



PART A:	MATTERS DEALT WITH UNDER DELEGATED POWERS
REPORT TO:	POLICY AND RESOURCES COMMITTEE
DATE:	5 DECEMBER 2013
REPORT OF THE:	HEAD OF ECONOMY AND INFRASTRUCTURE JULIAN RUDD
TITLE OF REPORT:	REVIEW OF RYEDALE ECONOMIC ACTION PLAN
WARDS AFFECTED:	ALL

EXECUTIVE SUMMARY

1.0 PURPOSE OF REPORT

- 1.1 To undertake a 'light touch' annual review of the Ryedale Economic Action Plan (REAP) and include details regarding the emerging York, North Yorkshire and East Riding Local Enterprise Partnership (LEP) Economic and Investment Strategy for European and Government 'Growth Deal' funding.

2.0 RECOMMENDATION

- 2.1 It is recommended that the 2013 update to the Ryedale Economic Action Plan be agreed.

3.0 REASON FOR RECOMMENDATION

- 3.1 To update Members on progress with the implementation of the Ryedale Economic Action Plan (adopted in July 2012) and to agree minor updates, including the development of the LEP Investment Strategy.

4.0 SIGNIFICANT RISKS

- 4.1 There are no significant risks associated with this report.

5.0 POLICY CONTEXT AND CONSULTATION

- 5.1 Council Aim 2: To create the conditions for economic success in Ryedale.

REPORT

6.0 REPORT DETAILS

Ryedale Economic Action Plan

- 6.1 The Ryedale Economic Action Plan was adopted by Council in July 2012 (Minute 66 refers). The accompanying report outlined that a light touch annual review would be undertaken each year. The Plan is operational until March 2015 and it is nearing the half way point in terms of delivery. It can be accessed via this weblink [http://www.ryedale.gov.uk/pdf/Ryedale Economic Action Plan Final web.pdf](http://www.ryedale.gov.uk/pdf/Ryedale_Economic_Action_Plan_Final_web.pdf)
- 6.2 Delivery of the Action Plan involves 45 individual actions. Progress and performance on all these individual actions is reported on the Council's Covalent performance management system and updated monthly. A summary report generated from this system is attached in Appendix B and this shows current progress under all aspects of the REAP. Members are able to view this utilising the weblink and password at any time, which will also enable previous 'latest notes' to be viewed.
- 6.3 There are also an additional 3 Visitor Economy specific actions, 1 Community and 1 Community Transport action in the Unit's Service Delivery Plan. Whilst not directly relating to economic development, it is recognised that a strong, safe and connected community (including the 'Wheels to Work' programme) will support employers and employees to live and locally.)
- 6.4 Key successes since the adoption of the Plan in 2012 include;

Reference	Progress
1.1, 1.1a, d	The adoption by the Council of the 'Ryedale Plan - Local Plan Strategy' confirms at least 3000 new homes up to 2027, alongside up to 45 hectares of employment land and support for expansion of existing employers. This significant economic activity will be supplemented by retail development and new infrastructure.
1.1d	Economy staff work closely with planners and major employers via a project team to ensure that opportunities for expansion are realised wherever possible. Major recent successes include the expansion of Rosti Mckechnie at Pickering (200 jobs), the Exhibition and Leisure Village at Pickering (generating £8m each year for the Ryedale economy) and the Yorkshire Baker plant (150 jobs). Discussions are ongoing regarding a number of other potential expansions, including 800 new jobs at the FERA site at Sand Hutton and expansion of advanced engineering companies.
1.2	Target of three 'Major Projects' by 2015. Following initial success with the major expansion of the York Road business park at Malton, which has been opened since adoption of the REAP, officers are closely involved with other major workspace projects. Through the Ryedale Development Fund funding has been approved to develop the business case and designs for the expansion of the Sand Hutton Applied Innovation Campus, the Milton Rooms Creative Hub and the Malton Livestock Market and associated agri-business park in Malton. Discussions and funding bids are also progressing regarding a linked business and technology park.
1.4a	Completion and opening of the A64 Brambling Fields junction scheme, improving access to employment land in Norton and releasing traffic and capacity within Malton. This project was a fundamental

