uk) or Roger Ranson [roger.ranson@york.gov.uk](mailto:roger.ranson@york.gov.uk) .

York Business Forum - a programme managed by York Professionals on behalf of the City of York Council

