

The Ryedale Economic Action Plan – Aims, Objectives and Actions

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.

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 at York Road (Malton) potentially in partnership with Derwent Training Association.
- 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. Continued development of the A64 junction to open up employment land in Norton.
- Further A64 improvements to 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.

A5 Malton public realm improvements

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 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.

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