



Foreword

In 2020, Ryedale District Council published its Council Plan, setting out the strategic direction and objectives of the Council under the themes of communities, economy, environment, and organisation. This Annual Report for April 2020 – March 2021 sets out the progress made in delivering the Council Plan.

Soon after the publication of the Council Plan, communities and businesses began to feel the impact of the COVID-19 pandemic, and the Council worked hard to adapt to these new challenges.

In this report we highlight some of the key activities undertaken by the Council to provide citizens, communities and businesses with vital support in a rapidly changing situation.

The Council would like to pay tribute to the dedication shown by all of its staff, who worked tirelessly to deliver services during an unprecedented year, and to all those in partner agencies and the voluntary and community sector, who worked alongside us to deliver support in Ryedale in 2020/21.

Communities: strong, inclusive and attractive

Our aims:

- Help for those in need
- Healthy and happy communities
- A place like no other to live, work, visit and invest

Case study 1 – strong, inclusive and attractive communities

Tackling homelessness in Ryedale during the COVID-19 pandemic:

Help for those in need: We will tackle homelessness, rough sleeping and poverty by providing services in partnership with others to prevent homelessness.

Throughout 2020-21, Ryedale District Council worked hard to maintain excellence in the standard of service provided to those in need of housing. This was challenging as 2020 saw a large increase in the number of housing enquiries we received, highlighted in the snapshot below:

	April – September 2019	April – September 2020
Total housing enquiries	182	336
Homelessness assessments	68	115
Households in temporary accommodation	23	40

By mid-March 2020, local authorities were having to move swiftly in response to the threat COVID-19 posed to the health of rough sleepers. We re-organised our homelessness functions in response to this and to deliver the Government's Everyone In programme. Launched on 26 March, Everyone In was designed to bring rough sleepers in from the streets and settle them into longer-term accommodation. Ryedale District Council received £1,650 to do this.

During April to September 2020, Ryedale received 336 housing enquiries. 115 homeless assessments were undertaken and 40 households were placed in temporary accommodation. Of the 40 in temporary accommodation during this period, 23 households were housed thanks to the Everyone In campaign and the efforts of Ryedale District Council.

During April to September 2020, 26 people rough sleeping or at risk of rough sleeping were also provided with support, with 16 being resettled into new accommodation or returning home, and seven connected with accommodation or homeless support in other local authority areas.

Some of our efforts and initiatives to tackle homelessness in Ryedale during the COVID-19 pandemic included:

- Negotiating the use of holiday homes, bed and breakfast and hotel accommodation so that rooms could be made available as quickly as possible as and when more people needed accommodating, and to ensure that there was access to laundry and cooking facilities for those staying there.
- Ensuring that all those accommodated had access to food through foodbanks and COVID-19 volunteers.
- Enabling all those accommodated to have access to a mobile phone so they could maintain contact with us (these were donated by Tesco).
- Assisting people with moving by arranging transport and removals.
- Connecting individuals to GPs to ensure people were registered for health services and able to book COVID-19 vaccinations.

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Case study 2– strong, inclusive and attractive communities

Safeguarding vulnerable Ryedale residents

Help for those in need: We want everyone in our communities to be able to live independent lives. We will promote our Lifeline service and provide wellbeing services

The Council supported vulnerable Ryedale residents in multiple ways to live independent lives throughout 2020-21.

Our Ryecare Lifeline service, monitored by a dedicated team 24 hours a day, seven days a week, 365 days a year, not only continued to operate, but also made additional welfare calls to its customers.

Feedback from Ryecare customers

“Thank you for caring and thinking of me.”

“Thank you, it’s very nice to hear from someone. I haven’t stepped out of my gate for 18 months.”

“Thank you for taking the time to contact me and my mother.”

The Council also played a key role in multi-agency efforts to provide “shielding” services for the most vulnerable people in our communities. This included those who have been recently discharged from NHS care and who need extra support. Nearly 3,000 calls were made, resulting in numerous referrals to community support organisations. All calls provided information on the changing lockdown rules, referrals for shopping, prescription collections, befriending and Ryecare services.

As we know that some local people don’t have access to the internet, to ensure that everyone could continue to access our services from their home during the pandemic, the Council also distributed leaflets to over 4000 vulnerable customers. This gave them access to telephone numbers for support from hundreds of local voluntary organisations.

Case studies 3-6 – strong, inclusive and attractive communities

Housing benefits

Help for those in need: We will offer advice, support and budgeting assistance to those who need it, helping them to manage their finances, ensuring they can access Citizens' Advice services and working with the credit union to promote access to small loans. We will also act promptly to process benefit applications.

The Council provided advice, support and budgeting assistance to those who needed it throughout 2020-21, promptly processed benefit applications and delivered additional services for those who required extra assistance.

Our processing times for housing benefit claims placed us as one of the top performing authorities (source: Department for Work and Pensions). Ryedale citizens who applied for housing benefits for the first time, or who have had a change in their circumstances, were helped as quickly as possible to receive the exact benefits they were entitled to.

