


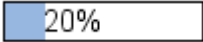

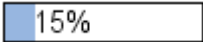

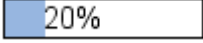



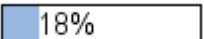

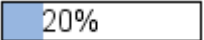



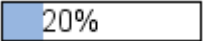

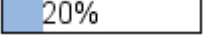



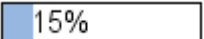

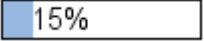

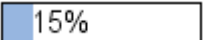

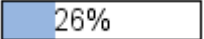



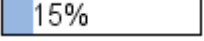



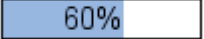

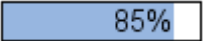



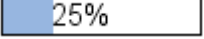

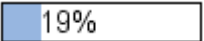
# Economic Action Plan 2016-2020

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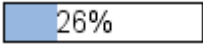

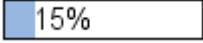
Status	Code	Title	Description	Progress	Latest Note	Major Project
	REAP 1	Business Growth	Encouraging profitable and ambitious local businesses and supporting local employers to expand.		05-Jul-2016 Progress is noted in the 'sub actions'.	
	REAP 1a	Housing Land Supply	Ensure the provision of housing land 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.		05-Jan-2017 SHLAA publication now completed	
	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	


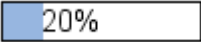

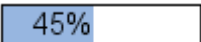







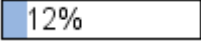

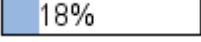
Status	Code	Title	Description	Progress	Latest Note	Major Project
					staff to gather information the customer may need to make a well informed decision to be based in Ryedale.	
	REAP 1e	Visitor Economy Support	Approximately 25% of employment in Ryedale is related to the visitor economy. The development 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. <a href="http://www.VisitRyedale.co.uk">www.VisitRyedale.co.uk</a> .		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		22-Dec-2016 Grant offer letter recieved 11/11/16, and Management Team approval to proceed given.	






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			collaboratively to develop and deliver a destination management plan and programme of activity, working in partnership with the public and private sector.		Project Team to meeting January 2017 to progress Officer recruitment and project management.	
	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.		05-Jan-2017 Creative Economy Commissions underway. Visit to Dalby Forest by Members to look at future plans for National Arts Forest.	
	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>22-Dec-2016 Outcomes for creative individuals and businesses around successful applications for investment from the Arts Council remain pleasing. Examples include an artist in receipt of Arts Council support for career development, who has recently sold a substantial amount of work at Miami Art Fair, some into important corporate collections.</p> <p>RDC hosted an Arts Council Senior Relationship Manager for a day visit during this period and it was useful to be able to introduce her both to potential applicants and to those who are successfully delivering their funded activity.</p> <p>One of Ryedale's newest creative start-ups, Musical Memories (a social enterprise which works with older people) has also successfully achieved funding for the next stage of its development during this period.</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		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		30-Sep-2016 Discussions with NAFIC recently included support for a potential Food Innovation	Priority Project

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			expand. Expansion will require substantial alternations to accessing the A64. Smaller scale intervention to promote NAFIC aspirations for SME units on site and conference facility.		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.	
	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.		05-Jan-2017 FEZ LDO recommended by Planning Committee on 20th December for approval by Council in February 2017.	
	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.		09-Dec-2016 Construction of access roundabout on A169 nearing completion, balancing pond and site access road completed.	
	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"> <li>• Business Inspire and Explore Days</li> <li>• Apprenticship Awareness Raising</li> <li>• Employability activities</li> <li>• Inspiring Teachers programme</li> <li>• Opportunity Knocks</li> </ul>		<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>	


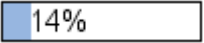

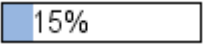





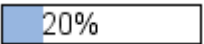

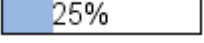




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					<p>Whats Stopping you?  tbc  <i>Malton</i>  <i>Year 7 Transition Day - x2 workshops</i>  30/09/2016  Malton  Careers Fair  15/02/2017  Malton  Support with Assembly links - 2 assemblies  tbc  Norton  Y7 + Y9 What's Stopping You? (2 days)  06/03/2017  Norton  Careers Fair  tbc  Lumley's  Apprenticeship Event for Y9+  09/03/2017  Lumley's  Year 10 'What's Stopping You?'</p>	






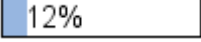




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					<p>17/07/2017</p> <p>Lumley's</p> <p>Year 11 'What's Stopping You?'</p> <p>21/03/2017</p> <p>Lumley's</p> <p>Y7 Enterprise Day 'Put Pickering on the Map'</p> <p>12/07/2017</p> <p>Lumley's</p> <p>Lumley's - Y10 half day mock interviews</p> <p>14/02/2017</p> <p><b>Opportunity Knocks 2016</b> - 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</p>	Priority Project

