


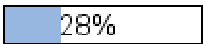







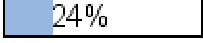

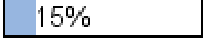

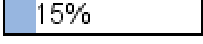

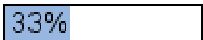



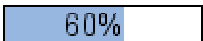

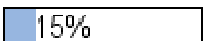



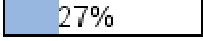



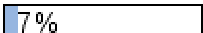





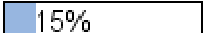

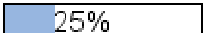

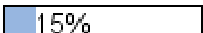















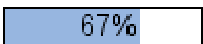


Economic Action Plan


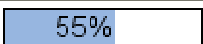












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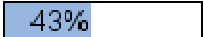



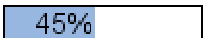

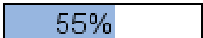



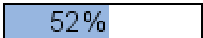
Status	Code	Title	Desired Outcome	Progress Bar	Latest Note
	SDP EC 1	Economic Action Plan Objective A: To have economic structure and supporting infrastructure in place			
	SDP EC 1.1	Provision of employment land			
	SDP EC 1.1a	Through the LDF Employment Land Review ensure businesses have sufficient room for development and growth	A plan to cater for business expansion in Ryedale.		30-Sep-2013 The LDF has now been adopted and the sites document will be developed over the next 12 months.
	SDP EC 1.1b	Provision of information to potential investors			01-Nov-2013 Next business forum to be held November 7 at RDC. John Dodgson from MAS to present as they have several grant schemes available that could be of benefit to Ryedale businesses
	SDP EC 1.1c	Investigate potential for investment in industrial sites including employment land at Pickering	Leading to subsequent provision of new serviced employment land for Pickering, in accordance with requirements of the Ryedale Plan		31-Oct-2013 Project identified in proforma submitted to LEP for potential inclusion in their Strategic Economic Plan and associated Investment Plan. The site is currently being marketed by commercial agents on behalf of the owners, which will test the market for potential private sector investment in and development of the site.
	SDP EC 1.1d	Supporting key strategic employers to expand and develop			06-Jun-2013 RDC support given to Ryedale Leisure Village to facilitate successful planning application. Planning application for extension to Mcechnies now delegated to Officers - awaiting transport assessment from NYCC.
	SDP EC 1.1e	Supporting the development of mixed use development on key sites in Ryedale to promote economic development and reduce the housing affordability gap	Mixed use developments facilitated providing employment opportunities and affordable housing		04-Oct-2013 See sub-actions for project updates.
	SDP EC 1.1 e i	Investigate the Woolgrowers / Derwent Park project for employment and mixed use	Development of major strategic mixed-use development site facilitated, incorporating		31-Oct-2013 Policy and Resources Committee on 20th June considered a report on the allocation of £100k of Ryedale Development Funding for Major Projects. The report set out, and Members approved, that this project was not recommended for funding at this time. Given the high costs of addressing the major








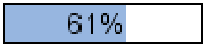






Status	Code	Title	Desired Outcome	Progress Bar	Latest Note
			employment opportunities, affordable housing, retail development and potential for improvements to Malton Train Station. Potential to deliver +1200 new homes, 6ha employment land, 6ha retail development		infrastructure requirements (new bridge over the Derwent and the Railway and associated access road) and other significant site constraints it is currently unclear whether the project is deliverable. The project is therefore currently not being progressed as a high priority.
	SDP EC 1.2	Provision of work space			
	SDP EC 1.2a	Provision of information to investors and businesses regarding availability of workspace, across all sectors in Ryedale	To make our information regarding workspace and commercial property more easily available and to encourage inward investment		14-Nov-2013 relevant information available on RDC website . Working with the LEP on their new website which is still in development with regard to the property search element.
	SDP EC 1.2b	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)	Ensure good range of provision re industrial units and office type accommodation within Ryedale.		07-Oct-2013 RDC currently has 95% occupation rate. This includes tenancies currently under offer.
	SDP EC 1.2c	Develop managed workspace and training services at York Road (Malton) potentially in partnership with Derwent Training Association	20,000 - 30,000 sq. ft managed and supported workspace / office space at Malton and / or Pickering		31-Oct-2013 DTA successful in application to RDC's Apprenticeship Scheme, through Pot 2, for training providers. This will contribute towards new hydraulics training technology. Expansion of DTA identified in proforma submitted to LEP for potential inclusion in their Strategic Economic Plan and associated Investment Plan. Proposals are currently focused on expansion of DTA and do not currently include development of managed workspace.
	SDP EC 1.2d	Connections with Science City York and Food Environment Research Agency - provision of quality commercial scientific laboratories	600 new high quality jobs in Ryedale		06-Jun-2013 Masterplanning exercise with FERA and NYCC has been undertaken. Junction requirements on A64 currently awaiting further investigation.
	SDP EC 1.3	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	To ensure that employers are not constrained from attracting employees to work in Ryedale,		13-Nov-2013 Work with businesses and planning to incorporate housing stock available for employees within new housing developments.