Housing benefits (new claims) 2020/21

New claims processed	192
Average number of claims processed per month	16
Average processing time for new housing benefit claim	8.25 days
National average processing time for housing benefits (new claims)	17 days

Housing benefits (change in circumstances) 2020/21

Change in circumstances processed	5,387
Average number of change in circumstances processed per month	449
Average processing time for change in circumstances	1.83 days
National average processing time for change in circumstances	6 days

- In 2020/21, we processed new housing benefit claims 8.75 days quicker than the national average
- In 2020/21, we processed new change of circumstances housing benefit claims 4.17 days quicker than the national average

Council Tax support

In 2020/21, Ryedale District Council administered a new council tax reduction scheme. Under the scheme, families of working age could receive up to 100% reduction of their council tax bill, depending on their income and circumstances.

The reduction in the bill was paid for by the government's Council Tax Hardship Fund – an extra pot of money that the Government gave to councils to help reduce the burden of council tax on low income families during the COVID-19 pandemic.

Ryedale District Council's Council Tax Reduction Scheme entitled people of working age to a reduction on their council tax of 100%, 75%, 50% or 25%, depending on their weekly income and size of household.

As well as the Council Tax Hardship fund, Ryedale District Council also administered two additional council tax reduction schemes in 2020/21. Overall, Ryedale residents had an accumulative council tax bill reduction of £256,100 in 2020/21.

The following payments were paid to Ryedale residents' council tax accounts during 2020/21:

Scheme	Number of payments	Total money distributed
Council Tax Support Hardship Fund	55	£25,678
COVID-19 hardship payments	1716	£211,503
Locally Defined Section 13A	22	£18,919

Test and trace isolation payments

The Council also administered the government's national Test and Trace self-isolation payment scheme for Ryedale. This was introduced for people on low incomes who have been told by NHS Test and Trace to self-isolate, and those who are a parent/guardian of a child who has been told to self-isolate. The scheme was designed to protect the most vulnerable people from loss of income, and to prevent the spread of COVID-19.

During 2020/21, the Ryedale District Council team processed 201 applications, 96 of which were successful in qualifying for a £500 payment. All payments were made within the required 3 days from receiving all information needed to process the application.

Applications received	201
Applications paid	96
Total value of self-isolation payments	£48,000

Case study 7 – strong, inclusive and attractive communities

Support for the arts

Healthy and happy communities: We will promote our creative industries and expand our cultural offer by supporting Ryedale's network of skilled craft businesses and thriving arts hubs.

In 2020/2021, a number of arts projects were funded by Ryedale District Council including:

Everwitch Theatre: 'A Performed Walk in the Park' - Grant £970.40

This project was based on the recollections of veterans who were based in a camp at Duncombe Park, Helmsley, before taking part in the D-Day landings. The funding paid for the writing and production of five short performances at the site. These were enjoyed by 50 audience participants in total. Developing the work involved three Normandy veterans, a widow of Normandy veteran, three carers, three volunteers and one work placement student. Over 5,000 people were engaged via social media. Helmsley Arts Centre and Everwitch Theatre are in talks to get a digital version available on their website so there will be even greater legacy and engagement.

Feedback:

"Really good performance, enjoyed it very much. So well done, actors brilliant. Need more like this. Quite emotional."

"A thoroughly enjoyable and extremely entertaining walk through the wood. Helena Fox has written and directed a fantastic piece, acted sympathetically and engagingly with beautiful singing by Esme (Schofield) to accompany. I came away feeling like I'd been back to the war time and witnessed the life that Hank led. It was emotional at times and amusing too. Well done to everyone involved"

Serena Partridge: 'Snail Mail Art' - Grant £1,000

Artist Serena Partridge's Snail Mail Art Project was designed to respond to the feelings of detachment people felt during lockdowns and social distancing. The project comprised of creative workshops held with four classes in four different Ryedale schools. Children learned drawing techniques and created 'thank you' cards which were sent to members of the community they wanted to thank. Pupils were encouraged to respond in a unique and imaginative way.

92 pupils in four classes across 4 Ryedale schools all in years 3 to 6 took part. There were also 92 recipients in the local community. A short video on how to create the cards was developed and made available online so there is facilitating ongoing access and engagement with the public who want to create further.

Feedback:

"All the staff and children cannot speak highly enough of the work you did in school. They have thoroughly enjoyed the projects, put their hearts and souls into them and then taken more pleasure from the positive feedback they have got from recipients."

"Serena and Libby, A long overdue email to thank you both for your inspiring work with pupils at West Heslerton CE Primary. The children thoroughly enjoyed their project and the time spent with you both. The results were so creative, thoughtful and individual. We would absolutely love the

opportunity to work with you again should the opportunity arise. With many grateful thanks, Rachel and the staff and pupils at West Heslerton CE."

"It brightened up my day to see such a beautifully decorated envelope during my postbox collections. If you run the project again I would happily be interviewed in my postal uniform, to tell the children more about my job and the impact letters can have in the community." Ryedale postal worker.

