


Council Aim	Aim 1: Housing Need To meet housing need in the Ryedale District Council area			
Strategic Objectives	1. To change and add to housing stock to meet the local housing needs		2. To support people to access a suitable home or remain in an existing home	
Council Aim	Aim 2: Economic Success To create the conditions for economic success			
Strategic Objectives	3. Place of opportunity – economic structure and supporting infrastructure		4. Opportunity for people – increasing wage and skills levels	
Council Aim	Aim 3: High Quality Environment To have a high quality, clean and sustainable environment.			
Strategic Objectives	5. Reducing waste and CO2 emissions		6. Planning to adapt to climate change	
			7. To maintain the quality of our local environment	
Council Aim	Aim 4: Active Communities To help all residents to achieve a healthy weight by encouraging an active lifestyle, in communities where everyone feels welcome and safe			
Strategic Objectives	8a. Safe Villages and Towns		8b. Healthy Villages and Towns	
Council Aim	Aim 5: To Transform the Council			
Strategic Objectives	9. To know our communities and meet their needs		10. To develop the leadership, capacity and capability to deliver future improvements	

Performance Narrative:**Housing**

Even though housing market conditions are still very difficult the Council would still expect over 60 new affordable homes will be delivered this year with additional 22 to be delivered in spring which will take the total to over 80 in April 2011.

The Council currently can demonstrate a 4.15 years supply of available housing sites. It is noted however that developers are still looking to bring forward housing in Ryedale despite the wider economic conditions. Planning permission has recently been authorised for 186 dwellings in Norton (69 of these are affordable) and other major housing applications are under consideration in Norton (Cheesecake Farm- 89 dwellings), Malton (Broughton Rd circa 300 dwellings) and Pickering (Whitby Rd and Thornton Rd- 87 and 110 dwellings respectively).

Economy

The Ryedale Business Forum has held its inaugural meeting involving business chiefs in Ryedale with the aim of improving the way the Council and local businesses work together. The Forum will meet quarterly.

The Council is working with the Castle Howard Estate to utilise the Nynet point of present at Ryedale House to provide an improved broadband service at Castle Howard Rural Business Park. The Council is also investigating making this service available more widely to the business community in Ryedale.

Both North Yorkshire County Council and Ryedale District Council have agreed to increase funding contributions to the Brambling Fields project for design changes.

In a recent analysis of the labour market nationally, using a residence based indicator which provides the proportion of people aged 16-59/64 (men/women) in employment in each local authority area, Ryedale comes top as the area with highest level of employment in England.

Environment

Ryedale continues to perform well in delivering waste management services. The Rural Services Network have recently published data comparing the performance of all districts and Ryedale continues to achieve top quartile performance, being 2nd in our family group and top performer in Yorkshire and Humber region for the 5th consecutive year. The ranking for Ryedale is not as high nationally because other authorities are now catching up. However the Council aspires to improve its performance in the area of waste reuse, recycling and composting and in order to achieve this will need to increase the range of materials included in its recycling service. This would also address the low levels of satisfaction with this service which are due to the lack of availability of kerbside plastic and cardboard recycling.

Good progress is being made regarding the 'slowing the flow' scheme above Pickering and channel management improvements in Sinnington. A recent public consultation event was well attended and received. The 'slowing the flow' scheme is on track for work to start early next year and should help to alleviate a significant proportion of the flooding issues in Pickering.

Council investment into carbon reduction initiatives have exceeded target expectation with a 3% reduction last year by comparison to the 2009/10 base year. Arising from the Planning Service review (and following withdrawal if NYCC from the jointly funded countryside management post) the Council has engaged a part time countryside management advisor to take forward work in respect of the Biodiversity Action Plan. The role in addition to responding to individual application responses will involve active engagement with landowners to promote improvements and the completion of management plans for sites of importance for nature conservation.

