

April 2011

Delivering the Council Plan 2009-2013

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

- 50 new affordable homes completed, and a further 22 affordable homes to be finished in April / May 2011.
- New planning permissions granted during the year for open market housing schemes that will deliver over 200 additional affordable homes through planning gain, and agreement for a further 82 affordable homes to be delivered by Housing Associations during 2011/13, funded through the Homes and Communities Agency.
- The first Sub Regional Housing Strategy covering the entire North Yorkshire area has been approved, and a detailed survey undertaken of people's housing needs across the area to guide future investment.
- The number of Home Repair Loans completed (17) has doubled compared to 2009/10, and we have approved 57 Disabled Facilities Grants in 2010/11 compared to 19 in 2009/10.
- Increased income into the Ryecare Lifeline service by £7,000 in 2010/11 and predicted to increase again by in excess of £15,000 for 2011/12. This helps to support the cost of providing other housing services, such as homeless prevention measures.
- Managed a 16% increase in the number of clients approaching the Housing Options team for assistance and intervened to prevent over 231 households from becoming homeless (a 20% increase over 09/10). Improved the average length of stay in temporary accommodation by over 20%, which has been reduced to 15 weeks from the previous 19 weeks average.
- The Council has seen a 40% increase in homelessness acceptances (up from 17 households to 24 households) and in the number of households in temporary accommodation (from 15 this time last year to 21 now), reflecting national economic and housing difficulties.
- During the 2009/11 period have intervened to overcome 43 local cases of mortgage difficulties.
- Key challenges for 2011/12 onwards include a new supported accommodation facility for homeless people to replace Bridge House and providing support for private sector housing in a very difficult funding climate.

Economy

- The York and North Yorkshire Local Enterprise Partnership has been approved by Government and is now being established to guide and encourage public and private sector investment in the area. A new local forum for Ryedale businesses has also been established to maximise support for enterprise and industry in the area.
- A major extension to York Road Industrial Estate has received planning permission and will provide opportunities for new jobs and investment at Malton. The Employment Land review update was a significant piece of the LDF evidence base that was used in the determination of this application. Work is expected on site in 2012.
- Funding has been agreed for the improvement of the Brambling Fields junction on the A64 to take through traffic away from the congested centre of Malton and so improve the air quality problems at Butcher Corner. A planning application will be submitted for the works in 2011. Investment to improve the public areas within Malton town centre is also being considered to help encourage visitors and trade.
- Major employers and local school pupils were brought together at an 'Opportunity Knocks' event to show local learners the opportunities available in Ryedale. This event is to be repeated in 2011. Revised funding and phasing agreed for the project to house and display the Harrison Collection of historic artefacts at the Ryedale Folk Museum at Hutton le Hole. Council support means that work can begin on site in Autumn 2011.
- Improved broadband services will be available to local businesses and industrial parks after investment in a new 'point-of-presence' at Ryedale House. Nynet have applied for EU funding to provide super fast broadband for businesses across North Yorkshire, including Ryedale.
- The consultation on the Draft Core Strategy finished in November 2010 and over 2000 responses were received. These are being analysed and will be reported to Council in July 2011 prior to the publication of the final version of the Core Strategy.

High Quality Environment

- The Council will introduce collections of cardboard and plastic bottles from every household, as part of the kerbside recycling collection service. These additional materials will complement the glass, cans, paper and garden waste already collected from all 24,500 properties across the District.
- The Council is planning this change to kerbside collections from Autumn 2011, implementation being dependent on delivery time of new vehicles. The scheme will be phased in across the District, so that all householders will be able to benefit from this enhanced service in 2012.
- Following a procurement exercise, arrangements are being finalised regarding changes to dry recyclables processing. A plan is to utilise a new transfer station on Showfield Lane in Malton which will increase income from the sale of the materials, deliver efficiency savings from reduced fuel costs and optimise recycling collection rounds. In addition officers are in the final stages of procurement for the composting of garden waste. It is anticipated this will generate further savings.
- The flood resilience grant scheme has seen a number of applications from households across the District including Pickering, Sinnington and Kirkbymoorside area. The Council has committed a further £150k to the Slowing the Flow scheme to enable the works to take place above Pickering in 2011, making a total contribution of £950k.
- The Council has committed £20k towards the supply of winter maintenance equipment to communities.