Art Happens Here: Flock - Grant: £1,000

This project found ways to bring people together who could not meet physically due to social distancing restrictions and to promote community spirit in difficult times. Holding workshops in two different Ryedale schools, the artists worked with children to help them draw different garden birds to create a bird identifier sheet. These were mailed out to local people including a 'hello' letter from one of children and a bird seed hanger for a tree. Retailers in Malton also accommodated images of the bird drawings in their windows for people to spot while they are out and about on the high street.

100 pupils over 4 classes from 2 schools, all years 3 & 4., took part There were also 100 recipients of the mail outs from children. 22 shops in Malton took part in displaying the images in their windows which are open to the public.

Feedback:

"Dear every child in class 3...I was so thrilled and so impressed with the little parcel. It is not Christmas, it is not my birthday, and so it came as a lovely heart lifting surprise. It was beautifully presented. I loved the packet with its stamp and hand coloured sticker. I love the card with the beautifully coloured bird and great writing on the back. I have put it up on my dresser. I also love the little Flock sheet; it is very interesting and again so carefully and cheerfully coloured in. I will keep that by my bird book. I keep a list too of all the new birds I recognise. The birds and I both say thank you for their food. I will definitely hang it on my bird table. I wonder if you spotted it when you did your delivery? I am going to drop a little donation off at school and I hope you will use it to do something kind for the birds next term....perhaps some food or some shelter? I hope you all have a lovely summer holiday and again thank you so much for thinking of me and taking so much trouble. I bet you have made lots of people happy." Jane (recipient)

"Oh my days...the bird drawings, I just LOVE, what an excellent project, would love to see more!" Kate (recipient)

"Thank you so much for letting us take part in the Flock Art project. Several of the children named FLOCK as a highlight, in their written review of the year" Mrs Ashton (Year 4 teacher, Norton Primary)

Make More Arts: Ryedale Place Pledge -Grant £1,000

The Ryedale Place Pledge was a community engagement project which allowed school groups and local businesses to spend time reflecting on what is special about Ryedale and provided opportunities for responding creatively. Local school children created artwork that explored the things they value about Ryedale and where they live. The pledges were made available online via a dedicated blog. A professional artist created some visual representations of the businesses who took part and these drawings can be downloaded from the blog as colouring sheets. This webpage will be added to over time.

67 young people took part, 22 from years 1 & 2, 30 from years 5 & 6 and 15 sixth form students. A selection of local businesses and staff at heritage sites also contributed. The webpage is a work in

progress and the pledges and artwork are still being uploaded but it can be viewed [here](#) and is open to all.

Feedback:

“The children at Kirkbymoorside had a really positive experience with the teacher highlighting how much they had enjoyed feeling ‘grown up’ thinking about the grown-up topic of how we look after our environment and area”

“The teacher of the sixth-form group at Lady Lumley’s fed back that her class had been ‘challenged in their thinking’ – which is ideal for a group of older teenagers!”

Malton In Bloom: Highfield Road Art Project - Grant £1,000

This grant provided match funding towards the arts strand of a larger project Malton In Bloom developed to refurbish a disused bus shelter on Highfield Road in Malton. The disused bus shelter sits outside Malton School and was in a dilapidated state but was sometimes used by parents to shelter from the rain while dropping off or picking up children. Malton In Bloom secured funds to have the roof fully repaired and then sought to work with the school and children to design artwork for the shelter. Professional street artists Art Of Protest were commissioned to do the painting. The new revamped shelter is in the public realm so viewed by all who use or pass by it.

Feedback:

“Social media has been excellent on this project. Malton Town Council have received extremely positive feedback from residents in this area.”

“Malton CP School have now commissioned Art of Protest to carry out additional artwork at the school due to the success of the bus shelter. House Martins nursery on St Michael’s Street, Malton have also commissioned them to paint their play area.”

Economy: harnessing Ryedale's unique economy to deliver growth, homes and jobs

Our aims

- Quality homes local people can afford
- A connected rural economy
- Open for business

Case study 8 – Ryedale's unique economy delivering growth, homes and jobs

Installing free public Wi-Fi in Ryedale market towns

A connected rural economy: We want everyone, no matter where they live, to be digitally connected.

During 2020-21, Ryedale District Council launched free public Wi-Fi in Malton, Pickering and Helmsley. Prior to this, Wi-Fi across the three market towns suffered from a lack of good consistent mobile coverage for every type of network.

The objective was to identify a high quality, user-friendly and reliable solution to boost businesses and benefit shoppers and visitors. Malton's network went live in December 2020, Pickering's in January 2021, with all three networks in operation by March 2021.

How the project was funded

€15,000	Ryedale District Council was awarded €15,000 as part of the WiFi4EU initiative – an EU-funded scheme which aims to develop more digital communities and improve digital access across the EU
£8,975	A digital connectivity grant of £8,975 was awarded by the York and North Yorkshire Local Enterprise Partnership to cover the operating costs for three years
£20,000	Ryedale District Council allocated £20k of its budget for the project

How public Wi-Fi is benefitting Ryedale

- Higher town centre footfall.
- Less congestion on 3G and 4G networks, giving communities better access to online services and information, improving digital skills and fostering economic growth.
- Greater access for everyone to the benefits that the internet provides.
- Promoting Ryedale as a progressive and attractive place to invest, visit and do business.
- Attracts greater visitor spend - upon connection to the relevant town centre network, users are directed to the local visitor website which provides information on local businesses, activities and events.

