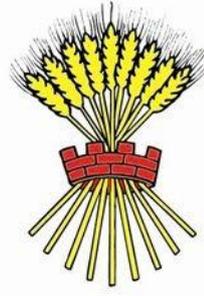


RYEDALE
DISTRICT
COUNCIL



Ryedale Economic Action Plan 2016 - 2020



Introduction to Ryedale

The district of Ryedale, located between City of York and Scarborough Borough in North Yorkshire, is a relatively prosperous place to live and work. Many of Ryedale's communities benefit from high quality of life, with low crime levels, good health, very scenic landscapes (North York Moors, Yorkshire Wolds and Howardian Hills Area of Outstanding Natural Beauty, Vale of Pickering), and good educational attainment at secondary school level. The approximate 51,000 population reside in 5 market towns and around 150 widely dispersed settlements. Ryedale has the second most sparsely distributed population in England.

Ryedale enjoys very low unemployment and high levels of economic and entrepreneurial activity. It has particular strengths in manufacturing (food and advanced engineering), agriculture, visitor economy (accommodation, attractions, artisan food arts and entertainment.)

The Ryedale Economic Action Plan

The purpose of the Ryedale Economic Action Plan (REAP) is to ensure that local businesses are able to grow and develop within this attractive setting, inward investment is welcomed and local people are able to maximise the benefit from this growth by accessing nearby jobs and opportunities.

The REAP is a short document outlining what the economic priorities are of Ryedale District Council, what objectives the Council is seeking to achieve (almost always in some form of partnership) and the core activities and projects that will be pursued during 2016-20 to achieve these objectives.

It was approved by RDC Members in March 2016.

The Plan was first developed in 2012, in response to new Government opportunities for localism and the development of the Local Enterprise Partnership (LEP) model across England. The 2012 - 2015 plan successfully developed and implemented a number of infrastructure projects coupled with skills development and business support initiatives. Progress can be seen in the 2012 - 15 update report on the Ryedale District Council website.

<http://www.ryedale.gov.uk/services/business-economy/local-economy/local-economic-development.html>

In summary, achievement of the following projects for the 2012-15 Plan are notable:

- A64 Brambling Fields junction improvement
- York Road Industrial Estate underway
- £2.1m Local Growth Fund for Agri Business Parks at Eden Camp and designation of the Food Enterprise Zone.
- £8.3m Local Growth Fund for Fera (formerly the Food and Environment Research Agency) / National Agri Food Innovation Campus (NAFIC) now National Centres of Excellence for Crop Health and Livestock
- Major expansion at McKechnies (Automotive engineering) , Propak (Food Processing), Yorkshire Baker (Food Processing).
- A business-friendly Council - 'Open for Business' guide, supporting business groups in a range of sectors.
- Supported apprenticeships through a grant scheme and direct employment.
- Skills - Opportunity Knocks, Skills Summit, Careers Advice support, Businesses into Schools
- Derwent Training Association expansion in floorspace and investment in new training equipment.
- Year-on-year growth of visitor economy
- Creative economy commissioning - investing in this growing sector

The **2016 - 2020 Action Plan** builds on this success, and the partnerships that have been developed with neighbouring Local Authorities through the York, North Yorkshire and East Riding LEP to sustain the levels of growth and to tackle new opportunities that have developed over the period.

The Plan works in tandem with the LEP's Strategic Economic Plan and translates the LEP concepts and priorities to those that have particular resonance and impact upon Ryedale. "Doing what matters for Ryedale" is the Council's strap line, and this embodies the Ryedale Economic Action Plan, in the context of the LEP functional economic geographies.

The Plan also seeks to support the delivery of the Ryedale Local Plan adopted in 2013. The Sites Selection Document is now being developed and aims to encourage future growth of our communities and businesses within the principles of sustainable development.

The REAP has been developed in close cooperation with local businesses through the various partnerships that the Council participates in. These include Key Accounts (strategically important employers in Ryedale and individual developers), Federation of Small Businesses, market town based business groups in Helmsley, Pickering and Malton & Norton, Ryedale Tourism Advisory Board and consultation with businesses in the creative economy sector. The private sector owned engineering training provider Derwent Training Association has also been closely involved in the development of the Action Plan priorities and advice taken from private developers, land agents and housebuilders. Other public sector organisations, such as secondary schools, training providers, Fera, the LEP and local authorities have contributed.