Active Safe Communities

Active Communities

Questionnaires have been developed for the Active Recreation and Sport Strategy commissioning project. Information from these will be used to identify focus groups and facilitate discussion in conjunction with analysis in order to develop the strategy and associated action plan which will include:

- Use of RDC's current assets
- Open space environments, green gyms and safe cycling routes
- Active work place programmes
- Opportunities for walking and cycling
- Family friendly activities eg gardening, cycling, walking to school and play
- Campaigns to encourage active lifestyles
- Supporting health and independent living

The development of a new Community Sports Centre at Malton School was completed on time and on budget in January 2011 and formally opened by Archbishop of York, Dr John Sentamu on 1 February 2011. The centre held an open day during February half-term and staff have planned a busy programme of Easter holiday activities.

The Council has authorised approval for a community park including allotments in Pickering. The facility will include a bike and skate park; informal football/cricket area; picnic areas; trim trail/outdoor fitness area; LEAP & LAP play areas; teen facilities; community/school conservation garden and 20 full sized allotments.

The UCI World Mountain Bike championships will be held in Dalby Forest for a second year running following the success of the event in 2010. This was voted the best stage event in the 2010 season.

Safer Ryedale

The Safer Roads priority of the Safer Ryedale Action Plan 2010-11 included an action to hold educational events for targeted groups, in order to address issues of dangerous driving and reduce fatalities on the district's roads. Four Young Driver events were held in December 2010 and January 2011, at which over 100 young people listened to presentations from NY Fire & Rescue and Police personnel, took part in interactive exercises designed to underline the choices which are there for them to make, and heard from bereaved parents of young people who have died in road traffic accidents – sometimes as a result of other people's

misbehavior, sometimes as a result of making poor choices themselves. The young people attending these events were aged from 13 – 20 and so included learner drivers, newly-qualified drivers and those who might be passengers in other young drivers' cars. The events were organised with the assistance of schools and driving instructors, the Young Farmers, Malton Air Cadets, Malton Army Cadets and Atmosphere youth centre in Pickering.

Transforming the Council

One11 Programme

We have successfully achieved the savings that we set out to deliver through the One-11 programme for the 2011/12 Budget. This has resulted in setting a balanced budget and for the second consecutive year no increase in Council Tax.

Best companies

Ryedale is the only council in Yorkshire and Humber who successfully applied for accreditation through Best Companies to work for. This involved all of our staff completing a questionnaire about their work place, their managers and the leadership of the authority. This year we achieved better results than the previous two years, resulting in our status of being 'one to watch'.

IT Programme

The IT invest to save programme, managed through the IT Board, continues to progress well. To date thirteen projects have been completed which are:-

- Planning Public View
- Modern.gov
- Elections software
- Civic suite audio visual upgrade
- Government Connect
- Telephone Disaster Recovery
- Server Virtualisation
- Upgrade to Microsoft Office 2007
- CORE Data matching to gazeteer
- NYnet broadband upgrade
- Revenues & Benefits
- Electronic Document Management System & Contact Management

The Revenues and Benefits upgrade has been a major project for the authority, it went live in February and all bills were sent out on time to all customers, and benefits claims are now being processed through the new system. This project was delivered on time and on budget and delivered the planned efficiencies. The next project due for completion is the cash receipting and e-payments upgrade.

