

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**

In difficult housing market conditions the Council still expects to deliver over 60 new affordable homes during 2010/11, with an additional 22 homes to be delivered in April/May 2011. A specialist post of Housing Delivery Officer is being created to help maximise provision of affordable housing in Ryedale, the post will be based in the Housing Unit but will liaise closely with the Planning team. This post is being funded through use of developer contributions, to assist in meeting housing needs in Ryedale by boosting the provision of affordable housing and reflects the conclusions of the recent housing services review. The Council currently can demonstrate a 4.65 years supply of available housing sites. It is worth noting that developers are still looking to bring forward housing in Ryedale despite the wider economic conditions. Planning permission has recently been granted for 186 dwellings in Norton just off Scarborough Road (65 of these are affordable on site with a further affordable housing commuted sum of £194k to support affordable housing initiatives). Planning permission has been authorised for 89 dwellings at Cheesecake Farm in Norton (27 of which are affordable). Other major applications remain under consideration at Malton (Broughton Rd circa 300 dwellings) and Pickering (Whitby Rd and Thornton Rd, 87 and 110 dwellings respectively).

Economy

The Ryedale Business Forum has met twice involving business leaders in Ryedale with the aim of improving the way the Council and local businesses work

together. The Forum meets quarterly. The Council's Commissioning Board has been working with local tourism businesses and other partners to redesign the way the Council invests in tourism support and changes have been agreed which will deliver the best value for money for the Council and the community. Nynet have launched a Community Broadband Initiative and have established two pilots in North Yorkshire at Newton upon Rawcliffe and Gillamoor. These have been undertaken to demonstrate that with a small amount of capital funding broadband can help to transform the lives of residents in remote rural locations.

Both North Yorkshire County Council and Ryedale District Council have agreed to increase funding contributions to the Brambling Fields A64 junction improvements following the design process. This project will support new development and economic activity at Malton and Norton. A public consultation on the scheme and improvements to Malton town centre to encourage investment and attract visitors is expected in March/April 2011.

Environment

The Council aspires to improve its performance in the area of waste reuse, recycling and composting and in order to achieve this proposes to increase the range of materials included in its recycling service. This should help to address the low levels of satisfaction with this service which are due to the lack of availability of kerbside plastic and cardboard recycling. Officers are in the final stages of a procurement exercise regarding sale of recycling materials and fees for composting of garden waste, early indications are positive regarding the potential for generating additional savings for the Council. In addition officers have been successful in attracting £25K grant funding which will be used to support a range of initiatives designed to improve efficiency, these include the trial of route optimisation software, Trackers and EDA systems (which promote greater fuel efficiency). The work is the result of a rural waste partnership initiative between Ryedale, Craven, Hambleton and Richmondshire District Councils.

Safe Active Communities

The Councils recent budget consultation has once again indicated the importance Ryedale's residents place on maintaining the low levels of crime in our communities. Ryedale is still the safest district in North Yorkshire, one of the safest counties 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.

Safer Ryedale are currently revising the Community Safety Plan for 2011 and Safer Ryedale is on target to deliver all of the objectives by the end of the current three year plan. Cases of theft and violence in Ryedale have risen in the past year, with the number of theft cases reported rising from 442 to 483, while violence incidents rose from 255 to 303. The overall number of all crimes increased from 1,264 to 1,299 in the year.

Research is currently being undertaken by the Commissioning Board into active living in Ryedale, with a view towards the production of a strategy to encourage more active lifestyles amongst residents in Ryedale. The new sports centre at Malton is due to be opened in early February 2011.

