

Council Aim	Aim 1: Housing Need To meet housing need in the Ryedale District Council area			
Strategic Objectives	1. To change and add to housing stock to meet the local housing needs 		2. To support people to access a suitable home or remain in an existing home 	
Council Aim	Aim 2: Economic Success To create the conditions for economic success			
Strategic Objectives	3. Place of opportunity – economic structure and supporting infrastructure 		4. Opportunity for people – increasing wage and skills levels 	
Council Aim	Aim 3: High Quality Environment To have a high quality, clean and sustainable environment.			
Strategic Objectives	5. Reducing waste and CO2 emissions 	6. Planning to adapt to climate change 	7. To maintain the quality of our local environment 	
Council Aim	Aim 4: Active Safe Communities To help all residents to achieve a healthy weight by encouraging an active lifestyle, in communities where everyone feels welcome and safe			
Strategic Objectives	8a. Safe Villages and Towns 		8b. Healthy Villages and Towns 	
Council Aim	Aim 5: To Transform the Council			
Strategic Objectives	9. To know our communities and meet their needs 		10. To develop the leadership, capacity and capability to deliver future improvements 	

Performance Narrative:

Aim 1 – Meeting Housing Need

An additional 22 affordable homes have been delivered so far in 2011/12 and the expected out-turn for the year is over 80 units. The Council can now demonstrate a 5 year supply of available housing sites and planning permissions have been granted over the last 18 months for residential developments that include over 225 affordable homes. In addition, 82 affordable homes are programmed to be delivered by Housing Associations over the next two years. Ten empty properties have been brought back into use so far in 2011/12 with RDC intervention.

The strong trend in 2010/11 for significantly increased numbers of households in difficulty and seeking assistance from the Council and its partners has continued into 2011/12. Homelessness increased by 17% nationally between June 2010 and June 2011 and there is increasing use of B&Bs, both in Ryedale and nationally. In Ryedale B&B use so far in 2011/12 is already equal to the total for 2010/11.

Supporting Independent Living

Over £135K has already been spent in 2011/12 on households making adaptations through the provision of a Disabled Facilities Grant enabling them to remain in their own homes. A Home Improvement Agency Partnership is being progressed to further strengthen performance. 30 Energy Efficiency grants are currently being progressed.

Aim 2 – Creating Conditions for Economic Success

Improving Infrastructure

Work is expected to start on site for a major extension to York Road Industrial Estate that will provide opportunities for new jobs and investment at Malton. Outline planning permission has now been granted for a range of business uses and preliminary discussions have been held in respect of the detailed proposals for the site. Planning permission has been granted by North Yorkshire County Council for the improvement of the Brambling Fields junction on the A64 to take through traffic away from the congested centre of Malton and so improve the air quality problems at Butcher Corner. The Council has allocated £2.34m to jointly fund the £6m scheme with NYCC and the Highways Agency and work will begin in 2012. Final approval for the scheme will be decided by an extraordinary meeting of Council to be held on 7th October.

Wage and Skill Levels

The York and North Yorkshire Local Enterprise Partnership has been established to guide and encourage public and private sector investment in and maximise support for enterprise and industry in the area. This is investigating key economic priorities such as small businesses and agri-food and the Chairman will meet Ryedale businesses at the Ryedale Business Forum in September 2011. The forum is an initiative which is being championed by the Leader of the Council.

The successful 2010 'Opportunity Knocks' event to highlight to young people in Ryedale the diversity of business and employment opportunities available in the local area is being repeated in 2011.

Supporting those on Low Income

During the last year, we have helped 3,782 residents pay their rent and Council Tax. The time taken for processing and maintaining all claims is now improving following the implementation of the Northgate revenues and benefits system.

Aim 3 –Maintaining a High Quality Environment

Increasing the rate of recycling and reducing the amount of waste collected

The Council has exceeded the Governments 2020 recycling target for the 5th year running achieving a rate of 52% and remains the top performer in the Yorkshire and Humber region. Performance to date remains strong with low comparative costs for the service given the sparse nature of the district. Collections of cardboard and plastic bottles from every household, as part of the kerbside recycling collection service are due to start in October pending delivery of new recycling vehicles. These additional materials will complement the glass, cans, paper and garden waste already collected from all 24,500 properties across the District. All recyclate will be taken to the recently opened transfer station on Showfield Lane, the new facility unlocking substantial additional income together with savings in CO₂ through reduced travel. The recycling scheme will be phased in across the District, so that all householders will be able to benefit from this enhanced service in 2012.