Parish Planning

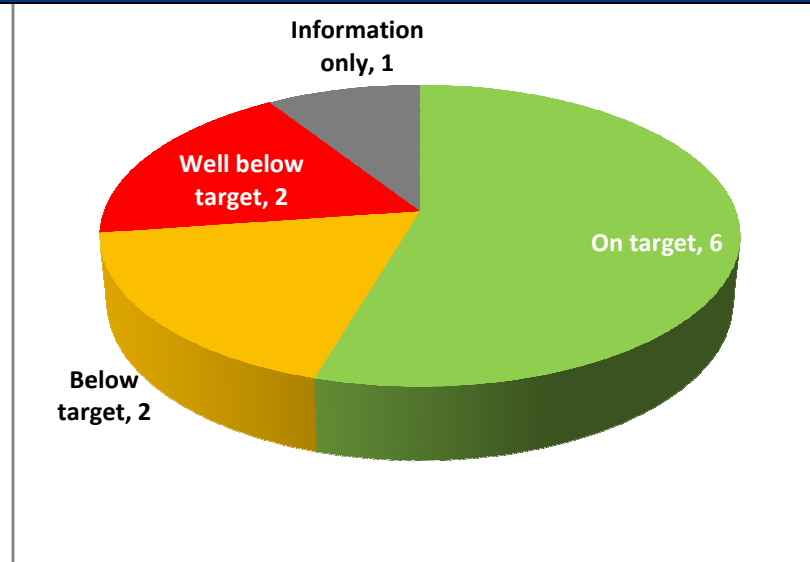
The Council has committed resources for the next 12 months which will enable support for Parishes who are undertaking a parish plan. The particular focus will be to support parishes which are ready to refresh their parish plan.

Transparency Agenda

The Council has met all the requirements placed on Local Government in relation to data transparency including publishing items of spending over £500, and the disclosure of senior salaries. The government is currently consulting on a Code of recommended practice for local authorities on data transparency.

Aim 1. Housing Need – Performance Indicators

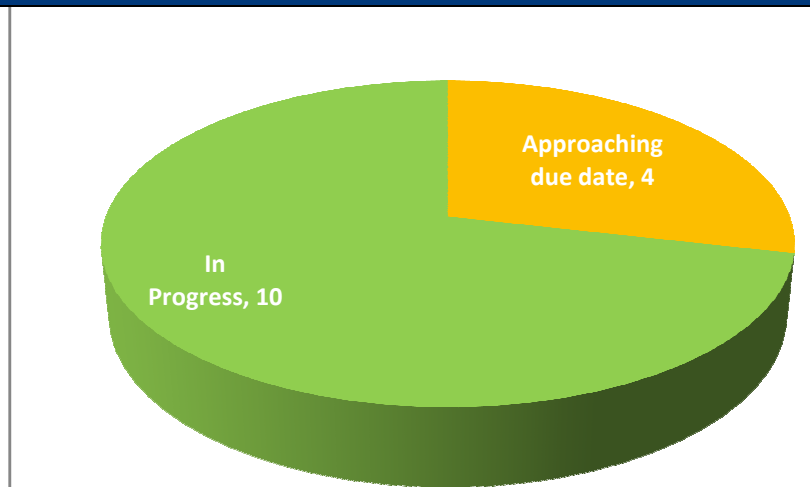
Status	Performance Indicator
✓	Homeless applications on which RDC makes decision and issues notification to the applicant within 33 working days
✓	Time taken to process Housing Benefit/Council Tax Benefit new claims and change events
✓	Tackling fuel poverty – % of people receiving income based benefits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



Status	Performance Indicator
⚠	Number of affordable homes delivered (gross)
⚠	Tackling fuel poverty – % of people receiving income based benefits living in homes with a low energy efficiency rating: (i) Low energy efficiency
⛔	Net additional homes provided
⛔	Supply of ready to develop housing sites

Aim 1. Housing Need - Actions

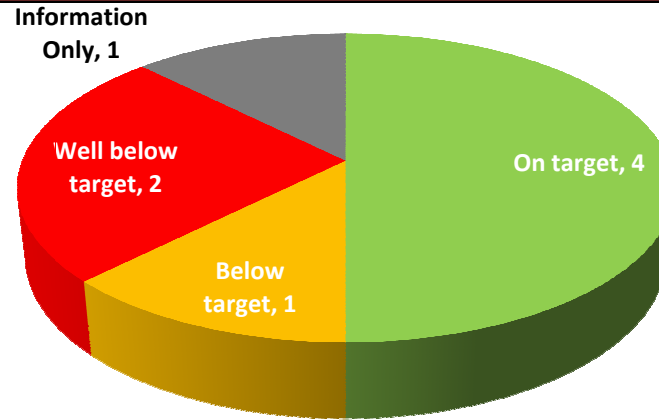
On Target	Title
▶	Private Sector Energy Efficiency Grants
▶	Exception Sites Land Purchase
▶	Planning Gain
▶	Registered Social Landlord/Other Funded
▶	Homelessness applications & acceptances
▶	Temporary Accommodation & Bridge House



