

Ryedale Economic Action Plan Consultation Draft Feedback – May 2012

Reference	Comment	Action Plan section	Officer comment	Proposed recommendation
1	The objectives and actions require classification to improve the arrangement of the document.	All	Renumber objectives	Objectives renumbered.
2	I think this is a good comprehensive plan with some interesting facts and thank you to Ryedale for producing it. There is nothing in it with which I would disagree and I wish you every success in progressing it.	General		No change
3	The plan needs to concentrate on Ryedale's strengths. Its main strength is the number of small and medium sized enterprises and the employment they offer. Ryedale may be a low-wage area, but it is also an area where crime is low and employment is high. If a big business gets into trouble, thousands of jobs can be lost: if a few small or medium firms go bankrupt, the job losses can be counted in tens or hundreds – not in thousands.	General	Ryedale has a range of business types and sizes. The Plan does not focus on any one type of business.	No change
4	It may well be possible to attract some high technology engineering to Ryedale, but this should not be the priority. The Council's main priority should be to demonstrate that we value our existing businesses and will do our utmost to support and promote them. There is no point in putting time and effort into grandiose schemes which may be unlikely to materialise in an area like Ryedale, particularly in the current economic climate.	General	Disagree. High technology engineering is an established high value and employment sector in Ryedale and firms in this sector are reporting growth. It is a sector that has the capacity and potential to provide additional jobs, including skilled, well-paid work. We therefore seek to support this growth.	No change

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5	Another step which might be taken would be to aim Council grants at employment promotion. In the last Council, grants were awarded for innovation. Innovation does not necessarily increase employment. The main criterion of all grants made available to business by Council should be the number of new jobs the money would help to create or the number of existing jobs the grant might save.	General	The Business Grant scheme that ran in 2008/9 was aimed at job creation. Evaluation of the scheme estimated that 37 jobs had been created and 30 jobs saved.	No change. Public sector funding for a further business grant scheme would be a political decision.
6	The Council should not discriminate against employers who provide low paid work. Young people who start with low pay can nevertheless learn a trade which could lead to themselves setting up on their own or to a career. Furthermore, there are often spin-off benefits for other businesses which are better paid.	General	The plan focuses on developing an uplift in local wages. Unemployment, although rising with the national trend, is relatively low. The Plan therefore focuses on creating well paid employment, although it is recognised that every job is valuable.	No change.
7	Communication with businesses is not easy. The Ryedale website is difficult to navigate. Get information out through business rates statements, signatures on emails. The various business partnerships should be transparent.	General	This feedback and ideas can be incorporated into business engagement moving forwards. Feedback this advice to RDC Communications Steering Group.	No change to action plan, but will utilise suggestions in delivery.

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8	The Action Plan is a strategy document, with not enough about delivery in it. A one page executive summary should be produced. There are no new activities in the document.	General	The Action Plan was deliberately a short, focussed document to encourage consultation and feedback with businesses – we recognise their time is money. We feel that the approach taken in the plan is significantly different to previous economic development activity and has merit.	No change. Officers will implement a detailed delivery plan and will annually review the Action Plan.
9	It is noticeable that the plan says nothing about the racing industry. Anything to do with horses is labour intensive and should be encouraged. Young people join the racing industry often for very little pay, but racing gives many an opportunity for a very rewarding career. Horses need blacksmiths, vets and a whole range of other services – some of them very highly paid. Ryedale is the Newmarket of the North. The Council should take full advantage of this for promotional purposes and show its support for the racing industry.	Objective B; sector specific support	There is no reference in the plan to support for land-based industries. This should be addressed with a further 'sector specific support' for land-based industries, starting with an increased understanding of what activity the Council can undertake to support this sector, in partnership with others.	Include a further 'sector specific support' section for land based industries in Objective B.
10	Overall, the Authority (NYMNP) welcomes the production of the Action Plan to support the growth of the Ryedale economy and to help the transition from a regional economic structure to more local approaches and the development of the York, North Yorkshire and East Riding Local Enterprise Partnership. In particular, we welcome that the high value landscape of the North York Moors is identified as a key economic driver for the future. There is clear evidence that the economy of the National Park benefits from its protected landscape designation and this helps to	General	Welcome the comments.	No change

