

Appendix 1 – Strategic Level Objectives

Ref.	Strategic Level Objectives
Enhance economic performance of the study area and improve opportunities for its residents	
SO-01	Support the sustainable growth of Malton and Norton, in accordance with national, regional and local policies, plans and strategies
SO-02	Support progress towards building a more resilient economy within the towns, by making it a more attractive place for investment, particularly for high value sectors and tourism related industries
SO-03	Support the aspiration for improvements to strategic east-west connectivity within the north
Improve efficiency and resilience of the transport system	
SO-04	Improve connectivity between Malton and Norton, and also between the towns and the wider Ryedale district
SO-05	Reduce traffic congestion in the towns, particularly at the identified 'hotspots' of Butcher Corner and in the vicinity of the level crossing
SO-06	Encourage modal shift to more sustainable modes of transport
Promote and support a sustainable built and natural environment	
SO-07	Improve air quality in the study area
SO-08	Protect and enhance the historical qualities, and the built and natural environment, of the study area
Improve safety and health for residents and visitors in the study area	
SO-09	Improve safety within the study area
SO-10	Contribute to improved health, wellbeing and quality of life of residents of Malton and Norton, and the wider Ryedale District