Ryedale continues to lead the field in disposing of garden waste through its innovative on farm composting scheme. Following significant changes in legislation the service has been re procured resulting in significant financial savings for the authority.

Managing the risk of future flooding

The Council has been successful in securing £127,500 from the Environment Agency for flood resistance work for Kirby Mills and Keldholme and officers have been in discussion with the residents concerned. Ryedale's flood resilience grant scheme has seen a number of applications from households across the District including Pickering, Sinnington and Kirkbymoorside area. To date eight properties have been completed with a total spend of £16,500. In regard to the Kirby Mills/Keldholme (£127.5 K) externally grant funded scheme, thirty one surveys have been completed, next steps include procurement , evaluation and installation.

The initial findings of the three year Pickering Channel Management Project have highlighted that weed accumulation in the rivers Hertford and Derwent

increase summer water levels substantially, the interim report recommends changes to the current weed management programme. In addition substantial amounts of sediment were found in the Rye mouth raising the bed of the river by up to 1.2 meters, impacts of which will be assessed during 2011/12.

Reduction of Co2 from Council Operations

Co2 emissions resulting from Council Operations have been significantly reduced by 3%, 2009/10 and an additional 7%, 2010/11. The largest contribution has come from upgrading the gas boilers at Ryedale House and Derwent Pool. Moving to monthly garden waste collections over the three month winter period has reduced fuel use in fleet vehicles which is the second biggest contributor. Significant emission reductions can also be attributed to the severe weather conditions over the last two winter periods. Further fuel savings should be realised following trials of Masternaut (a GPS based vehicle tracking system), an EDA system (Eco Driving Assistant) which assists the driver in fuel consumption optimised driving and round re-profiling.

Maintaining the quality of our environment

The Countryside Management Advisor continues to deliver the Biodiversity Action Plan, engaging with landowners to promote the completion of management plans for sites of importance for nature conservation in Ryedale.

The work of the building conservation officer is ongoing to maintain the quality of Ryedale's built historic environment. Of particular note is the recent approval of a £3.5m refurbishment scheme for the Talbot Hotel, Malton, to provide a premier hotel facility which should support the future economic development of the town with the creation of up to 25 Jobs in 2012.

Aim 4 – Active Safe Communities

Safe and Welcoming Communities

The Safer Ryedale Partnership Plan for 2011/12 has been agreed by the Partnership Board and is being implemented. Compared to this period last year, crime rates have fallen again. Home Office funding for Safer Ryedale has again been reduced. The partnership is anticipating future changes including reductions in funding following the enactment of the Police and Social Responsibility Bill and the appointment of Police and Crime Commissioners in late 2012.

Supporting Active Communities

Progress is being maintained regarding the development of a Sport and Active Recreation Strategy. A detailed review has been undertaken of the latest statistical information available including Active people surveys and Sport England segmentation profiles. Consultation has now been undertaken with users of known sports activity providers, users and non users of less traditional type activities and work based activity. In addition market segmentation analysis modelling of facility demand, has been undertaken together with family group benchmarking and sports facility calculations modelling requirements based around population size.

Aim 5 - Transforming the Council

The Council set a balanced budget for 2011/12 with further savings of £700k required to balance the budget for 2012/13. Planned savings include Shared Services, Streetscene Review, Localised Planning Fees and other service efficiencies.

Investing in our People

The Council has undertaken the annual review of its performance against the IIP standards and continues to improve.