On Target	Title
▶	Homelessness - Projects & Initiatives
▶	Homelessness Strategy Action Plan
▶	Empty Homes Strategy
▶	To deliver an LDF for Ryedale
⚠	Home Repair Loans 2010-11
⚠	Decent Home Loans 2010-11
⚠	Provision of a Mortgage rescue scheme in partnership
⚠	Empty Property Grants 2010-11

Aim 2. Economic Success – Performance Indicators

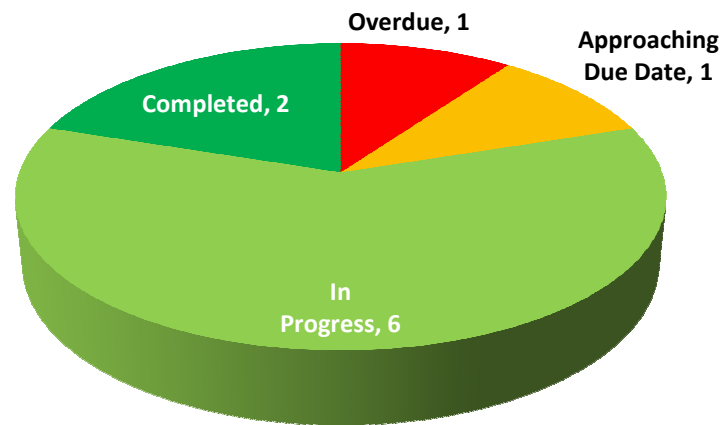
Status	Performance Indicator
✓	% Ryedale population qualified - NVQ1
✓	% Ryedale population qualified - NVQ2
✓	% Ryedale population qualified - NVQ3
✓	% Ryedale population qualified - NVQ4



Status	Performance Indicator
▲	Number of new business start ups
▲	Total Job Seeker Allowance Claimants
●	Average household earnings in Ryedale
●	Gross weekly earnings by workplace

Aim 2. Economic Success - Actions

On Target	Title
✓	Review benefits system & where feasible implement new system
✓	Review & develop effective fraud partnership with Scarborough
▶	Northgate Project Implementation
▶	Enable economic activity through supporting projects
▶	Provision in Capital Programme for an Economic Development Scheme

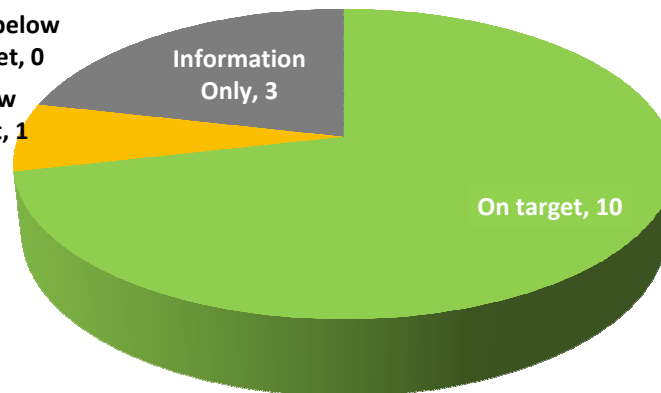


On Target	Title
▶	Support local businesses
▶	A64 Brambling Fields Junction Upgrade
▶	To deliver an LDF for Ryedale
▲	Improve Skills and Knowledge of the workforce
●	Adopt Benefits KLOE self assessment improvement plan

Aim 3. High Quality Environment – Performance Indicators

Status	Performance Indicator
✓	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