Clara Challoner Walker, CEO and Founder of Cosy Cottage, reached out to Ryedale District Council to give feedback on how the free public Wi-Fi has benefitted her business:

“It was the eve of the end of lockdown and our small business in Malton was excited for the long awaited pre-Christmas reopening. Our internet provider had other ideas! On 8th December our telephone and internet service was disconnected. We had been overcharged, our account was in credit, and the internet provider’s systems seemingly couldn't cope with accounts in credit.

Panic set-in; there were few businesses last December able to face the prospect of a December with no means to collect card or contactless payments, particularly in an environment of socially distanced trading where cash was to be discouraged. Then we happened upon the words 'Ryedale Free Wi-Fi' in our iPhone settings. The ingenuity and proactiveness of Ryedale District Council saved the day, saved our business and saved our team's jobs last Christmas.”

The installation of these Wi-Fi networks will also support further initiatives to support our towns and businesses including Wi-Fi based car parking machine transactions and smart bins.

Case study 9 – Ryedale’s unique economy delivering growth, homes and jobs

Discretionary Business and Additional Restrictions Grants

Open for business: We will promote and support micro, small and medium sized businesses

During 2020-21, Ryedale District Council focused on initiatives to promote business survival and protect livelihoods. This included the delivery of a series of Government-funded business support grant schemes, Discretionary Business Grants and Additional Restrictions Grants. All of these provided financial assistance to Ryedale businesses that had been severely impacted by COVID-19. During 2020/21, Ryedale District Council gave out 7,500 grants to local businesses totalling £45m.

Discretionary Business Grant Scheme (National Lockdown 1)

- We received £1,125,500 from Government
- 100% of this funding was awarded to 163 businesses
- The top three sectors to receive this funding were: Retail (49 businesses), Accommodation/Visitor Economy (34) and Hospitality (19)

Top sectors supported by Discretionary Business Grants



Additional Restrictions Grant (ARG) (National Lockdown 2 & 3 (plus Tier 3 restrictions))

- We received £1,599,543 from Government as of Spring 2021 (we are awaiting a further £638,400 from the government)
- 100% of this funding was awarded to 337 businesses
- The top three sectors to receive this funding were: Hospitality (65), Retail (63) and Personal Care (53)

Top sectors supported by Additional Restrictions Grants

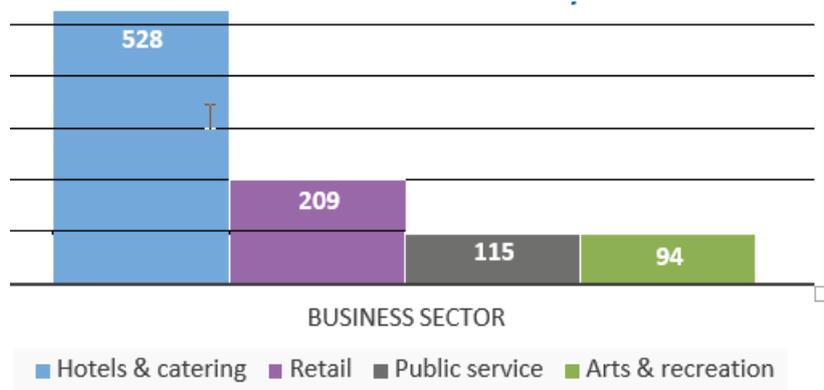


Mandatory business support grant payments

We also administered a number of mandatory business support grant schemes.

Grant scheme	Number of grants given	Accumulative total of money distributed
Small Business Grant (March – Sept 2020)	1,465	£14,650,000
Retail, Hospitality & Leisure (March – Sept 2020)	463	£8,140,000
Local Restrictions Support Grant Addendum (November 2020)	1,050	£1,551,248
Local Restrictions Support Grant Addendum (January 2021)	1,057	£4,783,558
Local Restrictions Support Grant	1,391	£5,124,509
Close Business Lockdown Payment	1,057	£4,680,000
Tier 2 Open - 289 payments totalling £316,841	289	£316,841
Tier 2 Closed - 9 payments totalling £13,816	9	£13,816
Tier 3 Closed - 36 payments totalling £10,294	36	£10,294
Christmas support payment for wet-led pubs	21	£21,000

Example sector breakdown: top sectors support by Local Restrictions Support Grants (during the November lockdown 2020)



Feedback from businesses receiving grants

“We are so delighted that RDC can help us – this grant will make such a difference to us in terms of navigating our way through the next few months and, hopefully, surviving. I am incredibly grateful to you for the conversation we had last week. Thank you so much.”

