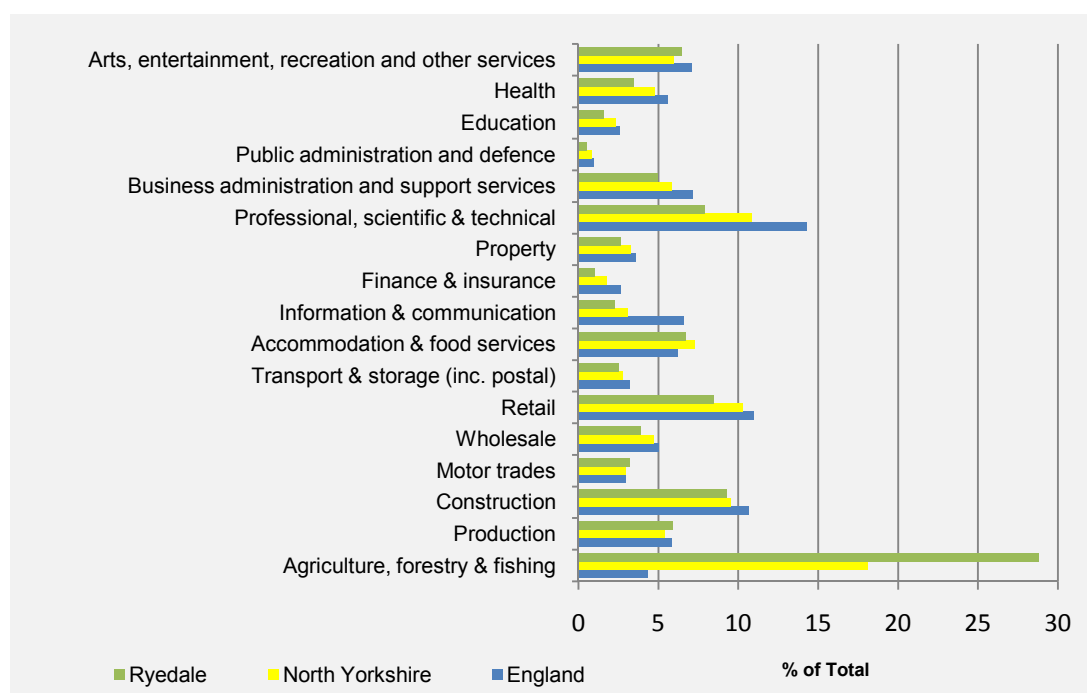


Ryedale Economic Action Plan 2012 – 2015

Introduction by Councillor Keith Knaggs, Leader of Ryedale District Council and Local Enterprise Partnership Board Member (TBC).

The Economic Headlines



Enterprises by sector ID BR 2011

The value of the Ryedale economy is mostly keeping pace with others in North Yorkshire. The types of businesses in Ryedale (the 'sectoral breakdown') is similar to that in North Yorkshire) and Ryedale's key sectors are agriculture, hospitality (tourism), manufacturing productive and the creative economy. (Chart opposite).

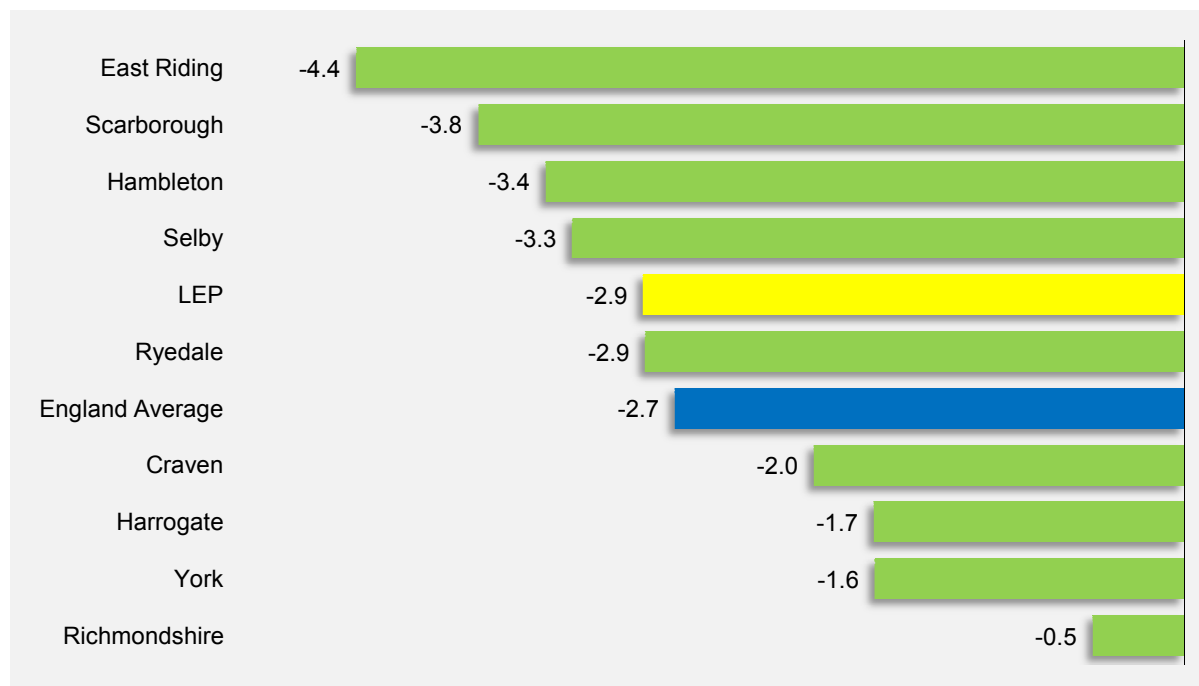
There remains a demand for employment land and premises, with a range of business sites available throughout the District. However, infrastructure constraints, such as the lack of high speed broadband in much of Ryedale, are a barrier to growth and inward investment.

