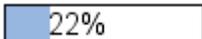
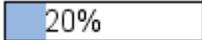
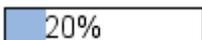
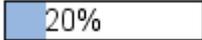
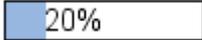


Economic Action Plan 2016-2020

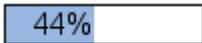
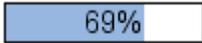
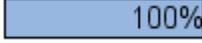
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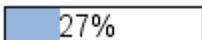
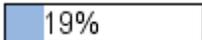


Status	Code	Title	Description	Progress	Latest Note	Major Project
	REAP 1	Business Growth	Encouraging profitable and ambitious local businesses and supporting local employers to expand.		05-Jul-2016 Progress is noted in the 'sub actions'.	
	REAP 1a	Housing Land Supply	Ensure the provision of housing land 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.		15-Mar-2017 Ryedale has a 5.8 year land supply and is the only local authority in YNYER that has delivered at or above its annual housing completions target.	
	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.		04-Jan-2017 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. The most recent enquiry requesting assistance for further expansion and job creation was by an established business in Kirkbymoorside which is on-going.	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.		04-Jan-2017 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. The YNYER LEP will recently add to their resource to help supply regional economic data to councils.	
	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.		04-Jan-2017 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	

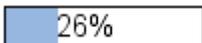
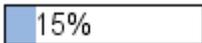
Status	Code	Title	Description	Progress	Latest Note	Major Project
					staff to gather information the customer may need to make a well informed decision to be based in Ryedale.	
	REAP 1e	Visitor Economy Support	Approximately 25% of employment in Ryedale is related to the visitor economy. The development 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. www.VisitRyedale.co.uk .		21-Dec-2016 Completion of visitor information panel for Helmsley. Work started on new panels for Water Lane and Wentworth Street Car Parks in Malton. Production of new Artisan Trail covering Ryedale, North York Moors and Yorkshire Coast for 2017.	
	REAP 1e(ii)	Marketing campaigns	Marketing Ryedale in partnership with local businesses, DMOs and local authorities.		21-Dec-2016 Completion of new Artisan Trail covering North York Moors, Ryedale and Scarborough. Annual Attractions & Events guide for 2017 printed and already in distribution. Work to begin in January 2017 on new look Outdoors Guide to the area to cover 2017/18.	
	REAP 1e(iii)	Event support	Maximising the economic impact of festivals and events in Ryedale		21-Dec-2016 Work on 2017 event support underway including Ryedale Grand Prix at Ampleforth. Diary of key event dates for 2017 produced and published via Attractions & Events Guide.	
	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 ICT.		21-Dec-2016 A procurement exercise to ascertain requirements for free public Wi-Fi in each of the five market towns concluded with Kirkbymoorside progressing with a network for the town centre. RDC to support and advise on implementation and monitoring to ensure maximum benefit from investment.	
	REAP 1e (v)	Ryedale Market Towns Promotion	To deliver the RMTP project; an externally funded 2 year programme to encourage the 5 towns to work		14-Mar-2017 RMTP Officer in post March 2017 and first meeting of RMTP Board scheduled for 29th	

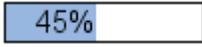
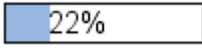
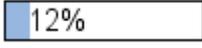
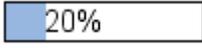
Status	Code	Title	Description	Progress	Latest Note	Major Project
			collaboratively to develop and deliver a destination management plan and programme of activity, working in partnership with the public and private sector.		March.	
	REAP 1f	Creative Economy Strategy	A programme of measures to support 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>19-Mar-2017 The 2016/17 commissions are all in their delivery phase and the final commission for the previous year (new websites for the Museums Ryedale member museums) is now completed. The new websites are well-designed with strong impact and easy navigation. They are a significant improvement on the sites they have replaced.</p> <p>The Southern Creative Hub (the Milton Rooms) also has a new website, a marketing plan and an audience development plan, whilst the Northern Hub (Helmsley Arts Centre) has recruited and trained a group of young people in technical theatre skills. All RDC Members have been invited to a dress rehearsal of a show where the Tech Team will be working in order to see behind the scenes and meet all the young people involved.</p> <p>Monitoring of all commissions continues on a quarterly basis.</p> <p>Delivery partners have been invited to submit outline proposals for 2017/18 commissions.</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>19-Mar-2017 This has been a busy period for new referrals from creative businesses who are seeking support with both business planning and investment (primarily, but not exclusively, from the Arts Council).</p> <p>A referral of note was for a potter (with an international practice) who has relocated to Ryedale and required support in gaining investment for additional equipment for his studio. The artist came to Ryedale (having successfully worked in Spain & Mexico) because it is a Ryedale</p>	