The principles for delivery of 2016-20 REAP are:

- That all activity is undertaken in partnership with the private sector either at consultation and/or delivery phase, to ensure that the needs of our private sector 'customers' are taken into account.
- That delivery outcomes are right for Ryedale, no matter which organisation is responsible for delivery.
- That activity to develop jobs that attract higher wages than the Ryedale average will receive priority.
- That public sector economic development activity and delivery in Ryedale is streamlined via enhanced joint working in YNYER to avoid duplication and ensure that opportunities to attract public sector investment in Ryedale are maximised.

The REAP also has to be sufficiently flexible to adapt to changing economic issues such as changes in external funding factors, global commodity prices or Government funding policies. The recent reduction in the oil price has already impacted on businesses in Ryedale for example.

We can anticipate alternative governance arrangements both locally and at international levels over the period to 2020. The decision on the EU referendum will impact on the local economy. At the sub-regional level, there are ongoing discussions about a devolution deal and the proposals for a Combined Authority that will focus on delivering economic prosperity. The plan therefore identifies our local priorities, irrespective of delivery methods over the period.

Whilst current and short term projects are indicated in the Plan, all of the longer term activities cannot be identified at this stage. The REAP is therefore an attempt to determine the priorities and principles for public sector economic interventions that are right for Ryedale. These may take some time to come to fruition. A major road schemes will typically have a lead in period of over 7 years between approval in principle and delivery for example.

To develop the 2016-2020 plan, the following actions have been undertaken:

- A review of progress in delivering the 2012 to 2015 REAP.
- Consultation with local business stakeholders. This includes employers at all scales, business groups and industry sectors.
- Conversations with the YNYER Local Enterprise Partnership and with commercial agents and house builders operating in Ryedale.
- A review of the economic intelligence (statistical analysis) in Ryedale, including a SWOT analysis was undertaken. These documents were presented to RDC Members and are available on the RDC website. <http://www.ryedale.gov.uk/services/business-economy/local-economy/local-economic-development.html>

In summary, Ryedale's key issues remain:

- a low wage economy and high housing affordability gap
- low growth and productivity
- Skills and recruitment difficulties for local businesses and a shrinking workforce
- Support for young people entering the workforce
- The need for employment land, particularly in Northern Ryedale.
- transport connectivity and a perception that Ryedale is remote and poorly

- connected to the national network
- road infrastructure in and around Malton and Norton
- broadband and mobile connectivity
- limited capital and revenue funding at a local authority level

The Plan Objectives

The objectives for the 2016-20 Plan now mirror the LEP's objectives to ensure that our actions are joined up. They are:

1. Profitable and ambitious SMEs. Support strategic employers to expand.
2. Global leader in food, manufacturing, agri tech and bio-renewables
3. Inspired People (Skills)
4. Successful and distinctive places
5. A well connected economy

The full list of actions within these priorities are in 'Ryedale Economic Action Plan Update to July 2016'. This is available on the RDC Website. <http://www.ryedale.gov.uk/services/business-economy/local-economy/local-economic-development.html>

This is a report generated by the RDC Covalent Performance Management System and provides the 'desired outcome' and current status of each activity at the start of the plan. RDC Officers and Members with access to the Covalent system can interrogate the plan in detail, looking at progress to date on each action, associated reports and documents historic activity and links with activities in the 2012 - 15 action plan. For those without access to the system, please contact econdev@ryedale.gov.uk for further details on any action point.

Progress on delivering the plan will be reported to Members on an annual basis and update reports will be available on the RDC website.

Priority projects

Members approved priority projects for delivery to 2020 and longer term projects as identified below:

- Northern Ryedale employment sites (Pickering, Kirkbymoorside - Kirkby Mills and Ings Lane, Helmsley)
- Delivery of Malton Food Enterprise Zone
- Delivery of National Agri-Food Innovation Campus
- Marketing of Ryedale both to potential investors and to visitors
- Norton south-east link road
- Skills initiatives
- Enhanced communication links including cycle, high speed broadband and mobile phone connectivity.
- Supporting the development of the Creative Hub in Malton.
- Enhance rail parking and measures to reduce congestion at the rail crossing, Norton.

For delivery 2020 onwards

- A64 dualling Hopgrove-Barton Hill
- A64 Norton - Scarborough selective improvements
- A64 Crambeck - Musley Bank dualling
- Malton/Norton - new river and rail crossing / Derwent Park.