Safe Active Communities

The vision for strong safe communities in Imagine Ryedale... states that in 2013... Ryedale is home to welcoming and familiar neighbourhoods, where people and friendships are valued. Community spirit is strong, underpinned by security and safety. There is mutual trust between local people and the organisations that exist to help, support and serve them.

A national survey has recognized that Ryedale is the 4th most friendly place to live, with high levels of social cohesion and good neighbours. All the partners involved in the Ryedale Strategic Partnership have contributed towards this achievement and particularly Safer Ryedale. Already one of the safest places to live in England, the figures for year 2009 - 2010 for Ryedale showed crime has dropped by over 16%, which equates to 340 fewer victims of crime.

Information gathered from the active people survey is showing an improvement in levels of satisfaction with local sport and leisure provision in Ryedale. In 2008 satisfaction levels in Ryedale were the same as those for the whole of England and showing a downward trend however this trend has reversed for 2009 and the Council are now exceeding both the national and Yorkshire and Humber results by over 3%. Participation in active recreation has similarly improved exceeding national and Yorkshire and Humber results by 2-3% in the 1-3 and 4-7 day categories.

Transformation

Over 80% of population of Ryedale have had the opportunity to participate in community led planning. Communities are being encouraged to develop local community resilience plans.

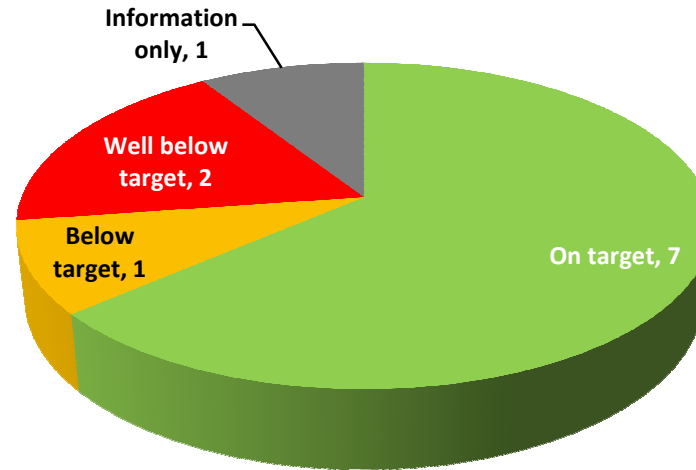
Two surveys have been undertaken with the citizens panel, the first on general levels of satisfaction with Council services and the current one on the Council's budget. Levels of satisfaction with the councils services were good overall with the highest levels being expressed in relation to Customer services, Ryecare and elections services. Areas for improvement included the Local Development Framework and Public conveniences. Feedback has been provided to all members of the panel on the action being taken by the council in these areas, and in response to any comments made.

The general election was successfully delivered despite the postponement and plans are now underway for the District elections on 5th May 2011, which will run alongside parish elections and the national referendum on voting reform.

The one-11 programme is almost fully delivered with efficiency savings achieved so far of £700k towards the target of one million pounds.

Aim 1. Housing Need – Performance Indicators

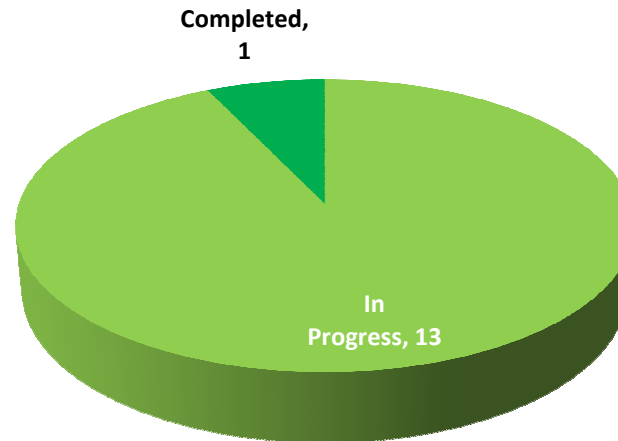
Status	Performance Indicator
🔴	Net additional homes provided
🔴	Supply of ready to develop housing sites
🟡	Tackling fuel poverty – % of people receiving income based benefits living in homes with a low energy efficiency rating: (i) Low energy efficiency
✅	Additional extra care units occupied



