

Draft Council Plan 2009-13: Priority Aims, Strategic Objectives and Key Performance Questions.

Aim	Aim 1: Housing Need To meet housing need in the Ryedale District Council area					
Strategic Objectives	Obj 1. To change and add to housing stock to meet the local housing needs			Obj 2. To support people to access a suitable home or remain in an existing home		
Key Performance Question's	1 How well are we meeting local housing need?	2 What is our housing stock profile?	3 How well are we preventing homelessness through advice and proactive intervention?	4 How well are we supporting people?		
Aim	Aim 2: Economic Success To create the conditions for economic success					
Strategic Objectives	Obj 3. Place of opportunity – economic structure and supporting infrastructure			Obj 4. Opportunity for people – increasing wage and skills levels		
Key Performance Question's	5 How is the sectoral mix of the Ryedale economy changing?	6 What infrastructure is in place to support economic success?	7 How well are household incomes increasing?	8 To what extent are local skills meeting the local employment need?		
Aim	Aim 3: High Quality Environment To have a high quality, clean and sustainable environment.					
Strategic Objectives	Obj 5. Climate Change: Reducing waste and CO2 emissions		Obj 6. Climate Change - Planning to adapt to change		Obj 7. To maintain the quality of our local environment	
Key Performance Question's	9 To what extent are we reducing the waste sent to landfill?	10 To what extent are CO2 levels reducing?	11 How well are we planning to adapt to climate change?	12 What development is coming forward and is it in the right areas?	13 How well is the quality of the environment in Ryedale being maintained?	14 To what extent is civic pride increasing?
Aim	Aim 4: Active 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	Obj 8. Safe and Healthy Villages			Obj 9. Safe and Healthy Towns		
Key Performance Question's	15 How well are we encouraging participation by all?	16 How well are we meeting the needs of all?	17 To what extent do people feel welcome and safe in our communities?	18 How well are we encouraging participation by all?	19 How well are we meeting the needs of all?	20 To what extent do people feel welcome and safe in our communities?
Aim	Aim 5: To Transform the Council					
Strategic Objectives	Obj 10. To deliver outcomes that are important to local people			Obj 11. To develop the leadership, capacity and capability to deliver future improvements		
Key Performance Question's	21 What services are important to local people?	22 How accessible are our services and how well are they improving?	23 How well do we demonstrate leadership?	24 What is our capacity and capability to deliver future improvements?		

'by group' refers to the following categories: Age, Race, Disability, Gender, Religion, Sexuality, Rurality

Council Plan 2009-13 Aim 1: Housing Need

There exists a serious imbalance in Ryedale between market prices and the amount that many local people can afford to pay for a home. The housing affordability 'gap' in Ryedale is one of the worst in the country as a result of comparably low wage levels and high house prices. Competition in the local housing market is strongly influenced by net in-migration of comparably wealthy older people, particularly from York and the South East of England. This causes some local households to leave the district in order to access housing and a failure to address this issue will see an increasing polarisation of communities. Ryedale has an increasingly ageing population and as people get older their housing needs often change, with an increased level of support from services and access to specialised housing provision. People want to live in Ryedale and believe it is a good place to live with a high quality of life.

Affordable housing includes social rented and intermediate housing provided to specified eligible households whose needs are not met in the market.

Housing need may be experienced by:

- Households with an income of less than £60,000 per annum, and other people due to changes in health, household income, caring responsibilities or bereavement
- Households who experience a change in circumstances affecting their ability to access work, health care or local services

What can Ryedale District Council do?

Build new homes via market housing schemes (utilising section 106 agreements) and the social housing development programme for Ryedale

Support people at threat of becoming or being made homeless

Improve the profile of our housing stock so that it can meet local needs by:

- Utilising regional housing board funding (£356,000 in 2008/9)
- Through the Council's Capital Programme
- Influencing Registered Social Landlords use of existing stock

Profile of housing need:

The overall requirement for affordable housing in Ryedale is 292 homes per annum, including 44 in the NYMNP. Of this 50% is arising from a backlog of households already in need, and 30.5% from newly forming households and 18.5% from other groups. Affordable housing need in the District is split between 33.4% requiring intermediate housing (discount for sale) and 66.6% in need of social rented housing. An annual household income of £60,000 is required to afford the average priced house in Ryedale in October 2008. Only 16% of newly forming households can afford to buy on the open market (all data from the 2007 Ryedale Housing Needs Assessment). In line with much of North Yorkshire, the age profile of Ryedale is skewed towards the older age range, with comparatively fewer younger people. By 2021 Ryedale is predicted to have one of the highest percentages of older residents in the UK.

Housing stock profile:

The local stock profile is 70% owner occupiers, 13.5% social rented, 16.3% private rented and 0.2% intermediate housing. This represents a smaller social rented sector than regional and national averages but a higher level of private rented housing.

