

Ryedale Economic Action Plan ; Priority SWOT analysis (Feb 2016)

The colours below represent the 5 priorities of the Plan.

Business support / Agri - tech and biorenewables / Inspired people / Distinctive Places / Communication

<p>Strengths</p> <p>Many small businesses reduces risk of economic shock Self employment and enterprise Good land supply in M&N & supportive planning regime for business expansion Local business networks Range of F&D producers FEZ and NAFIC sites Good school leavers results Low JSA (incl 18 - 24) Derwent Training Association and The Academy are quality local training providers. Good quality environment, attractive market towns and protected landscapes. Good house build rate Dalby Forest Creative spaces and venues Rail connection to York A Roads throughout Ryedale Coastliner service</p>	<p>Weaknesses</p> <p>Aging workforce, particularly engineering (ditto for agricultural sector) Access to business support confusing Lack of medium businesses to drive growth Constrained land supply in N.Ryedale Lack large businesses for business rate income Lack of quality office accommodation Limited broadband and mobile signal (ditto) (ditto for precision agriculture) Connectivity of large producers Lack of collaboration from F&D producers Low Wage Economy Housing affordability ditto. Stock imbalance. Retail leakage from Ryedale Lack visitor economy accommodation in Malton area Marginal economic conditions in northern Ryedale A64 congestion York Ring road is inadequate Historic town centre road networks M&N single rail crossing and level crossing closures</p>
<p>Opportunities</p> <p>Solar renewables (business rate retention) (ditto) SME growth will drive employment Retain existing large employers Food Enterprise Zone and general Ryedale Food and Drink production (artisan and large scale) (ditto, Biovale project) Potash / Offshore supply chain / Fracking Growth of social care sector for aging population NAFIC spin off businesses LEADER programmes Energy crops York Central - quality employment (ditto) Coventry University Campus (Scarborough) FEZ Educational Facility (ditto) Apprenticeships available locally Malton and Norton Growth Town Plan Northern Ryedale Growth Town Plan Employment land capacity (ditto) Buoyant visitor economy, quality attractions, landscapes. Capacity to improve Ryedale Market Towns visitor economy. Many cultural businesses / attraction and events inspired by environment. Twice hourly York to Scarborough rail link Better access to York - Hopgrove RIS (Highways England) Town centre road junction realignments possible Norton link roads South East and South West (long term) Norton Bus / Rail interchange improvements Cycling within and between towns</p>	<p>Threats</p> <p>Public sector support declining Constrained land supply in NR. (ditto) Oil industry decline - some reliance on this sector Access to labour /skills and recruitment difficulties due to transport / housing / rural locational issues Farm incomes declining / succession planning Loss agricultural crops to solar farm / energy crops Lack of local Higher Education Facility Ageing workforce Recruitment difficulties Planning and welfare reform will impact on ability to deliver affordable housing Flooding in employment and town centre locations (ditto) (ditto on farm land) Fracking - impact on visitor and investor perception (ditto) Transport congestion & accessibility (ditto, especially young people) Twice hourly York to Scarborough rail link causing level crossing closure 4 X p.h Air quality in Malton Flooding closes M&N level crossing A64 Congestion</p>