

# Ryedale District Council Plan 2015-2020

## Introduction

Welcome to Ryedale District Council's business plan – The Council Plan 2015-20. This plan is intended to explain to Councillors, members of the public, to partner organisations and to our staff what the priorities of the Council are for the next five years. We want our customers to have a clear understanding of the issues that this Council believes are most important for the next five years. The Council has linked the planning for its resources to the priorities in this plan. We want to focus our effort on those things that will make the difference to the lives of people in Ryedale's communities, targeting resources for those in greatest need.

The Council Plan includes 5 Priorities that will guide the Council as it delivers services for the people of Ryedale district over the next five years, challenges to be met in the next 12 months, examples of the action to be taken to meet these challenges and performance indicators which will be used to manage delivery of the priorities. Also included is a summary of achievements against priorities made in the preceding year.

## Why have we chosen these priorities?

### Aim 1 To create the conditions for economic success

There is a need to strengthen and diversify Ryedale's economy. Levels of unemployment are low but for those in employment wages are also low, making housing unaffordable for many. The Ryedale economy is currently over reliant on traditional industries that are associated with low pay there is strength in the advanced engineering, agri-food and creative economy and tourism sectors. People in Ryedale are very entrepreneurial with many working at home, in self employment or running small businesses.

The conditions need to be created in Ryedale to support the development of opportunities within sectors that are generally better paid than the current low average income levels. This would then provide opportunities for those with higher and specialist skill levels and additionally the potential to employ younger people who often choose to leave the area to access better opportunities. The population is ageing and businesses continue to struggle to access skilled workers, whilst good students leave the area. Communities in Ryedale have poor transport links via the A64 and only one rail station, broadband coverage is estimated to be 74% compared to 84% in York and North Yorkshire and mobile phone coverage is patchy. Ryedale is the 5<sup>th</sup> least affordable rural area in which to live in the country with poor access to services such as supermarkets, schools, post offices and petrol stations.

The biggest challenges are therefore to develop the infrastructure whilst valuing the historic towns and mitigating flood risk. There is a need to attract investment from the Local Growth Fund into Ryedale.

### Aim 2 To meet housing need in the Ryedale District Council area

In Ryedale there is an imbalance between market house prices and the amount that many local people can afford to pay for a home. This is a result of low wage levels (£10.33 an hour in Ryedale, £13.15 GB average) and high house prices (£213,983). Ryedale has an increasingly ageing population and as people get older their housing needs often change, with an increased level of support from services and access to specialised housing provision. People want to live in Ryedale and believe it is a good place to live where they can enjoy a high quality of life. Affordable housing includes social rented and intermediate housing provided to specified eligible households whose needs are not met in the market.

Ryedale has performed very strongly in delivering housing is one of the few authorities in North Yorkshire to be delivering new homes at the level required by their Local Plan. The delivery of new housing is all currently from market housing and this is delivering all of the affordable housing.

### **Aim 3 – To have a high quality, clean and sustainable environment**

A striking characteristic of Ryedale is the outstanding quality of its countryside, villages and market towns. This is reflected in the designation of the North York Moors National Park and the Howardian Hills Area of Outstanding Natural Beauty. The finest examples of historic buildings and features in Ryedale are legally protected; there are 46 conservation areas, more than 2,000 listed buildings, 440 scheduled ancient monuments and eight registered historic parks and gardens. Ryedale District is very sparsely populated relative to the rest of England, being ranked 2nd, with over half of the population living in villages, hamlets and isolated dwellings. Ryedale possesses a very high quality environment and our aim is to maintain this in future years.

### **Aim 4 – To have safe and active communities**

Ryedale has a network of community facilities for recreation and leisure activities which are all owned and managed by local communities for their own use, and that of other residents and visitors. The council supports existing and new facilities through a community grants programme. The Council owned facilities are now managed under contract with Everyone Active.

The health of people in Ryedale is generally better than the average in England, deprivation is lower than the average, but Ryedale remains the area with the highest rate for road casualties in England. Levels of activity in our communities are high, for physical activity and social activity such as volunteering and caring (11.4% census ) and the half of the population report they are in very good health (45.5 % census).

Ryedale has one of the lowest crime rates in the country and much work is undertaken to maintain this level and to try and gain improvements. The priorities for Safer Ryedale in response to concerns expressed by residents are tackling dog fouling, safer roads, Alcohol and substance harm reduction, reducing levels of domestic violence and anti-social behaviour and tackling crime in the community. Safer Ryedale – the community safety partnership - responds to the needs of our community through shared intelligence and deployment of joint resources.