Average House price July to September 2008 £243,480.00 Source: Land Registry Average Total Income £23,500 Affordability ratio average household income in relation to average house price was 11.95 in 2007, ranking us 78th in the Country Source: Local Knowledge

Level of unemployment in October 2008 are 1.3% Source: North Yorkshire County Council

Links to other policies and plans:

Imagine Ryedale... – Sustainable Communities Strategy, Ryedale Local Area Agreement 2, Developing Opportunities priority
North Yorkshire Local Area Agreement 2 – Affordable Housing Priority
Yorkshire and Humber Regional Spatial Strategy 2007-2026
Ryedale Local Development Framework 2010
Ryedale Local Plan 2002-06

North Yorkshire Housing Strategy – incorporating the Ryedale Housing Strategy
County wide empty homes strategy to be published March 2010
Joint Homelessness Action Plan to be published by March 2012
Safer Ryedale Partnership Plan
Our Lives Our Plans

Aim	<p style="text-align: center;">Aim 1: Housing Need</p> <p style="text-align: center;">To meet housing needs in the Ryedale District Council area</p>			
Strategic Obj	Obj 1. To meet the housing needs of at least 75 households per year through the provision of additional affordable and specialist homes and adaptation of existing homes		Obj 2. To support those in need to access a suitable home or remain in an existing home through the provision of support services.	
KPQ's	1 How well are we meeting local housing need?	2 What is our housing stock profile?	3 How well are we preventing homelessness through advice and proactive intervention?	4 How well are we supporting people?
KPI's	Monitor current local housing need: Waiting Lists for Registered Social Landlords, Homeless presentations, Parish Surveys Housing Needs survey and analyse by group LPI grant requests for adaptations and social services referrals	NI139 The extent to which older people receive the support they need to live independently at home NI 154 Net additional homes provided LPI % of affordable homes on sites NI 155 Number of homes delivered NI 159 supply of ready to develop housing sites LPI Housing returns to GOYH	LPI Homeless presentations per '000 and by group L8 LAA No. Proactive Interventions made '000 and by group NI 156 Number of households living in temporary accommodation	NI141 Percentage of vulnerable people achieving independent living NI 32 Repeat incidents of domestic violence NI 115 Substance misuse by young people NI181 Time taken to process Housing Benefit/Council Tax Ni 187 a. b Fuel poverty LPI No. of homelessness preventions
Priority Actions	<p>To support the provision of additional affordable and specialist homes by:</p> <ul style="list-style-type: none"> Ensuring that the percentage of affordable units provided by all qualifying development is a minimum of 40% (except where development costs of individual sites do not permit this) Allocating sufficient land in an adopted Ryedale Development Framework by April 2011 to meet regional housing targets to 2026 Supporting the development of 6 rural exceptions sites by 2012 Supporting RSLs to acquire additional stock in line with housing needs Supporting RSLs to implement their development programme and utilise Housing Corporation funding <p>To support the development of a county wide empty homes strategy to be published by March 2010 and following this to set an ambitious annual target for bringing empty homes back into usage.</p> <p>To undertake a review of all local authority land holdings within Ryedale and register all land in our ownership by April 2010 (with all publicly owned land in the County, including that owned by the Church Commissioners, to be registered by April 2011) and assess the potential of any of our sites for the development of affordable housing.</p> <p>To have a Strategic Housing Land Availability Assessment in Place by June 2010. Meeting any deficiencies in the housing needs of gypsies and travellers by allocating sufficient sites in the LDF</p>		<p>To provide a single coordinated homeless service in Ryedale through the Ryedale Housing Options Team.</p> <p>To support vulnerable people in their homes through the Home Improvement Partnership, providing adaptations to homes as needs change</p> <p>Support young people at risk through the Safe Moves project and through the provision of high quality accommodation for young people who may be at greatest risk</p> <p>Support families at risk of experiencing domestic violence through the Making Safe project</p> <p>To develop a joint homelessness action plan between Ryedale District Council and the Registered Social Landlords by March 2012</p> <p>To support voluntary and community sector organisations such as those providing support for carers, people experiencing problems with substance misuse, those with mental health issues</p> <p>In partnership to develop increased options for work activities for those recently occupying temporary accommodation</p>	

Delivery of this Aim will be led by the Marie-Ann Jackson, Corporate Director.

Detailed resources, competencies and core activities will be described in the Delivery Plans for Economy and Housing and for Planning Services

Council Plan 2009-13 Aim 2: Economic Success

The Ryedale economy is still over reliant on traditional industries that are associated with low pay, and are experiencing long term national and local decline. There is a pressing need to strengthen and diversify Ryedale's economy by growing knowledge and higher value added sectors. There are opportunities to grow the existing cluster of advanced engineering companies in Ryedale and to exploit links to the York economy, in particular through linking with the positive influence of the Science City initiative and York University. This would exploit the growth of the science and technology sector currently being experienced in York, meeting the objectives of the Regional Economic Strategy and implementing Sub Regional Investment Plan and Regional Spatial Strategy objectives and policies. The Ryedale economy has more recently begun the restructuring process from the primary and secondary sectors towards more tertiary sectors such as banking, finance and insurance and other sectors and there had been a notable percentage growth in research and development and knowledge industries, however this development is taking place from very low start levels and these sectors still form a much smaller element of the local economy than either the regional or national norm.