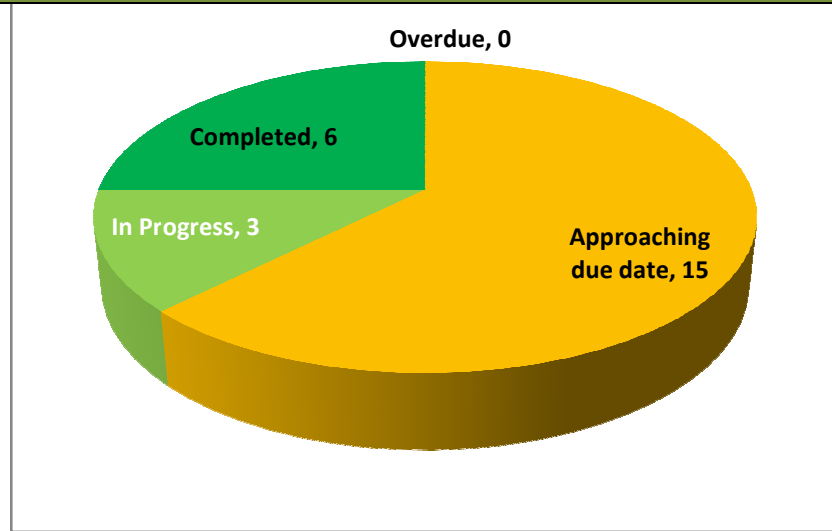
Well below target, 0
Below target, 1



Status	Performance Indicator
✓	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
	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
⚠	Residual household waste - kg per household

Aim 3. High Quality Environment – Actions

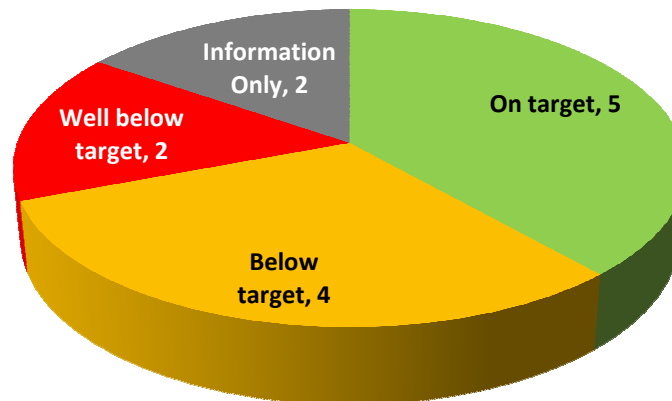
On Target	Title
✓	Set up group to develop an Air Quality Action Plan.
✓	Strategic Flood Risk Assessment
✓	Prioritize flood risk areas and implement local catchment's of sandbags for immediate self help
✓	Air Quality Progress report to be submitted to Defra
✓	Consideration of selling off the service with trade recycling to be provided by private company
✓	Air Quality Assessment of AQMA
▶	Deliver capital schemes contained in Capital Programme
▶	Vale of Pickering Channel Management Pilot
▶	To deliver an LDF for Ryedale
⚠	Increased cleansing utilizing a second sweeper
⚠	Greening fleet with consideration of expanding bio diesel trial
⚠	Round review re waste management to ensure optimum efficiency



On Target	Title
⚠	Enhance stakeholder participation re volunteer groups
⚠	Introduction of energy efficient boilers in RDH and also Ryedale pool
⚠	Develop Travel plan for RDC
⚠	Work with local groups through Britain in Bloom, Parish Councils, Tidy Britain
⚠	Implement Biodiversity Action Plan
⚠	Increased recycling of road cleansings/leafall for composting during off season Oct-March
⚠	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