### **Aim 5 – To Transform the Council**

We need to ensure that we understand our communities and deliver improvement in the areas which will make the greatest difference in the quality of life of people in our communities. We need also to target our resources on those who are in the greatest need, whilst ensuring that we deliver high quality services which represent good value for money for the taxpayer. The Council faces significant challenges in balancing its budget over the next 5 years, with savings in the region of £500k needing to be realised in 2016/17 and it is anticipated that since launching the one 11 programme the Council will have saved over £4 million by 2020. The Council will be required to make a saving of between 6% and 7% on the revenue budget of £6.8 million to achieve a balanced budget in 2016/17.

Because of the rural nature of Ryedale inequality and disadvantage can occur in small pockets within any community. We need therefore to be innovative in the way we deliver our services and that they can be accessed. Ryedale is fully parished with 100 parishes, 5 town councils, 66 parish councils and 29 parish meetings. The level of turn out at elections is consistently high, we will continue to support local democracy and encourage participation in civic life. The election turnout in May 2015 was 69.4% with 42,241 registered to vote in Ryedale.

**RYEDALE  
DISTRICT  
COUNCIL**



## **The Council's vision for Ryedale is of a place**

where all residents can enjoy a good quality of life, with strong, prosperous and welcoming communities

## **The Mission of the Council is**

working with you to make a difference

## **Council Priorities 2015-20**

### **Aim 1: To provide employment opportunity and create the conditions for economic success in Ryedale**

#### **Strategic Objective 1:**

Place of opportunity – to have the economic structure and supporting infrastructure in place

#### **Strategic Objective 2:**

Opportunity for people – increasing wage and skills levels through the provision of more and better jobs.

**We will do this through the development of sites and premises, physical infrastructure and business support and increasing levels of wages and skills in the workforce.**







Our priority activities will include:



















- Identifying sufficient sites for industrial, business and retail use
- Improving the vitality of Malton as a retail centre
- Improving the infrastructure and strengthening the role of the market towns
- Serving the needs of local businesses in a changing economic climate
- Helping people to acquire the skill they need to access employment opportunities
- Paying the right benefit to the right people at the right time
- Contribute to securing the best deal for devolution for Ryedale, North Yorkshire and York and the East Riding
- A64 upgrading:

- With Highways England – Hopgrove to Barton Hill
- With NYCC/SBC and the LEP – Crambeck to Malton / Norton to Scarborough
- Growing agri-food sector
  - Working in partnership with Fera, University of York and Stockbridge on a network of bio-economy growth sites
  - Growth at Fera site – 800 jobs – national agri-food innovation campus – with investment of £8.3m from Local Growth Fund
  - Malton Food Enterprise Zone including the new livestock market and investment of £2.1m Local Growth Fund
  - Y&NY LEP ambition is to be the global leader in food, agri-tech, and bio-renewables
- Supporting growth of our engineering sector linked to the Potash scheme
  - Kirkbymoorside campus
  - Strengths of Derwent Training
- Using planning to support appropriate growth eg allocating employment land
  - Expansion of Thornton Road Industrial Estate, Pickering
- Communicate with businesses and understand where council can help
- Funding apprenticeships and linking skills with employer needs
  - Ryedale Employability Partnership

**The Challenges for 2015/16 are:**

- To have the Community Infrastructure Levy scheme examination in autumn 2015.
- To build a business case and secure implementation of major projects in the Ryedale Economic Action Plan, including securing Local Growth Fund and LEP support, to include FERA, A64 improvements and Malton AgriBusiness Park, and other projects to meet the needs of market towns and villages
- To have the sites document ready for examination and the Helmsley Development Plan Document adopted to compliment the LDF
- To establish the Malton Food Enterprise Zone and a network of bio-economy sites around York
- To continue to seek to secure a sustainable future for the Milton Rooms
- Brambling Fields – assess and introduce traffic management measures to make effective use of the improved junction
- Progress initiatives to improve the skills match between the local workforce and the needs of local employers, including apprenticeship schemes and expanding the employability partnership.

Aim 1: Employment Opportunity & Economic Success						
		EC 10	Total Job Seeker Allowance Claimants Aged 16 – 64			
Current Value	0.8%	April 2015	Previous value	1.6% March 2014	Data is published monthly	
April 2015: Yorkshire and the Humber 2.6%, Great Britain 1.9%.						
		EC 12a	% Ryedale population aged 16-64 qualified - NVQ1 or equivalent			