Recent economic growth in Ryedale has been notable however this has lagged behind both County and Regional levels. The economy is dominated by micro-businesses and there is much entrepreneurial activity, although this is dominated by lifestyle businesses and there is a need for much greater diversification into higher pay sectors to address the low wage problem that persists in Ryedale. Figures taken from the 2004 Annual Survey of Hours and Earnings show that the average annual gross earnings for people resident within Ryedale were £17,963; this was the second lowest figure among North Yorkshire authorities and was significantly lower than the average for North Yorkshire as a whole of £21,760. In 2007 the average residence based gross weekly earnings (mean) for Ryedale was £386, the fifth lowest figure in the Yorkshire & Humber region. This compares to a national average figure of £456 and figures for Hambleton, Harrogate and Selby districts of £461, £479 and £528 respectively. Using a median approach to the same indicator Ryedale has the lowest earnings in the entire Region (2007). In terms of workplace-based average weekly earnings for full time workers, Ryedale, at £435 in 2007, has the lowest figure in the Yorkshire & Humber region, compared to a national average of £526. This has led to a massive affordability gap, the worst in the north of England and the fourth worst nationally for people under 40, between average incomes and house prices, according to a study undertaken by the Joseph Rowntree Foundation in 2005 *Affordability and the intermediate housing market: Local measures for all local authority areas in Great Britain*. Further work in 2007 identified Ryedale as having the worst affordability gap outside of London.

There is a clear need to encourage a range of employment opportunities within Ryedale and move away from sectors associated with low skill and wage levels. The conditions should be created in Ryedale by the Council to support the development of opportunities within sectors that are generally better paid than the current local average income levels, with jobs to provide opportunities for those with higher and specialist skill levels and with the potential to employ younger people who often choose to leave the area to access better opportunities. This requires a combination of improved sites and premises, physical and business support infrastructure to create favourable conditions for trading, plus a targeted approach to skills and training to better equip local people to access new job opportunities. There is also a need for some town centre enhancement and regeneration to reduce leakage of local shoppers to nearby towns and cities, and to strengthen the tourism offer.

What can Ryedale District Council do?

Include land allocations in the Local Development Framework for high quality B1 office and B2 development that targets higher value-added sectors, links to the York economy and supports advanced engineering activities.

Enhance the role of Malton and Norton by building connections with the York economy.

Encourage the development and growth of knowledge based industries through the creation of an Enterprise centre.

Develop the transport and other physical infrastructure in Ryedale through developer contributions and partnership working.

Work with the Ryedale Employment and Skills Partnership to provide training and learning opportunities to better equip local people to access higher quality local jobs.

In partnership with others, provide support to new and existing local businesses to enhance their success.

Profile of the Ryedale Economy:

The manufacturing and agriculture share of the economy has reduced it is notably still high within the region.

There has been some increase in digital and creative and knowledge driven sectors, with research and development increasing from zero to 6%.

Ryedale experiences the highest level of home working in the region.

Levels of unemployment are currently 1.3% and the levels of people claiming benefits was 7.47 per 000 with 40.39 per 000 on incapacity benefits in February 2008.

Source: Local Knowledge

In 2006 the average residence based gross weekly earnings (mean) for Ryedale was £386, the fifth lowest figure in the Yorkshire & Humber region. This compares to a national average figure of £456 and figures for Hambleton, Harrogate and Selby districts of £461, £479 and £528 respectively. Using a median approach to the same indicator Ryedale has the lowest earnings in the Region (2007). In terms of workplace-based average weekly earnings for full time workers Ryedale, at £435 in 2007, has the lowest figure in the Yorkshire & Humber region, compared to a national average of £526. *Source: Local Knowledge*
In 2005, 12.5 people per '000 of the 16+ population were claiming Job Seekers Allowance in Ryedale. This is the highest of the rural districts (with the exception of Scarborough) in North Yorkshire – the average being 9.2. In February 2008 this had fallen to 11.07 per '000 in Ryedale with Selby and Scarborough being the only North Yorkshire Districts with higher claimant levels.

Source: Local Knowledge; DWP Benefits

In 2001 Ryedale had the 10th highest level of in-commuting jobs in the region. We must wait for the results of the next census to gauge any positive trend in this data. In 2004 Ryedale residents experienced the shortest travel to work journey in the region.