Transformation

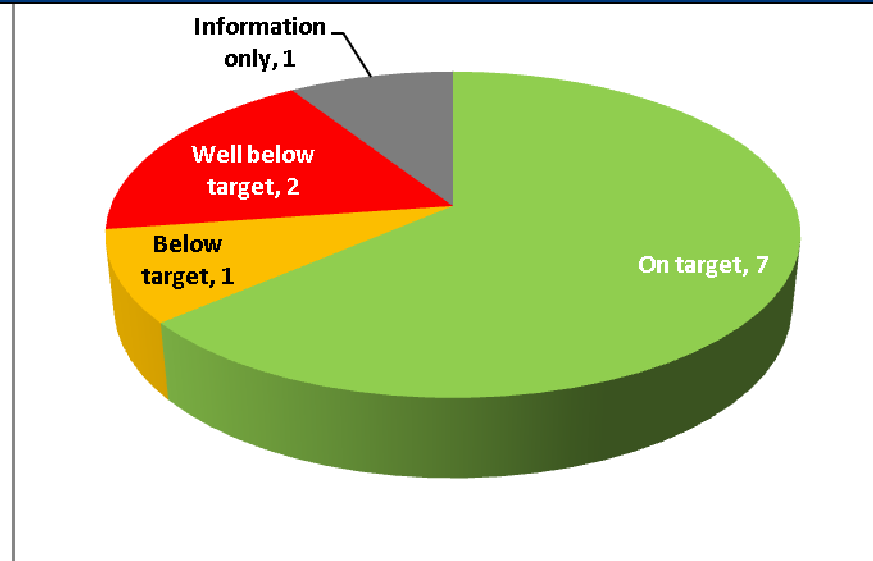
The council has undertaken the budget consultation using an online budget simulator. The results have been used to inform the development of the financial strategy and the preparation of the Budget for 2010/11. The one-11 programme is on schedule and almost fully delivered with efficiency savings achieved so far of £950k towards the target of one million pounds. Proposal for a balanced budget with zero increase in council tax will be put to Council, largely due to the achievements in delivering efficiencies under the One-11 programme and through the efforts of the whole Council. The Financial Strategy, including revenue and capital programmes, will be presented to the meeting of Council on 21 February.

Delivery of the Councils IT programme is on schedule with the new Revenues and Benefits system due to go live in February. The Electronic Document Management System is going live in February and will increase the Councils capacity to maintain front line services by streamlining administration processes and allowing for more effective use of the Councils administrative resource. Other IT developments include the public access to land charges and to online consultations for planning applications.

The Council has been successful in maintaining its Investors in people accreditation and also featured well in the Best Councils survey as 'one to watch' for the future.

Aim 1. Housing Need – Performance Indicators

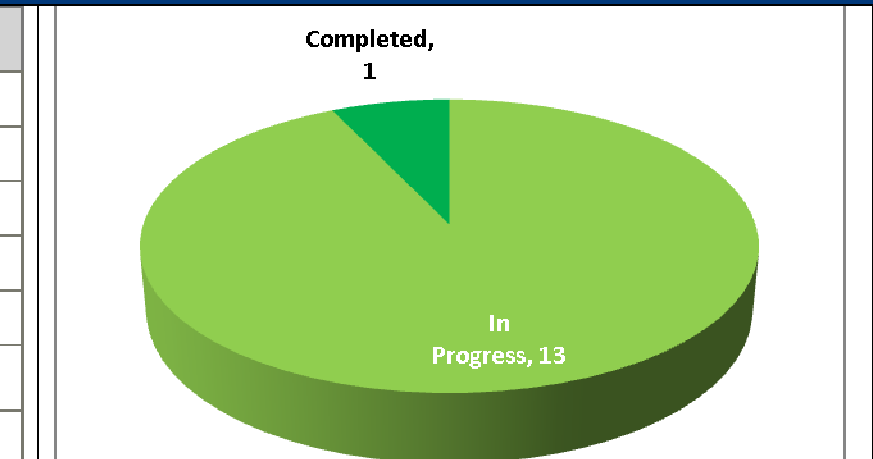
Status	Performance Indicator
🛑	Net additional homes provided
🛑	Supply of ready to develop housing sites
⚠️	Tackling fuel poverty – % of people receiving income based benefits living in homes with a low energy efficiency rating: (i) Low energy efficiency
✅	Additional extra care units occupied



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

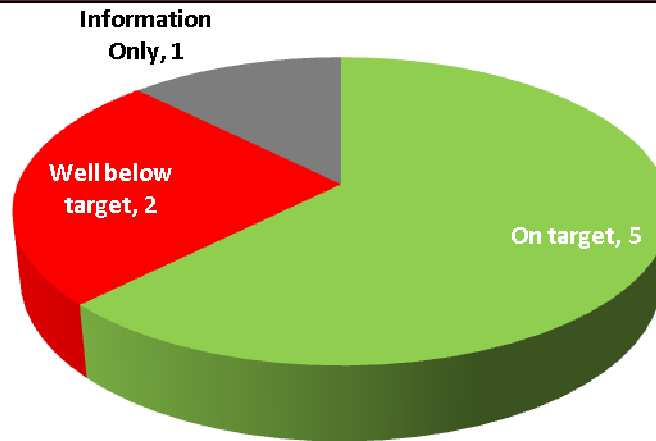
On Target	Title
▶️	Private Sector Energy Efficiency Grants
▶️	Exception Sites Land Purchase
▶️	Planning Gain
▶️	Registered Social Landlord/Other Funded
▶️	Homelessness applications & acceptances
▶️	Provision of a Mortgage rescue scheme in partnership
▶️	Temporary Accommodation & Bridge House