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	<p>support the wider economy of the area.</p> <p>The Authority is finalising its new National Park Management Plan which will be adopted in June. Protecting and enhancing the landscape and cultural heritage of the Park and helping people to enjoy it continue to be the focus of the Authority's and other organisations' work in the Park. However, compared with previous Management Plans, the new Plan has a greater focus on the rural economy and in particular, what the Park produces for society in terms of the benefits from natural resources and from its land based economies. Support for tourism, agriculture and other land management businesses are important drivers for the new Plan and the policies for these will also help to deliver the priorities of the Ryedale Economic Action Plan.</p>			
11	<p>National context for the charitable sector: 163,763 general charities nationally, 765,000 people work in charities, 45% of general charities identify themselves as being social enterprises, Total income of the voluntary sector = £36.7 billion, Total expenditure of the voluntary sector = £36.3 billion, 19.8 million adults formally (e.g. registered with an agency) volunteered at least once a year (2012-11) <i>All these figures above are drawn from the NCVO publication "The UK Civil Society Almanac 2012"</i></p>	Economic Headlines	Information useful for further delivery planning	No change, but include reference to social economy in detailed activity plan Objective B 'economic intelligence'
12	<p>North Yorkshire context taken from the NYCC web-site: "The sector contributes significantly to the economic and social wellbeing of North Yorkshire. Some of the contributions are: £173million in salaries for paid staff; £270million in revenue brought into North Yorkshire; 1.5 - 3 per cent of North Yorkshire's GDP; £103million or 1.5million work hours through volunteers; and 29.5 per cent of people in North Yorkshire have given unpaid help to groups, clubs or organisations, at least once per month in the previous 12 months. This is above the regional (22 per cent) and national (23 per cent) averages."</p>	Economic Headlines	Information useful for further delivery planning	No change, but include reference to social economy in detailed activity plan Objective B 'economic intelligence'

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13	The charitable sector accounts for a significant percentage of economic activity in Ryedale. Recent research has shown that there are 5.5 times more registered charities per head of population in Ryedale than there are in other parts of the Yorkshire & Humber region (Wakefield). E.g. in Ryedale there are more than 50 charities per 10,000 head of population. It has also been shown that charitable income per 10,000 head of population has a large concentration in Ryedale. E.g. more than £7 million per 10,000 head of population or rather more than £700 per person. (Figures taken from "A Big Society in Yorkshire & Humber" Final report Dec 2010: Involve Y&H:CRESCR;ESRC. Available from the Involve Y&H website)	Economic Headlines	Information useful for further delivery planning	No change, but include reference to social economy in detailed activity plan Objective B 'economic intelligence'
14	During the financial year 2009-10 RVA's funding advice workers supported the charitable sector to bring in an additional £1,000,000 to Ryedale in grant based income. In the quarter period October – December 2011 RVAs funding advice workers supported the local charitable sector to bring in an additional £176,717 and in the quarter period Jan – March 2012, an additional £46,000 in grant based income. Has this picture from the voluntary/charitable sector been taken into account when putting the information and graph together? How can the contribution from this sector to the economy be shown? If it is included is there a way of making it clear that the charitable sector in Ryedale is significant in comparison to other parts of the region/UK?	Economic Headlines	Information useful for further delivery planning. The voluntary / community sector is not recorded separately in the IDBR indicators.	No change, but include reference to social economy in the detailed activity plan Objective B 'economic intelligence' and bring together existing research into the sector. Also link to Overview and Scrutiny review into support for voluntary sector.

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15	On information given by NYF, it is estimated that there are over 10,000 people employed by the charitable/voluntary sector in North Yorkshire. Unfortunately we do not have a figure for Ryedale only perhaps this is something that we may wish to action as a funded piece of research for our District?	Economic Headlines	Information useful for further delivery planning. The voluntary / community sector is not recorded separately in the IDBR indicators.	No change, but include reference to social economy in the detailed activity plan Objective B 'economic intelligence' and bring together existing research into the sector.
16	From a Local Enterprise Partnership perspective we welcome your Plan and recognition of the role the LEP can play with the District Council in support the growth of local businesses to create job opportunities. The economic base for the Plan looks sound and clearly identifies the growth areas which are aligned to our own evidence from the LEP. As the LEP we will be happy to work with you further on your priorities and these are very helpful in shaping our own Strategic Review which will determine future LEP priorities.	Economic Headlines	Comments welcomed.	No change
17	Ryedale's town centres provide a significant part of the economic infrastructure of the district. It is not an exact correlation, but the "Enterprises by sector" graph would show the significance of town centres if it grouped together, with <i>retail</i> and <i>accommodation and food services</i> as second only to agriculture in the district. This relative significance of town centres should be mentioned specifically in this section of the report.	Economic Headlines	The role of market towns could be further enhanced in this section	Economic Headlines to include reference to the promotion of vital and viable town centres, through implementing the LDF and engaging with local businesses and supporting appropriate private and public