Current Value	83.1%	Jan - Dec 2014	Previous value	91.9% Jan - Dec 2013	Data is published annually
Ryedale has the lowest percentage of population qualified to NVQ level 1 or above in North Yorkshire and is the third lowest in Yorkshire and the Humber. Young people achieve level 1 and 2 NVQ's in order to improve their career prospects. The council has targeted resources through various apprenticeships. This level is a stepping stone to future learning opportunities.					
		EC 12b	% Ryedale population aged 16-64 qualified - NVQ2 or equivalent		
Current Value	67.5 %	Jan - Dec 2014	Previous value	80 %	Jan - Dec 2013
Ryedale has the lowest percentage of population qualified to NVQ level 1 or above in North Yorkshire. Young people achieve level 1 and 2 NVQ's in order to improve their career prospects. The council has targeted resources through various apprenticeships. This level is a stepping stone to future learning opportunities.					
		EC 12c	% Ryedale population aged 16-64 qualified - NVQ3 or equivalent		
Current Value	54.4%	Jan - Dec 2014	Previous value	53.2%	Jan - Dec 2013
Ryedale performance is above the North Yorkshire average for this level of qualification.					
		EC 12d	% Ryedale population aged 16-64 qualified - NVQ4 or equivalent		
Current Value	41%	Jan - Dec 2014	Previous value	40.1%	Jan - Dec 2013
Ryedale performance is well above the North Yorkshire average for this level of qualification.					
		EC 13a	Gross weekly earnings by workplace excluding overtime		
Current Value	£414	2013/14	Previous value	£412.6	2012/13
Ryedale has the lowest level of earnings by workplace in Yorkshire and the Humber.					
		EC 13b	Gross weekly earnings by residency		
Current Value	£424.80	2013/14	Previous value	£412.20	2012/13
Although an increase in weekly pay compared to last year - Ryedale still has the lowest gross weekly earnings in Yorkshire and the Humber.					
		EC 40	Employment Rate - aged 16-64		
Current Value	84.5%	Jan - Dec 2014	Previous value	81%	Jan - Dec 2013
Jan-Dec 2014-15: Yorkshire & Humber - 70.5%, Great Britain - 72.4%					
Jan-Dec 2013-14: Yorkshire & Humber - 69.7%, Great Britain - 71.3%					

- Supporting Plans:
- [The Ryedale Plan](#)
- [The Ryedale Economic Action Plan](#)

#### Achievements in 2014/15 include:

- £8.3m of funding towards the transition of the Food and Research Environment Agency site at Sand Hutton to the National Agri Food Innovation Campus, with an expected 800 new jobs to be created at the site over forthcoming years.
- £2.1m of Government funding has been secured to help bring forward the new Livestock Market and Agri- Business Parks at Old Malton.

- Injured Jockey's Fund second respite and rehabilitation centre, is set to open in Malton in late Spring 2015
- Ministerial visit to Rosti McKechnie, where 400 new jobs have been created at this specialist supplier for the car industry.
- Ryedale Apprenticeship scheme – supported apprentices in industry and within the Council
- 4th year of opportunity knocks, with a record 20 companies taking part and 400 school pupils from all four of Ryedale's secondary schools attending.
- Established the Ryedale Employability Partnership involving schools and industry
- Partnership working with NYBEP including 4 secondary schools took part in Careers Practitioner Professional Development day
- Tourism campaign two centre holiday
- Visitor Information Point opened in a bookstore in Helmsley
- Love your market campaign
- Business Rates Reoccupation Relief Scheme adopted

## Aim 2: To meet housing needs in the Ryedale District Council area

### Strategic Objective 3:

To change and add to housing stock to meet the local housing needs

### Strategic Objective 4:

To support people to access a suitable home or remain in an existing home

**We will achieve this through the provision of additional affordable and specialist homes and the adaptation of existing homes and by supporting people to access a suitable home or remain in an existing home with support services provided.**

And our priority include:

Affordability and the supply of homes

- Work with partners to increase the supply of good quality new housing across all tenures and locations (in line with Local Plans/site allocations).

Our geography

- Ensure that our housing stock reflects the needs of urban, rural and coastal communities

Changing demography

- Ensure that our housing stock meets the diverse needs of our communities at all stages of their lives

Quality of our housing stock

- Via policy guidance and negotiation, ensure new homes are of high design and environmental quality
- Continue to ensure that we make best use of our existing stock and that it is of a decent quality and meets the needs of our communities
- Ensure all homes have a positive impact on health and well being and are cheap to run

Homelessness and specific needs groups

- Continue to reduce homelessness
- Ensure Housing is allocated fairly and on the basis of need
- Provide appropriate housing and support for those with specific housing needs

### The Challenges for 2015/16 are:

Affordable Housing Delivery:

- To maintain delivery of new affordable homes in the current economic climate and deliver more than 375 affordable homes by 2020. Developments on site or with permission are expected to deliver around a further 200 additional affordable units during 2015/16 and 2016/17.