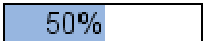

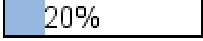



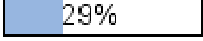




Status	Code	Title	Desired Outcome	Progress Bar	Latest Note
			by lack of appropriate housing.		
	SDP EC 1.3a	Liaise with Housing Team to develop and distribute briefing sheet regarding the availability of housing support			06-Nov-2013 Working with the housing dept. to collate information about housing support to distribute to businesses
	SDP EC 1.3b	Through the LDF, ensure a supply of mixed housing is available in locations in close proximity to market towns			06-Nov-2013 The LDF has now been approved. Work around this will continue over the next twelve months
	SDP EC 1.4	Communications and Transport Infrastructure			
	SDP EC 1.4a	Brambling Fields - Norton. Continued development of the A64 junction to open up employment land in Norton	Improve access to employment land in Norton		13-Sep-2012 All notes regarding this project are in SDP 0913 04(a).
	SDP EC 1.4b	Further A64 improvements to unlock development potential in key employment areas			14-Nov-2013 Project identified in a proforma submitted to LEP for potential inclusion in their Strategic Economic Plan and associated Investment Plan. In partnership with other A64 Authorities and NYCC Highways.
	SDP EC 1.4c	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	Improve Broadband access throughout Ryedale and in particular to business parks.		30-Sep-2013 FTTC scheme now in progress; notably areas of Pickering and Thornton Dale have been upgraded. No further progress on the wireless schemes - awaiting NYNET technical and legal issues to be resolved. Anticipate further update in November 2013. Business support programme continues to be well received with excellent feedback from participants.
	SDP EC 1.4d	Recognise the importance of Malton rail link and to improve public transport facilities to support the role of Malton and Norton as a transport hub for Ryedale			14-Nov-2013 Project identified in proforma submitted to LEP for potential inclusion in their Strategic Economic Plan and associated investment plan.
	SDP EC 1.4e	A64 Brambling Fields Junction Upgrade	Improvement of A64 Brambling Fields junction to allow egress of eastbound traffic, together with traffic management measures in Malton town centre to encourage through traffic to by-pass the town centres		04-Sep-2013 In September 2012 the improved Brambling Fields junction on the A64 opened to traffic. This takes through traffic away from the congested centre of Malton and so will improve the air quality problems at Butcher Corner. Although the opening of the scheme, which involved extensive earthworks, was delayed significantly after unprecedented levels of recorded rainfall for this period, the achievement of this essential piece of major infrastructure is a huge milestone for Malton and Norton and their economic future. The Council allocated £2.4m to jointly fund the £6m scheme with NYCC and the Highways Agency. Final outturn costs will not be known for several months but are expected to be above the allocated budget as a result of the impact of the extraordinary weather on the construction programme.