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				sector initiatives and investment.
18	Spaunton Quarry is in the process of being given up by CEMEX on all the quarrying, processing and coating plant site. It has its own unique access onto the A170 approximately 1 mile east of Kirkbymoorside and it offers the opportunity for a range of job creating and mixed use developments, on a site which both has a long history of industrial use (since 1840) yet is very well screened by land form and established woodland. I would be very happy to discuss any thoughts that you, Council Members or Officers may have regarding this.	Objective A Provision of employment land.	Working closely with businesses to develop ideas is an important part of the Economy and Infrastructure section's role. Assessment of the site requires the close involvement of planners.	No change, but include investigation in the detailed activity plans.
19	I endorse the view that the Council should do their best to ensure that businesses have sufficient room for development and growth, and generally support key strategic employers.	Objective A Provision of employment land.	Working through Key Account Management	No change
20	Connections with York Science City - could the idea of the Science Park be revived? This was a superb opportunity lost with the recession. Developments at the Old Malton and Brambling Fields interchanges should be encouraged for such activity. Improving the diversity of employment opportunity is essential in order to reduce the youth drift from the area.	Objective A Provision of workspace. (Connection with the Food and Environment Research Agency – FERA)	We are working with FERA and Science City York to encourage high technology / bio business into the Ryedale area through the 'ladder of accommodation' principle. FERA has the potential to be a 'stepping stone' site between the Science Park at York and sites at Malton, as it has some limited ability to expand on its existing site. The provision of high quality employment sites, including a technology park at Malton and Norton, remains an	This strong aspiration is confirmed in changes proposed to Section A2 regarding provision of quality accommodation and sites suitable for technology uses. Refer to this aspiration in the detailed activity plans, including supporting potential expansion plans.

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			objective in the emerging Ryedale Plan and for the Council.	
21	<u>Woolgrowers/Derwent Park</u> - long overdue development. If it could include a direct pedestrian link to the railway station and a road link across the river/railway to York Road so much the better.	Objective A Provision of workspace	Support for project is included in action plan, however the project requires significant development before it is viable and suitable for planning consideration.	No change. Council will continue to develop the project in partnership with the HCA, NYCC and other key partners
22	The Council should have a plan to ensure that the right number of units or plots is available to existing businesses, if they want to expand or downsize. This objective might be easier to achieve if a survey of existing businesses is undertaken to find out how many of them would prefer smaller premises and how many, larger ones.	Objective A Provision of workspace	The 'ladder of accommodation' is an important concept. The Council's existing and emerging planning policies support the principle of businesses expanding, subject to normal considerations	Change wording to 'provision of a range of industrial letting units and office type accommodation around Ryedale, including quality accommodation and sites suitable for technology and office sectors.' Note; these may be provided by the private sector.

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23	Are we able to provide the right kind of premises for the development of social firms or social enterprises?	Objective A; provision of workspace	This will be considered in the detailed activity plan, with reference to the O&S review of our support to voluntary sector. The Council's support for appropriate workspace is not sector specific.	No change
24	Objective 'A' - this section should highlight that the provision of economic structure and supporting infrastructure within town centres would be the most sustainable approach since there is existing infrastructure and under used business stock within Ryedale's town centres.	Objective A; provision of workspace	The provision of information on workspace should not be limited to any particular location or be sector specific. Workspace in market towns, be this retail or other uses, would support the vitality of town centres. However, such accommodation is not suitable for all users and a range of appropriate sites will be required to meet all requirements.	Objective A; Provision of workspace. Provision of information to investors and businesses regarding availability of workspace, across all sectors in Ryedale.