Parish Planning

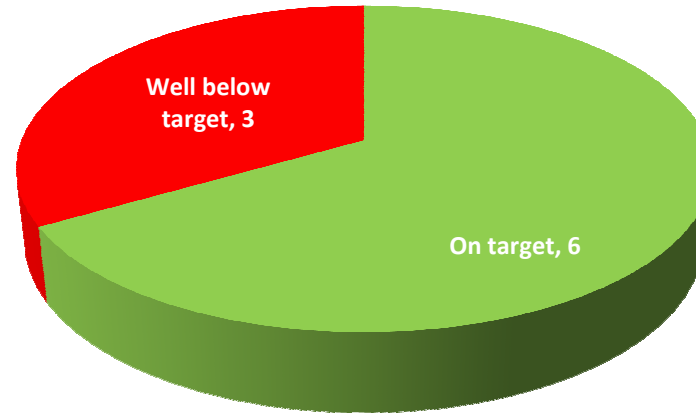
Parish Plans are currently being supported in the parishes of Gillamoor and Fadmoor, Rosedale, Lockton, Farndale and Bransdale

Supporting Democracy

Extensive consultation has been undertaken with communities in relation to Post Office Services. This research will feed into the Scrutiny review which is currently being undertaken.

Aim 1. Housing Need – Performance Indicators

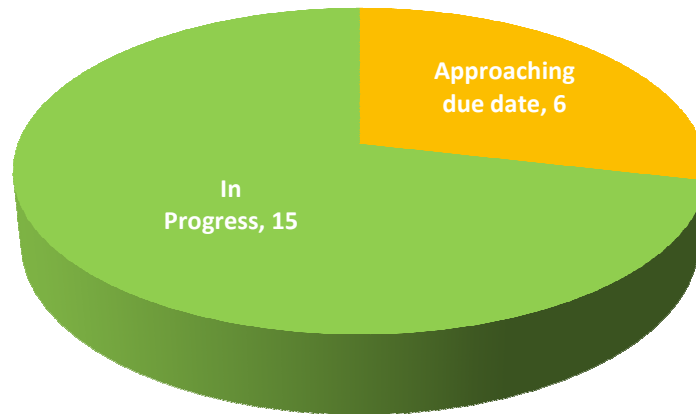
Status	Performance Indicator
✓	Percentage of vulnerable people achieving independent living
✓	Number of affordable homes delivered (gross)
✓	The extent to which older people receive the support they need to live independently at home
✓	Number of current Lifeline users in Ryedale
✓	Number of empty properties in Ryedale
✓	Supply of ready to develop housing sites



Status	Performance Indicator
●	Net additional homes provided
●	% households in Ryedale in Fuel Poverty
●	Affordability Ratio
Status	Performance Measures
✓	Prevention of Homelessness through Advice and Proactive Intervention
✓	Improvements in energy efficiency of homes
✓	Number of affordable homes permissions granted
⚠	Time taken to process Housing Benefit/Council Tax Benefit new claims and change events

Aim 1. Housing Need - Actions

On Target	Title
▶	Planning Gain
▶	Registered Social Landlord/Other Funded
▶	Provision of a Mortgage rescue scheme in partnership
▶	Homelessness - Projects & Initiatives
▶	Homelessness Strategy Action Plan
▶	Support for HCA funding to Housing associations
▶	New Homes Bonus
▶	Lifeline Service
▶	Young People – Homelessness prevention
▶	Home Appreciation Loans 2011-12
▶	Energy Efficiency Loans 2011-12
▶	Disabled Facilities Grants



On Target	Title
▶	Home Repair Loans 2011-12
▶	Decent Home Loans 2011-12
▶	Empty Property Grants 2011-12
⚠	HMO Grants 2011-12
⚠	Exception Sites Land Purchase
⚠	Homelessness applications & acceptances
⚠	Temporary Accommodation & Bridge House
⚠	To deliver an LDF for Ryedale
⚠	Empty Homes Strategy

Aim 2. Economic Success – Performance Indicators

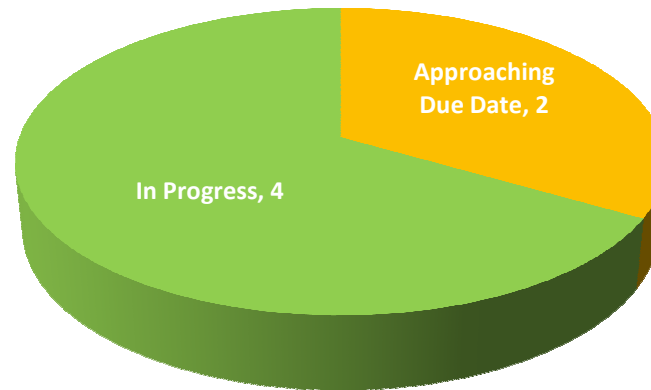
Status	Performance Indicator
✓	% Ryedale population qualified - NVQ1
✓	% Ryedale population qualified - NVQ2
✓	% Ryedale population qualified - NVQ3
✓	% Ryedale population qualified - NVQ4
✓	Industrial lettings vacancies
⚠	Employment Rate
⚠	NEETs