Businesses

There are high levels of business stock per 10,000 adult population and a good rate of new business start ups. There are many self employed people and most businesses are small,

employing less than 50 people. **Market towns and rural business parks provide focal points for these types of business.** However, the rate of new business creation is declining and the business survival rate is also reducing. There are key employers in Ryedale, employing at least over 100 people. Although many are located on industrial sites and business parks in the market towns, some are located in more rural areas of Ryedale due to historical factors.

2010 Net Impact on business stock per 10,000 population (ONS)



The table above compares Ryedale with other North Yorkshire districts, the LEP area and England and demonstrates the net impact this has on the area business stock.

Employment and Wages

Ryedale experiences relatively high employment and self employment rates although in common with the national statistics, the Job Seekers Allowance claimant rate is increasing, albeit from a low level. 135 more young people under 24 are unemployed now in Ryedale (January 2012) than in January 2008, prior to the current economic downturn. Many people have more than one job. Critically, Ryedale has always experienced a low wage culture, (due in part to its prevalence of 'primary industries') as the table below illustrates. This contributes significantly to the difficulties for local people to afford local housing and the 'housing affordability gap'.

Figures in £s	Ryedale	Yorks and Humber	Great Britain
Gross Weekly Pay (Full time)	387.5	465.7	503.1
Hourly Pay (Full time)	9.92	11.64	12.77

Ryedale also has an increasingly ageing population, with the under 44 age group being under represented. This, coupled with high house prices, also causes difficulties for businesses to recruit

skilled workers locally. A lack of local skilled workforce is key issue for many businesses. Many young people leave the area, particularly for higher education elsewhere, and therefore skills can be difficult to 'grow on' locally.