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25	There is potential for the underused business stock in town centres to supply the business units, office space and managed workspace. RDC should adopt policies that aid the private sector to deliver that space to the growth sector businesses. In partnership with the private sector, the public sector funds will have a multiplier effect compared with a solely public sector solution on out of town business parks.	Objective A; provision of workspace	The provision of workspace should not be limited to any particular location or be sector specific at this stage. The 'Resources' section indicates that we will work with businesses, although this could be enhanced with reference to delivery. (Whilst being cognisant of state aid regulation.) However, town centre accommodation is only suitable for some businesses and there will remain a need for provision of other types of employment sites and premises.	Resources; include reference to working with businesses to deliver activity, not just to engage in discussion.
26	<u>Improving the public transport infrastructure in Norton</u> - this needs to be wider. The rail link is essential, and yet the first train of the day is not until 6.55 am, making commuting to London difficult. Malton station has only one platform, no public amenities and will likely lose its manned status in the near future, so there will be no ticket office. Is there a strategy to support the enhancement of rail travel to and from Ryedale? Is there a strategy to protect the route of the line to Pickering in order to support a future reopening?	Objective A Communication and transport infrastructure.	The value of the Malton rail link is fully recognised and this should be reflected in the Plan, alongside the need to enhance current facilities. There is currently only limited possibility of reinstatement of the Malton to Pickering rail link although the route is protected in the Local Plan.	Include reference to the importance of Malton rail link and to improving public transport facilities to support the role of Malton and Norton as a transport hub for Ryedale.

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27	<u>Further A64 improvements</u> - is there a strategy to lobby for A64 dual carriageway access from Malton to York? The current congestion at all times of the year is damaging to the local economy, as well as safety issues.	Objective A Communication and transport infrastructure.	The most recent A64 Study identified a series of individual improvements to the A64 between York and Scarborough to improve safety, flow and access issues. This Council, through CIL and by working with adjoining authorities, will seek to collect funding and achieve improvements to the route.	Amend the wording of the A64 reference in the Plan to read 'Further A64 improvements (to address safety, access and flow issues) to improve the accessibility of Ryedale and unlock development potential in key employment areas'
28	<u>Malton/Norton congestion</u> - Brambling Fields is only part of the solution. Is there a commitment to lobbying for funding for a southern relief road from York Road in Malton to Scarborough Road in Norton? This would also open up valuable land for development, and the route could be achieved in stages.	Objective A Communication and transport infrastructure.	This project is essentially contained within the Woolgrowers / Derwent Park project, under Objective A Provision of Workspace.	No change
29	I particularly support the initiatives which Ryedale are pursuing in respect of the broadband and mobile phone coverage campaigns and feel these are essential to help the economic development of Ryedale.	Objective A Communication and transport infrastructure.	Noted. These are a high priority for RDC and the LSP.	No change but include in detailed activity plan

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30	The general campaign to get all sections of the A64 throughout Ryedale that are not already upgraded to dual carriageway status should not be forgotten. This is particularly so where it passes through villages, whose economic development may have been well suited to this over 30 years ago but which now are becoming almost blighted by their juxtaposition to that amount of traffic and would be much better served by a by-pass around them - not just to improve their economic environment but the whole quality of life for workers, residents and drivers.	Objective A Communication and transport infrastructure.	See response to 27 above.	See response to 26 above.
31	There is an ongoing proposal to improve the cycle route/bridleway links between Malton and the National Park and in particular to Pickering. This must be an excellent, low value idea that could deliver more economic benefits to the tourism sector, particularly in Pickering whilst also delivering the green infrastructure/public transport credentials. Visitors could travel to Ryedale from Malton train station with bike or perhaps then hire one from a new bicycle hire business and cycle, away from the busy roads, through the vale of Pickering, past Flamingo Land to Pickering and on to the National Park and beyond. This sits very well with Pickering's and the Forestry Commission's targeting of the cycling community and with the National Park's desire to get more visitors using means other than cars to get to the Park.	Objective A Communication and transport infrastructure.	Agreed. The 'Cycling in Ryedale' group is looking at proposals. This is included in our current tourism activity.	Add the following to Action Plan 'Extend the cycle network in Ryedale, within market towns and linking market towns, tourist attractions and public transport. Also include in detailed activity plan.
32	I appreciate the difficulty in providing high speed broadband, particularly in more rural locations but its importance should not be underestimated. There are solutions available for remote locations either by installing dedicated lines to the exchange (which is prohibitively expensive) or by wireless means, providing the infrastructure is in place. Perhaps the Council could do more through negotiations with BT or others, or through investing in a wider wireless network?	Objective A Communication and transport infrastructure.	This is already a high priority for RDC and the LSP, and this is recognised in the Plan.	No change

