

**Ryedale Economic Action Plan 2016 - 2020**  
**Proposed Investment Priorities and Activities**

Priority	Objectives	Core Activities in Ryedale	Known Projects (Where RDC lead)
1 Profitable and ambitious SMEs Support strategic employers to expand	<ul style="list-style-type: none"> <li>Innovative, growing small businesses</li> <li>More entrepreneurs who start and grow businesses</li> <li>Ambitious business leaders</li> </ul>	<ul style="list-style-type: none"> <li>Housing land in LDF linked to employment growth</li> <li>Provision of information and support to inward and indigenous investors.</li> <li>Economic intelligence <ul style="list-style-type: none"> <li>data review and relationship management with local business</li> </ul> </li> <li>Local business support strategy</li> <li>Visitor economy strategy</li> <li>Creative economy strategy</li> </ul>	<ul style="list-style-type: none"> <li>Marketing Ryedale as a great place to live, work and visit.</li> <li>Ryedale Business Support Strategy; to enable a clear pathway for business development and growth, <ul style="list-style-type: none"> <li>including support for self employment, (particularly for young people)</li> <li>town and sector based self support groups.</li> <li>social enterprises</li> </ul> </li> <li>Visitor Economy Strategy; working with local businesses to prioritise activity <ul style="list-style-type: none"> <li>promotion and marketing (including Visitor Information)</li> <li>business support</li> <li>product development.</li> </ul> </li> <li>Creative Economy Strategy; working with small businesses to identify priorities for support and investment</li> </ul>
2 Global leader in food, manufacturing, agri tech and biorenewables	<ul style="list-style-type: none"> <li>World class innovation</li> <li>Agriculture and food businesses connected to new opportunities</li> <li>Low carbon businesses</li> </ul>	<ul style="list-style-type: none"> <li>Connections with Biovale</li> <li>National Agri Food Innovation Campus expansion (including upgraded A64 junction to accommodate)</li> <li>Food Enterprise Zone development</li> <li>Support for food and drink manufacture</li> </ul>	<ul style="list-style-type: none"> <li>Upgraded A64 junction at Sand Hutton to accommodate growth</li> <li>Implementation of the FEZ Local Development Order . Relocation of livestock market and development of food business hub with educational facility</li> <li>Maximise opportunity for Ryedale Food and Drink cluster of businesses to grow</li> <li>Engagement with land based sector</li> </ul>
3 Inspired People	<ul style="list-style-type: none"> <li>A productive workforce for growing businesses.</li> </ul>	<ul style="list-style-type: none"> <li>School based activities</li> <li>Business employability charters</li> <li>Apprenticeship development for</li> </ul>	<ul style="list-style-type: none"> <li>Business inspire and explore days</li> <li>"Opportunity Knocks" careers event</li> <li>Apprenticeship awareness raising</li> </ul>

Priority	Objectives	Core Activities in Ryedale	Known Projects (Where RDC lead)
	<ul style="list-style-type: none"> <li>• Inspired people making the right job choices</li> <li>• Empowered communities delivering support and inclusion</li> </ul>	<ul style="list-style-type: none"> <li>• SMEs</li> <li>• Graduate / Intern development for SMEs</li> <li>• Wheels to Work</li> <li>• FEZ educational facility</li> <li>• Expansion of DTA / skills for engineering sector.</li> <li>• Food technology feasibility (link to food producers and FEZ re workforce development.)</li> <li>• Protected Places Skills Development Plan (currently in draft, created by NYMNPA and HH AONB)</li> </ul>	<ul style="list-style-type: none"> <li>• School based employability activities</li> <li>• Inspiring Teachers programme</li> <li>• Support for career guidance practitioners</li> <li>• Skills development for growth sectors</li> <li>• Partnerships with training providers (including UTC and Coventry Universities) in delivery</li> </ul>
4 Successful and distinctive places	<ul style="list-style-type: none"> <li>• Unlock major growth opportunities</li> <li>• New development in response to economic shocks and closures</li> <li>• Environmental quality and community needs.</li> </ul>	<ul style="list-style-type: none"> <li>• Local Plan <ul style="list-style-type: none"> <li>○ Employment land in Local Plan Sites Allocation</li> <li>○ Housing allocations</li> </ul> </li> <li>• Malton and Norton growth plan</li> <li>• Northern Ryedale growth plan</li> <li>• Flooding alleviation</li> </ul>	<ul style="list-style-type: none"> <li>• Food Enterprise Zone activity</li> <li>• Norton South East link road</li> <li>• Malton and Norton junction improvements including Brambling Fields complementary measures</li> <li>• Milton Rooms Creative Economy Centre</li> <li>• Malton to Pickering cycle infrastructure</li> <li>• Norton South West link road feasibility (long term)</li> <li>• Malton &amp; Norton flood resilience</li> <li>• Malton bus / rail interchange (including parking and access associated with Malton station)</li> <li>• Pickering Thornton Road Industrial Estate expansion</li> <li>• Kirkbymoorside Ings Lane access improvements</li> <li>• Kirkby Mills flood alleviation</li> <li>• Helmsley Compulsory Purchase Order</li> </ul>
5 A well connected economy	<ul style="list-style-type: none"> <li>• Fast, reliable journeys between key centres</li> <li>• Transport that underpins growth</li> </ul>	<ul style="list-style-type: none"> <li>○ A 64 improvements</li> <li>○ High speed broadband</li> <li>○ Mobile phone coverage improvement</li> </ul>	<ul style="list-style-type: none"> <li>• Dualling Hopgrove to Jinnah, including</li> <li>• Dualling Crambeck to Musley Bank</li> <li>• Selective improvements (including overtaking lanes) on the A64 Norton to Scarborough</li> <li>• Continued roll out of high speed fibre broadband</li> </ul>

<b>Priority</b>	<b>Objectives</b>	<b>Core Activities in Ryedale</b>	<b>Known Projects (Where RDC lead)</b>
	<ul style="list-style-type: none"><li>• Access to UK and international markets</li></ul>		