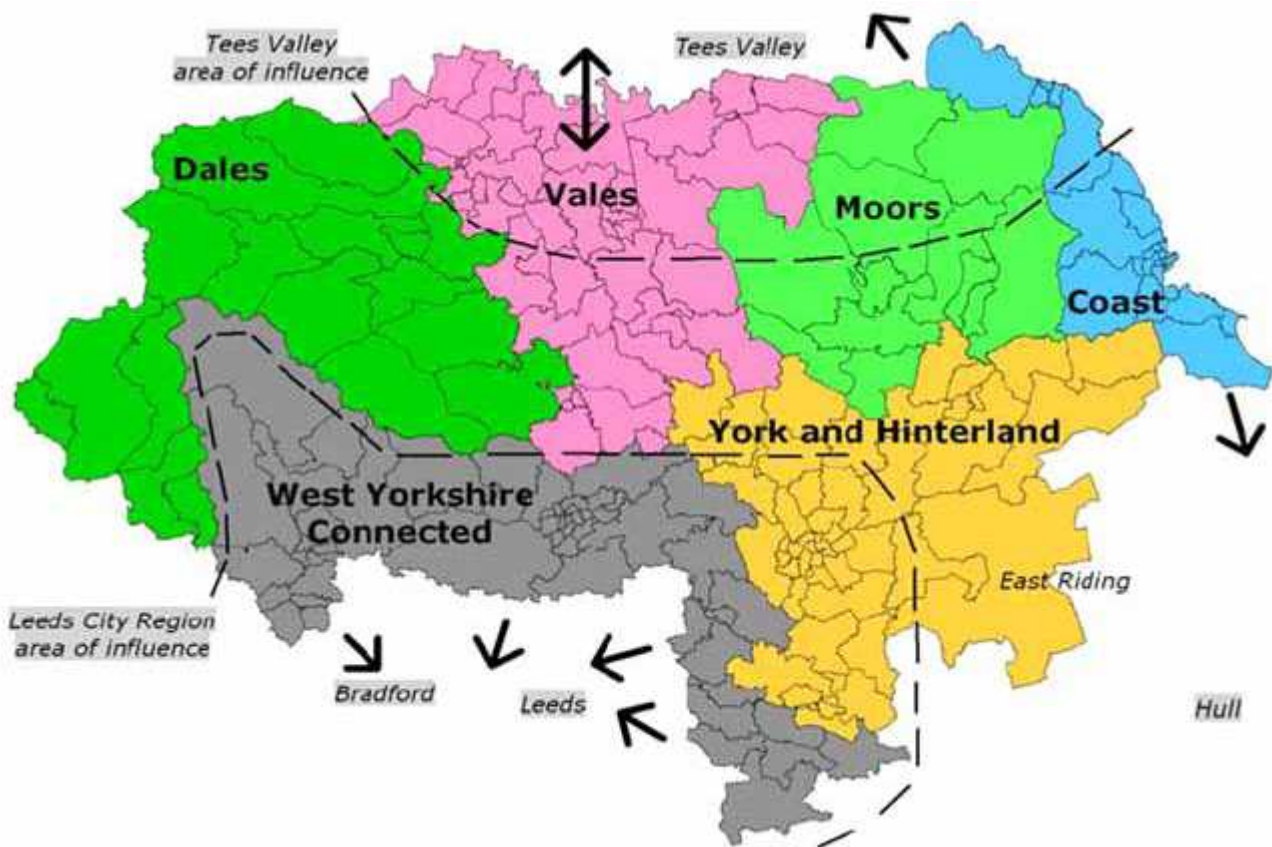
For full details of the Ryedale economy, please review the Local Economic Assessment on www.ynyeconomy.gov.uk

MAP of Ryedale and economic Geographies

No local economy is independent of its neighbours, so the linkages between our neighbouring local authorities are important. The map below indicates the links to the York economy are strong, and many residents commute daily to York or Scarborough for employment.

New partnerships are being forged with the creation of the LEP. For full details regarding the LEP, please review their website. <http://www.businessinspiredgrowth.com/>

Indicative Functional Geographic Areas of York and North Yorkshire



Ryedale's economic drivers

- what is the future?

Economic development needs to focus on the future economy as much as on the present. We therefore need to understand the factors and issues that will take our economy forward over the next five years and lay the foundations for business growth and quality employment. The following list identifies growth areas to consider:

- High technology engineering; including links to the off shore wind industry and York Potash project
- Visitor & creative economy – links to the high landscape value of the Moors, Wolds and Howardian Hills
- Enterprising culture – high number of business start ups, and rates of business stock.
- Growth through use of IT – bringing the benefits of high speed broadband to Ryedale.
- Food and Drink , small and large scale manufacture is prevalent in Ryedale.

The Ryedale Economic Action Plan

- What are our aims and objectives.

Ryedale District Council's aim is to create the right conditions for economic success in Ryedale. We translate this into two key objectives:

A To have economic structure and supporting infrastructure in place;

B Opportunity for people and business; ensuring Ryedale businesses are at the centre of economic development and local people are equipped with the skills required by our businesses.

To realise these objectives, we need:

- Engagement with local business and partner organisations.
- Prepared projects – to take advantage of fast moving funding opportunities.
- To be flexible and responsive in approach.
- A range of projects and timescales (spreading the risk, short to long term planning)
- Direct and indirect interventions – some projects lead by Ryedale District Council, others to provide a supporting role.

The following activities will be our priorities:

Objective A: To have economic structure and supporting infrastructure in place;

A1 Provision of employment land

- Through the LDF Employment Land Review, to ensure that business have sufficient room for development and growth. Provision of information to potential investors. Employment land at Pickering. Investigating potential for investment in industrial site development.
- Supporting key strategic employers to expand and develop.
- Supporting the development of mixed use development on key sites in Ryedale to promote economic development and reduce the housing affordability gap.

A2 Provision of Work space:

- Provision of information to investors and businesses regarding availability of workspace, across all sectors in Ryedale.
- With partners, ensure the 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.(These may be provided by the private sector).
- Develop managed workspace and training services, potentially in partnership with Derwent Training Association. Location options will include Malton and Pickering.
- Woolgrowers / Derwent Park project for employment and mixed use
- Connections with Science City York & Food and Environment Research Agency – provision of quality commercial scientific laboratories.