Source: Local Knowledge; Census 2001 and labour force survey 2004

In 2003/04 the net migration of 16-24 year-olds in Ryedale was -0.39% as a proportion of 2001 pop. This level of migration remained the same in 2006.

Source: Local Knowledge; Crown Copyright; Internal migration within the United Kingdom

Links to other policies and plans:

Imagine Ryedale... – Sustainable Communities Strategy vision for 'Developing Opportunities'

North Yorkshire Local Area Agreement 2 –Economy and Enterprise Priority

Ryedale Local Development Framework - Core Strategy

Regional Economic Strategy

Sub-regional Investment Plan

Market and Norton Partnership Business Plan

Our Lives Our Plans

Support for the Voluntary and Community Sector

Local Community Plans

Aim	Aim 2: Economic Success To create the conditions for economic success			
Strategic Obj	Obj 3. Place of opportunity – to have the sites and premises, physical infrastructure and business support in place that would encourage an economic structure and activity that ensure that the opportunities available within Ryedale are equal to those of the most economically successful rural areas of the sub-region.		Obj 4. Opportunity for people – to equip local people to access wage levels in Ryedale that are equivalent to those of other rural economies in the sub-region	
KPQ's	5 How is the sectoral mix of the Ryedale economy changing?	6 What infrastructure is in place to support economic success?	7 How well are household incomes increasing?	8 To what extent are local skills meeting the local employment need?
KPI's	LPI Employment change by sectors LAA 36 Growth in creative industries LAA 37 Growth in tourism LPI 54 Share of regional economy NI 171 new business registration rate per 000 16+ NI 172 %of SME's showing growth	LPI 65b % of development in market towns and service villages NI175 Access to services and facilities by public transport, walking and cycling NI182 satisfaction of businesses with regulatory services	LPI 53 Average household earnings LPI Affordability ratio NI 166 Average earnings NI 181 Benefit take up NI 187 Tackling Fuel poverty NI151 Overall employment rate NI152 Working age people on out-of-work benefits, by group	LPI Skill gap identified through National Employers Skills Survey NI 164 % of employees qualified to level 3 or above, by group
Priority Actions	<p>To work in partnership with Science City York, York University, Yorkshire Forward, other local authorities and the Market Towns to extend the influence their success can have on the restructuring of the Ryedale economy and develop the cultural services sector.</p> <p>Allocate land for high end (B1) business and B2 use in the Ryedale Local Development Framework, whilst also meeting indigenous needs. To encourage small scale economic development and space for small businesses to thrive, utilising the high quality environment and cultural assets to diversify and grow tourism and the local economy.</p> <p>To support the development of all the Market Towns, working to improve access to services, improved modes of transport and linkages and strengthening the role of the market towns in the local economy.</p> <p>Support the development of specific local measures to increase road capacity and make environmental improvements</p> <p>Improve the public realm and regeneration opportunities in our market towns, to provide quality town centres that support commerce and tourism.</p> <p>To provide high quality regulatory services to the business sector that meet their needs</p> <p>Support partnership-working between agencies responsible for environmental and transport planning, along with others such as the police, to reduce the number of deaths or serious injuries as a result of road traffic accidents</p>		<p>To support the development of the regenerated Ryedale Area Learning Partnership in its new form the Ryedale Employment and Skills Partnership (RESP), to help people to acquire the skills they require to access improved local employment opportunities and / or increase their income level.</p> <p>To work with the RESP to reduce basic skills deficiencies.</p> <p>To encourage benefit take up for eligible households to increase their household income and mitigate against fuel poverty. Any delay in the administration of these benefits can impact on some of the most vulnerable people in our communities by:</p> <ul style="list-style-type: none"> • Leading to rent arrears and evictions • Preventing access to housing because landlords are reluctant to rent to Housing Benefit customers • Acting as a deterrent to people moving off benefits into work because of the disruption to their claim 	

Delivery of this Aim will be led by Marie-Ann Jackson, Corporate Director.

Detailed resources, competencies and core activities will be described in the Delivery Plans for Economy and Housing and for Planning Services

Council Plan 2009-13 Aim 3: High Quality Environment

The Sustainable Communities Strategy – Imagine Ryedale... states that local people in Ryedale want their communities to continue to be ‘a cherished mixture of towns, villages and landscapes. It is a peaceful sanctuary, not crowded or polluted’. To the north and west of the District lie the sparsely populated Cleveland Hills and the North York Moors – a third of the North York Moors National Park is within Ryedale. To the south are the fertile, gently undulating Yorkshire Wolds. The south-western corner of the District reaches the outskirts of the City of York and in the east the boundary is 6 miles from the North Sea. A striking characteristic of Ryedale is the outstanding quality of its countryside, villages and market towns. This is reflected in the designation of the North York Moors National Park and the Howardian Hills Area of Outstanding Natural Beauty. The finest examples of historic buildings and features in Ryedale are legally protected; there are 46 conservation areas, more than 2,000 listed buildings, 440 scheduled ancient monuments and eight registered historic parks and gardens. The local authority area has 0.34 persons per hectare and is ranked as having the 7th lowest population density (of 375 local authorities). Ryedale possesses a very high quality environment and we intend to maintain this in future years.