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33	The importance of good broadband access for the charitable sector is increasing. Returns to the Charity Commission and/or Companies House are much easier and cheaper when done on line. A growing number of funders only provide on-line application forms and will not accept paper based applications. A growing amount of communication that is key for the sector is done electronically. The improvement of broadband in Ryedale is key to maintaining a strong charitable sector which is able to keep up with changing policies, communicate with the wider sector and able to be efficient in making legally required returns and submissions to funders.	Objective A; communication and transport infrastructure	Agree. Availability of high speed broadband affects businesses, charities and individuals everyday activity.	No change.
34	Fitzwilliam Malton Estate fully supports for further improvements of the A64 junctions and this section should highlight the beneficial effect of improving access to Malton and Norton and also that reducing the traffic congestion in the town centres of Malton and Norton will aid their ability to contribute to rejuvenated business space.	Objective A; communication and transport infrastructure	These points are accepted in relation to comment 27 above, with a change proposed to the Plan. Furthermore, town centres, as key employment areas, are included in this section. In addition, there is reference to the Malton public realm improvements, which whilst remaining aspirational, would contribute to reduced town centre congestion.	No change, but include reference to the key employment sites in the detailed activity plan.
35	Malton public realm improvements - essential - hopefully this will include paving to replace the uneven and unsightly tarmac surfaces on town centre footpaths. The link between Morrison's supermarket and the town centre shopping area is particularly poor. Malton market place should be a priority for improving the pedestrian experience.	Objective B Malton public realm improvements	Noted. The Plan includes 'Malton Public Realm Improvements'.	Clarify that this is to 'to encourage increased footfall and economic activity in the town centre'.

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36	I repeat my opposition to the pedestrianisation of Market Place, the reduction of free car park spaces in Malton town centre, the removal of one lane at Butcher Corner, and re-affirm other comments which I have made in the past, including the suggestion that the Council should look at a possible one-way traffic circulation around Yorkersgate, Castlegate, and Railway Street.	Objective A Malton Public Realm Improvements	Any public realm changes would be subject to further public consultation, as will traffic management measures to accompany Brambling Fields. A one-way system based on Yorkersgate, Castlegate and Railway Street is not feasible in highway terms. It has been investigated at length and cannot be implemented.	No Change.
37	We are fortunate to have some key voluntary sector organisations who are based in Ryedale or who provide services in Ryedale and who are lead organisations in the future of health and social care provision as we move through the changes to clinical commissioning and joint commissioning. However, taking on the new skills required to be able to robustly tender for formal contracts and to be 'personalisation ready' means that some of our best loved and valued charities are faced with having to change the way they do things and adapt to integrating new skill sets into their workforce or Trustee Boards. This is not an easy change for all of our local organisations, although some will be 'tender ready' before others, due to capacity or existing skill sets.	Objective B Maintain economic intelligence	There are some key social enterprises in Ryedale that employ local people. These should be added to our Key Account Management programme in order that we are better able to support this sector.	No change other than a reference to social enterprises in the economic intelligence section.
38	There are issues with training on a national basis, let alone locally. The Council should do what it can to drive up the skill level of local businesses. In particular, SME's should be encouraged, when recruiting staff, to provide training for their recruits (even providing apprenticeships) so that over time their business will benefit to the advantage of the whole community.	Objective B Ryedale Work and Skills Partnership	Noted. This is a high priority for the Work and Skills Partnership and is recognised in the Plan.	No change

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39	In spite of all the initiatives, links between local schools and potential employers remains poor. I believe that employers are receptive to forging links with schools and pressure should be applied to local schools to reciprocate.	Objective B Ryedale Work and Skills Partnership	A high priority for the Ryedale Business Forum and included in the Plan (e.g. skills summit).	No change
40	I've sent in some comments after Yvette Turnbull kindly sent me a link about how a 'small business co-ordination agency' would generate prosperity in return for a very small investment in a bureau liaising for us between agencies and freeing us to earn money and create jobs doing our core business. Ryedale Council could be a terrific regenerator for tiny businesses like mine so I wish you well.	Objective B Supporting the business life cycle	Noted. This support is confirmed in several areas of the Plan.	No change, but include, in detailed activity plan, actions to support very small businesses to grow.
41	It should not be forgotten that we have existing charities in Ryedale who consider themselves to be social enterprises and are developing sustainable income sources as a main part of the activity. E.g. Next Steps, Ryedale CT, Helmsley Walled Gardens. Encouragement and support needs to be given to this existing activity and for charities to be given access to enterprise/business support alongside small businesses, to both encourage and support their developing sustainable growth by sharing skills and knowledge.	Objective B Supporting the business life cycle	Information useful for further delivery planning. The voluntary or community sector is not recorded separately in the IDBR indicators.	No change, but include reference to social economy in the detailed activity plan Objective B business lifecycle, which is not sector specific.
42	In addition, we do not have a wealth of new developing and more obviously identified social enterprises or 'social firms' (organisations that develop a product based business using a work force that would otherwise be recognised as vulnerable). For example, if you want to purchase outside catering and contribute to a social enterprise/social firm, there are no obvious companies to use in Ryedale. You will of course contribute to a small local business but there will be no 'social benefit' necessarily.	Objective B Supporting the business life cycle	Information useful for further delivery planning. The social enterprise network should be linked into the LEP network scheme, to ensure social enterprises are able to take advantage of opportunities.	No change, but include reference to social economy in the detailed activity plan Objective B business lifecycle, which is not sector specific.