Status	Performance Indicator
⚠	Average household earnings in Ryedale
⚠	Gross weekly earnings by workplace
⚠	Total Job Seeker Allowance Claimants
⚠	Number of new business start ups
⚠	Footfall – Malton Town Centre

Aim 2. Economic Success - Actions

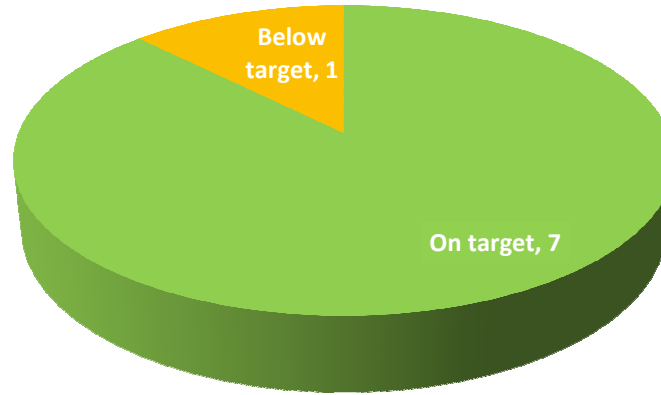
On Target	Title
▶	Enable economic activity through supporting projects
▶	Support local businesses
▶	A64 Brambling Fields Junction Upgrade



On Target	Title
▶	Improve Skills and Knowledge of the workforce
⚠	Provision in Capital Programme for Managed Workspace Facilities
⚠	To deliver an LDF for Ryedale

Aim 3. High Quality Environment – Performance Indicators

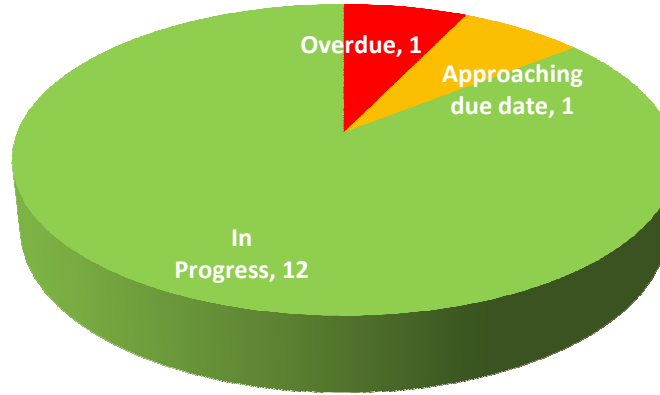
Status	Performance Indicator
✔	New homes built on previously developed land
✔	Flood and coastal erosion risk management
✔	Total number of properties flooded per year
✔	Overall/general satisfaction with local area



Status	Performance Indicator
✔	Improved Local Biodiversity
✔	CO2 reduction from Council operations
✔	% of household waste sent for reuse, recycling and composting
⚠	Residual household waste - kg per household

Aim 3. High Quality Environment – Actions

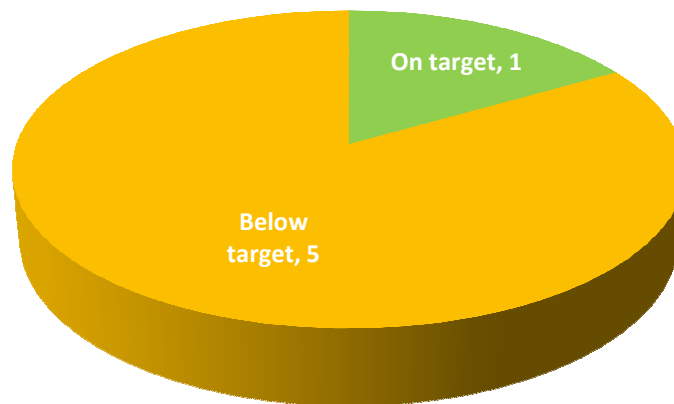
On Target	Title
▶	Prioritize flood risk areas and implement local catchment's of sandbags for immediate self help
▶	Maintain a current multi-agency risk plan
▶	Vale of Pickering Channel Management Pilot
▶	Householder Flood Resistance Grants Scheme
▶	Winter maintenance grant scheme
▶	Recreational Open Space Development
▶	Plastic Bottles & Cardboard Recycling Rollout