What can Ryedale District Council do?

Increase the amount of waste recycled in district and reduce the amount of waste being sent to landfill.

Reduce CO2 emissions resulting from our operations.

Improve the cleanliness of Council owned land.

Encourage local communities to plan for local emergencies such as flooding

Support development in areas which will not be affected by flooding, where development will not adversely impact on the natural environment and encourage development on sites which have previously been developed.

Encourage local communities to manage their own local environment.

Profile of the local environment:

In 2005 our biological river quality was the second highest in the region coming second to Richmond which was ranked first nationally.

Source: Local Knowledge; General Quality Assessment Survey

Using a tranquillity score based on population density in 2004, Ryedale scores the highest in the region and comes 15th nationally. Using a natural environment score developed by combining Natural Beauty, Tranquillity, Average weather, air quality, green flag awards and green space, Ryedale is placed third within the region for the quality of its natural environment.

Source: Local Knowledge

The waste statistics recently published by DEFRA for 2007/8 places Ryedale District Council 12th in the country for % recycled and composted and 6th in the country for green recycling

Source: DEFRA Waste dataflow

Links to other policies and plans:

Imagine Ryedale... – Sustainable Communities Strategy vision for ‘Developing Opportunities’

North Yorkshire Local Area Agreement 2 – Environment Priority Regional Spatial Strategy 2007-2026

Ryedale Local Development Framework

Biodiversity Action Plan 2005

Contaminated Land Strategy 2006

York and North Yorkshire Waste Partnership Strategy 2006

Business Continuity Plan 2009

Emergency Flood 2008

Local Community Emergency Plans

Aim	<p align="center">Aim 3: High Quality Environment To have a high quality, clean and sustainable environment.</p>					
Strategic Obj	<p>Obj 5 To achieve a recycling rate of 55% and reduce the kg of residual waste collected per household from 444kg to 400kg by 2013. Reduce CO2 emissions resulting from our operations by 25% on 2008 levels by 2013.</p>		<p>Obj 6 To meet the challenges presented by our changing climate by developing flood risk management plans, raising awareness of civil protection only permit developments in locations which are vulnerable to risk from or present no risk to our natural environment.</p>		<p>Obj 7 To maintain the quality of our local environment, increasing levels of satisfaction with cleanliness from 75% to 80% by 2013, managing our natural habitats to improve local levels of biodiversity and increasing levels of civic pride in the district.</p>	
KPQ's	9 To what extent are we sending less waste to landfill?	10 To what extent are CO2 levels reducing?	11 How well are we planning to adapt to climate change?	12 What development is coming forward and is it in the right areas?	13 How well is the quality of the environment in Ryedale being maintained?	14 To what extent is civic pride increasing?
KPI's	NI 191 Household waste - residual NI 192 Household waste - reused etc NI 193 Municipal waste to landfill	NI 185 CO2, our operations NI 186 CO2, others	NI 188 Planning to adapt to climate change NI 189 Flood risk management NI 37 Awareness of civil protection arrangements in the local area	LPI 65 % of development in market towns and service villages LPI % of development on brownfield sites	NI 194 Air quality NI 197 improved levels of local biodiversity NI 195 & 196 Environmental cleanliness	NI 5 Overall satisfaction NI 138 Satisfaction 65+ LPI Award schemes: Britain in Bloom Design Awards Green Flag
Priority Actions	<p>Manage waste with an emphasis on waste minimisation, re-use and recycling, thereby reducing the reliance on landfill. Encourage the recycling of trade waste Broaden the range of products the public can recycle Reducing CO2 emissions through our own operations by:</p> <ul style="list-style-type: none"> • Replacement programme of fuel efficient vehicles • Undertaking an efficiency review of rounds • Investigating the use of alternative fuels • A programme of energy efficiency initiatives for all council owned buildings <p>Develop a travel plan for the council to reduce our CO2 emissions Manage our IT systems to reduce emissions</p>		<p>Develop a Climate Change Strategy for Ryedale by October 2009</p> <p>Support the development of local community flood risk management plans</p> <p>Through the Local Development Framework, encourage development in market towns and service villages and avoid inappropriate development in flood risk areas</p> <p>Encourage 65% of development to come forward on brown field sites.</p> <p>Make sure our business continuity planning is robust</p> <p>Raising awareness of civil protection</p>		<p>Requiring developments to achieve high quality standards promoting local award schemes for good design, accessibility and energy efficiency</p> <p>Support local initiatives undertaken by Parish and Town Councils and local community groups, such as parish caretaker schemes.</p> <p>Support the development of civic pride by making developments to the public realm in the market towns.</p> <p>Increasing mechanical cleansing Initiatives to increase pride of place, including developing local award schemes.</p>	

Delivery of this Aim will be led by Paul Cresswell, Corporate Director (s151).