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43	In our experience we know that there is no/very little funding for initial start-up for social enterprises and it is difficult for them to access loans at the earliest stage in order to pay wages and survive. Therefore, a lot of people who want to put something back into their community through their business enterprise tend instead to start up as a small business with ethical or community objectives built into their business planning and documents, and identify themselves as such, rather than being supported to do what they actually wished to do.	Objective B; Supporting the business lifecycle	Noted. This is a national issue. Local support for businesses at all stages of the lifecycle will not be sector specific.	No change
44	The plan should have more emphasis on RDC having an active inward investment role in partnership with others.	Objective B; Supporting the business lifecycle	Reference is made to this in the text. The Council is unlikely to lead on this activity. This is resource intensive and the Council's capital programme is currently committed, with no certainty of additional funding. However, in partnership with the LEP, we will continue to promote Ryedale projects and investment opportunities, and will support all appropriate private sector initiatives.	no change.

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45	There is little point in promoting an economic action plan, if the Council is known for its lack of support in real terms. By taking such drastic action as the sale of WSCP, the Council has given some very negative messages: eg. that it does not understand retailing in country market towns, and does not care whether they go to the wall or not. This was quite clear from Council Leader's article where he dismisses town traders with comments such as those about people changing their shopping habits. Small retailers should be recognised for the employment they bring to market towns, as well as for creating an attractive atmosphere in the town centres themselves.	Objective B RDC Corporate approach to business	Local authorities are actively encouraged to make full use of under-utilised assets, such as WSCP, to support economic development and other initiatives. The Council fully recognises the importance of independent traders in Ryedale's market towns and this is reflected in the Plan.	no change
46	If a positive caring and helpful approach is adopted - even for the smallest concerns - word is likely to get round that Ryedale actively supports its businesses. This could go a long way to encourage large enterprises to locate here. If, on the other hand, the message coming from the Council is that Ryedale doesn't care about nurturing the district's businesses or puts its own vested financial interests before the interests of local business, in my view it is going to be much more difficult to get the businesses such as "high technology engineering" to come here. In other words, if the Council is seen to be right behind even the smallest local businesses, this may well help to give much larger or more specialised companies the confidence that, if they locate here, they will get the support they need.	Objective B RDC Corporate approach to business	RDC is engaging fully with businesses at all levels in Ryedale, from Key Account Management to individual support for one bedroom B&B.	No change.

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47	The planning process is a barrier to growth for small businesses. For example £800 for a bat survey, £1,000s for archaeological surveys, last minute tree orders, which could be dealt with at the early stages.	Objective B; RDC Corporate approach to business	This feedback will be considered as part of a review by the corporate business team.	Objective B; RDC Corporate approach to business, including through the planning process.
48	The LEP is piloting a 'planning toolkit' to enable businesses to understand the planning process more clearly and to improve the pre application stage. This is being piloted in Hambleton, Harrogate and East Riding areas currently.	Objective B; RDC Corporate approach to business	Noted. This is a new initiative and is being considered by the authority. It provides a good opportunity to add to our portfolio of business support.	Objective B; RDC Corporate approach to business, including through the planning process.
49	Ryedale hosts some of the best quality shooting in the world. Both on the Wolds and on the North York Moors there is some of the best, high quality driven game shooting available and of course, on the moors, within Ryedale, are some of the best grouse moors. This is a growing market and is one of the few very rural occupations that is entirely unsubsidised. It is a success story and it would improve Ryedale Economic Plan if this was recognised in some way accordingly. The high density of top quality hotels in and around Helmsley and Pickering are there to some degree because of the income from the shooting parties, both international visitors and those from outside the county, in months which otherwise can be somewhat lean for visitors. Attracting foreign investment into Ryedale from top quality driven shooting is possible because of its rural nature and high quality landscape I don't think there is any particular actions which Ryedale could initiate to help this but it is important that it is properly recognised within the plan so that nothing is done inadvertently which may damage the increasing number of jobs which rely on this economic activity. For instance, the number of full time grouse moor keepers on the North York Moors has increased from around 15 about 25 years ago to around 40 now. Even greater numbers are involved in the driven pheasant and	Objective B Sector specific support. Visitor and Creative Economy.	Noted. The Plan includes an objective of 'Agri Food – local food promotion and food manufacture support' and a new objective of 'Land-based Industries – working with partners to support businesses in the land-based sector' is proposed in relation to other comments.	No change apart from those detailed in response to other comments, but include in detailed activity plan.

