




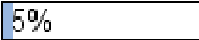











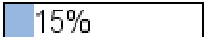



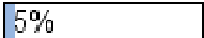

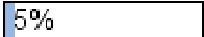

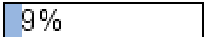

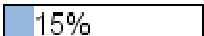


Economic Action Plan 2016-2020


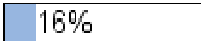



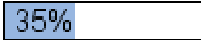


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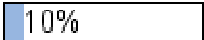



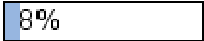









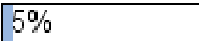

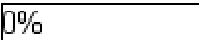



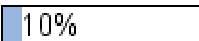

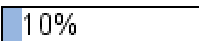
Status	Code	Title	Desired Outcome	Progress Bar	Latest Note	Major Project
	REAP 1	Business Growth	A profitable and ambitious SME sector and local businesses able to expand within Ryedale.		05-Jul-2016 Progress is noted in the 'sub actions'.	
	REAP 1a	Housing Land Supply	The provision of sufficient housing to support local business employment and to drive economic development through construction.		07-Jul-2016 Ryedale Local Plan adopted. Sites Selection now in preparation. Strategic Housing Land Availability Assessment (SHLAA) will be published in Summer 2016 providing detail of the 5 year land supply. Approximately 213 units p.a are required.	
	REAP 1b	The provision of information to investors	Potential investors are well informed about being based in Ryedale and have a good relationship with RDC staff to assist with their long term development.		27-Jun-2016 This information consists of information around economic data, commercial premises, land requirements, housing needs, skills and employment requirements. Any potential investor inquiries are followed up with one to one meetings if required and liaison with other RDC staff to gather information the customer may need to make a well informed decision to be based in Ryedale.	Priority Project
	REAP 1c	Maintain economic intelligence	To have access to relevant data at all times to help with decisions for customers and across the Council externally and internally.		27-Jun-2016 Collation and maintenance of data about the Ryedale economy. Sources of data can include NOMIS, STREAM, YNYER LEP, NYBEP, NYCC and government released data/reports via BIS.	
	REAP 1d	Business Support Strategy	To ensure that businesses have easy access to relevant support information to help them develop and grow in Ryedale. In the longer term wealth creation for our region, better and well paid jobs and a diverse economy.		27-Jun-2016 RDC support all businesses irrespective of size in Ryedale. RDC can offer Business Support because we work in partnership with other public sector agencies that can provide either generic or sector specific funding and workshops. The Council are part of a Business Support Network which meets quarterly to understand current availability on funding, this information is then promoted through the website, business networks and contacts we hold.	


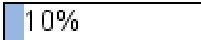

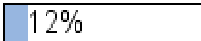



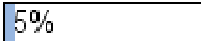

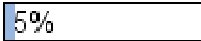



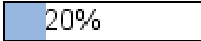




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					<p>We can also signpost to the How's Business website operated by the YNYER LEP and promote local business networks and events and pop up cafe's.</p> <p>The Open for Business portal is a one stop shop on the RDC website to help businesses find useful information from environmental health queries to trade waste all in one directory, updated quarterly.</p>	
	REAP 1e	Visitor Economy Support	To maintain and improve the value and volume of the visitor economy in Ryedale.		05-Jul-2016 Progress will be noted in 'sub actions'.	Priority Project
	REAP 1e(i)	Visitor Information	It is anticipated that visitor information provision including the town visitor boards will be improved in Helmsley, Malton and Pickering with a view to implementing a visitor information point in Kirkbymoorside.		<p>16-Jun-2016 In addition to the marketing campaigns identified under task (1eii), the majority of marketing activity takes place via the visitryedale.co.uk website. Previously held hard copy information provided by the Tourist Information Centre network has all been 'digitised' and made available for view on the website.</p> <p>A programme of improvements to the town centre visitor information boards is underway to reflect the respective town's and wider Ryedale area. Boards completed to date include Malton Railway Station, Kirkbymoorside and Norton-on-Derwent. It is anticipated that visitor information provision will also be improved in Helmsley, Malton and Pickering.</p>	
	REAP 1e(ii)	Marketing campaigns	Scheduled campaigns to be completed by Autumn 2016.		16-Jun-2016 The annual series of visitor publications we are involved in with our commissioning partners are in the production stages. Once titles have been published they will appear for download in the associated documents section. The new food & drink and artisan guide are still to be produced for 2016/17.	
	REAP 1e(iii)	Event support	Hopeful of seed funding a new number of new Ryedale based events to attract new		16-Jun-2016 Continious throughout the year.	


