

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

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

<p><b>Strengths</b></p> <p>Many small businesses reduces risk of economic shock          Self employment and enterprise          Good land supply in M&amp;N &amp; supportive planning regime for business expansion          Local business networks          Range of F&amp;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><b>Weaknesses</b></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&amp;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&amp;N single rail crossing and level crossing closures</p>
<p><b>Opportunities</b></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 allocation in 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><b>Threats</b></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 &amp; 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&amp;N level crossing          A64 Congestion</p>