- The LEP have identified a stretch target of 250 new homes for Ryedale a year for the next 5 years, whilst also maintaining a 5 year land supply, in line with government policy. Recent experience has demonstrated that the most effective form of delivery of affordable homes is through the delivery of market led housing schemes – in order to maintain new housing supply, permissions need to be granted to developers for major housing schemes.
- Maximising income from New Homes Bonus through permissions for new housing and reducing numbers of empty homes.
- Preparation of LDF Sites Documents for publication in 2015
- Helmsley Plan to be published, examined and adopted by December 2015
- Maximise opportunities to support housing delivery through funding initiatives such as Local Growth Fund, Get Britain Building
- Thoroughly investigate innovative ways of building and local delivery of affordable homes in Ryedale.
- CIL examination and links to Housing and infrastructure by the end of 2015

Ensuring that our housing stock reflects the needs of the Ryedale communities across all areas

- Continue to support the work of the Rural Housing Enabler Network and RHE Team
- Address the needs of housing markets including tackling poor quality private housing
- Reducing the number of empty properties in the District and maximising income from New Homes Bonus

Ensuring that our housing stock meets the diversity of needs of our communities at all stages of their lives

- Increase the number and range of homes suitable for our ageing population
- Increase the number and range of homes suitable for working age households, particularly first time buyers, to enable mixed and sustainable communities

Through policy guidance and negotiation ensuring new homes are of high design and environmental quality

- Work closely with house builders, land owners and registered providers to communicate aspirations and needs around quality and design
- Promoting grants and loans schemes and service available to improve private sector housing stock

Continue to make best use of existing stock and ensure it is of a decent quality to meet the needs of our communities

- Develop and maintain an understanding of the condition of existing stock
- Identify and use opportunities to redevelop existing residential or commercial stock for new housing

Ensure all homes have a positive impact on health and wellbeing and are affordable to run

- Continue to deliver investment in Energy Efficiency
- Reduce the impact that poor housing has on health and wellbeing

Continue to reduce Homelessness:

- Reduce homelessness through prevention
- Reduce the use of and improve the quality of temporary accommodation
- Reduce the incidence of youth homelessness
- Improve access to support services
- Managing the impact of changes to the welfare benefits system on vulnerable residents

Ensure Affordable Housing is Allocated Fairly and on the Basis of Need
















- Support the sub regional Choice Based Lettings approach and local solutions were appropriate

Provide appropriate Housing and Support for those with Specific Needs



- Identify new and improved opportunities to provide housing and support for households with specific needs  
Support the needs of Gypsy, Roma, Traveler and Showmen
- Continuing the good practice and joint working across the sub-region

Aim 2: Housing Need						
		BS RB 3	Speed of processing - changes of circumstances for HB/CTB claims			
Current Value	9.0 days	2014/15	Current Target	12.0 days	March 2014 - 8.7	
Recent focus on Change of Circs forms has led to dramatic reduction in time taken. Latest value of 5 days for April 2015 well down on December 2014 figure of 14.7 days.						
		FP 7	Net additional homes provided			
Current Value	261	2014/15	Current Target	200	2013/14	
Increase of 37 on 2013/14 figure of 224 additional homes provided.						
		FP 8	Supply of deliverable housing sites			
Current Value	118%	2014/15	Current Target	100.0%	See Annual Monitoring Statement and Strategic Housing Land Availability Assessments. Target five year housing supply= 100%	
		HS 1	Homeless applications on which RDC makes decision and issues notification to the applicant within 33 working days (was LPI 70)			
Current Value	100.0%	2014/15	Current Target	100.0%	Target is to decide on all applications within 33 days	
100% completion of homeless applications within target in 2014/15 year. During quarter 4 of 2014/15, 4 homeless applications were made. All 4 of these had a decision made within 33 days of application receipt.						
		HS 5	Number of Homeless Applications			
Current Value	30	2014/15	Current Target	35	Total number of applications for 2013/14 = 35	
A total of 30 homeless applications were received over the course of 2014/15, lower than the target set and now at its lowest level.						
		HS 8	Prevention of Homelessness through Advice and Proactive Intervention			
Current Value	159	2014/15	Current Target	155	Target is to achieve 10% improvement in numbers of preventions year on year	
159 homeless preventions during the course of the 2014/15 year.						
		HS 10a	% Households in Ryedale in Fuel Poverty (10% income measure)			
Current Value	26%	2013/14	Current Target	27.3%	2012/13	
Latest results yet to be published. Est. no. of households 23,090 of which 6,446 in fuel poverty.						
		HS 10b	% Households in Ryedale in Fuel Poverty (Low Income High Cost)			
Current Value	11.1%	2013/14	Current Target	11.4%	2012/13	
Latest results yet to be published. Est. no of households 23,090 and 2,738 households in fuel poverty						