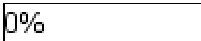

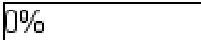

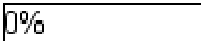





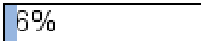
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			visitors to the district.			
	REAP 1e(iv)	Product Development	Where suitable we will help develop products and work with other bodies to strengthen the appeal for visitors looking to come to the area.		17-Jun-2016 The Raising Cycling in Ryedale group has been formalised into the Ryedale Cycle Forum to follow other neighbouring North Yorkshire authorities and their commitment to cycling as a means of both attracting visitors and improving health and wellbeing. RDC now administer the forum and consequently have established a dedicated website www.getryedalecycling.com to represent activity happening in the district.	
	REAP 1f	Creative Economy Strategy	A thriving creative economy sector that makes a strong and increasing contribution to the local economy.		05-Jul-2016 Progress will be noted in the 'sub actions'.	
	REAP 1f(i) Comm	Creative Economy Commissioning	Commissioned organisation successfully deliver thier respective projects.		05-Jul-2016 2016/17 Creative Economy Commissions approved at P&R 16 June 2016.	
	REAP 1f(ii)	Small and micro enterprise support	Social enterprises and businesses in the creative sector are effectively supported to develop their practice and increase their contribution to the local economy.		05-Jul-2016 Support given to individual practitioners and collectives on business development in the creative sector. Ryescape Culture Map currently in draft stage.	
	REAP 2	Global leader in food, manufacturing, Agri tech and bio renewables.	Ryedale maximises its potential in the food, manufacturing, bio renewables and agri tech sector.		05-Jul-2016 Progress will be noted in the 'sub actions'.	
	REAP 2a	Connections with Biovale	Ryedale businesses benefit from and support the Biovale concept at LEP level.		05-Jul-2016 Ryedale continues to work with the LEP on Biovale activity.	
	REAP 2b	NAFIC expansion	NAFIC maximises its full potential to create additional, well paid jobs, in Ryedale.		05-Jul-2016 NAFIC continues to grow the small business units on site.	Priority Project
	REAP 2c	Food Enterprise Zone	The Food Enterprise Zone is established, with businesses on site and the livestock market relocated from Malton Town Centre		06-Jul-2016 Progress will be noted in the 'sub actions'.	Priority Project
	REAP 2c(i)	FEZ LDO	The LDO is in place by December 2016		06-Jul-2016 Consultants now appointed utilising DEFRA grant, to support this process.	
	REAP 2c(ii)	Relocation of Malton Livestock Market and agricultural training facility to the FEZ	New Livestock Market and agricultural training facility constructed at the Eden Camp Business Park / FEZ		01-Jul-2016 Funding of £2.1m secured towards business park infrastructure costs and construction commenced in Mar 2016. Delivery mechanism for livestock market is	