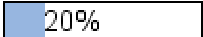

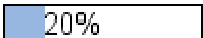












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	SDP EC 1.5	Malton public realm improvements	Improved public realm contributing to revitalised town centre.		04-Oct-2013 See sub-action for updates.
	SDP EC 1.5 a	Malton Town Centre Public Realm Improvements	Extensive enhancement of public spaces within Malton town centre, including Market Place, Wheelgate, Yorkersgate and Railway Street. Enhanced area will significantly improve conditions for pedestrians and support increased economic activity and visitor numbers.		31-Oct-2013 Project identified as part of an Accommodating Growth package of works in proforma submitted to LEP for potential inclusion in their Strategic Economic Plan and associated Investment Plan.
	SDP EC 2	Economic Action Plan 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			
	SDP EC 2.1	Maintain economic intelligence			06-Jun-2013 LEP representative now Cllr Tom Fox from SBC. Liaison meetings planned with Cllr Cowling to update on Ryedale priorities.
	SDP EC 2.1a	Through data management	Awareness of local situation to better target resources		01-Nov-2013 Information from the LEP, job Centre, Stream and other partners can be supplied when required.
	SDP EC 2.1b	Key Account Management - supporting our key employers	Encourage key employers to remain and expand in Ryedale		01-Nov-2013 Good continued contact with many Ryedale companies via the apprenticeship project and other project work. Good relationships have been established, any sensitive and important information is passed to Julian Rudd for further action if required.
	SDP EC 2.1c	Horizon scanning for new economic strengths and threats	To maximise opportunities available in Ryedale		30-Sep-2013 RDC officers involved with development of LEP strategy, including holding first consultation event. Ensuring that Officers are able to advise on Regional Growth Fund scheme as this is launched in November 2013







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	SDP EC 2.2	Ryedale Work and Skills Partnership projects			
	SDP EC 2.2a	Apprenticeships development	To encourage, support and promote apprenticeship courses for our local workforce in Ryedale		01-Nov-2013 Full Council agreed to support 13 companies and one training provider. Currently working with the companies issuing the funding agreements, several companies have returned the agreements and apprentices have been employed.
	SDP EC 2.2b	Addressing skills gap for local business (new starters to graduate recruitment)	To provide information about local jobs and careers in Ryedale and work with Ryedale schools to increase their knowledge and relationships with local businesses		06-Nov-2013 20 companies have agreed to support the event, to be held Wednesday 20 November at Lady Lumley's, Pickering, with several new businesses this year, including Rosti and Pickering Showground. Booklet completed and ready for distribution to the schools after half term.
	SDP EC 2.2c	Preparing for economic drivers (such as the Off Shore Wind Farm project)	Ryedale businesses are prepared to take new opportunities		30-Sep-2013 Working in partnership with the LEP and SBC to produce an independent report on the economic benefits of the Potash project, focussing on actions required to ensure local business opportunities are maximised.
	SDP EC 2.2d	Influencing schools' enterprise agenda	Improve the ability for local young people to enter the Ryedale workforce into skilled vacancies		01-Nov-2013 A meeting took place in October with the Careers Officers at the four Ryedale Schools, NYBEP and RDC, to ensure a joined up approach and develop a robust way to share pertinent information, and to implement a process for schools to work more effectively with businesses in Ryedale to ensure the students are more aware of job opportunities and career pathways. Main points agreed, which will be delivered by RDC in partnership with NYBEP.
	SDP EC 2.2e	Skills Summit (linking employers with schools)	enable young people to enter the Ryedale workforce into skilled vacancies.		01-Nov-2013 The meeting planned 30 October with NYBEP took place to take forward actions from the Skills Summit especially around jointly working to provide additional services by NYBEP to the schools for the students, with funding help from RDC. The careers action has been detailed in a previous action. One suggestion was to add another day to Opportunity Knocks specifically for primary school students to increase the awareness of different career options available in Ryedale at a younger age. This is going to be discussed at the next 'Cluster' meeting with the Primary Schools.
	SDP EC 2.3	Supporting the business life cycle			