	requirement for implementation of the Ryedale Plan development strategy.
1.4c	Commencement of the Superfast North Yorkshire high speed broadband project, bringing 'fibre to the cabinet'. Due for completion by December 2014. This has a companion business support project that has received very positive feedback from the 76 Ryedale businesses that have so far taken part.
2.1b	Increasing contact with local employers. Communication and support has been enhanced markedly with both our largest employers and small businesses (and the Federation of Small Businesses) through a range of activities and one to one meetings, plus the Ryedale Business Forum and involvement through planning and funding proposals.
2.2a	Support and promote apprenticeships: Developed and implemented the Ryedale Apprenticeship Project, utilising £150K from the £370K Ryedale Development Fund (RDF). This is funding the employment of some 25 new apprentice post plus training for an additional 15 apprentices. A further 8 apprentices were appointed at the District Council utilising funding from the RDF.
2.2b	Address skills gap for local businesses: Developed and implemented the annual 'Opportunity Knocks' event to link Ryedale learners with local businesses. This has grown into a major success with over 20 employers attending and over 400 students (with participation by all of Ryedale's four secondary schools). The event leads to work experience placements, new apprenticeships and partnerships between Ryedale schools and local businesses. The feedback from teachers, students and businesses is excellent.
2.2e	Skills Summit: This was held in May 2013, attracting 58 businesses and educational establishments. Well received by participants the results now being implemented (utilising part of the Ryedale Development Fund) to bring forward a programme of skills initiatives. This work will then be taken forward across the LEP area utilising European funding.
2.5bi	Creative Economy Commissioning has been undertaken, resulting in 6 commissions to support creative economy businesses and ensure that creative activities contribute effectively to the visitor economy.
2.5biii	Implementation of the Harrison Project: Phase 1 of the Harrison Project opened at the Ryedale Folk Museum in 2012, with funding from Ryedale DC being pivotal to its implementation. A significant amount of the internationally-important Harrison Collection is now on display at Hutton-le-Hole. The museum has won the 'small visitor attraction' award at the 2013 White Rose awards.
2.5c	Social Enterprise Support. Ryedale Voluntary Action has undertaken an information session on the health commissioning agenda, to ensure 10 local social enterprises are in a position to win commissions for their services.

2013 Updates to REAP

- 6.5 Officers have also identified issues which now have less relevance the REAP, and it is proposed that these be amended.

2.4b	Ryedale Business Week. This has not been developed further as officers are supporting various initiatives throughout the year, including Pop Up Business Advice Cafes and Small Business Saturday in preference. This objective will be amended to "supporting local business events".
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- 6.6 Progress on a number of actions relating to research and information has been constrained by lack of officer resources; however it is considered that these remain potentially valuable actions (EC2.7 in Annex B refers). A number of other actions where there has been a change in circumstances and demand, such as development of managed workspace, will be kept under review until the REAP is revisited in 2014.

Local Enterprise Partnership Economic and Investment Strategy

- 6.7 Since the adoption of the REAP in 2012, and particularly over the last five months, officers have been closely engaged with the York, North Yorkshire and East Riding Local Enterprise Partnership (LEP) in preparing the Local Growth Strategy for this area.

- 6.8 There are five key priorities for the LEP moving forward:

- 1 Profitable and ambitious small and micro businesses
- 2 [York, North Yorkshire and East Riding as] A global leader in food manufacturing, agri-tech and bio-renewables
- 3 Inspired People (primarily related to the skills agenda)
- 4 Successful and distinctive places (an infrastructure priority)
- 5 A well connected economy (a transport / communication priority)

- 6.9 The LEP has prepared the Economic and Investment Strategy, submitted in October, specifically identifying strategic actions for European Structural and Investment Funding over the next programme period 2014-20. This will now be translated into the Local Growth Strategy, which is the negotiating tool with Government for Growth Deal funding. (To be completed by December 2013.) The Growth Deal brings together transport, skills and New Homes Bonus budgets to 2021.

- 6.10 In order to prepare a draft budget for both European and potential UK investment for the strategy, District Economic Development Teams were asked to submit outline proposals for infrastructure and transport proposals. RDC submitted proposals for 11 projects The summary of submitted project bids by this Council, which are based on the priorities identified in the REAP, was distributed to all Members on 8 November by the Chief Executive and is set out in appendix C.

- 6.11 As part of the 2013 update of the REAP, the funding submissions to the LEP and associated information will be incorporated into the Economic Action Plan. This will include relevant matters, such as the reference in the UK Agri-Tech Strategy (launched in 2013) to the Sand Hutton FERA site as the potential location for an agri-tech catalyst centre and – potentially - the national ‘catapult’ business centre for this vital sector.

7.0 IMPLICATIONS

- 7.1 The following implications have been identified:

a) Financial

There are no financial implications at this time. It is worth noting however, that the work Officers are undertaking now with the LEP will influence the availability of both capital and revenue funding for economic projects over the next 6 years. Members will be asked to consider any major investments on a project by project basis.

b) Legal

There are no legal implications.

c) Other (Equalities, Staffing, Planning, Health & Safety, Environmental, Crime &

Disorder)
There are no other implications.

8.0 NEXT STEPS

- 8.1 Officers will continue to work with the LEP on strategy development. It will then be important to ensure that Ryedale's specific projects are brought forward to an investment ready stage (with reduced delivery risks) to ensure that they can be translated in to activity.
- 8.2 Priority activity in the Action Plan will be continued, including implementation of the Skills Summit activity and engagement with Ryedale businesses, to deliver growth and subsequent employment.

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Background Papers:

Ryedale Economic Action Plan (adopted 2012)
http://www.ryedale.gov.uk/pdf/Ryedale_Economic_Action_Plan_Final_web.pdf