		HS 14	Affordability Ratio			
Current Value	7.36	2013/14	Current Target	8.65	2012/13	
North Yorkshire 7.20, England 6.45						
		HS 11	Empty Domestic Properties (New Homes Bonus Annual Return)			
Current Value	249	2014/15	Current Target	253	2012/13	
Annual figures of 885 empty at the end of 31st March 2014, with a total of 299 being empty for more than 6 months.						
		BS RB 2	Speed of processing - new HB/CTB claims			
Current Value	34.2 days	2014/15	Current Target	25 days	March 2014 – 61.5 days	
Much improved processing speed for new claims - Latest figures for April 2015 show the speed of processing now at 25.7 days compared to 73.6 days in August 2013. Processing speed has been as low as 12.1 days in March 2015.						
		HS 2	Length of stay in temporary accommodation (B&B, weeks) Snapshot			
Current Value	6.25 weeks	2014/15	Current Target	4.00 weeks	Target: National maximum allowable is 6 weeks. Local target of 4 weeks	
Stay in temporary accommodation increased over 2014/15 due to an anomaly result in Q4 of 22 weeks. Q1 - 4 weeks. Q2 - 0 weeks, Q3 - 1 week.						
		HS 17	Number of affordable homes delivered (gross)			
Current Value	67	2014/15	Current Target	75	35% of market housing target would result in 70 affordable homes arising from 200 net additional homes.	

Supporting Plans:

[The Ryedale Plan](#)

York, North Yorkshire and East Riding Housing Strategy 2015/21

[The Ryedale Housing Strategy Action Plan](#)

**Achievements in 2014/15 included:**

- Ryedale District Council partnered with iChoosr – the UK's leading expert in collective energy switching and together was able to deliver market leading tariffs - to help residents save on fuel bills
- 8 affordable rented homes completed in Nawton, Beadlam

- Council has teamed up with Yorkshire Energy Partnership to offer free home insulation to all residents living in the Ryedale area. The 'Wrapping up Yorkshire' scheme is a move aimed at tackling fuel poverty and helping residents save up to £310\* a year on their fuel bills
- RDC and Yorkshire Energy Partnership to promoted a new "free green electricity" scheme to local residents, which will give homeowners the opportunity to have solar panels installed for free.
- encouraged residents to apply for a government incentive scheme to insulate solid walled properties
- Ryecare continued to provide peace of mind for over500 potentially vulnerable residents
- White Rose Home Improvement Agency produced 'warm packs' containing practical items to help keep people safe and warm this winter and providing a winter weather emergency fund, to help those who may suffer in their homes as a result of cold, wintry weather
- White Rose Home Improvement Agency (HIA) was awarded a three year contract with North Yorkshire County Council, so that it can continue to help older and vulnerable residents live independently in their own homes across the Borough of Scarborough and the Ryedale district.
- Supported parish councils in undertaking housing needs surveys
- Supported a scheme which enable residents can reap the financial benefits of being part of Oil Buying Co-operatives – saving up to 10% off fuel bills. Over a quarter of Ryedale homes are heated using oil.
- A record number of affordable homes have been built in rural North Yorkshire over the past four years – exceeding the target by 25%. And the past 12 months has been the best – with the North Yorkshire Rural Housing Enabler Network and its partners delivering 179 completions over 23 sites. Ryedale has delivered 67 affordable homes over the last 12 months
- Private landlord forum with information relating to issues for all private landlords including loan sharks, housing benefit and the Consider-Rate scheme
- Promoted the Warm Home Discount Scheme which helps those in need with their winter energy costs by paying a credit onto the energy account of the qualifying account holder.
- Through CAB, supported Senior Citizen Warm Winter Health Package Week, preparing consumers for winter by offering free, impartial and confidential advice to help consumers save energy, cut their bills and get all the support they are entitled to.

### Aim 3: To have a high quality, clean and sustainable environment

#### Strategic Objective 5:

Reducing waste - sustain existing high levels of dry recycling, promotion of home composting and monitoring the impact of charging for green waste

#### Strategic Objective 6:

To protect and improve the quality of our local environment

**We will achieve this through the reduction of CO2 emissions and planning to adapt to climate change and improving the quality of our local environment**

Our priority activities will include:



















- Reducing levels of CO2 emissions from our own operations
- Increasing the rate of recycling and reducing the amount of waste collected
- Reducing the amount of trade waste sent to landfill sites
- Designing for the environment
- Ensuring that future developments are in the right locations
- Avoid inappropriate development in flood risk areas and managing the risk of future flooding
- Improving street and environmental cleanliness
- Improving levels of local biodiversity
- Encouraging communities to manage their local environment
















#### **The Challenges for 2015/16 are:**

- Encourage the increased take up of home composting as the first stage in the councils waste prevention hierarchy.
- To maintain the level of Garden Waste subscriptions at or above 46%.
- Maintain the percentage of dry recycling collected with the consequential reduction in waste sent to landfill.
- Reviewing waste collections, targets and tonnages following implementation of our sustainable policy to charge for green waste.
- Respond to changes in the public health system to ensure that there is the capacity to meet local needs influencing better care fund and integration, managing

the impact for Ryedale

- Continue to work to alleviate pockets of flooding in Ryedale, working in partnership with other agencies to address problems in market towns and villages and contributions towards pumping stations
- Progressing the development of the York and North Yorkshire Waste Partnership.