Status	Performance Indicator
✅	Homeless applications on which RDC makes decision and issues notification to the applicant within 33 working days
✅	Time taken to process Housing Benefit/Council Tax Benefit new claims and change events
✅	Tackling fuel poverty – % of people receiving income based benefits living in homes with a low energy efficiency rating: (ii) High energy efficiency
✅	Percentage of vulnerable people achieving independent living
✅	Number of affordable homes delivered (gross)
✅	The extent to which older people receive the support they need to live independently at home
✅	Prevention of Homelessness through Advice and Proactive Intervention

Aim 1. Housing Need - Actions

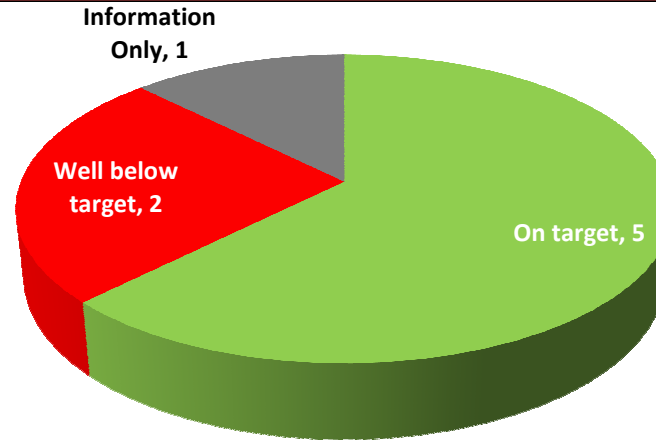
On Target	Title
▶	Private Sector Energy Efficiency Grants
▶	Exception Sites Land Purchase
▶	Planning Gain
▶	Registered Social Landlord/Other Funded
▶	Homelessness applications & acceptances
▶	Provision of a Mortgage rescue scheme in partnership
▶	Temporary Accommodation & Bridge House



On Target	Title
▶	Homelessness - Projects & Initiatives
▶	Homelessness Strategy Action Plan
▶	Empty Homes Strategy
▶	Home Repair Loans 2010-11
▶	Decent Home Loans 2010-11
▶	To deliver an LDF for Ryedale
✅	Empty Property Grants 2010-11

Aim 2. Economic Success – Performance Indicators

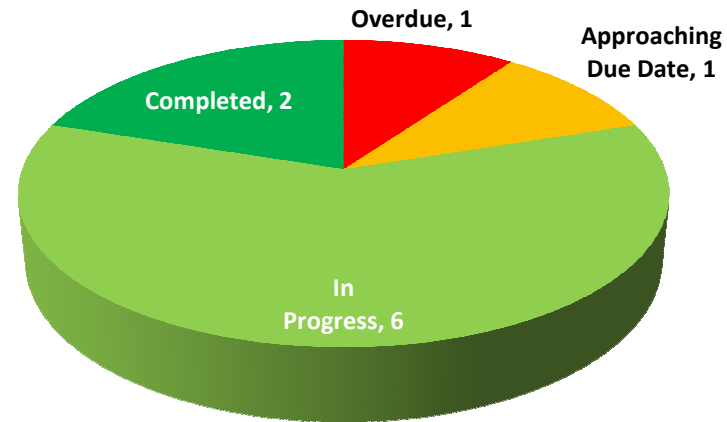
Status	Performance Indicator
🔴	Average household earnings in Ryedale
🔴	Gross weekly earnings by workplace
✅	Total Job Seeker Allowance Claimants
✅	% Ryedale population qualified - NVQ1



Status	Performance Indicator
✅	% Ryedale population qualified - NVQ2
✅	% Ryedale population qualified - NVQ3
✅	% Ryedale population qualified - NVQ4
⚠️	Number of new business start ups

