
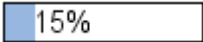

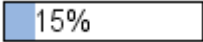

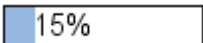

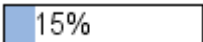

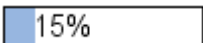



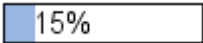

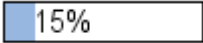

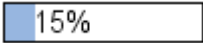
# Economic Action Plan 2016-2020






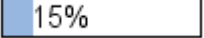

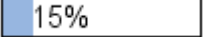

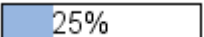



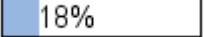

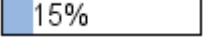
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Status	Code	Title	Description	Progress	Latest Note	Major Project
	REAP 1	Business Growth	Encouraging profitable and ambitious local businesses and supporting local employers to expand.		05-Jul-2016 Progress is noted in the 'sub actions'.	
	REAP 1a	Housing Land Supply	Ensure the provision of housing land supply in Ryedale. House building is a direct economic driver by boosting the construction sector and indirect through the provision of housing (including affordable housing) for the local workforce close to businesses in Ryedale.		30-Sep-2016 Final details being put together for SHLAA publication.	
	REAP 1b	The provision of information to investors	The provision of information for both inward investment enquiries and indigenous growth. Includes the availability of finance support, planning support and workspace - RDC owned and access to information or private sector provision.		29-Sep-2016 This information consists of information around economic data, commercial premises, land requirements, housing needs, skills and employment requirements. Any potential investor inquiries are followed up with one to one meetings if required and liaison with other RDC staff to gather information the customer may need to make a well informed decision to be based in Ryedale.	Priority Project
	REAP 1c	Maintain economic intelligence	Ensure RDC is aware of local economic information, both statistical and anecdotal. Dialogue with local businesses and networks and maintenance of data sets.		29-Sep-2016 Collation and maintenance of data about the Ryedale economy. Sources of data can include NOMIS, STREAM, YNYER LEP, NYBEP, NYCC and government released data/reports via BIS.	
	REAP 1d	Business Support Strategy	The development of a corporate approach to business support. This will include communication with groups such as FSB, advice and referrals for business support, environmental health support, business rates and customer / supplier relationships such as trade waste and procurement.		29-Sep-2016 RDC support all businesses irrespective of size in Ryedale. RDC can offer Business Support because we work in partnership with other public sector agencies that can provide either generic or sector specific funding and workshops. The Council are part of a Business Support Network which meets quarterly to understand current availability on funding, this information is then promoted through the website, business networks and contacts we hold.  We can also signpost to the How's Business	




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					<p>website operated by the YNYER LEP and promote local business networks and events and pop up cafe's.</p> <p>The Open for Business portal is a one stop shop on the RDC website to help businesses find useful information from environmental health queries to trade waste all in one directory, updated quarterly.</p>	
	REAP 1e	Visitor Economy Support	Approximately 25% of employment in Ryedale is related to the visitor economy. The development and implementation of support for this sector includes provision of visitor information, marketing of key brands (in partnerships), events and product (including food and drink and cycling as key themes.)		05-Jul-2016 Progress will be noted in 'sub actions'.	Priority Project
	REAP 1e(i)	Visitor Information	The provision of information to visitors to increase the numbers and spend of visitors within the local economy. This includes venue based and electronic based information. <a href="http://www.VisitRyedale.co.uk">www.VisitRyedale.co.uk</a> .		<p>30-Sep-2016 Nearing the completion of a new visitor information panel for installation at the Cleveland Way Car Park in Helmsley.</p> <p>New Evening Entertainment Guide for the wider area produced to span 2016/17.</p>	
	REAP 1e(ii)	Marketing campaigns	Marketing Ryedale in partnership with local businesses, DMOs and local authorities.		30-Sep-2016 Attendance at UK Cycle Show in September, completion of Yorkshire Coast & North York Moors Evening Entertainment Trail.	
	REAP 1e(iii)	Event support	Maximising the economic impact of festivals and events in Ryedale		<p>30-Sep-2016 In association with Welcome to Yorkshire the tourism team attended the following events within the area to promote the campaigns and distribute the literature</p> <ul style="list-style-type: none"> <li>• Malton Food Festival</li> <li>• Castle Howard - Last Night of the Proms</li> </ul> <p>Plans are also underway to staff Pickering Wartime Weekend in October due to the growing nature of event.</p>	
	REAP 1e(iv)	Product Development	Supporting visitor economy product development to maximise visitor spend and multiplier effect; food and drink and walking and cycling as priorities. Supporting businesses to capture the benefits of public sector investment, particularly through use of		30-Sep-2016 Pyper PR have been commissioned to undertake a programme of activity to support the awareness of product in Ryedale's Market Towns. These features will comprise of the following campaigns:	








