

## **Appendix 2 - Statement of Ambition Example – Ryedale District Council Plan 2019-2023**

Ryedale District is a beautiful rural area, with proud and unique local communities who are working with the Council and other partners like the County Council, Police, National Park and Local Enterprise Partnership to maintain and strengthen our high quality of life so it is experienced by everyone.

Ryedale is Yorkshire's Food capital. Located close to York, the area is characterised by some of the most stunning and dramatic landscapes in the country and welcoming and thriving market towns. These are enjoyed by local people, visitors and, increasingly, those relocating to our special and distinctive place.

We want to ensure that Ryedale continues to be one of the best places in the country to live and visit through supporting all of our local communities to thrive. We also want to inspire people to live healthy, fulfilled lives, so they can actively contribute to their communities and enjoy the wonderful places they live in. To this end, we will enable and promote cultural, physical and community activities and events to happen and flourish.

We have a range of businesses working in Ryedale - from micro enterprises working in a variety of sectors, including food and drink production, farming and tourism, to the leading research and development agency, FERA, and clusters of highly specialised enterprises focused on agri-tech and high tech engineering. We want to create the conditions for supporting all of these businesses to excel, creating jobs and raising wages for local people, and generating benefits for the local economy. This includes the aim of encouraging talented people to stay in the area, bringing up their families and working, living and spending locally.

As a Council, we will use our powers to champion social justice and support those who are most in need wherever we can. This includes enabling more local people to access affordable housing where needed. Other initiatives will aim to ensure that people are warm, have the food they need and access to the advice and resources available to them.

We will also take action as a Council to ensure that we practice what we preach. As we are proud of our place and want to ensure that future generations can enjoy it, our aspiration is to look to encourage and embrace new technology and solutions that promote a greener, cleaner and healthier Ryedale. This includes supporting digital and clean technology, renewable energy and biodiversity initiatives and considering our environmental impact in the delivery of our activities.

Finally, we are absolutely committed as a Council to a small and mighty approach. We are operating in a context where the Council has faced unprecedented reductions in funding from Central Government and a changing political environment. This means it more important than ever to work collaboratively with our communities, partners and stakeholders so that the communities of Ryedale benefit and get their share of opportunities locally and nationally. It's also critical that all of our services and the

organisation offer best value. Spending public money in the best possible way will involve maintaining a focus on reducing our operating costs and generating additional income to support the maintenance of local services and deliver exciting new projects.

Elected Members and our workforce will all work together to deliver the actions needed to achieve our ambitions and plans over the next four years.

We will update you on our progress every year to show you what we've achieved.