Aim 2. Economic Success - Actions

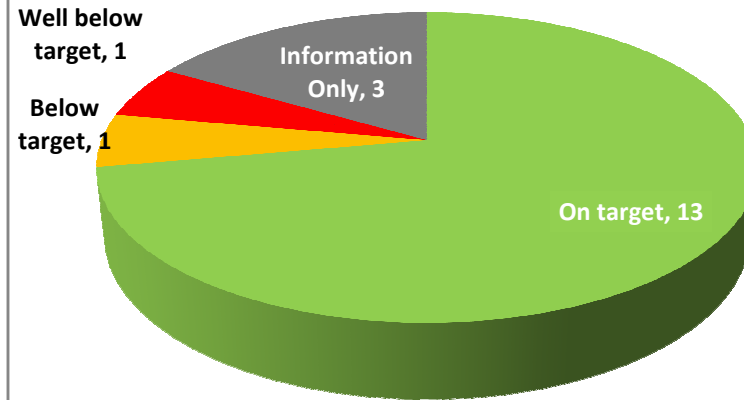
On Target	Title
🔴	Adopt Benefits KLOE self assessment improvement plan
⚠️	Improve Skills and Knowledge of the workforce
▶️	Northgate Project Implementation
▶️	Enable economic activity through supporting projects
▶️	Provision in Capital Programme for an Economic Development Scheme



On Target	Title
▶️	Support local businesses
▶️	A64 Brambling Fields Junction Upgrade
▶️	To deliver an LDF for Ryedale
✅	Review benefits system & where feasible implement new system
✅	Review & develop effective fraud partnership with Scarborough

Aim 3. High Quality Environment – Performance Indicators

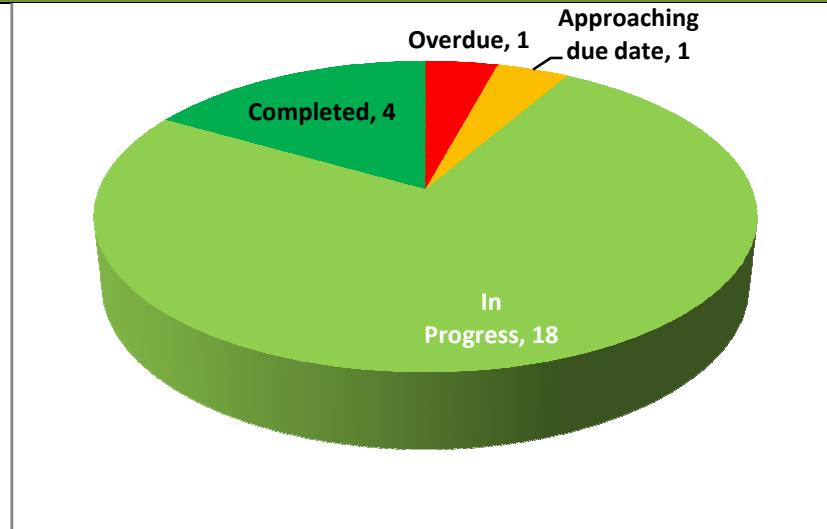
Status	Performance Indicator
🚫	Improved street and environmental cleanliness: Detritus
⚠️	Residual household waste - kg per household
✅	New homes built on previously developed land
✅	Improved street and environmental cleanliness: Fly tipping
✅	CO2 reduction from LA operations
✅	Planning to Adapt to Climate Change
✅	Flood and coastal erosion risk management
✅	Percentage of municipal waste land filled
✅	% of household waste sent for reuse, recycling and composting



Status	Performance Indicator
✅	Improved street and environmental cleanliness: Litter
✅	Overall/general satisfaction with local area
✅	Awareness of civil protection arrangements in the local area
✅	Satisfaction of people over 65 with both home and neighbourhood
✅	Improved street and environmental cleanliness: Graffiti
✅	Improved street and environmental cleanliness: Fly-posting
🚫	Per capita reduction in CO2 emissions in the LA area
🚫	Air quality – % reduction in NOx & primary PM10 emissions through LA's estate & operations
✅	Improved Local Biodiversity

