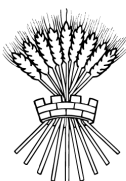


**INFORMATION ITEM FOR DISCUSSION
REPORT TO COMMISSIONING BOARD 7 JUNE 2012
BEING CONSIDERED BY COUNCIL 12 JULY**

**RYEDALE
DISTRICT
COUNCIL**



PART A:	MATTERS DEALT WITH UNDER DELEGATED POWERS
REPORT TO:	COMMISSIONING BOARD
DATE:	7 JUNE 2012
REPORT OF THE:	HEAD OF ECONOMY AND HOUSING JULIAN RUDD
TITLE OF REPORT:	RYEDALE ECONOMIC ACTION PLAN 2012-15 – CONSULTATION FEEDBACK AND ADOPTION
WARDS AFFECTED:	ALL

EXECUTIVE SUMMARY

1.0 PURPOSE OF REPORT

- 1.1 To feedback the results from the Ryedale Economic Action Plan consultation period and to agree amendments to incorporate in the adopted Action Plan.

2.0 RECOMMENDATIONS

- 2.1 It is recommended that:
- (i) the Ryedale Economic Action Plan consultation feedback be considered and noted;
 - (ii) the recommended amendments in appendix A be agreed, and be included within the draft Plan, to form the adopted Ryedale Economic Action Plan; and
 - (iii) the adopted Action Plan, incorporating amendments agreed the Commissioning Board, be referred to the next meeting of the Policy and Resources Committee for information.

3.0 REASON FOR RECOMMENDATIONS

- 3.1 To ensure that resources are allocated appropriately to the achievement of Council Aim 2 'To create the conditions for economic success in Ryedale' and to take account of the views of partners and stakeholders in establishing local economic actions and priorities up to 2015.

4.0 SIGNIFICANT RISKS

- 4.1 There are no significant risks, given the mitigation measures that are identified in the Risk Matrix at Annex C.

REPORT

5.0 BACKGROUND AND INTRODUCTION

- 5.1 The Commissioning Board approved the consultation draft of the Ryedale Economic Action Plan at the 22 March 2012 meeting (Minute 55 refers).
- 5.2 Subsequent to the decision, the Ryedale Economic Action Plan Consultation Draft has been released and feedback sought.

6.0 POLICY CONTEXT

- 6.1 Ryedale District Council's Aim 2 is 'To create the conditions for economic success in Ryedale'.

7.0 CONSULTATION

- 7.1 Consultation has been held with, or will be undertaken with a range of partner organisations:
- Ryedale Business Forum
 - Federation of Small Business
 - Tourism Advisory Board
 - Ryedale Art Works (creative economy businesses)
 - Ryedale Work and Skills Partnership
 - York, North Yorkshire and East Riding Local Enterprise Partnership
 - Town Teams (Malton & Norton, Pickering, Helmsley and Kirkbymoorside).
 - LEADER partnerships (Coast, Wetlands and Waterways and North York Moors, Coast and Hills)
 - Major Ryedale employers, including all key accounts (larger Ryedale employers who meet on a regular basis with Ryedale officers to optimise Council support)
 - Major Ryedale landowners, including Fitzwilliam Estate, and Castle Howard and Hovingham Estates

8.0 REPORT DETAILS

- 8.1 The Economic Action Plan ("***Supporting business growth to deliver quality employment***") Consultation draft is a short document outlining what activity Council is aiming to undertake to 2015, why Council wants to do this and what resources are available to achieve it.
- 8.2 The Consultation was launched (via a press release) on 23rd April. It has been available to view or download (print friendly version) on the District Council website.
- 8.3 Details have been sent to a range of partner organisations and businesses (see paragraph 7.1 above) throughout Ryedale and to neighbouring authorities in the Local Enterprise Partnership area. Invitations to comment have been sent a wide range of stakeholders, including:
- Tourism businesses
 - Key Account Management businesses (our strategic, priority businesses)

- Creative economy businesses
- Voluntary sector (representing community / social enterprise)

8.4 Presentations about the draft Action Plan have been made to a number of networks;

- Ryedale Business Forum
- Malton and Norton Town Team
- Tourism Advisory Board
- Federation of Small Business
- Ryedale Artworks

8.5 The feedback has been summarised in the table at Appendix A (to follow). This outlines the comments received and recommended amendments for the final Action Plan. A copy of the draft Action Plan incorporating the recommendations in Appendix A is attached at Appendix B (to follow). Subject to any additional changes identified by Members, the document at Appendix B will form the adopted Economic Action Plan.

8.6 It is proposed that the finalised Action Plan be an information item on the agenda for the 21 June 2012 Policy and Resources Committee and that a light-touch annual review of the Action Plan be undertaken.

9.0 IMPLICATIONS

9.1 The following implications have been identified:

- a) Financial
Implementation of some aspects of the Action Plan will require the deployment of resources. Where these are outside existing budgetary commitments, reports and decisions will be considered by Members at appropriate points in the future.

10.0 NEXT STEPS

10.1 The finalised Action Plan will be implemented via an internal delivery plan for officers that will include the activities, resources, timescales and Member approvals required to implement the Action Plan.

Julian Rudd
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Background Papers:
'Ryedale Economic Action Plan – consultation draft' – Commissioning Board 22 March 2012

Background Papers are available for inspection at:
<http://democracy.ryedale.gov.uk/mqConvert2PDF.aspx?ID=9292>