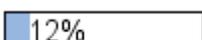
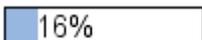
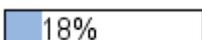
Status	Code	Title	Description	Progress	Latest Note	Major Project
					<p>based gallery which sells a significant proportion of his work.</p> <p>Other activities to support creative practitioners has included hosting an Arts Award seminar delivered in partnership with Cape UK (the ACE Bridging Organisation for Yorkshire) and hosting a day of surgeries for direct advice from the Heritage Lottery Fund.</p> <p>A small creative economy commission has also been awarded to a creative practitioner who will be researching a programme to link Ryedale's creative businesses with Ryedale's visitor economy businesses. This project is due to report back at the end of March and will result in an evidence base which will be used to submit an application for more significant investment from the Arts Council.</p>	
	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		14-Mar-2017 RDC is planning to join the Agri Food Yorkshire platform to share information and opportunities regarding food processing. A Member Tour of FERA was conducted in February 2017	
	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.		14-Mar-2017 FERA 'Stimulating Innovation in the Agri Food Sector ERDF funded project is now live. This provides 12 hours of free consultative support and an 'innovation voucher'. Website details are www.agrifoodinnov.com .	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		14-Mar-2017 The Malton Food Enterprise Zone Local Development Order was approved by Council	

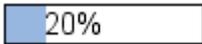
Status	Code	Title	Description	Progress	Latest Note	Major Project
			investors with respect to the planning system.		in February 2017 and is therefore live.	
	REAP 2c(ii)	Relocation of Malton Livestock Market and agricultural training facility to the FEZ	Working with partners to ensure the sustainability of a Ryedale Livestock Market and associated training facility, on the FEZ site.		22-Mar-2017 Construction of access roundabout on A169, balancing pond, site access road and road layout changes completed. Food Enterprise Zone (FEZ) Local Development Order (LDO) adopted by Council on 21/02/17. Marketing of Eden Park Business Park has commenced. Arrangements for handling developer's S106 funding obligation towards livestock market and infrastructure have been agreed. Delivery arrangements for Livestock Market continue to be investigated.	
	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	<p>A range of activities within the school setting including</p> <ul style="list-style-type: none"> • Business Inspire and Explore Days • Apprenticship Awareness Raising • Employability activities • Inspiring Teachers programme • Opportunity Knocks 		<p>04-Jan-2017 List showing careers and employability activities in the Ryedale schools over 2016 and planned for 2017 as part of the agreed work as part of the NYBEP contract</p> <p><i>Ryedale</i></p> <p><i>Y10+11 Routes Post16 Evening</i></p> <p><i>29/09/2016</i></p> <p><i>Ryedale</i></p> <p><i>Y11 Careers Workshops</i></p> <p><i>30/11/2016</i></p> <p><i>Ryedale</i></p> <p><i>Whats Stopping you?</i></p> <p><i>tbc</i></p> <p><i>Malton</i></p>	

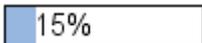
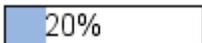
Status	Code	Title	Description	Progress	Latest Note	Major Project
					<p>Year 7 Transition Day - x2 workshops 30/09/2016 Malton Careers Fair 15/02/2017 Malton Support with Assembly links - 2 assemblies tbc Norton Y7 + Y9 What's Stopping You? (2 days) 06/03/2017 Norton Careers Fair tbc Lumley's Apprenticeship Event for Y9+ 09/03/2017 Lumley's Year 10 'What's Stopping You?' 17/07/2017 Lumley's Year 11 'What's Stopping You?'</p>	