Aim 3. High Quality Environment – Actions

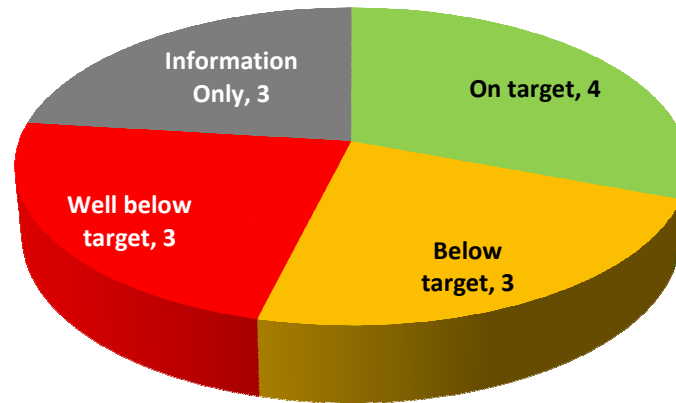
On Target	Title
	Implement Biodiversity Action Plan
	Increased recycling of road cleansings/leafall for composting during off season Oct-March
	Deliver capital schemes contained in Capital Programme
	Vale of Pickering Channel Management Pilot
	Air Quality Assessment of AQMA
	Set up group to develop an Air Quality Action Plan.
	To deliver an LDF for Ryedale
	Increased capture of additional recycle when vehicle fleet falls out 2010/2011
	Enhanced monitoring of crews regarding side waste
	Review of the waste collection service with the partnership
	Consideration of commercial viability/cheaper service provision for customers
	Consideration of enhanced recycling service
	Increased monitoring of performance - street & environmental cleanliness



On Target	Title
	Increased cleansing utilizing a second sweeper
	Enhance stakeholder participation re volunteer groups
	Greening fleet with consideration of expanding bio diesel trial
	Introduction of energy efficient boilers in RDH and also Ryedale pool
	Develop Travel plan for RDC
	Round review re waste management to ensure optimum efficiency
	Work with local groups through Britain in Bloom, Parish Councils, Tidy Britain
	Strategic Flood Risk Assessment
	Prioritize flood risk areas and implement local catchment's of sandbags for immediate self help
	Air Quality Progress report to be submitted to Defra
	Consideration of selling off the service with trade recycling to be provided by private company

Aim 4. Active Safe Communities – Performance Indicators

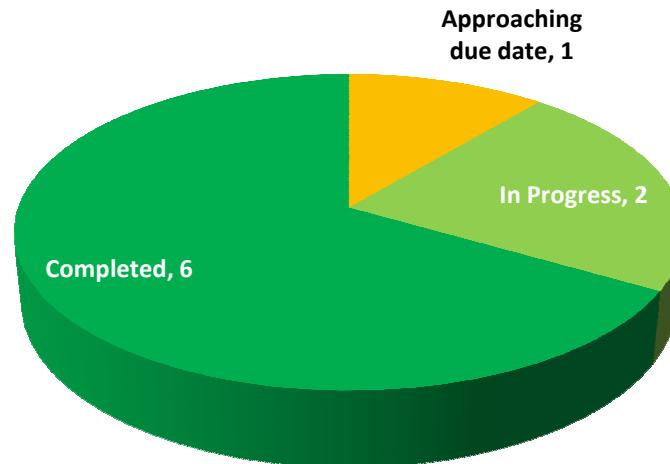
On Target	Title
●	Residents satisfied with sports/leisure facilities
●	Adult participation in sport and active recreation
●	Repeat incidents of domestic violence
▲	Perceptions that people in the area treat one another with respect and consideration
▲	% of people who believe people from different backgrounds get on well together in their local area
▲	Self-reported measure of people's overall health and wellbeing