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	partridge aspects but I am not aware that anybody has collated the statistics. I personally have collected the ones about grouse moor keepers in my capacity as Vice Chairman of the Moorland Association and representative for the North York Moors.			
50	Tourism Research via the Scarborough Tourism Economic Activity Monitor (2010) has shown that from 2007 – 2010 there has been a drop of 5% (half a million) visitor days and 5% (350,000) in visitors. In order to address this decline, the new Management Plan contains an aspiration to increase the number of visitors to the Park by an additional 1 million by 2015, taking the number from 6.4 million in 2010 to 7.5 million in 2015. These increases will need to be carefully managed using the principles of 'wise growth' set out under VisitEngland's Strategic Framework for Tourism. This will help to support the visitor economy which is identified as a growth area in the Action Plan.	Objective B Sector specific support. Visitor and Creative Economy	It is important to work in partnership with both the North York Moors National Park Authority and Howardian Hills Area of Outstanding Natural Beauty to ensure that our protected landscapes are not at risk due to economic activity, whilst recognising that they are living landscapes.	No change, but include reference to this in the detailed activity plan.

Reference	Comment	Action Plan section	Officer comment	Proposed recommendation
51	The encouragement and support of social enterprises so important because SE development reflects the Big Society concept 'on the ground' with a focus on local, bottom-up initiatives; It is enacted through legislation such as the Localism Bill and Community Asset Transfer with the associated benefits; It's focus is on community ownership and community benefit rather than shareholder dividends; A focus on SE development energises local communities /voluntary sector at a time when traditional sources of income are shrinking.	Objective B Sector specific support. Social Economy	Agree. In addition, social enterprises contribute to a reduction in ongoing grant aid support to the charitable sector.	No change
52	RVA has good in house skills which support community based organisational development but we do not have staff with specific business development background together with charitable knowledge who can give this more specialist level of advice or provide training, as we do in Scarborough Borough (Social Enterprise Match project).	Objective B Sector specific support. Social Economy	This will be considered in the detailed activity plan, with reference to the O&S review of our support to voluntary sector.	No change
53	Can there be actions in the plans which identify how social benefit driven business can be encouraged in Ryedale? E.g. Start-up support specific to social entrepreneurs alongside small business, mentoring, soft loans? Is this a resource that we can look at developing in Ryedale? Can we build an evidence base that there is a need in Ryedale for more social enterprise growth? What do we already know about the level of social enterprise in Ryedale? Do we need a specific piece of work around identifying those existing charities that would identify themselves as social enterprise and do we have the resources to encourage their growth? Do we work strongly enough in partnership to build on existing skill set and business skills available in Ryedale? Are there ways of encouraging entrepreneurs in Ryedale to think social enterprise/social firm when setting up their business idea?	Objective B; sector specific support - the social economy	This will be considered in the detailed activity plan, with reference to the O&S review of our support to voluntary sector.	No change