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					ran a few years ago is still active as several businesses have long term agreements to employ apprentices each year, which RDC manage.	
	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.		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		09-Dec-2016 NYCC Highways plan to undertake reprioritisation of Church Street/Welham Road/Castlegate junction as part of current highways resurfacing works. Proposals for other works progressing as part of options for reducing congestion (see Action 4b(vi) PD.	
	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.		22-Dec-2016 The Milton Rooms have secured investment (£9k) from the Arts Council to allow them to programme some participatory activity working with Manasamitra (a South Asian Arts Organisation <a href="http://www.manasamitra.com/">http://www.manasamitra.com/</a> ) and voluntary music organisations. This funding application was submitted in response to Arts Council advice to submit a small application to begin establish a track record of successful delivery.	Priority Project

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					<p>They have also secured funding from the Arts for Change fund, which will enable them to continue to work with Musical Memories, providing singing and music sessions for older residents and carers. This fund was very over-subscribed.</p> <p>A recent review meeting for the delivery of the 2015/16 creative economy commission showed that the outputs for the commission have been fully achieved - the funding target has been exceeded and a funding plan and audience development plan are now in place. A programme of development work for volunteers is also underway.</p>	
	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%"/>	14-Dec-2016 Developers are continuing to prepare for a planning application for housing site which would contribute towards, or provide, a link between Scarborough Road and Beverley Road, together with a new primary school. Planning application expected to be submitted during 2017.	Priority Project
	REAP 4b(iv)	Norton South West Link Road and River Crossing	A long term feasibility study to link Norton directly to the A64 at Musley Bank, and enable development south of the River Derwent, relieving congestion in Malton and Norton Town Centres.	<input type="text" value="0%"/>	<p>06-Jul-2016 Further investigations 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> <p>[For information on previous investigations please see linked action "SDP EC 1.1 e i - Investigate the Woolgrowers / Derwent Park project"]</p>	
	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.	<input type="text" value="10%"/>	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.	<input type="text" value="2%"/>		
	REAP 4b(vi) OA	Options Appraisal	Council 14/4/16 Minute 98 Officers undertake and options appraisal into enhanced rail parking measures to reduce	<input type="text" value="100%"/>	30-Sep-2016 Officers held a stakeholder consultation on 23 August 2016 to discuss options for additional car parking and other measures to	Priority Project



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			congestion at the rail crossing, Norton.		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.	
	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.		14-Dec-2016 Further progress is dependent upon confirmation of the level of funding likely to be available via the LEP through Local Growth Deal Round 3.	Priority Project
	REAP 4c(ii)	Kirkbymoorside Ings Lane	Working with private sector to improve access for products and workforce to high technology manufacturing bases.		14-Dec-2016 Meetings with NYCC Highways have resulted in revised proposals and estimates for upgrades to Ings Lane. These revised proposals are now being confirmed with NYCC.	Priority Project
	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.		05-Jan-2017 River Rye Heritage Landscape Partnership successful but unfortunately border of area was reduced and Kirby Mills no longer included in the bid. Will revisit proposal to ascertain options.	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.		22-Dec-2016 Arrangements are in place for the loan repayments, which will commence in January 2017.  The museum continues to do well with its fundraising efforts and has recently received a legacy from one of the founders.	
	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		14-Dec-2016 Officers will continue to work closely with officers from NYCC, SBC, CoY and Highways England to progress improvements. The LEP's Local Growth Deal Round 3 bid states that the LEP wants to "Invest £10m further in improving East	Priority Project

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					<p>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.</p> <p>Further progress / next steps dependent on outcomes of HE's A64 Route Strategy work - feedback on which is expected in early 2017.</p>	
	REAP 5 a(i)	Hopgrove to Jinnah	undefined		<p>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.</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
	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		<p>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 &lt;2mbps, with details on the SFNY website.</p>	
	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.		<p>14-Dec-2016 Revised Final version of Feasibility Study incorporating final minor set of corrections is expected very shortly. Opportunities for funding being considered and will be pursued as appropriate.</p>	
	REAP 4b(vi) PD	Project Development	Development of package of proposals aimed at reducing congestion and improving parking near to the public transport interchange.		<p>09-Dec-2016 Officers continue to work with partners including NYCC, Network Rail, Transpennine Express to develop a long list of proposals for assessment prior to further consultation with stakeholders, implementation (where feasible) and further feasibility work</p>	

Status	Code	Title	Description	Progress	Latest Note	Major Project
					(where required).	