Aim 3: High Quality Environment					
		DM 2	Planning appeals allowed		
Current Value	38.00%	2014/15	Current Target	33.00%	Target based on national averages and benchmarking
The national performance level is consistently in line with the target figure of 33%, performance for Ryedale has varied because of the relatively low number of appeals received.					
		DM 157a	Processing of planning applications: Major applications (13 weeks)		
Current Value	81.48%	2014/15	Current Target	70.00%	Targets originally set under Planning Delivery Grant regime
By definition these applications are complex, often requiring for example legal agreements such as Section 106. These applications represent 4% of the total number received. Performance has improved in recent months, now well above target.					
		HE 13	% of Food establishments in the area broadly compliant with food hygiene law		
Current Value	76%	2013/14	Current Target	72%	Target is to improve on previous year. Assessments of premises undertaken using risk based scoring and national guidance. 17% of premises are low risk and not accessed and by default not compliant under the national definition for this indicator.
17% of premises are low risk and not assessed and by default not compliant under the national definition for this indicator.					
		SS 16	% of Household Waste Composted		
Current Value	33.64%	2013/14	Current Target	30.00%	Target set following analysis of previous performance levels
Performance continues to be above target.					
		SS 35	% CO2 reduction from LA operations.		
Current Value	-7.5%	2013/14	Current Target	3.0%	Target set for three years, based on national guidance. To be reviewed following analysis of performance to date
Investment made in energy efficiency measures continues to result in improvements in levels of CO2.					
		SS 36	Tonnes of CO2 from LA operations		
Current Value	1,622	2013/14	Current Target	1,754	Target set for three years, based on national guidance. To be reviewed following analysis of performance to date

See above						
		SS 192	% of household waste sent for reuse, recycling and composting			
Current Value	52.70%	2013/14	Current Target	49.70%	National target to achieve 50% by 2020	
Performance continues to be above target and national average						
		DM 157c	Processing of planning applications: Other applications (8 weeks)			
Current Value	88.20%	April 2015	Current Target	93.00%	Targets originally set under Planning Delivery Grant regime	
Processing of applications in this area continues to perform close to the target level. Customer satisfaction has increased on previous years. Delegated decisions are currently made on 88% of decisions against a target of 90%.						
		SS 15	% of Household Waste Recycled			
Current Value	19.02%	2013/14	Current Target	20.00%	Target set following analysis of previous performance levels	
Performance continues to improve slightly but priority is now to maintain this level of performance						
		DM 157b	Processing of planning applications: Minor applications (8 weeks)			
Current Value	68.10%	April 2015	Current Target	80.00%	Targets originally set under Planning Delivery Grant regime	
Performance has been improving for some months and this trend is continuing. The latest processing level of 80% in May 2015 is now at its highest level since May 2010.						
		SS 17	Household Waste Collection - % change in kilograms per head			
Current Value	6.29%	2013/14	Current Target	0.25%	Target is to improve on previous years change	
Residual waste going to landfill continues to reduce, year on year.						

#### Supporting Plans:

#### The Ryedale Plan

Service Delivery Plans are available on Covalent

#### **Achievements in 2014/15 included:**

- A new website was launched by the North Yorkshire Building Control Partnership (NYBCP) providing information on the many aspects of Building Regulations needed by residents of Hambleton, Richmondshire, Ryedale, Scarborough and Selby when altering their properties
- The one day sale of subsidised compost bins, organised by Ryedale District Council and the York and North Yorkshire Waste Partnership, proved to be a huge success, with over 355 containers sold.