Reference	Comment	Action Plan section	Officer comment	Proposed recommendation
54	It also needs to be recognised that we benefit from a strong culture of volunteering in Ryedale and we have seen a massive increase over the last 24 months in the number of people registering and interested in volunteering opportunities. Ryedale's volunteer centre funding has been reduced during this period and the Centre is currently funded partly through reserves held by RVA. It should also be noted that not all volunteers are placed with local charities. Some people will be placed with nationally based charities and some people will be placed with local businesses. E.g. we place volunteers at Flamingo Land. To March 2010, 61 people were entered on the database: people placed 29 To March 2011, 71 people were entered on the database: people placed 44 To March 2012, 149 people were entered on the database: people placed 115	Objective B; sector specific support - the social economy	This will be considered in the detailed activity plan, with reference to the O&S review of our support to voluntary sector.	No change
55	Volunteering not only contributes to our economy in a relatively hidden way but also may be contributing to employment by facilitating a pathway for young people, people with disabilities, women returning to work, people returning to work after illness (particularly mental health illnesses) and opening doors for people interested in accessing further training. However, currently it is difficult for RVA on current resources to undertake any specific pieces of work that might give us more information about the links between volunteering and employment in Ryedale. The list below gives some examples but further discussions might be useful. tracking the pathway of volunteers to find out when volunteering leads to employment, the take up of unemployed people to volunteer placements (the Job Centre works closely with RVA but we cannot follow up why sometimes people do not turn up for appointments or do not attend interviews for volunteer placements or indeed when they are successful why and what it then leads to for the individual) the level of new skills gained by individuals from volunteering placements the take up of new training as a result of volunteering placements Can we benefit from a closer relationship between business and volunteering?	Objective B; sector specific support - the social economy	This will be considered in the detailed activity plan, with reference to the O&S review of our support to voluntary sector.	No change

Reference	Comment	Action Plan section	Officer comment	Proposed recommendation
56	Although RVA can provide some training and support to organisations and have been doing so already, again there is also a fundamental shift of skills needed within RVAs workforce to reflect this changing environment, without taking away support from our smaller more rural community based organisations which we have traditionally provided. Is there a piece of partnership work to be done about ensuring that we are able to provide the right kind of support at the right time to our local organisations?	Objective B; sector specific support - the social economy	This will be considered in the detailed activity plan, with reference to the O&S review of our support to voluntary sector.	No change
57	<p>The table on page 2 of the Action Plan shows agriculture, forestry and fishing to be the largest sector in the Ryedale economy. This reflects the importance of agriculture in the National Park part of the District and the Authority's new Management Plan contains a number of policies to support the production and profitability of farming and expand markets for locally produced food. The Action Plan's support for the growth of food and drink manufacture and local food promotion and manufacture is welcomed, however the addition of a reference to support for farming in the area which is the basis for these sectors would be welcomed.</p> <p>The Authority (NYMNPA) would be pleased to work in partnership with the District Council on these topics in particular and on the Action Plan generally to help deliver the aims of both the new National Park Management Plan and the Ryedale Economic Action Plan.</p>	Objective B; sector specific support – Agri Food	The Plan makes reference to support for local food promotion and food manufacture rather than explicitly farming or other land based industries. This should therefore be picked up with a further 'sector specific support' for land-based industries, starting with an increased understanding of what activity the Council can undertake to support this sector, in partnership with others.	Include a further 'sector specific support' section for land based industries in Objective B.
58	Policies – RDC should adopt policies that help town centres adapt to the demand from the growth areas considered under 'Ryedale's economic drivers'.	Objective B; Market towns	Specific reference is made to supporting business lead initiatives with the aim of improving the vitality of town centres	No change.

Reference	Comment	Action Plan section	Officer comment	Proposed recommendation
59	Objective B – In this section specific sector support should include support for high street retail in line with the Mary Portas report that has been accepted as policy by central government.	Objective B; Market towns	Specific reference is made to supporting business lead initiatives with the aim of improving the vitality of town centres, and to enhancing the public realm in Malton to encourage footfall and economic activity.	No change.
60	Malton should undertake Britain in Bloom and shop window competitions	Objective B; Market towns	Noted, although this is not appropriate as a District Council-led initiative. We are happy to work with business groups to encourage any promotional activity.	No change.
61	<u>Promoting the green economy</u> - where is the commitment to reducing private car usage? Employment growth and housing should be close to public transport nodes and other key services.	Objective B Sustainable business	Changes recommended in relation to other comments make explicit an objective to 'Recognise the importance of the Malton rail link and to improving public transport facilities to support the role of Malton and Norton as a transport hub for Ryedale.' The Ryedale Plan promotes employment and housing development close to services and public transport.	No change to Plan other than those proposed in relation to other comments. Refer to links to LDF in the detailed activity plans.

Reference	Comment	Action Plan section	Officer comment	Proposed recommendation
62	Your delivery is very reliant on public sector funding programmes and perhaps with the significant changes that have happened to this area of funding more thought should be given to new ways of delivery and utilisation of the private sector delivering.	Resources	Officers continue to work with private sector businesses across Ryedale to ensure that both we and they are ready for opportunities.	Resources; include reference to working with businesses to deliver activity, not just to engage in discussion.