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

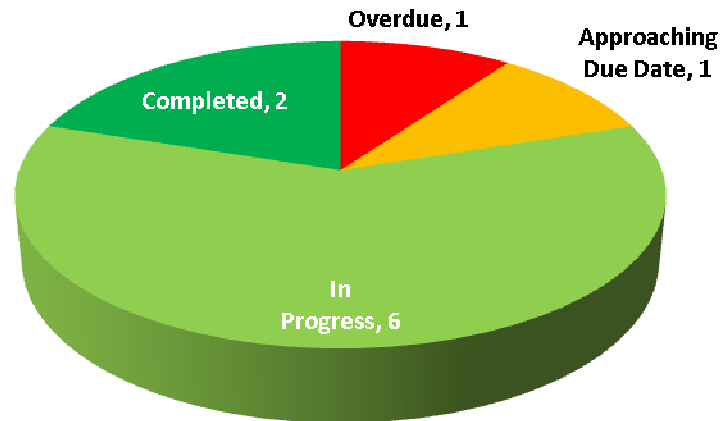
Status	Performance Indicator
🔴	Average household earnings in Ryedale
🔴	Gross weekly earnings by workplace
✅	Total Job Seeker Allowance Claimants
✅	% Ryedale population qualified - NVQ1



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

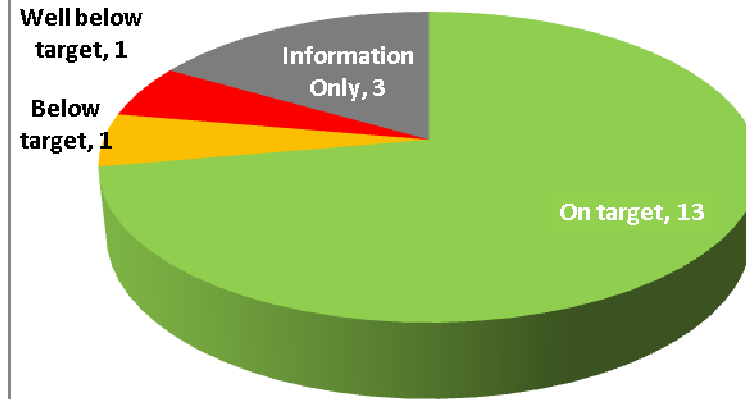
On Target	Title
🔴	Adopt Benefits KLOE self assessment improvement plan
⚠️	Improve Skills and Knowledge of the workforce
▶️	Northgate Project Implementation
▶️	Enable economic activity through supporting projects
▶️	Provision in Capital Programme for an Economic Development Scheme










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

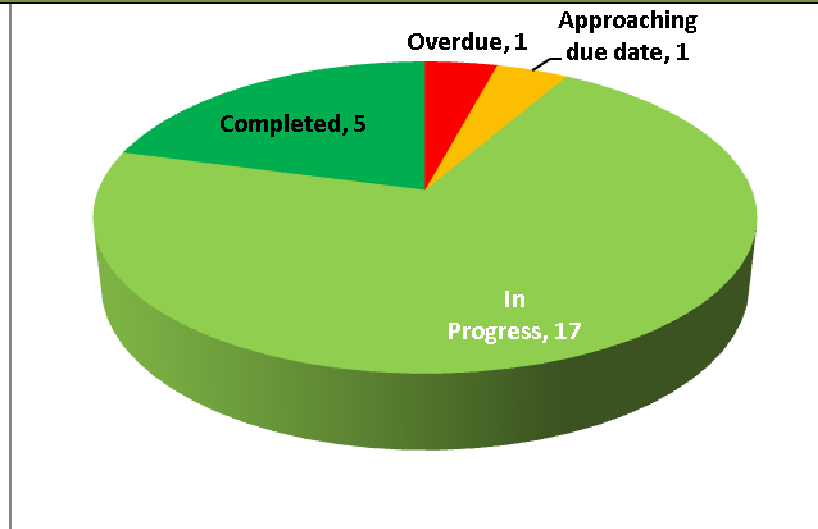
Status	Performance Indicator
	Improved street and environmental cleanliness: Detritus
	Residual household waste - kg per household
	New homes built on previously developed land
	Improved street and environmental cleanliness: Fly tipping
	CO2 reduction from LA operations
	Planning to Adapt to Climate 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