On Target	Title
▶	Develop local transfer station for recyclable materials in partnership with private sector
▶	Deliver on farm garden waste composting through partnership with local farmers
▶	Enhance stakeholder participation re volunteer groups
▶	Round review re waste management to ensure optimum efficiency
▶	Develop an Air Quality Action Plan.
▲	Refresh climate change strategy in line with new government guidelines
●	Pickering Flood scheme

Aim 4. Active Safe Communities – Performance Indicators

On Target	Title
✓	Crime Rate for the District
⚠	Obesity in primary school age children in Year 6
⚠	Self-reported measure of people's overall health and wellbeing
⚠	Adult participation in sport and active recreation



On Target	Title
⚠	Residents satisfied with sports/leisure facilities
⚠	Obesity in Adults
Status	Performance Measure
✓	% of parishes covered by a current plan
⚠	Swimming Pools & Sports centres no of visits per 1,000 population
⚠	Levels of satisfaction with Council sport and leisure facilities

Aim 4. Active Safe Communities – Actions

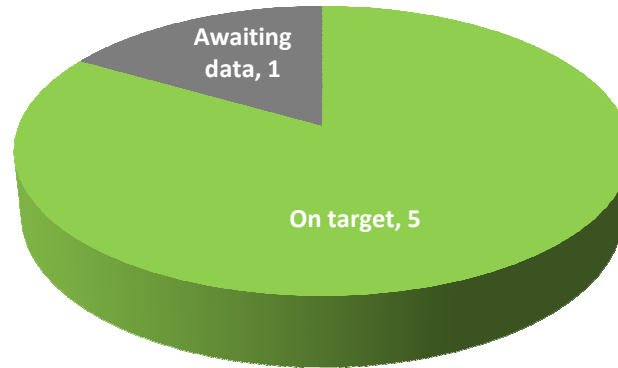
On Target	Title
▶	Grant to Malton School for dry sports centre
▶	Safer Ryedale Partnership Plan 2011-2012



On Target	Title
▶	Grant for the redevelopment of existing sports facilities in Helmsley
▶	Review the Sports Strategy with a vision towards 2012 Olympics
▶	Recreational Open Space Development

Aim 5. To Transform the Council – Performance Indicators

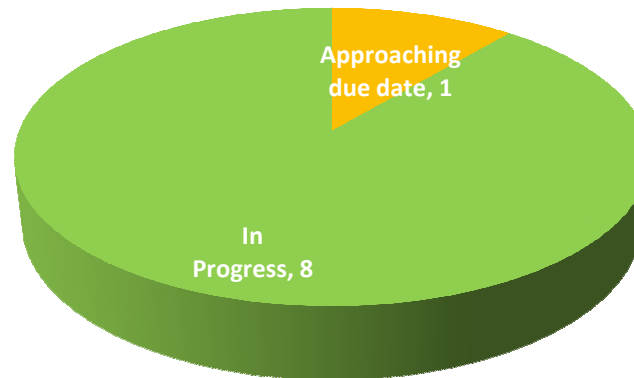
Status	Performance Indicator
✓	Civic participation in the local area
✓	Overall satisfaction with the Council
✓	Top priorities for local people



Status	Performance Measure
✓	Service satisfaction – customer satisfaction
✓	Queries resolved at first point of contact
	Pulse Survey – employee satisfaction

Aim 5. To Transform the Council – Actions

On Target	Title
▶	Formulate an action plan for maintaining IIP accreditation
▶	Going for Gold
▶	Value for Money
▶	Deliver the Police Commissioner elections
▶	Deliver the NYCC by-election
▶	Review committee structure of the Council



On Target	Title
▶	Partnership Protocol and significant partnerships
▶	Service Equality Monitoring
▶	A Plan for Every Parish
▲	ICT Strategy Programme