A3 Housing: to consider the implications of new housing development to the local economy in terms of provision of accommodation for skilled people and local workers.

A4 Communications and Transport Infrastructure:

- Brambling Fields – Norton. Implement improvement of the A64 junction to improve access to businesses and to employment sites in Norton and support economic activity across Malton and Norton
- Further A64 improvements (to address safety, access and flow issues) to improve the accessibility of Ryedale and unlock development potential in key employment areas
- Lobby and develop high speed broadband and mobile phone coverage to Ryedale's business parks and rural communities and promoting the benefits of this to business.
- 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.
- Extend the cycle network in Ryedale, within market towns and linking market towns, tourist attractions and public transport.

A5 Malton public realm improvements to encourage increased footfall and economic activity in the town centre

Objective B: Opportunity for people and business; ensuring Ryedale businesses are at the centre of economic development and local people are equipped with the skills required by our businesses.

B1 Maintain economic intelligence through data management and Key Account Management – supporting our key employers and horizon scanning for new economic strengths and threats.

B2 Ryedale Work and Skills Partnership projects

- Apprenticeships development.
- Addressing skills gaps for local business (new starters to graduate recruitment)
- Preparing for economic drivers (such as the Off Shore Wind Farm project)
- Influencing schools' enterprise agenda
- Skills Summit (linking employers with schools)

B3 Supporting the business life cycle

- Supporting new business start ups and improving business survival rates.
- Support business growth – research, inward investment and export

B4 Developing the RDC Corporate approach to businesses – “Ryedale’s a great place to do business”

- Corporate Business Group to provide a proactive approach to business support.
- Ryedale Business Week
- Link to existing “Engineering Week”
- Supporting businesses through the planning application process and to understand the Local Development Framework.

B5 Sector specific support:

- High Technology Manufacturing – link to employment land provision and skills provision.
- Visitor and Creative Economy – supporting business led initiatives, product development and community owned facilities. Creative Economy Commissioning project.
- Social Economy – supporting the Coalition Government’s localism agenda through social enterprise.
- Agri Food – local food promotion and food manufacture support.
- Land-based Industries – working with partners to support businesses in the land-based sector.

B6 Market Towns - promotion of vital and viable town centres, through implementing the LDF and engaging with local businesses and supporting private sector initiatives. Working with businesses and residents on their local initiatives, particularly those aspirations identified in the LDF such as promotion of local heritage, retailing or social enterprise facilities. Implement LDF proposals for town centres.

B7 Sustainable business – promoting the green economy for business growth.

Resources

- how we will deliver the actions.

No wards in Ryedale are within the ‘most deprived’ 25% in England and our dependence upon declining public sector is relatively low. Ryedale is unlikely to be a high priority for public sector assistance. However, the Authority will...

- Engage with businesses and business networks to prioritise activity.

- Work with businesses to encourage them to deliver activity collaboratively with geographical or sectoral partnerships.

- Work in partnership with business, Councils (neighbouring local authorities, National Park and Area of Outstanding Natural Beauty) and the new Local Enterprise Partnership.

- Establish the Local Development Framework to ensure that Ryedale can provide the necessary infrastructure to support business growth over the next 15 years. This includes employment land supply, transport infrastructure and housing to accommodate skilled local employees.

- Access new local funding such as the New Homes Bonus and the Community Infrastructure Levy
- Tap into existing funds such as
 - ERDF – capital and revenue match funding to be spent by 2013 (potential tourism bid)
 - Growing Places Fund (Government funding I to unlock development sites)
 - A range of Broadband initiatives including PRG , BDUK and DEFRA
 - DEFRA's Rural Economy Growth Review Rural Growth Networks
 - DEFRA's Rural Development Programme for England – new programme launched March 2012een'

This document is also available in other languages, large print and audio format upon request.

本文件也可应要求，制作成其它语文或特大字体版本，也可制作成录音带。 (Simplified Chinese)

Dokument ten jest na życzenie udostępniany także w innych wersjach językowych, w dużym druku lub w formie audio. (Polish)

Este documento encontra-se também disponível noutros idiomas, em tipo de imprensa grande e em formato áudio, a pedido. (Portuguese)

本文件也可應要求，製作成其他語文或特大字體版本，也可製作成錄音帶。 (Traditional Chinese)

The plan is available to view or download at www.ryedale.gov.uk.

If you require a hard copy, please request one by phone or email as above.

Glossary

BDUK - Broadband UK

DEFRA - Department for Environment, Food and Rural Affairs

LEP - York, North Yorkshire and East Riding Local Enterprise Partnership

LDF - Local Development Framework

PRG - Performance Reward Grant