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	SDP EC 2.3a	Supporting new business start ups and improving business survival rates	To provide business workshops and information to assist businesses in their development and expansion or to help them start a business		01-Nov-2013 Pop Up Business advice cafe will be held over two days - 27 & 28 November, Pickering Memorial Hall. RDC working in partnership with the LEP, FSB and Pickering Business Group.
	SDP EC 2.3b	Support business growth - research, inward investment and export	To ensure businesses can access other organisations easily for specialist help such as UKTI and MAS		01-Nov-2013 MAS invited to present at the next Ryedale Business Forum in November.
	SDP EC 2.4	Developing the RDC corporate approach to businesses - "Ryedale's a great place to do business"	Provide brief information and contacts about key Council services that businesses may require in one easy to read leaflet and web access point		01-Nov-2013 Currently collating information from RDC services for the website and leaflet.
	SDP EC 2.4a	Corporate business group to provide a pro active approach to business support	To ensure that all departments in the Council can when possible internally share important business data that will help when working with a particular business		01-Nov-2013 Corporate business intelligence group live.
	SDP EC 2.4b	Ryedale Business Week	Organise events throughout the year to encourage economic activity and investment in Ryedale.		01-Nov-2013 Events are being planned and will be on-going such as further business workshops, The Skills Summit, Opportunity Knocks, business forums and tourism meetings over the year rather than just over a 'week'
	SDP EC 2.4c	Link to existing "Engineering Week"	To work with Derwent Training and other partners to encourage and promote high technology		01-Nov-2013 On-going work with Derwent Training and engineering businesses in Ryedale , especially via the apprenticeship project to raise the profile of this sector.

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			investment and jobs in Ryedale.		
	SDP EC 2.4d	Supporting businesses through the planning application process and to understand the local development framework	To ensure businesses have all the information they require in a tool kit format to help them through the planning process		01-Nov-2013 No progress on this to report. Not been progressed by Hgte.
	SDP EC 2.5	Sector specific support			
	SDP EC 2.5a	High technology manufacturing - link to land provision and skills provision			13-Dec-2012 Link to actions 1.1d and 2.5a
	SDP EC 2.5b	Visitor and creative economy - supporting business led initiatives, product development and community owned facilities. Creative economy commissioning project	To ensure that the full economic benefit of our strong creative sector is realised.		06-Jun-2013 Creative Economy Commissioning completed and SLAs issued.
	SDP EC 2.5b i	Creative Economy Commissioning	To ensure that the cultural organisations are contributing their full economic potential.		30-Sep-2013 All commissions now underway, with initial good results. Arts Council national project now also linking creative and visitor economy with potential for RDC to access significant funding to take pilot projects forward.
	SDP EC 2.5b ii	Milton Rooms Redevelopment	Refurbishment and extension to accommodate new creative businesses and improved community space.		14-Nov-2013 Consultants presented Options Appraisal report to MRCT on 29 Oct 2013, identifying a range of options from 'de minimus' refurb only option to an Optimum refurb and extension option. A report will be taken to P&R detailing these findings and recommending a preferred option. Project identified in proforma submitted to LEP for potential inclusion in their Strategic Economic Plan and associated Investment Plan.
	SDP EC 2.5b iii	Grant to Ryedale Folk Museum for the Harrison Collection	To support and allow the implementation of the Harrison Project, involving the creation of new buildings and facilities to house the Harrison Collection. This will provide a major new 'year-round' tourist attraction, thereby		03-Oct-2013 The Trustees will be appointing a new Director (interviews on October 18th) who will be responsible for implementing Phase 2. The RDC Creative Economy Officer is on the selection panel for this post. A programme of visits from funders is underway, including Sir Mark Sainsbury, with a view to continued support for the Harrison project through the Sainsbury family trusts and representatives from the Heritage Lottery Fund. The museum is celebrating its 50th anniversary in 2014, and a number of activities are being planned throughout the year, including a civic event (with a member of the Royal family in attendance) which are designed to further raise the profile of the