Ruth Hannah, Musical Memories CIC

“Thank you so much. Literally could hug you.”

Toni Lamb, Panther Fitness

“Just to let you know funds were received overnight, just wanted to let you know. Thanks again for all yours and the Council’s support which will provide a lifeline for us.”

Tony Fawcett, The Fairfax Arms

“Many thanks for your much needed continued support, yourself and Ryedale Council have been superb throughout this crazy year for everyone.”

- David Padley, self-employed taxi driver

“The response I received was prompt, courteous and concise, clarifying the situation, what monies had been paid under which grant and which applications I still should make.”

Sue Anderson, Chestnut Cottage B&B and Holiday Cottage

“Thank you so much for letting me know that we have been able to receive this grant and for transferring the funds to us so quickly. It is very much appreciated and a huge help to enable us to keep the business alive during the current times. We hope to bounce back stronger once restrictions are lifted and these funds will go a long way to ensure that we are still here to do so.”

James Costello, Costello’s Bakery

Case study 10 – Ryedale’s unique economy delivering growth, homes and jobs

Helping Ryedale businesses comply with COVID-19 regulations

Open for business: we will promote and support micro, small and medium-sized businesses

Ryedale District Council played an essential role in making Ryedale COVID-safe through:

- Activities to suppress the spread of infection
- Finding new and more effective ways of managing the virus and enabling life to return closer to normal
- Minimising damage to the economy, society, jobs and livelihoods

We conducted compliance checks across the whole district throughout the pandemic, taking formal enforcement action when needed.

We were also actively involved in managing COVID-19 outbreaks in a range of settings including:

- The hospitality sector, such as cafes and restaurants
- Close contact services, such as beauty salons and hairdressers
- Workplace settings, such as large manufacturing settings, food retailers, butchers

The Government made £60m available nationally for increased enforcement and compliance work by local authorities, and Ryedale District Council’s allocation was £23,573.

We dealt with approximately 200 requests from businesses and members of the public regarding COVID-19 regulation issues, and worked proactively with local businesses by advising how to comply with the latest COVID-19 guidance and regulations, and in particular, what COVID-secure premises should look like. This work involved sending out timely newsletters to 400 sector-specific businesses such as the licensed premises and 50 close contact services such as hairdressers, helping them understand new requirements.

With the COVID-19 lockdowns lifting in set stages, it was important that businesses, citizens and visitors felt safe with the proposed changes. To help make businesses safer, Ryedale District Council created a free ‘Back to Business’ pack which included posters and floor stickers reminding people to respect social distancing.

Ryedale District Council distributed over 600 ‘Back to Business’ packs to businesses to help them comply with legal requirements of a COVID-secure workplace.

Environment: a sustainable, safe and clean place

Our aims

- A safe place to live
- Clean and attractive streets
- Sustainability into the future

Case study 11 – A sustainable, safe and clean environment

Emergency response to flooding

A safe place to live: We want to reduce flooding risk by investing in flood alleviation measures and working with partners to provide an emergency response.

Throughout seven weeks of flooding between December 2020 and January 2021, Ryedale District Council worked with multi-agency partners including North Yorkshire Police and Fire and Rescue to protect communities, businesses and properties across the district. The collective response included:

- 32 portable pumps, which operated in Malton, Norton and Old Malton at the height of the event
- 1705 sandbags delivered across the district to 13 towns and villages.
- Providing residents whose properties were affected internally by flooding with temporary accommodation.

Case study 12 – A sustainable, safe and clean environment

Expanding support to community litter pickers during the COVID-19 pandemic

Clean and attractive streets: We want to keep our streets clean. We will improve our Streetscene operations and support communities to do more.

During the COVID-19 pandemic, as more and more people took to walking and exercising more outdoors, local people noticed that litter was becoming more prevalent, especially in open areas and at the side of roads and footpaths.

Some contacted Ryedale District Council to ask if they were allowed to carry out litter picks and to request support. We extended support to a number of community groups.

£3,482 of funding was obtained from the Ministry of Housing, Communities & Local Government's Welcome Back Fund to purchase additional litter picking equipment to loan to groups and individuals across the district. Equipment included litter picking sticks, hoops, hi-vis vests and bags to collect the rubbish in.

After these litter picks, our Waste and Environment teams collected and disposed of the bags of rubbish from agreed collection points.

Case study 13 – A sustainable, safe and clean environment

Waste and recycling collection during the pandemic

Clean and attractive streets: We want to keep our streets clean. We will improve our Streetscene operations and support communities to do more.

During lockdown, the amount of household waste and recycling collected by Ryedale District Council increased by 30% (March – June 2020/21).

- 283 tonnes of extra recycling were collected in 2020/21 compared to 2019/20
- Ryedale District Council is ranked second in North Yorkshire for highest recycling rate (Source DEFRA Wastedataflow)

The safety of our staff was a priority and measures were put in place to keep them as safe as possible. Safety precautions included hiring additional vehicles so that the crews could socially distance. Each vehicle was equipped with extra PPE and sanitised on a daily basis.