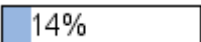

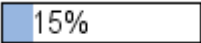


Status	Code	Title	Description	Progress	Latest Note	Major Project
			ICT.		<ul style="list-style-type: none"> <li>• Christmas</li> <li>• Cycling</li> <li>• Food &amp; Drink</li> <li>• Animal Lovers' Holidays</li> <li>• Themes of Nostalgia &amp; Vintage</li> </ul>	
	REAP 1f	Creative Economy Strategy	A programme of measures to support businesses and social enterprises in the creative economy. This also contributes to visitor economy prosperity.		05-Jul-2016 Progress will be noted in the 'sub actions'.	
	REAP 1f(i) Comm	Creative Economy Commissioning	Commissioning creative economy projects to contribute to the wider economy and to contribute to viability and sustainability.		<p>04-Oct-2016 All organisations have been pleased to accept their new commissions. There is an ongoing process of agreeing milestones and monitoring processes which then allows funding agreements to be signed off. This process is complete for 4 organisations and delivery has begun.</p> <p>A visit to Dalby Forest has been arranged for RDC Members to see first-hand the excellent work which is being undertaken to establish Dalby as an Arts Forest (including the Dalby Maze and artist residencies).</p>	
	REAP 1f(ii)	Small and micro enterprise support	Advice and guidance for arts and heritage practitioners and social enterprises - including support for external funding bids for investment.		<p>02-Oct-2016 The Ryedale Culture Map (RyeScape) is complete. 30,000 copies have been produced and 15,000 will be distributed by a distribution company over the next year. The remaining 15,000 will be distributed locally by RDC and the participating organisations/businesses.</p> <p>The map has been enthusiastically received and will be available through Open Studios, visitor economy businesses, arts venues and at Art Fairs throughout the country, including the very prestigious Frieze art fair in London.</p> <p>Support continues to be given to individual creative businesses and collective project working. As an example, Lockton Artists Open Studios resulted in artist sales of nearly £8000 and a 17%</p>	

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					increase of sales for Lockton Cafe.	
	REAP 2	Global leader in food, manufacturing, Agri tech and bio renewables.	Connecting agriculture and food businesses to new opportunities		05-Jul-2016 Progress will be noted in the 'sub actions'.	
	REAP 2a	Connections with Biovale	Maintain Ryedale's position within the LEP's Biovale concept		05-Jul-2016 Ryedale continues to work with the LEP on Biovale activity.	
	REAP 2b	NAFIC expansion	National Agri Food Innovation Campus at Sand Hutton is a key employer and has capacity to expand. Expansion will require substantial alterations to accessing the A64. Smaller scale intervention to promote NAFIC aspirations for SME units on site and conference facility.		30-Sep-2016 Discussions with NAFIC recently included support for a potential Food Innovation project to include support for small food producers wanting to expand, food provenance testing and new developments in food packages to increase shelf life and reduce waste.	Priority Project
	REAP 2c	Food Enterprise Zone	The creation of the FEZ at Malton will support the link between farm produce, research and workforce training, and food production and related businesses.		06-Jul-2016 Progress will be noted in the 'sub actions'.	Priority Project
	REAP 2c(i)	FEZ LDO	RDC to create a Local Development Order for the FEZ site which will increase confidence of potential investors with respect to the planning system.		30-Sep-2016 Environmental Statment now being updated in preparation for the Public Consultation, due to start on 12th October. Public exhibition date set for 25th October.	
	REAP 2c(ii)	Relocation of Malton Livestock Market and agricultural training facility to the FEZ	Working with partners to ensure the sustainability of a Ryedale Livestock Market and associated training facility, on the FEZ site.		30-Sep-2016 Installation of site infrastructure for business park well underway, including construction of balancing pond and site access road.  Discussions regarding delivery mechanism for livestock market are continuing.	
	REAP 3	Inspired People	A productive workforce for growing businesses, inspired people making the right job choices, empowered communities delivering support and inclusion.		06-Jul-2016 Progress will be noted in the 'sub actions'.	
	REAP 3a	School based activities	A range of activities within the school setting including <ul style="list-style-type: none"> <li>• Business Inspire and Explore Days</li> <li>• Apprenticship Awareness Raising</li> <li>• Employability activities</li> </ul>		29-Sep-2016 Partnership agreement with NYBEP to provide employability skills and activities in Ryedale secondary schools. This includes a range of activities such as STEM events, Inspire and Explore days, 3 of which are planned in 2016. Each school has 5 days of activities to plan to suit their own needs around employability. We also	