Aim 4. Active Safe Communities – Performance Indicators

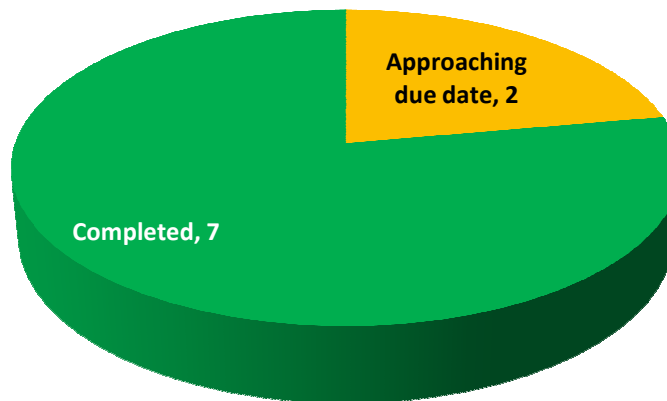
On Target	Title
✓	% of people who feel that they belong to their neighbourhood
✓	Perceptions of anti-social behaviour
✓	Perceptions of drunk or rowdy behaviour as a problem
✓	Children & Young People's Participation in high quality sport
✓	Children and young people's satisfaction with parks and play areas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



On Target	Title
⚠	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
⛔	Residents satisfied with sports/leisure facilities
⛔	Repeat incidents of domestic violence

Aim 4. Active Safe Communities – Actions

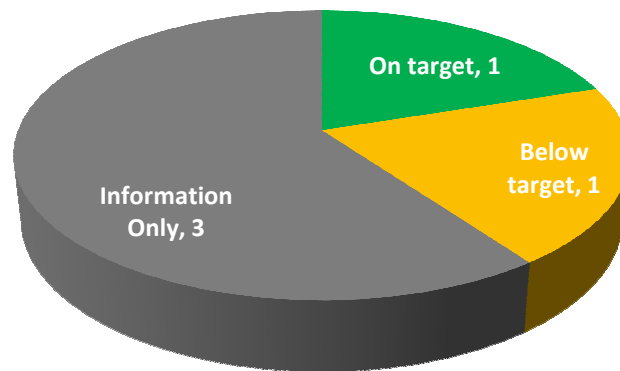
On Target	Title
✓	Deliver 8 Operation Siren events at venues informed by intelligence gained from ATC deployments/community feedback
✓	Address the issue of dog fouling already identified by street surveys, through a system of education and rigorous enforcement. Monitor success by public reaction
✓	Grant to Malton School for dry sports centre
✓	Continue to provide Multi Agency intervention to incidents of domestic abuse through the provision of Making Safe



On Target	Title
✓	Identify main groups for targeted education initiatives ie Drive Alive, Drive Wise. Learner Drivers, Youth Groups, Elderly, Migrant workers, local business
✓	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
⚠	Review the Sports Strategy with a vision towards 2012 Olympics
⚠	Grant for the redevelopment of existing sports facilities in Helmsley

Aim 5. To Transform the Council – Performance Indicators

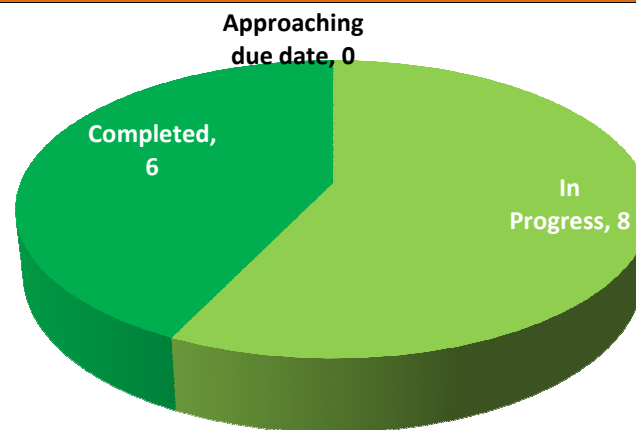
Status	Performance Indicator
✔	Civic participation in the local area
✔	% of population within 5 miles of a Joint Access Centre
✔	Top priorities for local people



On Target	Title
✔	Avoidable contact: the proportion of customer contact that is of low or no value to the customer
⚠	% of adults surveyed who feel they can influence decisions affecting their local area

Aim 5. To Transform the Council – Actions

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
✔	Service Equality Monitoring



On Target	Title
▶	A Plan for Every Parish
▶	One-11 Programme Plan
▶	Deliver the Corporate efficiency programme
▶	Value for Money
▶	Shared Services
▶	Engage our communities through the Ryedale Citizen's Panel
▶	Partnership Protocol
▶	Deliver District & Parish Elections and National Referendum 2011