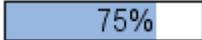
Status	Code	Title	Description	Progress	Latest Note	Major Project
					<p>21/03/2017</p> <p>Lumley's</p> <p>Y7 Enterprise Day 'Put Pickering on the Map'</p> <p>12/07/2017</p> <p>Lumley's</p> <p>Lumley's - Y10 half day mock interviews</p> <p>14/02/2017</p> <p>Opportunity Knocks 2016 - 23 exhibitors took part and it was well attended by all the Ryedale Schools and included many new companies such as Yorkshire Baker.</p>	
	REAP 3b	Business Employability Charter	A NYBEP initiative to encourage business engagement with young people preparing for the world of work.		04-Jan-2017 We have 81 businesses signed up to the Employability Charter.	
	REAP 3c	SME workforce development - apprenticeships and interns	Supporting local employers growth through workforce development		<p>04-Jan-2017</p> <p>NYCC are currently promoting a range of apprenticeship events for businesses to attend to find out more information, details are on the RDC website.</p> <p>RDC work with local training providers to help promote apprenticeships in Ryedale. Events are organised at each school to help promote the opportunities, as detailed earlier. Parents are also targeted as they are key to understanding how modern apprenticeships work.</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>	Priority Project
	REAP 3d	Wheels to Work	A social enterprise project to enable (young) people without access to private transport or public		30-Sep-2016 Grant for Ryedale Community Transport Wheels to Work paid for 2016/17, with	

Status	Code	Title	Description	Progress	Latest Note	Major Project
			transport route in a rural area, to access work or training through subsidised moped hire.		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.		04-Jan-2017 Update from Derwent Training, as previous note: 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.	
	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		22-Mar-2017 To be assessed as part of joint RDC/NYCC feasibility study during 2017 (see Action 4b(vi) PD). Church Street/Welham Road/Castlegate junction reprioritisation completed.	
	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.		19-Mar-2017 The Milton Rooms development sub-group are engaged in developing the business plan and associated material required for a significant application to the Heritage Lottery Fund in June 2017 (for c. £250k). This application has received support from the Georgian Society. The Development Officer is creating a strong track-record with success for a number of small funding applications.	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.		22-Mar-2017 Developers continue to prepare planning application for housing site incorporating a link between Scarborough Road and Beverley Road, together with new primary school. Planning application expected shortly.	Priority Project
	REAP 4b(iv)	Norton South West Link Road	A long term feasibility study to link Norton directly to the A64 at Musley Bank, and enable development		06-Jul-2016 Further investigations need to be informed by the consideration of future growth	

Status	Code	Title	Description	Progress	Latest Note	Major Project
		and River Crossing	south of the River Derwent, relieving congestion in Malton and Norton Town Centres.		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 B1248 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.		05-Jan-2017 Further progress is dependent upon confirmation of the level of funding likely to be available via the LEP through Local Growth Deal Round 3.	
	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 an 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 P&R on 22 Sept 2016 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.		22-Mar-2017 Successfully secured initial allocation of £1m within YNYER LEP's Local Growth Deal Round 3. Small grant of £5k from RDC towards foul drainage study agreed. Officers met with Sylatech and LEP to clarify full application process and requirements. Sylatech now finalising detailed costs & developing full business plan.	Priority Project
	REAP 4c(ii)	Kirkbymoorside Ings Lane	Working with private sector to improve access for products and workforce to high technology manufacturing bases.		22-Mar-2017 Revised proposals for Ings Lane agreed with NYCC. AECOM instructed to complete final designs/costs asap. Officers have put forward this scheme for funding from the 2017/18 National Productivity Investment Fund being administered by NYCC.	Priority Project
	REAP 4c(iii)	Kirby Mills Flood Alleviation	Working with partners to identify flood alleviation methodologies which would open up employment		05-Jan-2017 River Rye Heritage Landscape Partnership successful but unfortunately border of	Priority Project