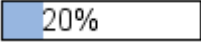

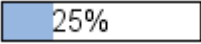




Status	Code	Title	Description	Progress	Latest Note	Major Project
			<ul style="list-style-type: none"> <li>Inspiring Teachers programme</li> <li>Opportunity Knocks</li> </ul>		<p>include days for teachers to ensure they are up to date on what is available for them to access for students on careers advice and support.</p> <p>We work with local Training Providers and Colleges/Universities to ensure young people are aware of the learning opportunities locally.</p> <p>Apprenticeships are promoted in all the schools as part of the NYBEP partnership, events are organised especially to highlight this, including RDC's flagship careers event Opportunity Knocks 16 November 2016, with over 25 companies taking part this year.</p> <p>Ensure young people who want to start their own business have access to funding and mentoring via entrepreneurial offers such as the Youth Enterprise Bank.</p>	
	REAP 3b	Business Employability Charter	A NYBEP initiative to encourage business engagement with young people preparing for the world of work.		<p>29-Sep-2016 All businesses we are in contact with are offered the opportunity to sign up to the Employability Charter,. This is an agreement to support schools and take part in activities to promote local jobs and opportunities, from work experience days to school visits. We currently have over 70 schools signed up to the Charter.</p> <p>All businesses we are in contact with are offered the opportunity to sign up to the Employability Charter,. This is an agreement to support schools and take part in activities to promote local jobs and opportunities, from work experience days to school visits. We currently have over 70 schools signed up to the Charter. We have new companies taking part in Opportunity Knocks this year which we also intend to sign up to the Charter.</p>	
	REAP 3c	SME workforce development - apprenticeships and interns	Supporting local employers growth through workforce development		29-Sep-2016 RDC work with local training providers to help promote apprenticeships in Ryedale. Events are organised at each school to help promote the opportunities. Parents are also targeted as they are key to understanding how modern apprenticeships now work.	Priority Project






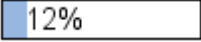



Status	Code	Title	Description	Progress	Latest Note	Major Project
					<p>We liaise and ensure local colleges and training providers such as Derwent Training, Askham Bryan, York College, Coventry University and the UTC are connected and take part in any provider events we organise.</p> <p>We direct businesses to work with Higher York if any businesses in Ryedale are looking to take on graduates or Interns and RDC intend to work with Coventry University when they become more established to increase graduate/intern placements in Ryedale businesses.</p> <p>The Ryedale Apprenticeship Project (RAP) which ran a few years ago is still active as several businesses have long term agreements to employ apprentices each year, which RDC manage.</p>	
	REAP 3d	Wheels to Work	A social enterprise project to enable (young) people without access to private transport or public transport route in a rural area, to access work or training through subsidised moped hire.		30-Sep-2016 Grant for Ryedale Community Transport Wheels to Work paid for 2016/17, with grant agreement in place.	
	REAP 3e	Expansion of employee training facilities	Ryedale does not have a higher education establishment. However it does have quality employer owned training establishments. Support for expansion and development of these facilities and the potential for a new agricultural training facility.		29-Sep-2016 Update from D Training, they have 50 apprentices signed up for the Advanced Apprenticeship courses and 8 for the Higher Apprenticeship courses. These figures are double from 5 years ago. Derwent still have 10 vacancies to fill. This illustrates how well our businesses in engineering are doing and that there is still a demand for young people to enter this sector.	
	REAP 4	Successful and Distinctive Places	Enabling sustainable rural economies through support for housing, employment and rural development.		06-Jul-2016 Progress will be noted in the 'sub actions'	
	REAP 4a	Housing Land	Provision of sufficient housing land in Ryedale, contributing to sustainable communities. Updates will be posted in REAP 1(a)		06-Jul-2016 The Local Plan is now adopted and the Sites Selection process is underway.	
	REAP 4b	Malton and Norton Growth Plan	A package of projects to remove barriers to growth in Malton and Norton		06-Jul-2016 Progress will be reported in 'sub actions'.	
	REAP 4b(i)	Malton and Norton Internal Junctions	A package of internal junction improvements to support connectivity		30-Sep-2016 Officers held a stakeholder consultation on 23 August 2016 to discuss options for additional car parking and other measures to	