We received hundreds of thank you messages and pictures drawn by children in support and appreciation of the waste and recycling collection teams. Some residents also baked cakes and dropped them at the depot, making the staff feel their extra efforts were valued.

Case study 14 – A sustainable, safe and clean environment

Installing energy-saving LED bulbs in Ryedale's footway lights

Sustainability into the future: We will replace our street lights with energy-efficient LEDs.

During 2020/21, Ryedale District Council installed 296 energy- saving LED bulbs in its footway lights in Malton and Norton to cut costs and help the environment. The goal of the scheme is to save 84% of current light energy consumption, and can be counted towards our efforts to cut carbon usage across the district.

Case study 15 – A sustainable, safe and clean environment

Installing electric vehicle charging points in Ryedale

Sustainability into the future: We will promote sustainable transport by installing extra electric vehicle charging points

Ryedale District Council embarked on a programme of installing Electric Vehicle (EV) charging points across Ryedale. In total, we installed 20 charging points across Ryedale in 2020/21 including in long stay car parks in the market towns of Malton, Pickering, Helmsley and Kirkbymoorside. The Council also installed an additional 10 charging points at Council-owned properties (Ryedale House, Streetscene depot and North Yorkshire Building Control offices).

Ryedale District Council received a grant from the Office for Zero Emission Vehicles (OZEV) of £70,170, a contribution of 75% towards the cost of the EV units and installing them in the car parks. We also received a workplace charging grant from the Office for Zero Emission Vehicles (OZEV) of £3,500 towards the cost of the EV units and installing them in the workplace locations.

Ryedale is a rural district with market towns that service large areas of rural North Yorkshire. The introduction of town centre charging points aims to encourage local residents unable to install home charging units to make the switch to an electric vehicle by having fast convenient units situated near to their homes.

Our towns and countryside also attract tourists and day visitors who look to stay for several hours at a time. The locations of Electric Vehicle Charging points will provide visitors with convenient and practical access to charge their vehicles, encouraging them to stay longer and spend more locally.

In 2020, 1,125 charging sessions were recorded at the Council owned charging points. This equates to 15,700kg Co2 saved.

Organisation: an innovative, enterprising council

Our aims

- Accessible to all
- Value for money
- A great place to work

Case study 16 – an innovative, enterprising council

Public sector co-operation

Accessible to all: We will bring partners into Ryedale House and provide options for a “one-stop” Public Services Hub.

In February 2021, the Ryedale Community Safety Hub was formalised when North Yorkshire Police’s Safer Neighbourhood team began co-locating with the Council’s Civil Enforcement and Community teams. The Hub will improve collaboration opportunities with the aim of reducing crime and fear of crime, reducing running costs, and making it easier for citizens to access key services from one single location.

Some of the key initiatives the Hub worked on included combatting domestic violence and safeguarding children and vulnerable adults.

Case study 17 – an innovative, enterprising council

Graduate Development Programme

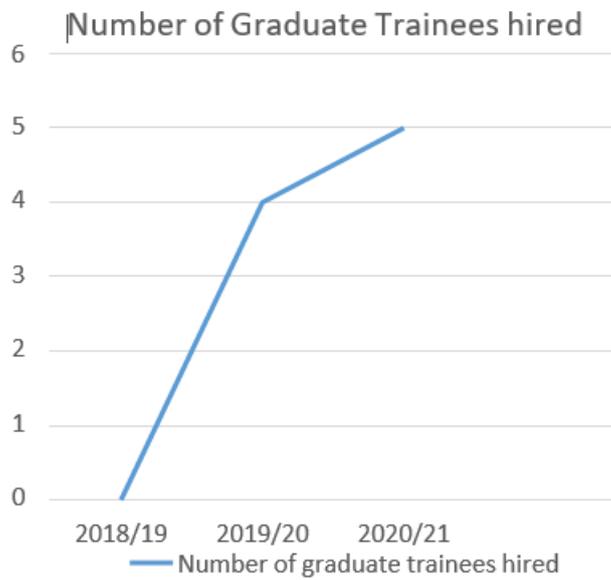
A great place to work: We will nurture talent through succession planning, recruiting graduate trainees and apprentices.

Since 2019, RDC has offered a range of roles across the organisation to recent graduates.

The scheme includes:

- Management training
- Access to Ashridge Management College (a triple-accredited, global business school with executive education programmes)
- Access to a suite of online learning - via learning zone
- A Graduate Network membership - includes ‘topical talks’ from senior staff, a Talent Management Adviser (TMA), lunchtime learning and electronic forums
- Mentor support
- Coaching and feedback
- Skills/service-specific training

The programme is two years long and incorporates training within the operational job role. We also aim to help our graduates secure a position with us upon the completion of their programme.



In the year 2020/21, graduate trainees were hired in Business Transformation, Economic Development, Environmental Health, Housing and Waste and Environment.

Graduate Development Programme: Jade Hutchinson

Jade joined the Graduate Development Programme at Ryedale District Council in 2019 after graduating from Hull University with a degree in Business and Management. Upon finishing the Graduate Programme in early 2021, Jade secured a permanent role at Ryedale District Council as a Data Analysis Officer.