On Target	Title
✓	% of people who feel that they belong to their neighbourhood
✓	Perceptions of anti-social behaviour
✓	Perceptions of drunk or rowdy behaviour as a problem
✓	Children & Young People's Participation in high quality sport
✓	Obesity in primary school age children in Year 6
✓	Children and young people's satisfaction with parks and play areas
✓	People killed or seriously injured in road traffic accidents




Aim 4. Active Safe Communities – Actions

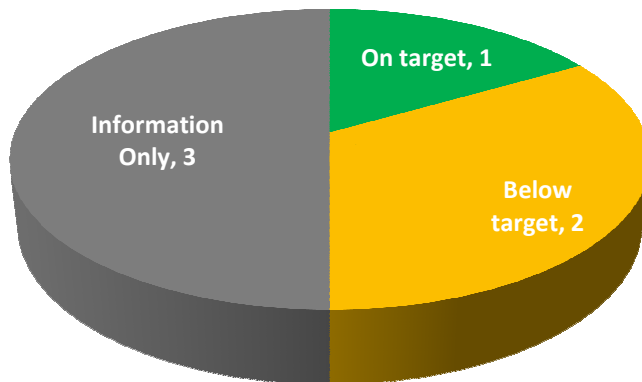
On Target	Title
▲	Review the Sports Strategy with a vision towards 2012 Olympics
▶	Grant to Malton School for dry sports centre
▶	Grant for the redevelopment of existing sports facilities in Helmsley
✓	Continue to provide Multi Agency intervention to incidents of domestic abuse through the provision of Making Safe
✓	Identify main groups for targeted education initiatives ie Drive Alive, Drive Wise. Learner Drivers, Youth Groups, Elderly, Migrant workers, local business






On Target	Title
✓	Deliver 8 Operation Siren events at venues informed by intelligence gained from ATC deployments/community feedback
✓	Address the issue of dog fouling already identified by street surveys, through a system of education and rigorous enforcement. Monitor success by public reaction
✓	Maintain proven diversionary activities for young people in Ryedale ie Dry Bars, YCV, LIFE, Skate Park
✓	Produce a continuation strategy for the Alcohol Respect Campaign to maintain its momentum





Aim 5. To Transform the Council – Performance Indicators

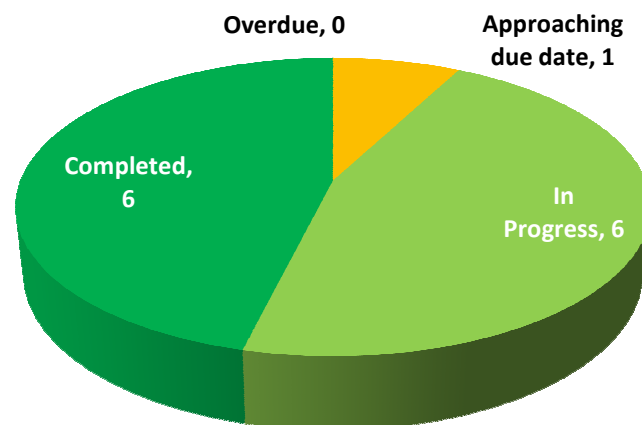
Status	Performance Indicator
	Equality Standard for Local Government
	% of adults surveyed who feel they can influence decisions affecting their local area
	Civic participation in the local area









On Target	Title
	% of population within 5 miles of a Joint Access Centre
	Top priorities for local people
	Avoidable contact: the proportion of customer contact that is of low or no value to the customer

Aim 5. To Transform the Council – Actions

On Target	Title
	Service Equality Monitoring
	One-11 Programme Plan
	A Plan for Every Parish
	Deliver the Corporate efficiency programme
	Value for Money
	Shared Services
	Engage our communities through the Ryedale Citizen's Panel



On Target	Title
	Formulate an action plan for maintaining IIP accreditation
	Deliver European and County Council election 2009
	Deliver General Election 2010
	Single Equalities Scheme
	CAA self assessment - area and organisational
	Partnership Protocol