Status	Code	Title	Description	Progress	Latest Note	Major Project
					reduce congestion. Report taken to <a href="#">P&amp;R on 22 Sept 2016</a> outlining continuing work with NYCC, Network Rail and other partners.	
	REAP 4b(ii)	Milton Rooms Creative and Cultural Centre	Working with the Milton Rooms Management Committee to implement a phased approach to the development of the Milton Rooms as a sustainable cultural hub for southern Ryedale.	<input type="text" value="8%"/>	<p>02-Oct-2016 Good progress has been made on identifying the correct package of funders for the Capital Development and also content delivery (revenue).</p> <p>Work has begun on a Stage 1 Heritage Lottery Fund application with a current predicted submission date of March 2017. The MR Development Manager and Chair have met with the HLF Development Officer for North Yorkshire and attended a training workshop.</p> <p>The Arts Council Lead for North Yorkshire is visiting the MR for the third time in October - this relationship is very positive and helpful. A Grants for the Arts application (project money to support the creation of an appropriate artistic track record) is to be submitted by the end of October. Additional applications to support specific areas of arts delivery are also being submitted (e.g. to Arts for Change for delivery of the Musical Memories participative work with Older People).</p> <p>Work has begin on the development of a new website with increased functionality (including online ticket sales) and additional information regarding the future development plans.</p>	Priority Project
	REAP 4b(iii)	Norton South East Link Road	A strategic plan for the development of Norton South East to link new development to the Brambling Fields A64 Junction.	<input type="text" value="0%"/>	<p>06-Jul-2016 Housing development has been proposed which would form a link road between Beverley Road and Hugden Way - although as yet no planning application has been received.</p> <p>Investigations into any alternative option/s would need to be informed by the consideration of future growth options for Malton/Norton beyond the current Local Plan Period, which runs to 2027.</p>	Priority Project
	REAP 4b(iv)	Norton South	A long term feasibility study to link Norton directly	<input type="text" value="0%"/>	06-Jul-2016 Further investigations need to be	

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		West Link Road and River Crossing	to the A64 at Musley Bank, and enable development south of the River Derwent, relieving congestion in Malton and Norton Town Centres.		informed by the consideration of future growth options for Malton/Norton beyond the current Local Plan Period, which runs to 2027.  [For information on previous investigations please see linked action "SDP EC 1.1 e i - Investigate the Woolgrowers / Derwent Park project"]	
	REAP 4b(v)	Malton and Norton Flood Resilience	Surface water flooding in periods of heavy rainfall causes severe disruption to the B12548 Castlegate at County Bridge - the junction between Malton and Norton. Flood resilience project focusses on reducing the impact of surface water flooding and pumping surface water into the Derwent.		30-Sep-2016 Local Growth Deal 3 , currently with Government for consideration, includes £1 mill for flood resilience in Malton and Norton. Outcome anticipated in Autumn statement.	
	REAP 4b(vi)	Malton Bus / Rail Interchange access	A project to improve access to Bus / Rail interchange. Rail service is due to go twice hourly from 2017, thus causing additional congestion.			
	REAP 4b(vi) OA	Options Appraisal	Council 14/4/16 Minute 98 Officers undertake and options appraisal into enhanced rail parking measures to reduce congestion at the rail crossing, Norton.		30-Sep-2016 Officers held a stakeholder consultation on 23 August 2016 to discuss options for additional car parking and other measures to reduce congestion. Report taken to <a href="#">P&amp;R on 22 Sept 2016</a> outlining continuing work with NYCC, Network Rail and other partners towards investigating these options further.	Priority Project
	REAP 4c	Northern Ryedale Growth Plan	A programme of measures to remove barriers to growth in Helmsley, Kirkbymoorside and Pickering.		06-Jul-2016 Progress is noted in the 'sub actions'	
	REAP 4c(i)	Pickering Thornton Road Industrial Estate	Supporting private sector investment to open up employment land in Pickering.		30-Sep-2016 Planning Consent granted on 30 Aug 2016 subject to conditions and S106 agreement.  Funding of up to £1m towards infrastructure development has been included in the LEP's Local Growth Deal Round 3 bid, following close working between officers and Sylatech. A decision on allocation of Growth Deal Funding to LEPs is expected in the Chancellor's Autumn Statement.	Priority Project
	REAP 4c(ii)	Kirkbymoorside Ings Lane	Working with private sector to improve access for products and workforce to high technology manufacturing bases.		30-Sep-2016 Design work on proposed road upgrades is nearing completion - but is still awaiting a response from NYCC Highways to proposed designs.  Officers submitted a funding bid to the Local Growth Deal Round 3 via the LEP but the scheme	Priority Project