Detailed resources, competencies and core activities will be described in the Delivery Plans for Environment and for Planning Services

Council Plan 2009-13 Aim 4: Active Communities

Ryedale has a network of community facilities for recreation and leisure activities which are all owned and managed by local communities for their own use, and that of other residents and visitors. The council support existing and new facilities through a programme of grant aid. Consultation carried out as part of the SIMALTO process indicates that residents prioritise improved leisure facilities. An analysis of all community led planning and parish plans reveals a clear priority for local communities for developing their community facilities.

The health of people in Ryedale is generally better than the England average. People with diabetes, deaths from smoking and early deaths from heart disease and stroke are all lower than the England averages. Over the last ten years, all age all cause mortality and early deaths from heart disease and stroke have remained below the England averages, but have failed to improve as fast as the averages for England. Over the same period, early death rates from cancer have been getting worse in Ryedale and are now just below the average for England. The health of children and young people is generally the average for England, better than the England average on all indicators, apart from the percentage of children classified as obese, which at 14.9% is higher than the England average of 9.9% of schoolchildren in reception in 2006-7. Ryedale has a lower rate of people claiming incapacity benefits for mental illness and a lower rate of hospital stays related to alcohol compared with the England averages. However, it remains the area with the highest rate for road injuries and deaths in England.

Ryedale has one of the lowest crime rates in the country and much work is undertaken to maintain this level and to try and gain improvements. One of the main crime categories that has seen huge reductions over the last couple of years is car crime. The crime figures for 2006/07 showed reductions in all crime including burglary and violent crime. Safer Ryedale partnership has introduced a range of projects and initiatives to address crime and concerns from the community such as speeding vehicles and inappropriate driver behaviour with Operation Siren to target low level infringements, deploying mobile speed awareness signs and distributing wheelie bin stickers.

What can Ryedale District Council do?

Increase opportunities for participation in volunteering and community-based activities.

Support the work of the Safer Ryedale partnership

Encourage participation in sport and high-quality recreational activities to promote the development and wellbeing of children and young people

Increase participation by adults in physical activity as this impacts on many other aspects of health.

Encourage participation in sport, countryside recreation and volunteering as part of a healthy lifestyle.

Target our resources in areas and groups with the greatest health inequalities and promote healthy ageing and active involvement in the local community.

Promote sport to enable community cohesion and regeneration and improved quality of life

Support locally owned and managed community facilities to become more sustainable

Profile of our communities:

Public health indicators show that the health of Ryedale District population is better than the average for England. Life expectancy at birth and infant mortality rates are regarded as good indicators of population health. Life expectancies of baby boys and girls born in the area have risen between 1.5-2.5 years between 1991/1993 and 2002/2004, see appendix. In 2002/2004 life expectancies in baby boys and girls were 77.8 years and 82.0 years respectively; these are 1-2 years more than the English average but 2-3 years less than local authority areas with the highest life expectancies. Infant mortality rates in the Scarborough, Whitby & Ryedale area were 2.7/1,000 live births (2002-2004) which is significantly lower than the national average of 5.2/1000 live births.

Health in the Ryedale District area was reported as generally good (92.3% reported that their health was 'good' or 'fairly good'). The proportion of the population reporting a limiting long term condition was 16.9% in the Ryedale area (England 17.9%). The proportion of people aged 65+ reporting a limiting long term illness in Ryedale was 42.7% for males and 45.7% for females (England 49.5% and 53.1% respectively). There were concentrations of limiting long term illness reported in excess of 60% of the population aged 65+ in Norton East electoral ward.

In 2005/06 Ryedale was ranked 365th highest of the 377 Crime and Disorder Partnerships (CDRPs) in England and Wales on the basis of (British Crime Survey - BCS) all crimes per 1000 people (26) (source: Home Office – crime in England and Wales). The highest volume crimes were criminal damage (10.1) and woundings (5.1). Within the County it is ranked 2nd lowest for crimes per 1000 persons. Common Assault, Wounding and Personal Robbery were especially low in Ryedale. Overall crime in Ryedale fell by 5% between 2004/05 and 2005/06. Burglary from a dwelling, though still low, showed an increase, as did theft from and theft of Motor Vehicles.