- Four award winning developments in Ryedale featured at the 2014 Local Authority Building Awards for North and East Yorkshire.
  - Winner of the Best Refurbishment or extension of a Listed Building
  - Winner of the Best Commercial Small Building/Scheme
  - Winner of the Best Social or Affordable Housing Development
  - Winner of the Best Educational Building
- Introduced charging for garden waste collections launched in June 2014 and continued in March 2015. An overall target of 46% was reached for 2014/16 which substantially exceeded the 35% target set
- Support provided for local litter picking groups throughout the year with collection of rubbish and promotion of community clear up days
- A multi-agency flood group which has been meeting since 2012 to look at the emergency response to flooding in the area, commissioned a flood study which models the causes of flooding in four affected locations in Malton, Norton and Old Malton.
- Following consultation with local people Safer Ryedale are working in partnership to tackle dog fouling - one of the main complaints highlighted by the Ryedale Community.  
Patrols have been stepped up in hotspot areas and £50 fines issued to irresponsible dog owners in a bid to reduce the amount of dog waste left on any designated land open to the air and to which the public have access.
- Facilitated a public meeting 'unpacking fracking'
- In an effort to support Ryedale District Council's Choose2Reuse campaign, community groups in Malton, Kirkbymoorside and Pickering are hosted three 'Give or Take' events in October and early November
- North Yorkshire Building Control partnership achieved the Investors in People (IIP) Gold Standard
- Yorwaste won a contract to handle, process and sell all recycling materials collected from households in Ryedale.
- North Yorkshire Building Control Partnership (NYBCP) has retained the prestigious ISO 9001:2008 certification for their efforts to provide a quality service to their customers
- For the second year in a row Ryedale District Council has earned an RSPCA Gold Footprint for its efforts to deal with stray dogs in regard to animal welfare. Around 100 stray dogs a year are looked after by the Ryedale District Council supported by the RSPCA, local dog rescue groups and breed rescue groups

# Council Priorities 2015-20

## Aim 4: To have safe and active communities

### Strategic Objective 7

Working with partners, statutory and VCS, to improve health and wellbeing of communities

**We want to encourage active lifestyles in communities where everyone feels welcome and safe and will achieve this through our support for safe and healthy villages and towns**

Our priority activities will include:

- Minimising the effects of crime and anti-social behaviour on communities within Ryedale
- Improving perceptions of local crime levels.
- Working to increase participation in and satisfaction with the sport, active recreation
- Improving the cultural offer in Ryedale


#### The Challenges for 2015/16 are:

- Continue to maintain low levels of crime through local delivery whilst the structural changes to community safety partnerships are implemented across North Yorkshire
- To support improvements in reducing the levels of obesity, the council is in the process of introducing a Tier 2 weight management programme as part of a healthy weight initiative, following obtaining grant funding from NYCC. The programme will be delivered by Everyone Active.
- Provide community grants to support the solutions proposed by the market towns, villages and parishes.
- Allocate funds, as appropriate, to CAB to commission and deliver the services required in Ryedale to support vulnerable people, including the Foodbank.
- To offer support for the continued provision of urgent care at Malton Hospital.

#### Aim 4: Active Safe Communities

		EC 77	Total Crime in Ryedale			
Current Value	1483	2014/15	Current Target	2200	2013/14	



		HE 10	Adult participation in sport and active recreation. Sport England Active People Survey-Annual			
Current Value	28.2%	2014/15	Current Target	23.6%	Active People Survey 7	
Ryedale has shown a 5.2% increase in adult participation in sport and active recreation since October 2005.						

Supporting Plans:

[The Ryedale Sports Strategy](#)

[Safer Ryedale Partnership Plan](#)

Service Delivery Plans are available on Covalent

#### **Achievements in 2014/15 included:**

- The third Ryedale Social Enterprise event run by Coast and Vale Community Action (CaVCA) and sponsored by Ryedale District Council, held in Pickering.
- Community grants awarded to help 29 local projects get off the ground, including village halls, sports facilities and community services and projects
- Worked in partnership with NY Police through safer ryedale to target offenders and reduce the number of metal thefts across Ryedale.
- Safer Ryedale promoted a Crime Prevention Menu, giving advice about how to keep your home safe over the Christmas period.
- The Office of National Statistics' "Crime in England and Wales, year ending September 2014" report published in January this year, places the North Yorkshire Police area as the second lowest crime location in England.
- A range of energy efficient and technical improvements have been made to Derwent Pool for the benefit of customers
- North Yorkshire Police, Safer Ryedale, North Yorkshire County Council and other agencies launched their annual crackdown on motorists who drive under the influence of drugs or alcohol in December.
- As part of a community effort to raise the profile of the district and funds for a local charity "A Rose for Ryedale" has been created
- Safer Ryedale urged Ryedale residents to get sheducated and take some simple steps to keep thieves at bay.
- Defra has confirmed that the North York Moors, Coast and Hills (NYMCH) LEADER Programme and the Coast, Wolds, Wetlands & Waterways (CWWW) LEADER area were successful in their bid for funds from the Rural Development Programme for England, which seeks to improve the quality of life in rural areas. £2.3 million will be available over the next 6 years
- Sports and Leisure Management (SLM) Ltd, operating under its brand name, Everyone Active, took charge of the three leisure facilities in the area on 1 October 2014 in partnership with the Council, with the aim of getting more people in the area active. The successful procurement exercise unlocked substantial savings over the life of the contract, plus capital investment by Everyone Active into Ryedales leisure facilities which included a new gym at Pickering.
- Provided support for the tour de france and tour de yorkshire enroute through Ryedale
- Hundreds of cycle fans turned out to watch a weekend of top action at the Ryedale Grand Prix at Ampleforth
- RDC issued a set of final accounts which were unqualified by the external auditors

# Council Priorities 2015-20

## Aim 5: To transform Ryedale District Council

### Strategic Objective 9:

To know our communities and meet their needs

### Strategic Objective 10:

To develop the leadership, capacity and capability to deliver future improvements, considering options for alternative modes of delivery.