How was your experience on the Graduate Development Programme?

“I really enjoyed my experience as a Graduate Trainee. It allowed me to develop skills and find aspects of work I really enjoyed. I got to work on different projects from beginning to end, and I really felt involved in the work I was undertaking. The Graduate Trainee post allowed me to have opportunities not necessarily available elsewhere.”

What skills did you gain on the Graduate Programme?

“During the programme, I definitely improved my skills in data analysis, project management, time management and problem solving. I also improved my interpersonal skills, including developing how I communicate with both internal and external colleagues. I also learnt new skills in the form of new software which in turn helped me to understand my strengths and build confidence.”

What elements of the Graduate Programme did you find most beneficial?

“The opportunity to undertake projects and work within multiple departments allowed me to gain a great insight into a range of roles. Also, through the Aspiring Managers and Middle Managers training programmes, I gained insight into the experiences and challenges managers can face.”

Please can you tell us a little bit about your new role and how the Graduate Programme led you to the role?

“The work I had undertaken in my graduate role included work around data analysis, and I realised this was something I enjoyed doing. When the role came up for Data Analysis Officer it seemed like a perfect opportunity to progress with this area of work further, and hopefully gain further skills around this area. I also enjoyed working at Ryedale District Council, and felt I had built strong ties with both my team and other departments. It was somewhere I wanted to progress my career and stay within. In my new role, I work across the same departments and within the same team I previously worked with in my graduate role. This was a team I wanted to stay within. I definitely feel like a valued member of my team.”

How has your overall experience at Ryedale District Council been so far?

“I have really enjoyed my experience at Ryedale District Council so far, everyone is really friendly and helpful and it is just generally a nice place to work.”

Is there anything you'd like to add?

“The whole scheme was a great experience that has enabled me to progress further and start a career.”

Case study 18 – an innovative, enterprising council

Training and Learning

A great place to work: We will ensure that training and development opportunities are available for all employees.

During 2020/21, our approach to training and learning had to be adapted due to COVID-19. Our adaptations included:

- Developing new targeted training modules to help employees face new challenges, for example, helping managers learn how to support staff remotely.
- All training went online so people could continue to learn while working from home.

During 2020/21, we significantly increased our training offering. Through our Learning Zone, employees have access to over 60 learning modules, 11 of which are mandatory for all employees, and 2 of which are mandatory for employees who have line management responsibilities. During 2020/21, our 230 members of staff completed an accumulative total of 2,001 mandatory training modules.

Mandatory training modules:

Introduction to Information Management

Health and safety for employees

Customer Focus

Equalities and diversity

Mental health awareness

Data protection - GDPR update

Dealing with customer feedback

Information security

Freedom of information

Safeguarding adults under the Care Act

Safeguarding children: Online learning child protection basicawareness

Safer recruitment and selection (mandatory for line managers only)

Health and safety for Managers (mandatory for line managers only)

Keiran Owen, Senior Financial Support Officer at Ryedale District Council

At Ryedale District Council, we are committed to facilitating training and learning opportunities for our employees. Keiran started his Chartered Institute of Management Accountants (CIMA) qualification in January 2021, and is due to complete the course in 2024. At present, Ryedale District Council has agreed to fund the first year of the course.

Please tell us about your current role at RDC.

"In my current role as a Senior Financial Support Officer I manage a small team which provides services such as accounts payable/receivable, accountancy support, payment management, treasury management, insurance and various other areas. I support my colleagues in the wider Finance team as well as staff across the organisation with training, support and advice."

How has your experience at RDC been so far?

"I have now been with RDC for 7 years and can honestly say that I have thoroughly enjoyed my time here. I think RDC is a fantastic place to work and I'm sure it will go from strength to strength. I have seen a lot of changes in a relatively short period of time, and think that ultimately, RDC continues to meet the challenges it faces due to the hardworking nature of the workforce."

How have you found undertaking your course while working at RDC? Please tell us about your experience.

"So far, so good! I passed my first exam last month and have enjoyed learning something new after being out of formal education for nearly ten years (how did that happen!?). I have my children Isobel (4) and George (2) at home so juggling work, family and CIMA has been challenging at times!"

What skills have you gained through your course?

"I have recently been studying Management Accounting and have picked up some really useful skills in relation to full costing and budgetary control which complements that work I do at RDC and has given me a greater understanding of some of the underlying principles of the profession."

How will the course and skills gained benefit your role at RDC and future career?

"In Accountancy, as with other professions such as Legal and Planning, to further your career you need to complete a professional qualification. CIMA will hopefully take my career to the next level and provide me with a deeper understanding of accountancy principals which will allow me to provide greater financial insights in my team and across the organisation at all levels."

Is there anything you'd like to add?

"I would like to thank RDC for giving me the opportunity to study CIMA."

Lizzie Phippard, Planning Officer at Ryedale District Council

Lizzie is studying a part-time Masters degree in Town and Regional Planning at Leeds Beckett University, which is funded by Ryedale District Council. She started in September 2019, and is due to finish in October 2021.