Aim	Aim 4: Active Communities To help all residents to achieve a healthy weight by encouraging an active lifestyle, in communities where everyone feels welcome and safe					
Strategic Obj	Obj 8 To promote healthier and more active lifestyles in the Villages of Ryedale to reduce the prevalence of obesity and increase perceptions of safety and wellbeing in our communities			Obj 9 To promote healthier and more active lifestyles in the Market Towns of Ryedale to reduce the prevalence of obesity and increase perceptions of safety and wellbeing in our communities		
KPQ's	15 How well are we encouraging participation by all?	16 How well are we meeting the needs of all?	17 To what extent do people feel welcome and safe in our communities?	18 How well are we encouraging participation by all?	19 How well are we meeting the needs of all?	20 To what extent do people feel welcome and safe in our communities?
KPI's	NI 56 Childhood obesity yr6 LPI Child participation in sport NI 8 Adult participation in sport LAA 64 Participation in high quality sport	LPI 62 % Improvements to Public Open Space NI 199 Children & Young Peoples satisfaction with parks and play areas LPI Satisfaction rates with leisure facilities by group	NI 17 Perception of ASB NI 20 Assault with injury LPI ASBOs issued NI1 Community Cohesion NI 2 Belonging NI 23 Respect and consideration	NI 56 Childhood obesity yr6 LPI Child part in sport NI 8 Adult participation in sport LAA 64 Participation in high quality sport	LPI 62 % Improvements to POS quality NI 199 C&YP satisfaction with parks and play areas LPI Satisfaction rates with leisure facilities by group	NI 17 Perception of ASB NI 15 Violent crime levels LPI ASBOs issued NI 1 Community Cohesion NI 2 Belonging NI 23 Respect and consideration
Priority Actions	<p>Reduce fear of crime and perceptions of local crime levels To protect public health by ensuring food is safe and fit to eat by regulating compliance in food establishments with food law.</p> <p>Promoting access to opportunities for sport, play, activities</p> <p>Publicise the Sustrans routes and safe cycling routes - links to bridleways and footpaths</p> <p>Plan and promote outdoor events such as triathlon-bike-run-orienteeing, fun runs, mountain biking</p> <p>Support professional advice for coaching and development</p> <p>Public space fit for 2012 - achieving the Green Flag award</p> <p>Support for community facilities, providing opportunities for older people – fitness for life</p> <p>Trips and falls prevention through visiting officers</p> <p>Promote Ryedale as the outdoor green gym for outdoor activity and lifestyle sports</p>			<p>Promoting access to opportunities for sport, play, activities</p> <p>Develop 'healthy towns' initiatives such as cycle routes, play rangers, local healthy food initiatives</p> <p>Support healthy modes of transport to help reduce health inequalities and CO2 emissions</p> <p>Sports and recreation available in the workplace</p> <p>Extended sport activity in schools</p> <p>To develop a sports strategy for Ryedale, through which we can manage the CLL contract and the grant awarded to the Malton School project</p> <p>Reduced car use and walk or cycle for a fitter town</p> <p>Try to reduce levels of obesity - Ryedale highest in North Yorkshire at 25.4% - particularly prevalent in some of our market towns</p> <p>Support professional advice for coaching and development</p> <p>Public space fit for 2012 - achieving the Green Flag award</p> <p>Support for community facilities, providing opportunities for older people – fitness for life</p> <p>Trips and falls prevention through visiting officers</p>		

Delivery of this Aim will be led by the Paul Cresswell, Corporate Director (s151).

Detailed resources, competencies and core activities will be described in the delivery Plans for Environment and for Planning Services

Links to other policies and plans:

Imagine Ryedale... – Sustainable Communities Strategy vision for Health and Wellbeing and priority for reducing obesity
North Yorkshire Local Area Agreement 2 – Health and wellbeing, Community Cohesion, Children and Young People and Older People priorities
Ryedale Local Development Framework

Safer Ryedale Partnership Plan 2008-11
Our Lives Our Plans
Support for the Voluntary and Community Sector
Ryedale Play Strategy

Council Plan 2009-13 Aim 5: To Transform the Council

Two major challenges facing the council over the next year include the delivery of the efficiencies required by Comprehensive Spending Review 2007 and the new local performance framework, Comprehensive Area Assessment. All parts of the public sector need to continue to seek and implement ways to deliver higher quality public services with the resources that are available. This means enhancing value for money and the whole public sector has been set a target of achieving at least 3% per annum value for money gains during the 2007 Comprehensive Spending Review period, all of which should be cash-releasing, i.e. free up resources that can be redeployed elsewhere. The response to pressure on available resources should be to seek greater value for money, rather than to simply reduce the effectiveness of public services.

CAA is intended to provide an assessment of the prospects for a local area and the quality of life for people living there. It will put the experience of residents, people who use services and local tax payers at the centre of the assessment framework, with a particular focus on the needs of those whose circumstances make them vulnerable. It will recognise the importance of effective local partnership working, the enhanced role of the Sustainable Community Strategy and Local Area Agreements and the role of the Council in leading and shaping the community it serves.

If we are to meet both of these challenges we will need to transform the Council and the way it manages and allocates its resources, delivers services, engages with communities, works in partnership and improves outcomes for all.