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					was not ultimately included in the LEP's bid. Potential funding opportunities will be kept under review.	
	REAP 4c(iii)	Kirby Mills Flood Alleviation	Working with partners to identify flood alleviation methodologies which would open up employment land at Kirby Mills Industrial Estate.		06-Jul-2016 River Rye Heritage Landscape Partnership bid submitted by NYMNPA.	Priority Project
	REAP 4c(iv)	Helmsley Compulsory Purchase Order	The potential to purchase land in Helmsley to open up the Helmsley Industrial Estate in line with the Local Plan		30-Sep-2016 Officers working with land owners on marketing strategy for housing and employment sites.	
	REAP 4c(v)	Ryedale Folk Museum and Harrison Collection	RFM was awarded grant support for the development of the Harrison Collection and further loan support for the business plan development.		02-Oct-2016 Excellent progress continues to be made. The new staff structure is now complete and all posts filled. The Commercial Manager continues to explore the development of income streams and has greatly improved the shop offer. (both in terms of stock and merchandising) and turnover. The cafe is currently under review and the CM will be implementing agreed changes for the new season opening in 2017.  The Museum will begin making loan repayments to RDC early in 2017.	
	REAP 5	A well connected economy	Fast, reliable journeys to key centres, transport that underpins growth, transport that connects employees and visitors to businesses. High speed broadband and mobile connectivity		06-Jul-2016 Progress noted in the 'sub actions'.	
	REAP 5a	A64 Improvements	A programme of improvements at strategic locations on the A64		30-Sep-2016 Officers will continue to work closely with officers from NYCC, SBC, CoY and Highways England to progress improvements. This has included adopting an agreed approach to the LEP for funding. The LEP's Local Growth Deal Round 3 bid states that the LEP wants to "Invest £10m further in improving East West Connections" and "Lobby HE for further improvements to the A64", although doesn't specifically identify the A64 east of York as a potential LEP funded project at this stage.  Further progress / next steps dependent upon outcomes of HE's A64 Route Strategy work which is currently underway.	Priority Project

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	REAP 5 a(i)	Hopgrove to Jinnah	undefined		06-Jul-2016 Govt. commitment of upto £250m to address capacity problems at Hopgrove roundabout during the RIS 2 investment period (post 2020). HE to undertake detailed feasibility and design work in period up to 2020 - depending on estimated costs, LA partners (NYCC, SBC, RDC and CoY) may need to consider bidding to the Local Growth Fund via the LEP to 'top up' funding to ensure continuous dual carriageway between Hopgrove and Jinnah restaurant.	Priority Project
	REAP 5a(ii)	Crambeck to Musley Bank	undefined		06-Jul-2016 Initial Feasibility Work completed and presented to working group of LA partners and HE.  Awaiting outcomes of HE's A64 Route Strategy work.	Priority Project
	REAP 5b	Mobile and High Speed Broadband Connectivity	Working with partners to improve connectivity to businesses and communities and to improve business activity in relation to ICT		30-Sep-2016 Superfast NorthYorkshire continues roll out of fibre broadband to 'phase 2' communities. Currently 'everywhere else' is part of Phase 3 procurement process, currently underway. A new grant scheme is available towards satellite and wireless installations where <2mbps, with details on the SFNY website.	
	REAP 5c	Malton to Pickering Cycle Route	A project to link employment centres from Norton, via Malton to Pickering, including the FEZ, Flamingo Land and Ryedale Events and Leisure Village.		30-Sep-2016 Received "final" version of Feasibility Study from Sustrans on 16 Sept 2016. However, officers consider that there is still some work to do and have provided further feedback to Sustrans.  Further funding opportunities currently being considered - although the availability of EU related funding programmes is currently uncertain. More clarity is expected after the Chancellor's Autumn Statement.	
	REAP 4b(vi) PD	Project Development	Development of proposals for taking forward development of improved public transport interchange. <i>PROVISIONAL ACTION ONLY</i> - Implementation will require partnership agreement between various parties (inc. Network Rail, Transpennine Express, TransDev Coastliner, NYCC).	