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					being discussed with landowners, developers and Livestock Market Company.	
	REAP 3	Inspired People	Ryedale residents are able to access the training they need and Ryedale businesses are able to recruit skilled people locally.		06-Jul-2016 Progress will be noted in the 'sub actions'.	
	REAP 3a	School based activities	<p>Every student to be connected to a business through activities we organise in partnership with NYBEP and be well informed about the world of work.</p> <p>Every student to be aware of the business and career choices available locally especially understanding what an apprenticeship can offer.</p> <p>Teachers to be well informed about the career choices and local opportunities for their students.</p> <p>Ensure students leaving school are well qualified in STEM subjects which will aid their success in obtaining well paid jobs.</p> <p>Encourage young people to start their own business and ensure they have access to funding or mentoring to achieve this.</p>		<p>27-Jun-2016 Partnership agreement with NYBEP to provide employability skills and activities in Ryedale secondary schools. This includes a range of activities such as STEM events, Inspire and Explore days, 3 of which are planned in 2016. Each school has 5 days of activities to plan to suit their own needs around employability. We also include days for teachers to ensure they are up to date on what is available for them to access for students on careers advice and support.</p> <p>We work with local Training Providers and Colleges/Universities to ensure young people are aware of the learning opportunities locally.</p> <p>Apprenticeships are promoted in all the schools as part of the NYBEP partnership, events are organised especially to highlight this, including RDC's flagship careers event Opportunity Knocks 16 November 2016.</p> <p>Ensure young people who want to start their own business have access to funding and mentoring via entrepreneurial offers such as the Youth Enterprise Bank.</p>	
	REAP 3b	Business Employability Charter	To increase year by year the number of businesses signed up to the Charter to work with young people in employability activities across the Ryedale schools.		27-Jun-2016 All businesses we are in contact with are offered the opportunity to sign up to the Employability Charter,. This is an agreement to support schools and take part in activities to promote local jobs and opportunities, from work experience days to school visits. We currently have over 70 schools signed up to the Charter.	
	REAP 3c	SME workforce development - apprenticeships and interns	An increase in numbers at local training providers recruiting apprentices for local		27-Jun-2016 RDC work with local training providers to help promote apprenticeships in	Priority Project

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			<p>businesses</p> <p>An increase in demand for interns/graduates</p> <p>A better understanding of the opportunities an apprenticeship route can bring both for the young person and parents.</p>		<p>Ryedale. Events are organised at each school to help promote the opportunities. Parents are also targeted as they are key to understanding how modern apprenticeships now work.</p> <p>We liaise and ensure local colleges such as Askham Bryan, York College, Coventry University and the UTC are connected and take part in any provider events we organise.</p> <p>We direct businesses to work with Higher York if any businesses in Ryedale are looking to take on graduates or Interns.</p> <p>The Ryedale Apprenticeship Project (RAP) which ran a few years ago is still active as several businesses have long term agreements to employ apprentices each year, which we manage.</p>	
	REAP 3d	Wheels to Work	People are able to access work and training in Ryedale, where public transport does not exist.		06-Jul-2016 Support for Ryedale Community Action agreed for 2016/17	
	REAP 3e	Expansion of employee training facilities	Training facilities in Ryedale are able to expand and develop in response to local needs.		06-Jul-2016 Derwent Training Association has 70 new apprenticeship vacancies for a start in September 2016	
	REAP 4	Successful and Distinctive Places	Sustainable rural communities with appropriate access to housing, employment and community facilities.		06-Jul-2016 Progress will be noted in the 'sub actions'	
	REAP 4a	Housing Land	Provision of appropriate housing land supply		06-Jul-2016 The Local Plan is now adopted and the Sites Selection process is underway.	
	REAP 4b	Malton and Norton Growth Plan			06-Jul-2016 Progress will be reported in 'sub actions'.	
	REAP 4b(i)	Malton and Norton Internal Junctions	Identify and implement a package of internal junction/highways improvements		<p>01-Jul-2016 Officers have met with NYCC Highways and are planning a consultation / briefing with local Members and other key stakeholders to consider options for enhanced car parking and reduced congestion measures. Options for internal junction improvements will be identified via this process.</p> <p>NYCC are also progressing further consultation</p>	