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			supporting increased economic activity, and provide a significant cultural asset for Ryedale.		museum.
	SDP EC 2.5c	Social economy - supporting the Coalition Government's localism agenda through social enterprise	To ensure that social enterprises maximise their potential contribution to the local economy.		30-Sep-2013 Successful round table discussion hosted by RVA with approximately 10 social enterprises to prepare for health commissioning agenda. RVA planning to merge with Seachange and will focus on social enterprise, following Seachanges example of creating an asset base.
	SDP EC 2.5d	Agri Food - local food promotion and food manufacture support	To ensure that opportunity of close proximity to food production can be realised in contribution to local economy.		14-Nov-2013 Meeting at CEO Level with key food producer Karro regarding activities in Ryedale. Support given for planning application for Westlers (Malton Foods) planning application to improve energy consumption. Agri tech supported in LEP strategy
	SDP EC 2.5e	Land based industries - working with partners to support businesses within the land based sector	To realise the economic benefit of the land based industries		01-Oct-2013 Research undertaken into requirement for broadband business support for land based industries (excluded from ERDF funded business support package.) Awaiting feedback from NFU, YAS and other partners.
	SDP EC 2.6	Market Towns - promotion of vital and viable town centres through engaging with local businesses and supporting private sector initiatives			06-Jun-2013 Ryedale market towns promotion meeting held with all 5 towns represented by business nad town councils.
	SDP EC 2.6 a	Malton & Norton	Malton and Norton are able to develop community or business based projects and promote viable and vital market towns.		06-Nov-2013 - The town guide is now going ahead as one of the members of the M&N partnership did manage to sign up over 30 businesses. More events are being planned for Totally Locally. Press release to be issued by the M&N on their progress with the Portas Money and through this they will also ask for any comments and ideas on how to spend the remainder of the money. Next meeting planned for November.
	SDP EC 2.6 b	Pickering	Pickering is able to develop community or business based projects and promote viable and vital market towns.		06-Nov-2013 Pickering are taking part in the 5 Towns promotional project - to collectively market the 5 Town. Pickering Business Group in partnership with RDC, FSB, LEP and other partners have organised a pop up business advice cafe over two days for November 27th and 28th at Pickering Memorial Hall, this will provide an informal setting for guidance and advice for those in business and start ups.

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	SDP EC 2.6 c	Kirkbymoorside	Kirkbymoorside are able to develop community or business based projects and promote viable and vital market towns.		01-Nov-2013 Kirkbymoorside are taking part in the 5 Towns promotional project - to collectively market the 5 Towns
	SDP EC 2.6 d	Helmsley	Helmsley are able to develop community or business based projects and promote viable and vital market towns.		01-Nov-2013 Helmsley are taking part in the 5 Towns promotional project - to collectively market the 5 Towns. Support given by Visitor and Creative Economy Officers to Galtres Festival (at Duncombe park) to maximise economic benefits.
	SDP EC 2.7	Sustainable business - promoting the green economy for business growth	Supporting the low carbon agenda and maximising economic potential of low carbon technologies to our area.		06-Jun-2013 Students from York St John college are undertaking a study into the green economy in Ryedale as part of thier year 2 Business Management degree.. Results expected September 2013
	SDP EC 2.7a	Review the "green" jobs research to identify priorities for Ryedale			
	SDP EC 3	Support for the visitor economy			
	SDP EC 3.1	Review the Tourism Commissioning outcomes on an annual basis and determine most effective delivery options for the promotion of Ryedale	Ensure the maximum economic return on RDC investment in the visitor economy.		01-Oct-2013 Commissioning Board approved a report regarding the provision of Visitor Information, including the commissioned activity with marketing partners.
	SDP EC 3.2	To target product development initiatives and campaigns to contribute to the visitor economy	To maximise the number of tourism marketing campaigns across Ryedale whilst ensuring a good proportion of local businesses contribute to each of the initiatives.		15-Oct-2013 working in partnership with North York Moors National Park Authority to market Ryedale and the NYMNP as part of the Countryside campaign operated by Visit England and subsidised using RGF input. See briefing document uploaded.
	SDP EC 3.3	To review the visitor information product including TIC provision, website development and quality assurance processes	Refresh tourism strategy to focus on delivering visitor information across		15-Oct-2013 VisitRyedale.co.uk launched middle of August 2013 - more emphasis on the market towns and events.

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			district using various methods. Update regarding visitor information review report (awaiting full council 31 October)		
	SDP EC 4	Community Support			
	SDP EC 4.1	To operate the Councils community based grant subsidy programme			06-Jun-2013 SLAs agreed with RVA for 2013/14
	SDP EC 4.2	To support the development of community transport initiatives			06-Jun-2013 SLA agreed with RCT for 2013/14