Status	Code	Title	Description	Progress	Latest Note	Major Project
			land at Kirby Mills Industrial Estate.		area was reduced and Kirby Mills no longer included in the bid. Will revisit proposal to ascertain options.	
	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.		<p>19-Mar-2017 Loan repayments have commenced.</p> <p>There is good progress on delivery of the business plan and the museum was Lead Partner in a Museums Ryedale commission for new websites. Now complete.</p> <p>Continues to receive consistently excellent reviews on TripAdvisor.</p> <p>The museum gallery is hosting a RyeScape exhibition from April which is complementary to RDC's RyeScape culture map and shows 20 local artists.</p>	
	REAP 4d	Dalby Forest: Forest Artworks	A programme of investment by Forestry Commission into Dalby Forest to significantly increase visitor numbers.		<p>19-Mar-2017 An application to the Arts Council for c.£35k to match RDC's investment was successful and the first Artist in Residence, Helen Sear, is now in post. She will work from the Forest for a year and her residency will culminate in an exhibition from February 2018.</p> <p>Helen, the Forestry Commission and Crescent Arts have hosted an event for local professional artists (and arts students) to present the project, Helen's work and the opportunities which exist in the Forest (and particularly in Dalby Courtyard as studios/workspace etc.). The event, the first of several, was well-attended.</p> <p>Helen has also visited the Folk Museum, as there is a plan for some of her previous work (made for the Venice Biennale 2015) to be shown in the gallery there.</p>	

Status	Code	Title	Description	Progress	Latest Note	Major Project
					<p>Applications to support the continued development of the Dry Stone Wall Maze continue and the stone-carving courses are selling extremely well for 2017.</p> <p>Crescent Arts, the Forestry Commission's art partner, has a new section on its website regarding Forest Art Works: http://www.crescentarts.co.uk/project/forest-art-works-at-dalby-forest/. Crescent Arts has also included its Dalby based work in its application to the Arts Council for a continuation of its National Portfolio status (2018 - 22).</p>	
	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		15-Mar-2017 NYCC have been involved in discussions with TfN and Highways England to seek to progress the case for dualling this section during RIS2 (2020-25) and implement the dualling during RIS3 (2025-30).	Priority Project
	REAP 5 a(i)	Hopgrove to Jinnah	undefined		<p>15-Mar-2017 Highways England's Major Projects Team is about to report to the DfT on the initial outcomes of their analysis and recommendations for the Hopgrove to Barton Hill section. Recent indications suggest a positive outcome but this is not in any respect certain. An announcement is expected later in 2017.</p> <p>Kevin Hollinrake MP has received confirmation that the SoS for Transport and the Roads Minister will meet him and the A64 Growth Partnership to discuss the need for dualling of this section of the route. The Partnership is to be publicly launched in late Spring 2017 and RDC officers are heavily involved.</p>	Priority Project
	REAP 5a(ii)	Crambeck to Musley Bank	undefined		<p>06-Jul-2016 Initial Feasibility Work completed and presented to working group of LA partners and HE.</p> <p>Awaiting outcomes of HE's A64 Route Strategy work.</p>	Priority Project

Status	Code	Title	Description	Progress	Latest Note	Major 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.		22-Mar-2017 Final Feasibility Study report now completed. Delivery arrangements and funding opportunities being investigated.	
	REAP 4b(vi) PD	Project Development	Development of package of proposals aimed at reducing congestion and improving parking near to the public transport interchange.		22-Mar-2017 Meeting with local MP, NYCC and Network Rail held in January to discuss rail/level crossing issues. Long list of proposals being refined with partners (NYCC, Network Rail, Train Operators). Brief for Feasibility Study (funded jointly by RDC & NYCC) currently being drafted. Study will include stakeholder consultation during summer 2017.	