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					prior to implementation of an HGV ban on County Bridge.	
	REAP 4b(ii)	Milton Rooms Creative and Cultural Centre	Implement refurbishment / development project at the Milton Rooms to bring building complex back into full and sustainable use as a creative hub for southern Ryedale		01-Jul-2016 The Milton Rooms have now appointed a part-time Development Officer as a result of the Creative Economy Commissioning funding. Initial designs for have been produced and will be developed to detailed design stage ready to submit a planning application and Listed Building Consent during August and September. Relationships with potential funders (including Arts Council England and Heritage Lottery Fund) continue to be developed.	Priority Project
	REAP 4b(iii)	Norton South East Link Road	Construction of a road to form a link between Beverley Road and Scarborough Road in order to reduce traffic / HGV pressure on residential areas of Norton (particularly Mill Street)		06-Jul-2016 Housing development has been proposed which would form a link road between Beverley Road and Hugden Way - although as yet no planning application has been received. Investigations into any alternative option/s would need to be informed by the consideration of future growth options for Malton/Norton beyond the current Local Plan Period, which runs to 2027.	Priority Project
	REAP 4b(iv)	Norton South West Link Road and River Crossing	Construction of a new road and bridge across the River Derwent & York-Scarborough railway line to form a link between York Road, Malton and Welham Road, Norton. Potentially with a further link between Welham Road and Beverley Road, Norton to form a full southern link road. [Expected to be a long-term aspiration due to the scale and cost of infrastructure required]		06-Jul-2016 Further investigations need to be informed by the consideration of future growth options for Malton/Norton beyond the current Local Plan Period, which runs to 2027. [For information on previous investigations please see linked action "SDP EC 1.1 e i - Investigate the Woolgrowers / Derwent Park project"]	
	REAP 4b(v)	Malton and Norton Flood Resilience	Improvements flood resilience		06-Jul-2016 A feasibility study to improve provide permanent pumps will be considered as part of the 'blue / green' infrastructure proposals.	
	REAP 4b(vi)	Malton Bus / Rail Interchange	• Development of options for enhanced			

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		access	parking and reducing congestion • Development of improved Bus/Rail Interchange facility (longer term desired outcome)			
	REAP 4b(vi) OA	Options Appraisal	Options for reducing congestion, particularly at the County Bridge junction are presented.		06-Jul-2016 Initial meetings have been held with stakeholders and a further stakeholder consultation session is planned for August 2016.	Priority Project
	REAP 4c	Northern Ryedale Growth Plan	Businesses and housing sites in northern Ryedale are able to expand and develop appropriately.		06-Jul-2016 Progress is noted in the 'sub actions'	
	REAP 4c(i)	Pickering Thornton Road Industrial Estate	<ul style="list-style-type: none"> • Provision of 5.7ha of additional serviced employment land at Thornton Road Pickering • Relocation and expansion of existing advanced engineering employer (retaining jobs within the the District) 		01-Jul-2016 Planning application submitted for the development. Officers continue to work very closely with Sylatech to seek external grant funding to cover the abnormal costs of site remediation and servicing and are assisting in a bid for Local Growth Deal funding via the LEP.	Priority Project
	REAP 4c(ii)	Kirbymoorside Ings Lane	Implementation of upgrades to Ings Lane, Kirkbymoorside, to facilitate future employment expansion at advanced engineering employment site.		01-Jul-2016 Design work on proposed road upgrades is nearing completion. Officers have submitted a funding bid to the Local Growth Deal via the LEP.	Priority Project
	REAP 4c(iii)	Kirby Mills Flood Alleviation	Flood alleviation measures in place to ensure expansion at Kirby Mills Industrial Estate is possible.		06-Jul-2016 River Rye Heritage Landscape Partnership bid submitted by NYMNPA.	Priority Project
	REAP 4c(iv)	Helmsley Compulsory Purchase Order	Land for development is available in Helmsley, meeting Local Plan obligations.		06-Jul-2016 The CPO has been approved by Members, should it be required.	
	REAP 4c(v)	Ryedale Folk Museum and Harrison Collection	RFM is a significant and sustainable heritage attraction, contributing to the creative and visitor economy.		06-Jul-2016 Monitoring meeting held June 2016. Good progress being made towards implementing the business plan.	
	REAP 5	A well connected economy	Businesses and residents are able to travel through Ryedale, accessing employment sites appropriately. Mobile communications are improved, across Ryedale.		06-Jul-2016 Progress noted in the 'sub actions'.	
	REAP 5a	A64 Improvements	Secure funding for and implement improvements to A64 between York and Scarborough. Expected to be split into		06-Jul-2016 Officers continue to work closely with officers from NYCC, SBC, CoY and Highways England to progress improvements -	Priority Project