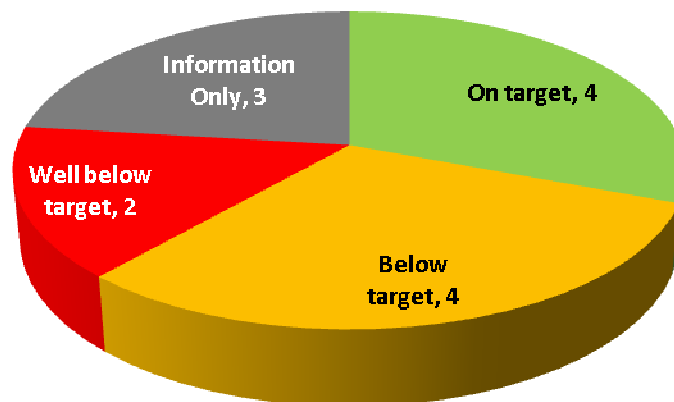
On Target	Title
	Implement Biodiversity Action Plan
	Increased recycling of road cleansings/leafall for composting during off season Oct-March
	Deliver capital schemes contained in Capital Programme
	Vale of Pickering Channel Management Pilot
	Set up group to develop an Air Quality Action Plan.
	To deliver an LDF for Ryedale
	Increased capture of additional recyclate 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
	Air Quality Assessment of AQMA

Aim 4. Active Safe Communities – Performance Indicators

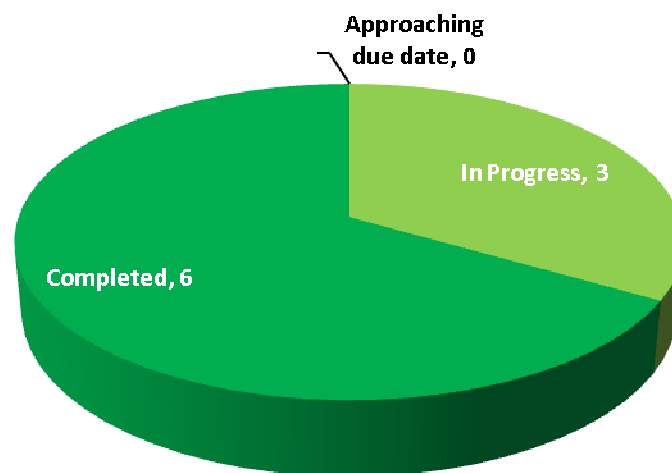
On Target	Title
🔴	Residents satisfied with sports/leisure facilities
🔴	Repeat incidents of domestic violence
🟡	Perceptions that people in the area treat one another with respect and consideration
🟡	% of people who believe people from different backgrounds get on well together in their local area
🟡	Self-reported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



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

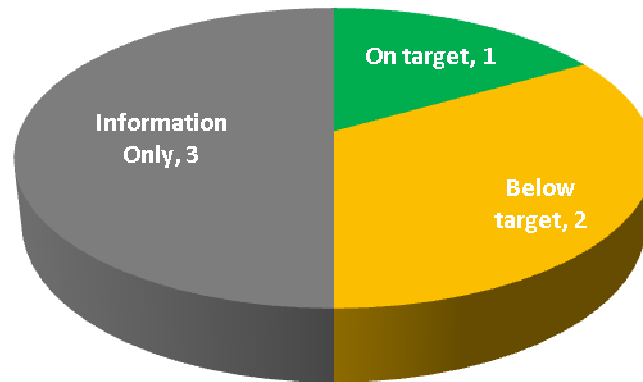
On Target	Title
▶	Review the Sports Strategy with a vision towards 2012 Olympics
▶	Grant to Malton School for dry sports centre
▶	Grant for the redevelopment of existing sports facilities in Helmsley
✅	Continue to provide Multi Agency intervention to incidents of domestic abuse through the provision 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

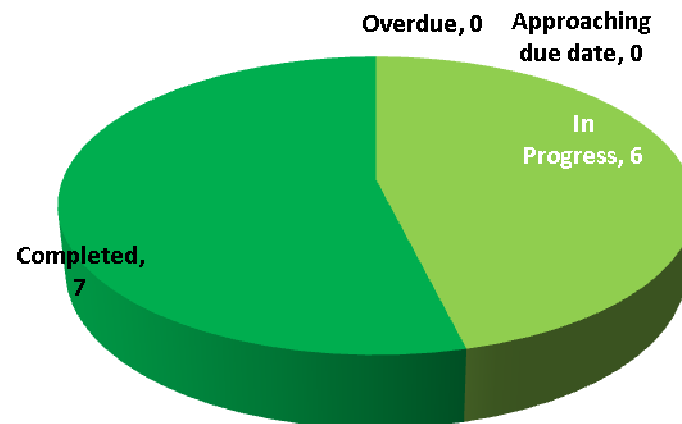
Status	Performance Indicator
	Equality Standard for Local Government
	% of adults surveyed who feel they can influence decisions affecting their local area
	Civic participation in the local area



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
	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
	Service Equality Monitoring