**We want to transform Ryedale District Council to ensuring we understand our communities and that their needs are met.**

**We will achieve this by delivering outcomes that are important to local people and developing the leadership, capacity and capability of the Council to deliver improvements in priority areas.**






















Our priority activities will include:

- Supporting service improvement to meet the needs of all – excellence and diversity
- Promoting and supporting democracy, encouraging participation in civic life
- Delivering services which are effective, efficient and economic
- Building our capacity to deliver through collaboration and working in partnership
- Secure continuous improvement against the Councils Corporate Governance Framework
- Achievement of value for money in all the councils operations
- Monitoring levels of customer satisfaction

### The Challenges for 2015/16 are:

- To maximise the opportunities to achieve efficiencies and meet the needs of customers through the further of the development of the Business Hub
- To deliver a balanced budget in 2016/17 and plan for meeting future financial challenges, including generating projected income.
- Make effective use of the New Homes Bonus funding
- To meet the ongoing challenges presented to the Council by the finance reforms including localisation of Council Tax, business rates and the implementation of Universal Credit
- Maintain processing times for benefits claims and maintain these in line with national targets – 30 days for new claims and 10 days for change of circumstance
- Rolling programme of investment to Council owned property – Ryedale House and the Depot to maximise income by attracting other tenants
- Continue to work with NYCC, other Districts and partners to deliver services
- Agree and deliver a transformation programme to ensure the Council has the capacity to deliver services and meet needs through to 2020

## Aim 5: Transforming the Council

		BS AS 3	Payments made using electronic channels	
Current Value	91%	2014/15	Current Target 85%	Target is set to maintain performance
Electronic channels include web, telephone and Direct Debit.				
		BS BI 02	% FOI Requests responded to within 20 working days	
Current Value	95%	2014/15	Current Target 90%	ICO Target to LAs
608 FOIs were received between 01/04/14 -31/03/15, with 95% answered within 20 working days.				
		BS RB 11	% of Council Tax collected	
Current Value	98.52%	2014/15	Current Target 98.39%	Target is set to maintain performance
Collection rates are above target and above the previous year's performance.				
		BS RB 12	% of Non-domestic Rates Collected	
Current Value	98.86%	2014/15	Current Target 98.83%	Target is set to maintain performance
Collection rates are above target and slightly above the previous year's performance.				
		BS AS 1 RDC	Service enquiries resolved at first point of contact (telephone)	
Current Value	37%	2014/15	Current Target 50%	Target is for year on year improvement
Telephone enquiries continue to range in number and complexity. Further training to be given for Streetscene queries to improve response rate in this area.				
		BS MD 1	Standard searches done in 5 working days	
Current Value	40.5%	2014/15	Current Target 90.0%	Target is set to maintain performance
Late responses from NYCC are pushing back timing of standard searches.				
		HR A 01 R	Average number of Working Days Lost Due to Sickness Absence per FTE, RYEDALE	
Current Value	1.35 days	February 2015	Current Target 0.63 days	Target is North Yorkshire average for 2009

### Supporting Plans:

[The Ryedale Plan](#)

[The Ryedale Economic Action Plan](#)

[The Ryedale Housing Strategy Action Plan](#)

[The Ryedale Sports Strategy](#)

[Safer Ryedale Partnership Plan](#)

RDC Financial Strategy 2015-20

**Achievements in 2014/15 included:**

- As part of Ryedale District Council's Democracy Rocks project, Crash Bang Ballot!, a Stomp style musical performance using old metal ballot boxes, was held at Helmsley Arts Centre
- Successfully implemented all changes to the system for registering to vote - Individual Electoral Registration - with online registration available for the first time.
- Delivered a challenging triple election in May - General, District and Parish elections
- Council Tax has been frozen for the sixth year running. Ryedale District Council's part of the Council tax bill is just over 11% of the total bill and is £176.72 for a band D property. The remainder of the bill is made up by the County Council (71% of the bill), Police Authority (14%) and Fire Authority (4%). Overall a resident in a band D property saw the Council Tax rise from £1,527.19 to £1,554.06.
- A number of successful prosecutions for fraud have been concluded following joint investigations conducted by Veritau, who investigate fraud on behalf of Ryedale District Council, and the Department for Work and Pensions.