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			three sections: <ul style="list-style-type: none"> • Hopgrove - Jinnah • Crambeck - Malton • Norton - Scarborough 		including adopting an agreed approach to the Local Growth Deal via the LEP for funding. Further progress / next steps dependent upon outcomes of HE's A64 Route Strategy work (awaiting confirmation of timescales).	
	REAP 5 a(i)	Hopgrove to Jinnah	To upgrade whole section of A64 between Hopgrove Roundabout and Jinnah Restaurant to dual carriageway		06-Jul-2016 Govt. commitment of upto £250m to address capacity problems at Hopgrove roundabout during the RIS 2 investment period (post 2020). HE to undertake detailed feasibility and design work in period up to 2020 - depending on estimated costs, LA partners (NYCC, SBC, RDC and CoY) may need to consider bidding to the Local Growth Fund via the LEP to 'top up' funding to ensure continuous dual carriageway between Hopgrove and Jinnah restaurant.	Priority Project
	REAP 5a(ii)	Crambeck to Musley Bank	Full dualling of A64 between Crambeck and Musley Bank including all-movement junction at Musley Bank.		06-Jul-2016 Initial Feasibility Work completed and presented to working group of LA partners and HE. Awaiting outcomes of HE's A64 Route Strategy work.	Priority Project
	REAP 5a(iii)	NAFIC expansion	Provision of additional business space in the Agri-tech, biorenewable sector.		06-Jul-2016 Progress highlighted at REAP 2(b)	
	REAP 5b	Mobile and High Speed Broadband Connectivity	Every resident and business in Ryedale has the choice to access high speed broadband. Mobile connectivity improved throughout Ryedale.			
	REAP 5c	Malton to Pickering Cycle Route	Provision of signposted cycle route between Malton/Norton and Pickering to link town centres and residential areas of the towns with key employment sites and visitor attractions (ideally as part of the National Cycle Network)		01-Jul-2016 Awaiting final amendments to Feasibility Study by Sustrans. Request for funding contribution from S106 monies has been made to RDC. Further funding opportunities currently being considered.	
	REAP 5d	High Speed Broadband and mobile connectivity	Every business and resident will have access to high speed broadband in Ryedale, should they choose it, through fibre, wireless or satellite connection and will be encouraged to utilise the resource		07-Jun-2016 Fibre based high speed broadband is being developed by Superfast North Yorkshire, a partnership between BT and NYCC's company, NYNET. Phase 2 of this scheme will see approximately 80% of	Priority Project

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			effectively. RDC will lobby for the provision of improved mobile phone coverage throughout the District.		<p>properties (residents and businesses) connected to high speed fibre. Wireless schemes cover some areas in addition. All current information is available on www.superfastnorthyorkshire.com.</p> <p>A grant for satellite broadband purchase, for properties not covered by wireless or Phase 1 and 2 is available. Details also on the above website.</p> <p>Phase 3 of the scheme is currently out for tender and this will ascertain the ability to cover the remaining areas of North Yorkshire.</p> <p>Mobile phone coverage in Ryedale is poor. A national programme (Mobile Infrastructure Project) was unsuccessful in delivering additional masts and progress is halted at this time.</p>	