What can we do?

Consider all of our service delivery from the perspective of the customer

Maintain an accurate information and knowledge base of our communities, their priorities, needs and aspirations.

Improve communications within the organisation and externally with our communities, managing our reputation with the public

Develop our approach to performance management to incorporate risk management

Plan and deliver all of our services considering the needs of all of our communities and monitor the effectiveness of our services in meeting the needs of everyone

Engage with our communities in the planning and delivery of all of our services and in planning for continuous improvements

Performance Profile:

Ryedale District Council was assessed as good in the Comprehensive Performance Assessment carried out in 2004. Our rate of improvement over the previous three years has been in line with that of other district councils, however during 2006/7 the Council has not kept pace with that of other similar districts. We have continued to improve our value for money through partnership working and have a clear framework for allocating resources with a set of linked plans.

Baseline Data

CPA 2004 – Good

Use of resources 2006/7 - scored 2

Maintained IIP accreditation

Satisfactory Annual Governance Statement

Aim	Aim 5: To Transform Ryedale District Council				
Strategic Obj	Obj 10 To deliver outcomes that are important to local people		Obj 11 To develop the leadership, capacity and capability of the Council to deliver improvements in priority areas		
KPO's	21 What services are important to local people?	22 How accessible are our services and how well are they improving?	23 How well do we demonstrate leadership?	24 What is our capacity and capability to deliver future improvements?	
KPI's	Ongoing analysis of local need by group Findings of community engagement activities by group	Monitor take up of all priority services by group L 41 % of population within 5 miles of a Joint Access Centre. Customer satisfaction levels by group NI 14 Avoidable contact	Governance arrangements self assessment NI 4 % that feel they can influence local decisions by group NI 3 Civic participation by group	Efficient and effective resources NI 179 VFM NI 14 avoidable contact	Workforce development IIP, self-assessment and accreditation
Priority Actions	Deliver a programme of community engagement opportunities, including supporting the development of parish plans and co-ordinate through the Ryedale Strategic Partnership To engage with communities and user groups when significantly redesigning our services to ensure we will continue to meet the needs of all To consider the outcomes of equality impact assessments in every policy decision and when redesigning services To continue to support parish planning across the district aiming to achieve 'a plan for every parish'		Develop our workforce and the systems they work with to deliver continuous improvement. Identify customer contact that is 'avoidable' so we are better placed to redesign the way services and information are made more accessible for our customers Redesign our services to achieve the efficiency gains required of 3% per year to 2011 Develop corporate and coordinated crosscutting service standards and integration of our processes. Redesign our services to achieve improvements in effectiveness, efficiency and economy Develop a corporate approach to commissioning services to achieve the widest benefit and improvements for customers and communities Develop our approach to working in partnership and in collaboration with others Maintain effective corporate governance arrangements Manage our finances to deliver value for money		

Delivery of this Aim will be led by Paul Cresswell, Corporate Director (s151).

Detailed resources, competencies and core activities will be described in the Delivery Plans for Transformation and for Organisational Development

Links to other policies and plans:

Medium Term Financial Plan
Corporate Efficiency Programme
Capital Strategy
Community Engagement Strategy
Procurement Strategy
Corporate Risk Plan

Governance arrangements
Corporate Equalities Scheme
Corporate Service Continuity Plan
Corporate Workforce Plan
Corporate IT Strategy
Asset Management Plan

North Yorkshire Local Area Agreement
Imagine Ryedale...

Council Plan 2009-13 Key Performance Questions	
Aim 1: Housing Need	
<PO 1	How well are we meeting local housing need?
<PO 2	What is our housing stock profile?
<PO 3	How well are we preventing homelessness through advice and proactive intervention?
<PO 4	How well are we supporting people?
Aim 2: Economic Success	
<PO 5	How is the sectoral mix of the Rvedale economy changing?
<PO 6	What infrastructure is in place to support economic success?
<PO 7	How well are household incomes increasing?
<PO 8	To what extent are local skills meeting the local employment need?
Aim 3: Quality Environment	
<PO 9	To what extent are we reducing the waste sent to landfill?
<PO 10	To what extent are CO2 levels reducing?
<PO 11	How well are we planning to adapt to climate change?
<PO 12	What development is coming forward and is it in the right areas?
<PO 13	How well is the quality of the environment in Rvedale being maintained?
<PO 14	To what extent is civic pride increasing?
Aim 4: Active Communities	
	Villages and Market towns
<PO 15	How well are we encouraging participation by all?
<PO 16	How well are we meeting the needs of all?
<PO 17	To what extent do people feel welcome and safe in our communities?
Aim 5: Transform the Council	
<PO 21	What services are important to local people?
<PO 22	How accessible are our services and how well are they improving?
<PO 23	How well do we demonstrate leadership?
<PO 24	What is our capacity and capability to deliver future improvements?