Please tell us about your current role at RDC.

“I started at RDC in the Planning Technical Support Team, validation planning applications, dealing with enquiries and handling Community Infrastructure Levy (CIL). Since December 2020, I have been a planning officer in the policy department, contributing to planning policy projects, handling a caseload of applications and also still handling CIL.”

How has your experience at RDC been so far?

“RDC is a lovely community of people and that’s added to the experience.”

How have you found undertaking your course while working at RDC? Please tell us about your experience.

“It’s been tough juggling both, especially in the midst of the pandemic, but RDC have allowed day release and colleagues have been very supportive and helpful. The course has taught me a lot about the history of planning and other spatial planning outside of Local Government. The course has also helped a lot in terms of learning to cope well under pressure, meeting deadlines, improved my report writing, presenting skills and overall confidence in my competency.”

How will the course and skills gained benefit your role at RDC and future career?

“Once I hopefully gain the qualification at the end of the year, I will look to apply for Chartership with the Royal Town Planning Institute to become properly recognised as a professional within that field. In order to advance professionally in planning it is really important to have this qualification, so I am really grateful to RDC for this opportunity.”

Case study 19 – an innovative, enterprising council

Employee well-being at Ryedale District Council

A great place to work: We will empower staff to deliver ambitiously for Ryedale, promote wellbeing and publish the results of staff surveys.

The 2020/21 financial year saw a big shift in focus at Ryedale District Council, driven by the COVID-19 pandemic. Many employees moved to remote working in order to protect their health and protect the Council's ability to deliver services to the public with minimal or no interruption.

Despite the global pandemic, the total sickness absence during 2020/21 was below an average of five days per employee.

Well-being shifted up the agenda significantly too, as we sought to support employees in a variety of ways during a difficult period of time.

In addition to the 24/7 counselling helpline, which was available to all staff, pulse surveys were taken to gain an understanding of how we could best support our workforce, and initiatives introduced to support their health and well-being. These included mental health awareness training, resilience training and the introduction of a digital pledge to encourage employees to look after their well-being when working remotely online.

Case study 20 – an innovative, enterprising council

Accessible to all: we will improve our engagement with you

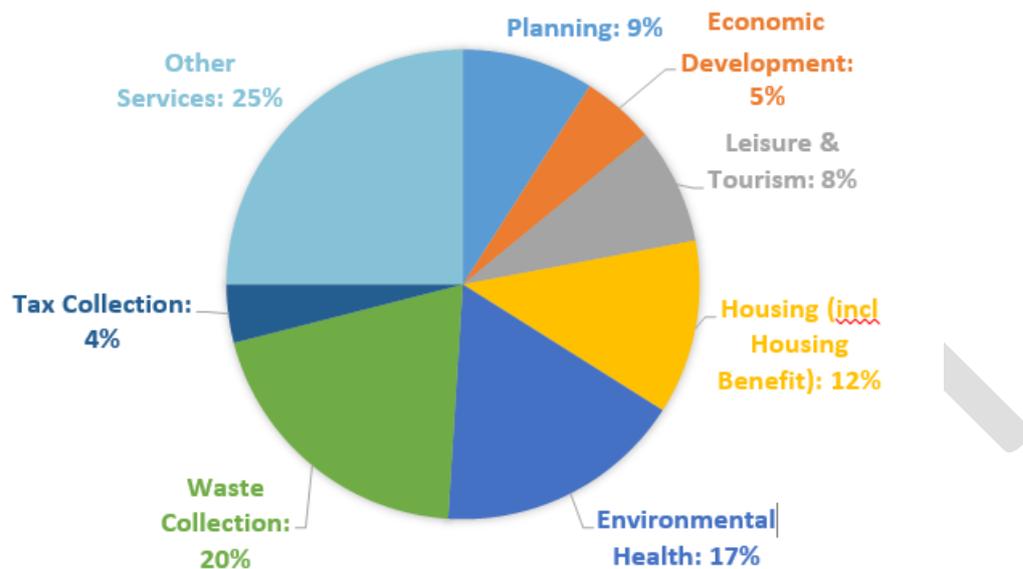
We began live streaming council meetings during 2020-21 to ensure public access to democracy. We set up the Ryedale District Council Live Streaming YouTube channel in late September 2020. By the end of the year, the channel has 73 subscribers and 29 publicly accessible meetings, and the streaming of council meetings had attracted over 5000 views.

We also responded to 30% more calls through our customer services teams during 2020-21. Our calls totalled 38,671, reaching a peak between July and September,

General Fund revenue Expenditure in 2021/22

Value for money: we will maintain strong finances into the future

The net cost of the Authority's revenue activities was £10.325m. This was spent on services as summarized in the chart below:



After adjusting for the payment of parish precepts of £1.092m, the receipt of investment income (£0.177m) and the net credit from appropriations (£0.670m) the amount met from Taxation and Non-Specific Grant income was £10.571m, which is funded as follows:

