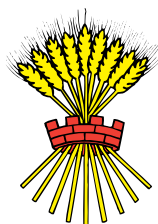


Annual Report 2021/2022



RYEDALE
DISTRICT
COUNCIL



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Foreword

This report highlights the work of Ryedale District Council over the past year. In 2021/22, the COVID-19 pandemic continued to impact the district. Our communities showed their resolve and resilience in adapting to life in the shadow of the pandemic and we delivered several initiatives to support this.

We would like to take this opportunity to thank our citizens, businesses, community organisations, partners, councillors, staff, and volunteers for everything they have done and continue to do to help make Ryedale a great place to live, work and visit even in the most challenging times.

This Annual Report showcases the Council’s successes in 2021/22 including our work on fuel poverty and community enforcement which was recognised with two national awards. It also demonstrates our strengths in partnership working with stakeholders in the community. The Council is committed to delivering on its Council Plan and building a secure future for Ryedale. This year we have successfully bid for funding for feasibility assessments into geothermal energy which have the potential to reduce the area’s carbon footprint as well as bringing new employment opportunities.

Next April 2023 will see the creation of a new unitary authority in North Yorkshire to replace the eight existing borough, county, and district councils. In Ryedale District Council’s final year, we will continue to do everything we can to support our citizens, businesses, and community partners to pave the way for a prosperous future for Ryedale.

Councillor Dinah Keal, Chair of Policy and Resources Committee
Stacey Burlet, Chief Executive



Introduction to 2021–2022: a year of recovery and resilience in Ryedale

This document is designed to provide readers with an insight into Ryedale District Council's performance against its strategic aims and priorities between April 2021 and March 2022.

The Annual Report tells the story of the work across the previous financial year, highlights the Council's achievements and celebrates its success. It is also an opportunity to be transparent and accountable to the public the Council serves by showcasing its efforts to meet its strategic goals and detailing the challenges experienced by Ryedale's communities.

Ryedale District Council's priorities inform everything it does, and each section of this report will show the Council's performance in relation to these priorities:

- Communities: strong, inclusive and attractive
- Economy: harnessing Ryedale's unique economy to deliver growth, homes and jobs.
- Environment: a sustainable, safe and clean place
- Organisation: an innovative, enterprising council
- General Fund Revenue Expenditure in 2021/2022

While the body of the report focuses on the performance of services, it is impossible to tell that story without the context of the COVID-19 pandemic. In April 2021, Ryedale had recently emerged from the third national lockdown and the impact of the pandemic and the COVID recovery continued to be felt across the district for much of the following year.

Children had only returned to school the month before, the COVID-19 vaccine rollout had not yet reached the under 50s, restrictions were still in place in the

community, and many industries – such as tourism, hospitality, and leisure - were only just opening back up. Social distancing measures were in place until July 19 when all restrictions in England were finally lifted.

Ryedale's rural setting has long meant isolation is an issue across some communities but more than a year of COVID-19 measures had left many more people feeling disconnected. Citizens, businesses and community organisations were looking to Ryedale District Council for support and guidance to navigate the next phase of the pandemic.

In the 2021/22 financial year, through partnership working, the Council has helped to build resilient communities capable of overcoming the challenges created by COVID-19 and support the areas' recovery.

Recognising that some citizens find accessing help difficult, the Council has engaged with the public in new ways. Since May 2021, Community Link Officers have worked in partnership with Citizens' Advice Mid-North Yorkshire to provide monthly advice and support from their Outreach Advice van at Pickering and Helmsley markets. By the end of 2021, nearly 200 people had accessed this service.



The Community Connect partnership was set up at the outbreak of the pandemic by Ryedale District Council, North Yorkshire Police and North Yorkshire County Council to coordinate the COVID-19 response. During this year the partnership developed with a new focus on community volunteering, the voluntary sector and social enterprise; mental health and wellbeing; and tackling increased poverty and personal debt. This work addresses inequalities within Ryedale and it offers vital support to those facing financial hardship or struggling with their mental health and wellbeing.

Ryedale District Council has supported community stakeholders across the district to develop. Organisations like Malton & Norton Tidy Group and Pick It Up Pickering are made up of passionate volunteers who care deeply about the towns they live in. The Council recognises that groups like these play a vital role in the district, and it is therefore important it gives support in many different ways so they can continue.

Litter picking groups, local Scouts and Parish Councils collected more than 800 bags of rubbish over this year which the Council's Waste and Environment team collected and disposed of. The team also provided litter picking kits to facilitate this community effort.

It is often those embedded in the community who know best what their areas need. In 2021/22 Ryedale District Council provided financial support to 17 groups through its Community Grant Scheme for a variety of projects bringing improvements to the district. Up to £5,000 was awarded to projects that make a positive impact on community-owned or managed facilities, such as village halls, play-areas, sports facilities, or village-owned shops.

The funding allowed playgrounds to install new equipment, village hall toilets to be renovated and a youth theatre to build storage for props and costumes. These projects have a real, positive impact on the communities they support, improving life for people all over Ryedale.

The roadmap out of restrictions had been outlined by Prime Minister Boris Johnson in February 2021. One of the conditions for easing lockdown was a successful rollout of the vaccine programme. To enable citizens and business to get back to normal as quickly as was safe, Ryedale District Council supported the vaccine programme throughout April, May, and June by providing its Vivis Lane car park in Pickering as a

community vaccine site as well as sharing information on social media to encourage people to take up their offers of a vaccine as soon as they received them.

May and June saw further easing of COVID-19 measures before a final lifting of all restrictions in England on July 19. Whilst businesses were now able to operate as before, albeit with additional safety measures, they had suffered over the previous 18 months and looked to the Council for help.



To aid the district's economic recovery, Ryedale District Council distributed the Government's Restart Grant between April and July. A total of £8,183,393 was paid to 1,068 businesses in the leisure, personal care and gym sectors. The authority also received £49,265 from the European Regional Development Fund to support the safe return to high streets and help communities and businesses 'build back better'.

However, supporting economic growth does not purely come down to money so the Council also worked on innovative ways to help businesses develop and encourage citizens to spend locally. Research undertaken by the authority's Economic Development team identified that businesses wanted help to market their products and services and develop their online offering to recover and thrive in the future. The Council successfully delivered three digital marketing workshops for businesses focussing on how to sell more products online.

In May Ryedale District Council's Communications team ran a campaign to support local businesses and citizens to enjoy Ryedale safely. A video series, social media, dedicated web page and news articles were produced, featuring six well-known Ryedale businesses to highlight how they had reopened safely and the safety measures in place to reassure citizens and visitors. An expanded version of this campaign took place in December to encourage local Christmas shopping.

The Council also developed and delivered its own Small Business Development Grant scheme to help with start-up costs for new enterprises or to assist existing businesses. The scheme launched in December with the aim of encouraging the ongoing recovery of the local economy. The authority's officers were impressed by the high quality and wide variety of applications and found it incredibly difficult to make their final decisions, whittling down 75 applicants to 25 who were awarded grants totalling £77,895.

Just as Ryedale began to move beyond the long shadow cast by the pandemic, COVID-19 once again threatened upheaval in the district. The surge of the Omicron variant prompted the Government to introduce 'Plan B' measures in early December. At the end of the month the chancellor Rishi Sunak announced £1 billion of funding for local authorities to support businesses in the hospitality and leisure sector that had been negatively impacted on by Omicron. The Council processed 401 applications for the Omicron Hospitality and Leisure Grant and 51 Ryedale businesses received an Additional Restrictions Grant.

Despite the challenges and delays caused by the pandemic it was still important the authority made progress on its Council Plan priorities and that it continued to look to the future.

January 2021 had seen Ryedale experience issues with flooding in Old Malton, Malton and Norton. At the time the Council worked closely with partners to deliver a multi-agency response but moving into this financial year it was necessary to make improvements.

To upgrade the existing measures protecting these communities against flooding the Council contributed £277,000 to the Malton, Norton and Old Malton Flood Alleviation Scheme which is being delivered in partnership with North Yorkshire County Council. Improvements were completed over the summer period and homeowners have expressed relief and reassurance that their homes are now better protected.

According to the Government's 2021 fuel poverty statistics, 16.1% of Ryedale households live in fuel poverty, above the 13.4% average for England. Ryedale District Council has a long-standing commitment to alleviating fuel poverty. This year, through funding schemes, the authority offered a lifeline to households that would otherwise be

unable to afford upgrades and be forced to pay high energy bills or turn off their heating.

The Ryedale Energy Saver and the North Yorkshire Warm Homes Fund help residents have more energy efficient homes and the latter scheme was recognised by industry professionals by winning Large Scale Project of the Year at this year's Yorkshire and Humber Energy Efficiency Awards and highly commended at the national awards. This is a huge achievement for all those involved in the project.



The Council is committed to creating a district where everyone feels welcome and can thrive. Ryedale must be a great place to live for working people, the elderly, and children alike. In August Ryedale District Council began a consultation around the Riverside View play area in Norton. Through an online survey the Council gathered 126 responses from parents and guardians on behalf of their children giving their views on how to improve the park. Their suggestions guided the refurbishment which took place in January 2022 and helped to create a more inclusive play area with equipment that better catered for different age groups and disabled children.

One of the challenges in Ryedale is a talent drain out of the area, particularly by young adults looking for work. The Council want people to believe this is a place in which to build a future and in November the authority collaborated with the Job Centre to run a job fair at Ryedale House. Roles on offer were in varied sectors from engineering and business development to butchery and baking.

As well as meeting employers external support services also attended the event providing an opportunity for people to get help with a CV refresh, support to change career, or help applying for a job for the first time. The event highlights Ryedale District Council's commitment to reverse the skills drain. By retaining talent in the district and strengthening the local economy to attract new people, Ryedale's status as a great place to live, work and visit, will be secured for future generations.

Communities: strong, inclusive and attractive

Our aims

Help for those in need

- We will tackle homelessness, rough sleeping and poverty by working in partnership with others to prevent them.
- We will offer advice, support and budgeting assistance to those who need it.
- We will create a district where everyone feels welcome and can thrive, safeguarding vulnerable people.
- We will promote our Lifeline service and provide wellbeing services to help people live independent lives.
- We will work with partners including health and education to ensure a fair share of infrastructure investment.

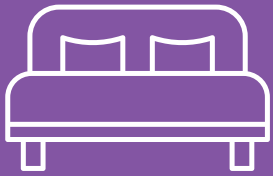
Healthy and happy communities

- We will work with the voluntary sector to ensure it continues to flourish.
- We will aim to build strong communities by contributing through our community grants scheme.
- We will promote health and wellbeing for all by offering leisure facilities and access to physical activity.
- We will promote our creative industries and expand our cultural offer by supporting Ryedale's network of skilled craft businesses and thriving arts hubs.

A place like no other to live, work, visit and invest

- We will promote our area as a hub for food, drink, creative culture and active recreation.
- We will work with partners to meet shortfalls in our visitor accommodation and increase visitor spend.
- We will support our market towns to thrive by installing free Wi-Fi, keeping our streets tidy and devising a new car parking strategy with residents and visitors at its heart.
- We will expand our events programme by working with regional agencies, businesses and community groups.

Performance on a page



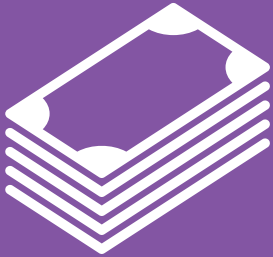
44

people rough sleeping, or at risk of doing so, helped to secure longer-term accommodation



£39,000

of Community Grants awarded to improvement projects led by community groups in the district



£21,500

worth of Council Tax Hardship payments given to residents in financial difficulty



126

survey responses from citizens which informed the renovation of Riverside View playpark



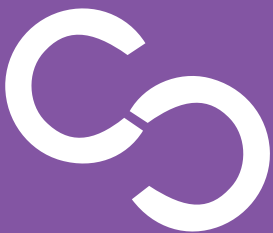
429

Test and Trace support payments awarded to people required to self-isolate and miss work



49

businesses who collaborated with the Council to place hand sanitiser stations in Ryedale's towns



8,000

students informed about the work of the Community Connect partnership



£5,000

in Small Arts grants to support arts in Ryedale



28,000

Worrying About Money leaflets distributed to residents

Help for those in need

Rough Sleeping

“We will tackle homelessness, rough sleeping and poverty by providing services in partnership with others to prevent homelessness.”

Using funding from the Government’s Rough Sleeping Initiative, Ryedale District Council successfully worked with several external organisations to support vulnerable residents in the community and help them move to safe accommodation. Clients gained access to specialist support agencies, including healthcare and training. They learned about managing a tenancy, budgeting, and cooking.

The Council appointed a Housing Pathway Coordinator who helped to support 44 people who had been rough sleeping or were at risk of doing so to secure and maintain longer-term accommodation. Ten clients have moved into supported accommodation since April 2021.

Feedback from clients:

“I am grateful for the assistance provided by my case worker. She has been extremely supportive and I feel I was treated kindly and with respect. Thank You.”

“My support worker has been brilliant and I couldn’t thank her enough.”

“The help I have received has been great. A big thank you to the housing pathway coordinator who has really been fantastic.”

Rough sleeping in rural areas can be hard to spot. However, the difficulties the Council’s clients face are universal: relationship breakdown and finding an affordable property are key concerns.

“Rough sleeping in Ryedale is a hidden issue as the district covers such a large area, and it is rare to see people sleeping in doorways.”

Margaret Wallace, Programme Director
for People and Resources



Financial help for those who need it

“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.”

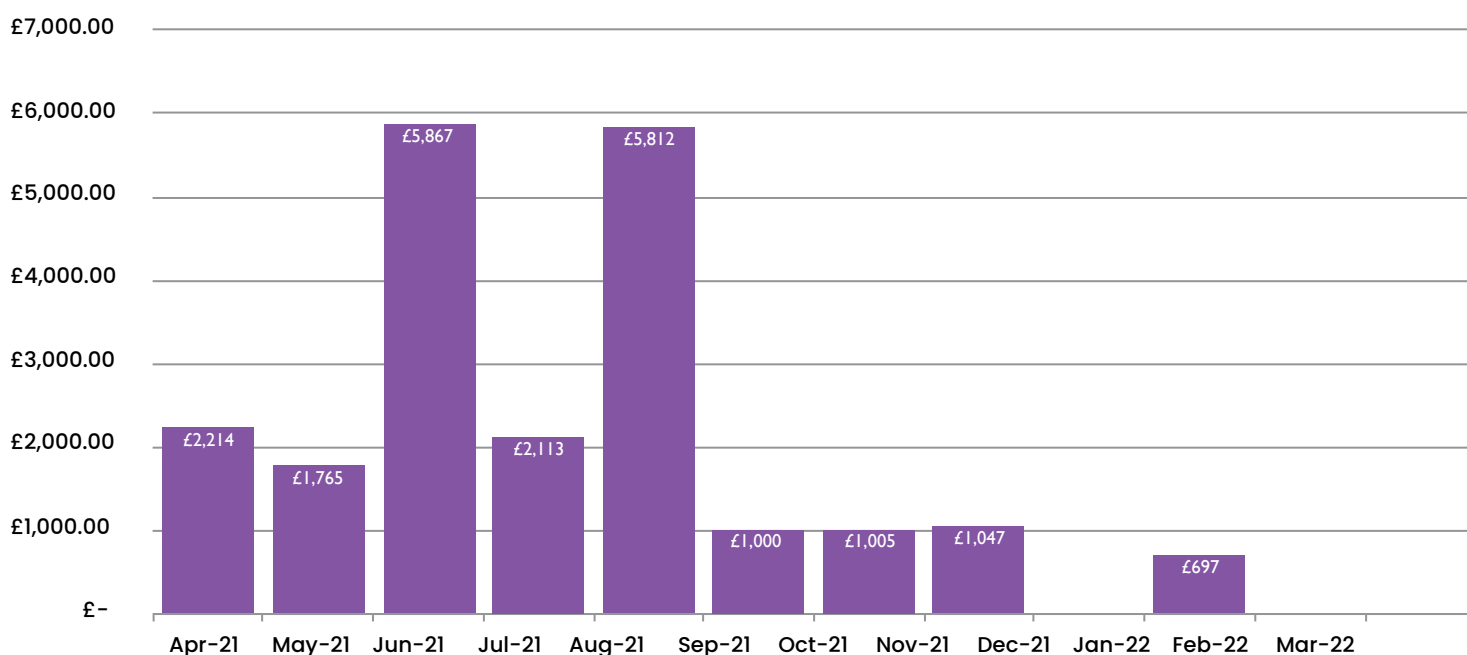


The Council works closely with partners to improve affordability for households who are struggling. The Household Support Fund was introduced by the Government in October 2021 to help vulnerable household with the soaring cost of living. District and borough councils determine eligibility for the e-vouchers, which help pay for food and essential bills over the winter months. Council Tax Hardship payments also help cut the cost of staying in accommodation for those in financial difficulty. In 2021/22, the Council has provided over £21,000 in Council Tax Hardship payments to residents across the district.

The authority’s priority throughout the pandemic was to make sure residents accessed all the support they were entitled to. In 2020, it partnered with the Income Maximisation team at North Yorkshire County Council. This gave an opportunity to refer customers aged over 60 for assistance to claim any benefits they were entitled to.

Ryedale District Council is part of Ryedale Community Connect. A [guide](#) to financial hardship was launched by Community Connect in March 2021 to help those in need.

Council Tax Hardship Payments



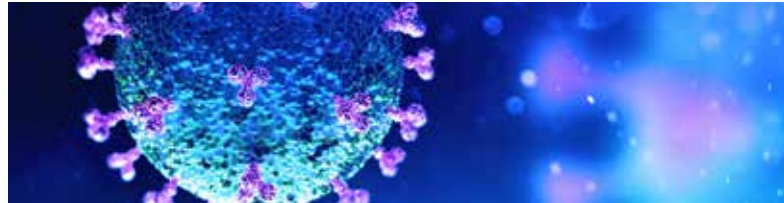
Ryedale District Council administered a high volume of COVID-19 Test and Trace Support Payments in 2021/22. The payments were introduced in September 2020 to compensate those on low incomes who were legally required to self-isolate and miss work.

Demand for the service peaked in January 2021, with officers receiving around 51 new applications each week. The Council took prompt action and worked with the NHS and the Department of Health and Social Care to make sure payments to all eligible applicants were made within three days of submitting all the required information. From July to September 2021, 146 awards were paid in comparison to 12 awards during the previous quarter. (April to June 2021). October to December saw 131 awards whilst in the last quarter of the year (January to March 2022) awards rose to 140.

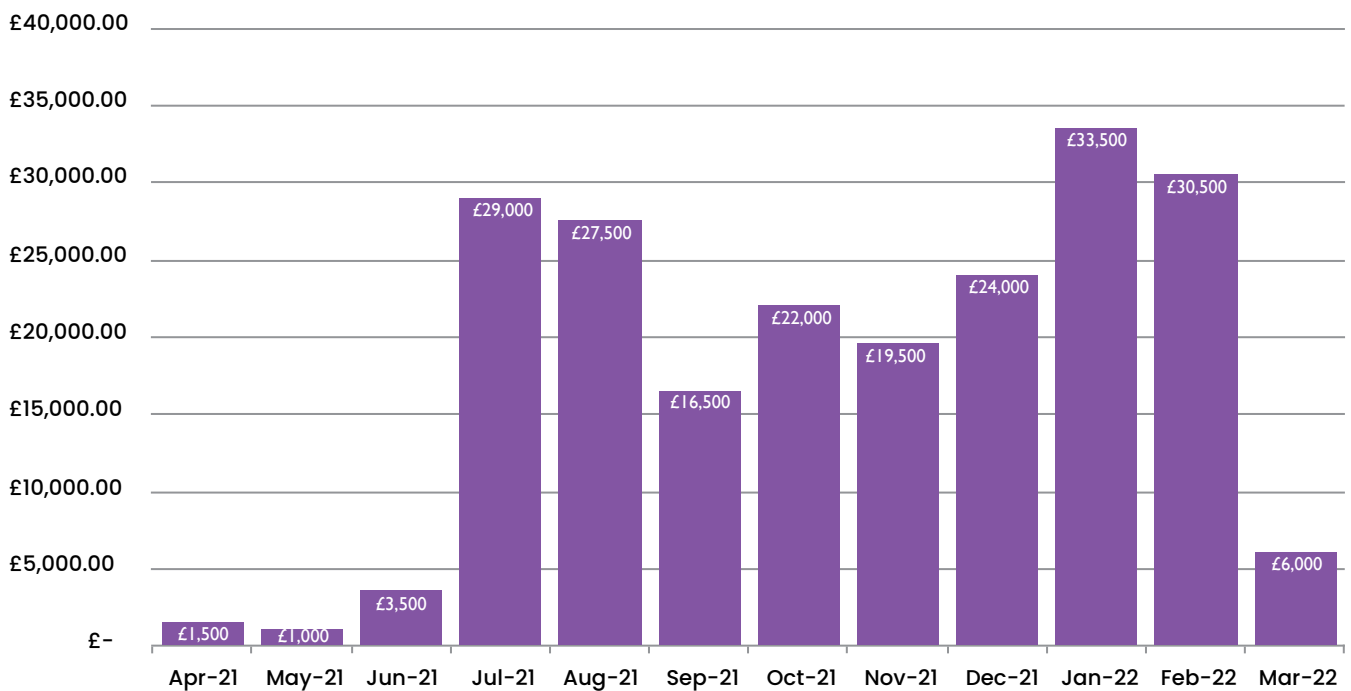
Test and Trace Support Payments processed

From April 2021 to March 2022 the Council processed:

Applications received	759
Awards made	429
Total value of test and trace support payments	£214,500



Test and Trace Payments Awarded



Health and happy communities

Ryedale Community Connect partnership

“Ryedale is home to hundreds of voluntary organisations delivering invaluable services for local people. We will work with this essential sector to ensure it continues to flourish. We will aim to build strong communities by contributing to community events, activities and facilities through our community grants scheme.”



The partnership has made significant progress during the course of this year. The Community Connect website, which launched in April 2021, provides extensive information and support, details of partner organisations, a community calendar and a blog.

In June 2021, news about the partnership reached 8,000 students enrolled in local schools. Flyers were distributed featuring an introduction to Community Connect and signposting to online booklets about mental health and financial hardship. Those without internet access were encouraged to make a telephone request for printed materials.

In August 2021, the partnership launched a News Bulletin, which is emailed to over 100 members on a regular basis, raising awareness of upcoming events, new services, and general updates.

Community Connect Website Traffic 1st April 2021 - 31st March 2022

Site sessions	1,291
Unique visitors	465

As shown above, the website has been viewed over 1,291 times by 465 unique visitors since its launch.

Worrying About Money? leaflet

Council officers had the idea to have a Worrying About Money? leaflet for Ryedale produced by the Independent Food Aid Network. It was regularly discussed at Community Connect Partnership meetings and sub-groups.

The leaflets are designed as straightforward resources for both people facing financial crisis and support workers to quickly see which local agencies are best placed to help.



28,000 leaflets were circulated with Council Tax Bills in February 2022.

The Community Connect Partnership was the ideal place to discuss the leaflet as many of the partners provide financial aid to citizens. The partners were also able to signpost council officers to agencies outside of the partnership who could be included. Regularly reporting back at meetings ensured that progress was made and the deadline for including in Council Tax Bills was met.

A range of partners provided feedback including NYCC, CarersPlus (CSO), Department for Work and Pensions, Citizen's Advice Bureau, Age UK Scarborough & District, North Yorkshire Local Assistance Fund, POMOC, Ryedale Community Transport, North Yorkshire Connect, Citizens Online and IDAS.

Community Grant Scheme

In the Council Plan Ryedale District Council states one of the ways it will build strong communities is by working with community groups directly and contributing financially via the Community Grant Scheme. Between April 2021 and March 2022, 17 community group grants have been awarded funding for a variety of projects bringing improvements to the district. Community and voluntary groups were encouraged to apply for up to £5,000 for projects that make a positive impact on community-owned or managed facilities, such as village halls, play-areas, sports facilities, or village-owned shops as well as activities that support the local community.

Successful applicants included replacing playground equipment in Hovingham, crafts for wellbeing for Sight Support Ryedale (an independent charity offering support to visually impaired people), a sensory garden for Malton in Bloom, and toilet renovations in Kirby Misperton Village Hall. The diversity in the projects supported means this grant scheme will benefit the breadth of Ryedale's citizens.

Community Group Grants Awarded 2021/22

The complete list of the 17 grant recipients is as follows.

Group	Purpose	Funds Awarded
Lastingham/ Spaunton Village Hall	Maintenance and upgrade of village hall	£1,870
Newton on Rawcliffe Village Hall	Car park resurfacing	£1,440
Kirby Misperton Village Hall	Toilet and corridor renovation	£4,691
Hovingham Action Group - Playground	Replacement of playground equipment	£1,000
Settrington Village Hall Trust	Playing field mower and towing vehicle	£1,250
Malton in Bloom	Broughton Rise Sensory Garden Project	£1,000
Sight Support Ryedale	Crafts for wellbeing	£2,000
Thornton le Dale Playing Fields Association	Inclusive roundabout	£2,000
Malton in Bloom	Orchard Fields interpretation panels	£1,743
Encephalitis Society	Audio-visual upgrades	£965
Malton & Norton District Lions Club	Outside storage facility	£1,000
Malton & Norton Rugby Union FC	Improvements to showers, physio room and CCTV installation	£5,000
Saint Catherine's Hospice	Restart wellbeing	£4,100
Pickering Preschool Playgroup	Running costs	£1,955
Ryedale Youth Theatre	Costume and props storage facility	£1,250
Thornton le Dale Squash Club	Investing in Our Future - phase I	£2,793
Helmsley Walled Garden	Beyond the Secret Garden - focus on families	£5,000

Malton and Norton Rugby Union Football Club Improvements

Malton and Norton Rugby Union Football Club were one of the applicants awarded a Community Grant. It is an amateur club providing rugby facilities for men, women and children from the age of six upwards. The club is attended by teams, individuals and families and has almost 600 members.

The rugby club's project was awarded £5,000.

Some of the money was used for the creation of a new entrance into the physio room. As the women and girls' game has grown in recent years, the club wanted to ensure the physio room could be accessed without the need to go through existing changing and shower areas to keep genders separate.

In addition, the clubs' original shower block had become tired after 27 years, and part of the community grant was used to replace the shower heads and shower control system. The club also invested in a new instantaneous water heater so the showers are fed by water as required rather than heating a large tank.

This, combined with the refurbished showers should help the club save energy in the long term.

This project offer several benefits:

- The new entrance will give separation and privacy to people using the physio room.
- Creating separate areas of the changing room will give privacy to different age groups and genders.
- It will also allow the physio room to be hired out privately, creating a new revenue stream.

“The club are grateful for the support received from Ryedale District Council Community Grant Scheme as we are a volunteer led club providing high quality facilities that are in need of constant upkeep to keep attracting and retaining players from the Ryedale area and beyond.”

William Browne
Chair of Malton and Norton Rugby
Union Football Club

To the left is the previous entrance to the physio room, through the shower areas and to the right the new door which gives separate access from the outside of the building.



Riverside View Play Area Renovation

“We will create a district where everyone feels welcome and can thrive... We will be a champion for sustainable public services that continue to meet the specific needs of Ryedale’s communities.”

Ryedale District Council set out to replace aging park equipment in Norton’s Riverside View play area so that it didn’t break and made a financial commitment to improving the facilities beyond simply replacing things. To maximise use, it was important the new design offered more of what the community needed.

Responses to the consultation in September 2021 gave some ambitious suggestions and while the Council’s couldn’t quite bring Jurassic Park to Ryedale, the new setup is pure to please.

Survey responses with contractors to guide their designs and a local company carried out the work faster than expected in January 2022, so kids could get back to doing what they do best.

Many of the responses to the survey said that slides were their favourite thing to play on, so the Council made sure both replacement climbing frames included them. Swings were also very popular. In addition to installing durable replacements for the existing swings, a new basket swing that everybody can use was added.

The other key goal for the renovation was to create a more inclusive play area. The Council wanted all local families to have access to fun outdoor activities, and for all children to have somewhere safe to play.

The new equipment caters better to different age groups and disabled families. Members of Ryedale Special Families were among the first to try it out when the park re-opened in February 2022.

Increasing accessibility benefits everyone by allowing more children to play somewhere safe in their local neighbourhood. Communities can share the benefits of lower traffic levels and reduced emissions by making the most of local parks for active recreation.

The renovated park represents a long-lasting legacy of local investment in community facilities.



New equipment:

- Inclusive springer
- Activity panels mounted on the fence so children can play with light and colours
- Rotating cone (web/rope) climber
- Two new swing units
- Inclusive toddler climbing frame (with wide slide, sliding pole etc.)
- Junior climbing frame with more challenging elements (rope tunnel, climbing bars, balance beam)

Feedback from parents:

“It will make a big difference, to a lot of the disabled kids, because there’s not really much at Rainbow Lane.”

“Amazing, because we can come and play every day. We live nearby.”

“We use the park a lot, and now it’s more accessible. We will definitely be down here a lot more.”



Encouraging the recovery of sports and leisure

“We will promote health and wellbeing for all by offering leisure facilities and access to physical activity. We will work with our leisure provider and other partners to expand access to these opportunities and identify funding streams that will support our aims.”

Work with Everyone Active

Like many other sectors, the leisure industry suffered due to the pandemic. Everyone Active, who manage the Council's leisure facilities, shut their Ryedale facilities for a total of 254 days from the start of the COVID-19 pandemic. Following their reopening in 2021, the focus was on the recovery of the sector by encouraging Ryedale's residents back into fitness and swim centres to exercise. The Council provided additional financial support to Everyone Active towards the recovery of sports and leisure in Ryedale.

The authority also continued to offer support to Helmsley Outdoor Pool and Malton Community Sports Centre with annual grants of £8,000 and £30,000 respectively.

Ryedale Sports Awards

Everyone Active organised the Ryedale Sports Awards for 2022, with a presentation evening in Pickering on 10 February.

Ryedale District Council was pleased to be able to sponsor two of the categories and this was a great evening which was well supported by local clubs, volunteers, and individual athletes, with nominations in each category.





A place like no other - to live, work, visit and invest

Welcome Back fund

“We want everyone to enjoy Ryedale’s natural beauty, market towns, shops and amazing attractions. We will promote our area as a hub for food, drink, creative culture and active recreation.”

The Welcome Back Fund forms part of the wider programme introduced by the government to support communities and businesses, protect jobs and help vulnerable residents to make sure no one is left behind.

Here are some of the ways the Council has used the funding in Ryedale:

Residents and visitors

Colourful lamppost wraps and posters were rolled out in public areas, reminding people to protect each other by following COVID-19 rules and guidelines. The Council collaborated with 49 local businesses to place hand sanitiser stations in prominent places in town centres, with 16 located from the Welcome Back Fund. Stencilling on busy pavements marked out two-metre safe distances.

Information detailing the government’s safety messaging and what the authority was doing to improve hygiene in public conveniences were displayed by the Council.

Local businesses and organisations

Ryedale District Council supported local areas to enhance the natural beauty of the district, by introducing a mini grant scheme. It was set up to invite Town Councils and In Bloom groups to apply for grants of £2000 each to install planters in areas of high footfall. The planters aid social distancing in busy areas all year round.

The campaign run by the Communications team in May to support local businesses and citizens to enjoy Ryedale safely was well received. Marie Atkinson, owner of the Home Decorating Centre, expressed her appreciation for the support shown during a difficult period.



“We’re all small independent shops run by local people. People give, and we give back to the community. Hopefully that support will continue.”

Marie Atkinson
Home Decorating Centre



worked more closely with external partners and local businesses to support lives and livelihoods. To do this, it introduced a Town Centre Ambassador to help businesses and citizens safely navigate the pandemic and guide shoppers to stay safe. As a result, the authority has improved links and relationships with businesses and invested in some longer-term projects that will benefit the community for years to come.

For example, the Council has started to keep track of the number of citizens and visitors coming into Ryedale’s five historic market towns and also monitors how many people use council car parks and how many log on to the Council’s free Wi-Fi. This key information lets us know how well Ryedale businesses are recovering from COVID-19.

Ryedale Festivities

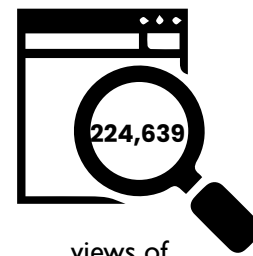
Following the activity carried out in the spring, the Communications team collaborated with the Gazette and Herald on a winter campaign to highlight local businesses who had maintained great COVID-19 safety measures, service delivery to their customers throughout the pandemic and some welcome festive cheer in the run up to Christmas. Residents nominated their local business who met the criteria, and businesses were chosen at random to appear in the Gazette and Herald. Businesses also worked with the Council's officers to create videos of their stores to show the safety measures in place and the festive cheer that would greet customers.

This campaign promoted the shop local message, it reassured citizens that businesses were following key safety measures and it supported Ryedale's economy – giving businesses a much-needed boost.

The Council also worked in collaboration with the media company that owns the local Gazette and Herald to publish digital content



nominations from residents



views of digital content



businesses spotlighted

Cedarbarn Farmshop and Cafe

One of the businesses nominated and featured through the Ryedale Festivities campaign was Cedarbarn Farmshop and Cafe in Pickering.

A nomination for Cedarbarn said the business' attention to detail made it stand out.

It said:

“Excellent locally produced food served in the restaurant in comfortable surroundings by friendly competent staff.

“The shop offers fresh top quality local produce with their own baked products available at all times.

“The butchery provides top quality local meat, prepared by expert butchers, and their home grown beef is the best tasting, tender meat in the area.

“Consistency of quality, standards & service make Cedarbarn stand out at the highest level.”

One of the questions on the nomination form asked how the nominated businesses showed Festive Cheer.

Cedarbarn was celebrated for careful and considerate decoration as well as good value festive gifts, Christmas lunches in the restaurant and friendly staff.

The outdoor areas drew particular praise for the way the miniature railway had been decorated.

In regards to the COVID-19 safety measures that Cedarbarn had in place, nominations highlighted:

- Plentiful supplies of hand and trolley sanitizer available before shop entry.
- Masks required at all times, separation also encouraged whilst shopping.

“This campaign was a lot of fun that in itself has been great - it has raised morale in the local business community after a challenging few festive periods.

“We've had all sorts of interest in our business since the campaign got underway and we were nominated.

“A big thank you to Ryedale District Council from us.”

Mandy Avison, owner of Cedarbarn Farmshop and Cafe

Support for the arts

“We will promote our creative industries and expand our cultural offer by supporting Ryedale’s network of skilled craft businesses and thriving arts hubs.”

Small Arts Grants

In December 2021 Ryedale District Council awarded five small Arts Grants to artists and creative organisations in the district to support cultural activities which engage the community.

Artists, freelancers, community interest companies and arts-related charities were able to apply for a grant of up to £1,000 to support work in Ryedale which addressed community health and wellbeing, celebration of place, digital creativity, or climate change awareness.

Harminis: Harminis at the Hive £980 grant awarded

Harminis at the Hive was a project designed to provide interactive singing and music sessions for toddlers with a focus on language development.

The grant funded 14 one-hour sessions at the Norton Hive Community Library. The sessions were very popular, with nearly all of them fully booked and many families returning for several sessions.

There were a number of families on low incomes who participated and who confirmed they would not have been able to attend had the sessions come with a fee. Norton Hive Library staff were very positive about the events and would welcome such sessions again.

Libby Pearson Creatives: Cooling and Chatting £1,000 grant awarded

This was an oral history project exploring and celebrating the Kirkbymoorside Pigeon Club. The oral histories were collected with a series of photographs of members and their pigeons.

The audio and the photographs were displayed at the end of March in the Moorside Rooms in Kirkbymoorside. It is hoped the exhibition can be displayed elsewhere.

The project ended up engaging with a wider audience than originally expected due to local interest and club members visited Kirkbymoorside School and the Farndale WI. Kirkbymoorside School developed a creative art project based on the visit by the club and the artworks were also displayed as part of the exhibition at the Moorside Rooms.

Lot of locals visited the Moorside Rooms in Kirkbymoorside for the first time. The feedback from the local community and the school was very positive and the club ran a celebration evening at the end of the project and have more planned.



Live Music Now: Stories in Song and Music £1,000 grant awarded

This project works with Welburn Hall School in Ryedale to engage with children with special educational needs and disabilities, and to help them develop their musical skills and creative potential. The sessions are led by a trained Early Years Music Specialist who works closely with the children and crafts the sessions according to where their imagination takes them. In total, 23 children are taking part in the project.

“The pupils are getting so much from this! Staff are so impressed with you!”

Welburn Hall School Headteacher

Art Happens Here Collective: Art Library Network £1,000 grant awarded

The Art Library Network project was comprised of two key events plus the installation of a small art library at Community House. The library is comprised of donated books from the former art department at Scarborough College and thanks to the project grant these are now displayed at Community House and open to the public to borrow every Friday.

The funds also supported two events at Community House. Around 100 people attended an artist/creative networking event bringing together creative freelancers from all over Ryedale to view the studio space and share networking opportunities and project ideas.

The second event was held over the Malton Food Festival Weekend and was an open, family-friendly drop in event with a range of activities available for families to try out. This was intended to pilot the idea of starting a National Saturday Art Club for children at the centre. As a result of the networking event, a number of freelancers have now booked use of the building to run creative classes and courses for the public.

Feedback

“Just wanted to say thank you for a really interesting evening last night. Art Happens Here is fab. Great that you are doing that in Malton - made my day!”

Richard Webb, NYCC

“Thank you for a really inspiring visit last Friday. What a wonderful project and organisation you are all developing.”

Paddy Chandler, Stronger Communities

“A wonderful visit to AHH Studio Collective today. Many thanks for good conversation about fascinating work.”

Ronald Cowdery, Ryedale Artist

“I loved coming to the studio and I think it’s really cool. I made lots of badges to take home and I can’t wait to come again soon!”

Henry, aged 8

“What a fab place you’ve created.”

Malton Sculpture Trail visitor, York

“I would love to help out and get involved. I’m so pleased to have popped in and discovered AHH Studio Collective before moving back to Ryedale in July.”

Textile Design student/new graduate, Derby



Ryedale Open Studios: Ryedale Open Studios 2022: Illustrated Map £1,000 grant awarded

The illustrated map was designed to promote Ryedale Open Studios 2022. The Open Studios team wanted to employ an artist to create a map of the Ryedale area to be used in their promotional leaflets and flyers, and to map where the open studios artists can be found.

A local artist was commissioned to create the map, and it was digitised so that it can be edited and reused for future events.

Following the inaugural event last year, the team knew they were short on hard copy flyers for the visiting public, so the rest of the funds were used to support a print run of flyers featuring the new map.

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

Our aims

Quality homes local people can afford

- We will work with our partners to deliver more affordable homes and ensure a supply of good quality housing that reflects the needs of our communities at all stages of their lives.
- We will promote the highest standards of construction and work in partnership to improve energy efficiency and achieve carbon reduction.

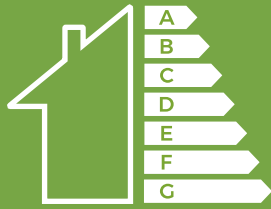
A connected rural economy

- We will support measures to improve digital skills, expand broadband and mobile telephone coverage, accelerate changes within town centres and drive competitiveness by investing in digital innovation.
- We will work with partners to improve the A64, integrated public transport connections and station facilities.
- We will support and invest in measures to cut congestion and improve traffic flow in our market towns, including HGV reductions in urban centres.

Open for business

- We will promote and support micro, small and medium sized businesses by exploring the introduction of a competitive grants scheme for start-ups and offering advice.
- We will work with Government, industry and businesses to bring new investment to the area, expanding the commercial space on offer within the district in a sustainable way.
- To retain our young people in the district, we will offer information, training and opportunities to meet the needs of our modern economy.
- We will promote the value of apprenticeships and graduate opportunities and lead the way as an employer in our own right by employing more apprentices and graduate trainees.
- We will seek opportunities related to the major chemicals industry, emerging bio-renewable opportunities, research and development.

Performance on a page



24

vulnerable households supported with the Ryedale Energy Scheme to install energy efficiency improving measures in their homes



£9.5m

in COVID-19 business support funding given through three grant schemes



11

employers attended a job fair at Ryedale House to engage with job seekers



25

small businesses received a Small Business Development Grant to help them set up, grow and strengthen their existing market position, expand into new markets or address recruitment or skill shortages.



2

young people hired for 6 months as part of the Kickstart scheme to tackle youth unemployment



1520

businesses supported through three COVID-19 grants schemes to help them adapt and survive to life through and post the pandemic



£49,265

received from the European Regional Development Fund to support the safe return to high streets and help communities and businesses 'build back better'

Quality homes local people can afford

Ryedale Energy Saver Scheme

“We want people to live in high quality, safe and sustainable homes. We will promote the highest standards of construction and work in partnership to improve energy efficiency and achieve carbon reduction. We will work with landlords to ensure rental accommodation, in particular houses in multiple occupation, comply with the law and follow best practice.”

Ryedale District Council helps residents have more energy efficient homes through the Ryedale Energy Saver Scheme. Residents who are eligible for the scheme are either in receipt of benefits, or have a low income alongside additional factors that make them more vulnerable to the cold. This includes certain health conditions, being over 70 years of age, or having children under the age of five. The scheme delivers energy efficiency home improvements to help make homes warmer to guard against excess winter deaths.

Solutions offered include better insulation (cavity wall, loft etc.) and heating improvements – for example, A-rated boilers and efficient electric storage heaters. A ‘whole house’ approach is used to maximise energy performance throughout a property and to identify multiple improvements to the least efficient homes.

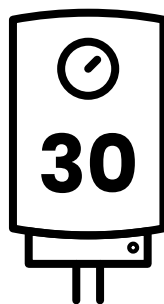
How does it work?

The scheme is integrated with other Council-run support schemes aimed at vulnerable customers. This means the Council can make sure that people who need help get what they’re entitled to. Homeowners and private renting tenants can apply.

The Council also offers grants and loans for householders who need to install measures to make their homes warmer and more energy efficient working with YES Energy Solutions, who find eligible residents, assess them against the qualifying criteria and arrange surveys and installations via their accredited installer network.

Part of the funding for this project comes from the Energy Company Obligation (ECO) scheme, alongside the grants and loans the Council offers. This means that in most cases, the full cost of all measures is covered.

Since April 2021:

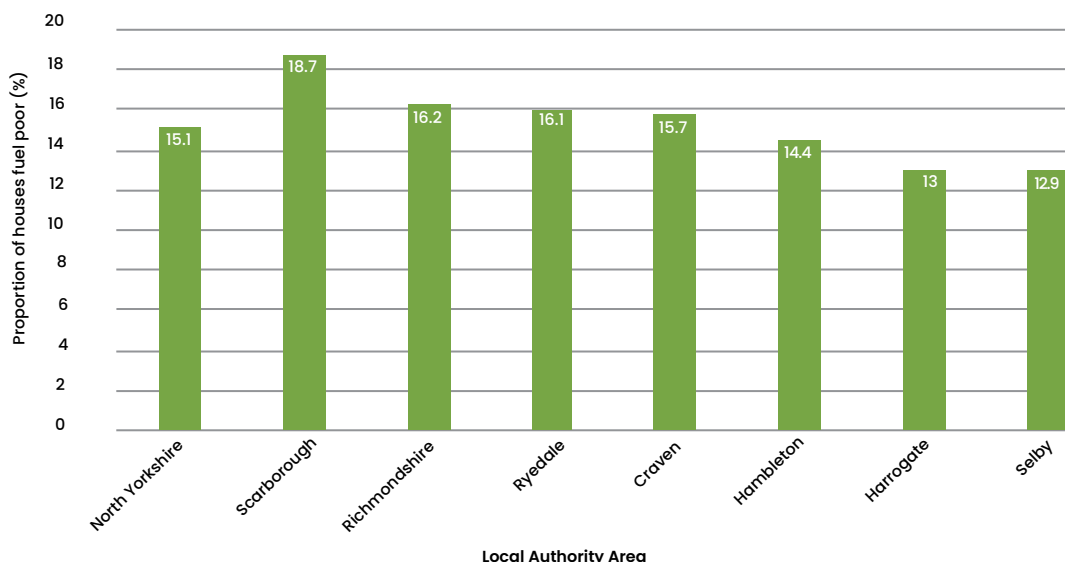


measures installed in 24 homes



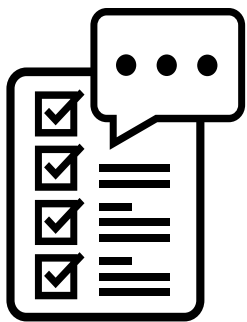
total grant funding allocated by the Council

Fuel poor households in North Yorkshire



This allowed home improvements to be fully funded for the 24 vulnerable households taking part in the project. Overall, the scheme also helps the Council fulfil its obligation to prepare a Home Energy Conservation Act (HECA) report, which outlines the authority's strategy for tackling fuel poverty.

Looking to the future, the Council will continue to improve the energy efficiency of Ryedale's housing stock, contributing towards its climate change commitment to achieve net zero emissions across Ryedale by 2050.



9.8 out of 10

overall satisfaction score from customer satisfaction surveys

Through the Ryedale Energy Saver Scheme, one satisfied couple received a fully funded brand new A-rated combi-boiler to replace their old inefficient 30-year-old boiler.

“We’ve noticed a big difference, it’s just lovely to have hot water and heat there all the time, it’s just marvellous. We were very pleased when we found out it was fully funded because we wouldn’t have been able to pay for it, so it was just fantastic.”

“I’ll never look back now, I couldn’t wish for anything better. Now we don’t need to turn the thermostat up, you can’t touch the radiators they’re so hot and now the whole house is warm.”

“Our old boiler had to be serviced often, and when we were looking at the gas bills, the boiler was using a lot of gas, which wasn’t necessary. We’ll have to wait for what our next gas bill will be but I’m sure there will be a big saving in it.”

“You couldn’t wish for a better team, they were all really helpful and went through the boiler with us and showed us what to do.”

Customer feedback



Open for business

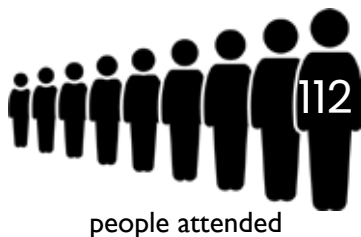
Ryedale Job Fair

“We want young people to believe that Ryedale is a place to build their future. To retain our young people in the district, we will offer information, training and opportunities to meet the needs of our modern economy. We will work with partners to support their start up ideas and build relationships with higher and further education institutions, focusing upon future skills needs e.g. engineering, green construction and clean energy”

The job fair in November 2021, for which the Council collaborated with the Job Centre, was a reflection of the high level of activity in the local job market, as well as the variety of opportunities on offer.

Jobseekers were able to meet 11 different employers from the area offering.

The event was a great success and involved:



“Ryedale District Council will champion the benefits of good quality apprenticeships and graduate opportunities across Ryedale’s business community. We will promote their value and lead the way as an employer in our own right by employing more apprentices and graduate trainees.”

One aim of the event was to reflect the diversity of the district’s modern job market, including the need for full and part-time work, family-friendly hours and apprenticeships. Three of the employers in attendance (Severfield, Karro Foods and Forest Holidays) were taking part in the Government’s Kickstart Scheme, which helps get 18-24 year-olds into work.

Feedback

Following the event, the Council received some excellent feedback.

“It was a fabulous day and a great event. We managed to book 12 appointments, which is fantastic: that’s 12 people who wish to access support with preparing for a return to work.”

Careers adviser at the National Careers Service

“The event was very successful and I was happy that so many people attended from all areas of Ryedale. I spoke to so many people about the opportunities available within the Trust and took the names of seven candidates that would like to be contacted further about the roles available.”

Registered manager at The Wilf Ward Family Trust

Council officers highlighted some key messages from the day: “If you want work in Ryedale, it’s out there; we just need to get employers and jobseekers talking.” Attendees were also reassured that employers are looking for key qualities: “Increasingly, businesses are focussed on commitment and punctuality. They’re looking for individuals with a good work ethic.”

While this event aimed to address some of the immediate recruitment needs across Ryedale, the Council is planning to include more employers with an even wider variety of roles on offer next year.

Ryedale's unique economy delivering growth, homes and jobs



Kickstart Jobs Scheme

“We want young people to believe that Ryedale is a place to build their future. To retain our young people in the district, we will offer information, training and opportunities to meet the needs of our modern economy.”

Ryedale District Council supported measures to reduce youth unemployment during the pandemic. Through the Kickstart scheme, it hired two young participants for six months of paid experience. Both found they gained key skills in office working and grew in confidence.

High levels of unemployment among younger workers were a particular concern as the country felt the effects of COVID-19. Studies show that spending a long time without work as a young person can reduce how much someone earns for many years afterwards. To support Ryedale's young people to thrive, it is important the Council continues to provide them with opportunities to earn and develop their talents.

The Kickstart scheme granted funds to enable organisations to employ a 16-24 year-old at the national minimum wage (or the living wage for those over 23). Placements lasted for six months, with extra funding available for training to support participants to get a job in the future. The Council's local training offer included online workshops with different employers, CV writing and interview skills, career planning, and access to additional online learning.

According to staff who mentored the young people,

“The team were really welcoming and especially grateful to have them as the service was so busy responding to COVID-19.”

The two participants showed they were able to work flexibly, supporting staff with activities including:

- Data cleansing
- Distributing publicity for services
- Taking minutes of meetings
- Creating safeguarding certificates

One participant's mentor highlighted her growth:

“Over six months she really grew in confidence and came out of her shell. She was open about what she enjoyed, and really developed in those areas.”

Ryedale District Council's partners at the county council supported businesses to take part in the scheme. They said:

“It has been a great chance for young people to get employment – a specific pool of jobs for them that nobody else could apply for.

“That was especially helpful early on in the pandemic, when jobs disappeared. It's hoped things will improve now that there are more general openings.”

KICKSTART[®]

SCHEME



Kickstart employee

One of the Kickstart participants who worked with the Housing service said of the scheme:

“It has helped me develop my admin skills and my office skills.

“I’ve spent a lot of time in the Ryecare officers, it took me a couple of weeks to get trained up and then I was flying.

“With COVID-19 and staff shortages I’ve done quote a few shifts and I feel like a valued team member.”

What has been your favourite part of the experience?

“I love Ryecare, it’s definitely the favourite part of the programme. I love dealing with our customers and the fact that no day is the same and helping people with their problems.

“It is definitely rewarding but tricky and I feel like seeing it first-hand that Ryecare don’t always get the recognition that they deserve.

“It’s not just dealing with the emergency calls, we’re also here on our own in this building and dealing with the alarms, the intruder alarms for the office and repairs as well. There’s so much to do than answering the phone if somebody presses their button.”

What else have you done as part of your Kickstart placement?

“Ryecare is primarily what I have been doing. I’ve also been down in Derwent Lodge on a Thursday doing the North Yorkshire Home Choice adverts.

“Officers were struggling to find time to get them done so I got trained up to do them.”

The participant began applying for roles to move on to at the end of their six-month placement towards the end of their time at the Council and hoped to progress into an office-based role using the skills they had developed and confidence gained during their placement.

Support for businesses

“We want entrepreneurship to flourish across our district. We will promote and support micro, small and medium sized businesses by exploring the introduction of a competitive grants scheme for start-ups and offering advice as we recognise the long term success of this sector is essential to Ryedale's future success.”

Throughout this year Ryedale's economy continued to recover from the effects of COVID-19 restrictions.

To support businesses in the district Ryedale District Council distributed several types of financial support including the Government-funded Restart Grant, Omicron Hospitality and Leisure Grant and Additional Restrictions Grant.

Government Grant Schemes

COVID-19 Restart Grant

The Restart Grant was available from 1 April 2021 to support businesses in reopening safely as COVID-19 restrictions were lifted, predominantly in sectors reliant on delivering in-person services for the general public. Funding and eligibility criteria were provided by Government and local councils used their discretion to decide whether businesses met the criteria and distributed the funds.

Eligible businesses were paid:

- A one-off grant of up to £6,000 in the non-essential retail sector.
- A one-off grant of up to £18,000 in the hospitality, accommodation, leisure, personal care and gym sectors.

1068 COVID-19 Restart Grants were paid to Ryedale businesses with total payments between April and July 2021 of

£8,183,393

Omicron Hospitality and Leisure Grant

The scheme was announced by the chancellor Rishi Sunak on 21 December. Government provided £1 billion to local authorities across the country to support businesses in the hospitality and leisure sector that had been negatively impacted on by the Omicron variant of COVID-19.

One-off grants of up to £6,000 were available to businesses in Ryedale in the eligible sectors which were liable to pay non-domestic rates, including those whose bills showed 100 per cent relief. Applications opened in January 2022 and payments were made on 14 March 2022.

Between January and March 2022 the Council processed **401** applications for the Omicron Hospitality and Leisure Grant from Ryedale businesses with payments totalling

£1,219,438

Additional Restrictions Grant

The Additional Restrictions Grant (ARG) was also announced in the chancellor's 21 December statement. A total of £102 million was made available to local councils to support businesses outside the business rates system that have been severely impacted by restrictions.

Councils determined which businesses to support and the amount of funding provided. Applications opened in January 2022.

51

Ryedale businesses received the Additional Restrictions Grant with payments totalling

£154,738

“This is incredible news. Thank you so so much! This will help us pay all the Ryedale businesses we owe and keep is afloat. Honestly it has saved us.”

Additional Restriction Grant recipient

Small Business Development Grant

The scheme helped the local economy continue to recover from the pandemic. Any business in Ryedale with less than 250 employees could apply for a grant of up to £5,000 to help them set up, grow and strengthen their existing market position, expand into new markets or address recruitment or skill shortages.



Applications opened in December 2021 and closed on 31 January 2022. A total of 79 applications were received and appraised to have a combined value of £242,373.

25

successful applicants were awarded grants totalling

£77,894

Successful bids for funding included:

- A website and new oven for an independent bakery to establish a mail order branch to their business.
- Refurbishment and alterations including a kitchen expansion in a family-run deli.
- A training course to enable an electrician to diversify into the installation and maintenance of electric vehicle charging points.
- Rebranding and improved signage of a tourist attraction.

Gather and Cure

Gather and Cure is a start-up business based in Kirkbymoorside. It will produce small batch Yorkshire cured meats and British Charcuterie helping to promote animal welfare and fly the flag for small artisan producers.

The business plan showed a strong commitment to the local economy - their pork supplier is another independent Ryedale business based in Farndale and they're working with local landowners to sustainably forage wild garlic as a key ingredient for the product.

Gather and Cure applied for a grant of £1,665 towards the purchase of an electric 'sausage filler' to allow them to improve the efficiency of their production as they bring the product to market.

The grant was approved by officers and the equipment has now been purchased to help this exciting new business.



Environment, a sustainable, safe and clean place

Our aims

A safe place to live

- We will tackle anti-social behaviour by working closely with North Yorkshire Police and other partners.
- We want to reduce flooding risk by investing in flood alleviation measures and working with partners to provide an emergency response.
- We will work in partnership to uphold the highest standards of animal welfare, train staff to deal with issues and hold public information events

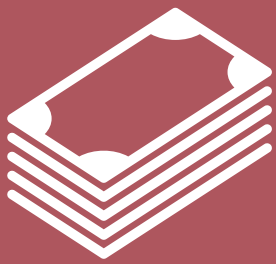
Clean and attractive streets

- We will take tough action on littering, dog fouling and flytipping through proactive and dedicated enforcement.
- We will improve air quality in our market towns by working with partners to tackle congestion and promote sustainable transport and commerce.
- We will improve our Streetscene operations and support communities to do more.
- We will protect Ryedale's heritage and natural capital by regularly reviewing our listed buildings, historic assets, protected landscapes and conservation areas.

Sustainability into the future

- We will take ambitious steps to reduce our carbon footprint through regional and local initiatives.
- We will lobby Government to provide national structural and policy changes that allow us to deliver innovative and ambitious climate change actions.
- We will work collaboratively with industry, businesses, communities and others to deliver local and community led energy solutions, that fulfil the ambition to deliver carbon neutrality.
- We will build the case for installation of income-generating, energy-efficient and renewable technologies at council-owned buildings.
- We will promote sustainable transport by installing extra electric vehicle charging points, opening cycle routes and identifying new ways to link our communities in sustainable ways e.g. electric buses.
- We will increase our recycling rate in line with emerging national policy.

Performance on a page



£277,000

contributed to the Malton, Norton and Old Malton Flood Alleviation Scheme to upgrade existing flood protection measures



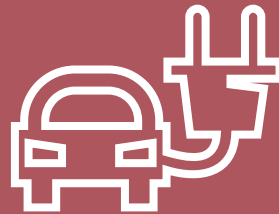
6

community-driven projects looking at improving energy efficiency, mitigating and adapting to climate change supported by the Council



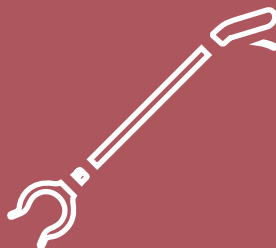
129

properties involved in flood resilience project



40

electric vehicle charging points installed across the district to support increased uptake of electric vehicles



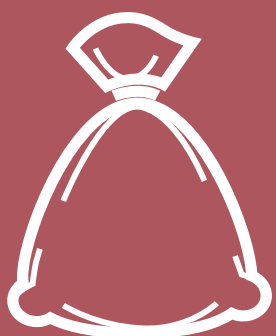
30

groups and individuals supported by the Council who volunteered to collect litter



5

businesses supported to create sustainability action plans to encourage eco-tourism



844

bags of litter collected by community groups and disposed of by the Council



£134,000

invested in new green street-sweeping vehicle capable of cleaning 15 miles of road a day

A safe place to live

Flood alleviation

“We want to reduce flooding risk by investing in flood alleviation measures and working with partners to provide an emergency response.”

Flooding is difficult and disruptive for many people in the district, which is why the Council is committed to investing in flood alleviation measures and working with partners to provide an emergency response. During this year, the scheme improved the effectiveness of the multi-agency response to flooding. It also looked at permanent solutions including measures that can help prevent properties in Malton, Norton and Old Malton from flooding in the first place. This is called ‘Property Level Resilience’ work.

For example, it’s important to keep the portable water pumps somewhere safe and protected, so they’re easily accessible and in good working order when there are incidents of flooding. The Council installed permanent pipework, a concrete platform and cover, and two Glasscrete pads. This means the portable flood pumps can be safely installed when needed without any damage to the riverbanks too.

Location: Tate Smiths, Malton

The ‘before’ photo below shows how the pipe was previously supported by wooden platforms found in the yard so that it could pump the water over the flood wall and back into the river system.



Location: Boat House Yard, Malton



These ‘after’ pictures show the permanent pipes installed along the County Bridge walls. The top picture was taken during a pump deployment training session and demonstrates how the pump is attached to the permanent pipe, allowing water to be pumped quickly and safely over the wall. The picture below shows a new ramp to allow water to flow back into the river once pumped over the flood wall without damaging the surface or infiltrating through the ground.



The ‘after’ photo below shows the newly installed bespoke pumping platform and permanent pipe.



Property level resilience work has already started in Norton, Malton and Old Malton.

129

properties are involved in the project

with grants of up to

£5,000

available for approved alterations

Alterations include flood door barriers, airbricks that close automatically to keep out water, non-return valves on drains to prevent floodwater or sewage backing up and waterproof copings on walls.

A survey is carried out by an external contractor on all the properties. Then the work is agreed with the homeowners, prior to any work starting.

One homeowner expressed their relief upon completion of the resilience works:

“I feel reassured in case of future flooding that I am as protected as I can be. I am very grateful to be offered the financial support as I know it’s expensive to get hold of and install these solutions.”

By the end of the year, 83% of work has been started and 74% of work has been completed. There are just 23 properties remaining waiting for work to begin.



Above: Silicon seals around entry points to the property
Below: Flood front door



Above: Support brackets for flood barrier installed



Clean and attractive streets

Support for community groups

“We want to keep our streets clean. We will improve our Streetscene operations and support communities to do more.”

In 2021-22, the Council supported a number of initiatives to keep the district’s streets cleaner. Litter picking equipment was provided to community groups, council officers took swift action to remove graffiti, collected surplus unwanted items for disposal from give and take days and supported environmental events.

The Waste and Environment team worked hard to help a range of community stakeholders to improve the environment.

30

groups and individuals volunteered to collect litter and were supported by us including Malton & Norton Tidy Group, Pick It Up Pickering, local Scout groups and Parish Councils



bags of litter collected by community groups this year

Ryedale District Council attended the Eco Fair in Pickering to promote the scheme, raising awareness of how to get involved and how Streetscene can help.

Staff helped at five Give or Take Days in Malton, Helmsley and Kirkbymoorside where residents were invited to exchange unwanted items for other people to reuse. At the end of each event, the Council collected any unwanted items and recycled them, making sure they didn’t end up in landfill and were safely disposed of.

Staff working in the community have been better equipped to respond to graffiti reports with the purchase of two new graffiti removal kits. This has enabled Community Operatives to take prompt action and remove graffiti on the same day it is reported benefiting local businesses and residents alike.

Feedback

Customers and community groups expressed their appreciation directly to staff and on social media.

One resident came out to thank two staff members personally, to tell them he appreciated them clearing up the leaves outside his property.

A local business owner acting as a litter-picking kit collection point thanked Streetscene for their ongoing support in supplying the equipment and collecting the bags of waste volunteers brought in.

An organiser of a Give or Take day gave us her thanks and expressed appreciation for the Council staying to make sure the whole hall was cleared

Those who would like to apply for the lending of litter picking packs can email the team at

litterpicks@rydedale.gov.uk

The team will deliver litter picking kits and collect them again once you have finished as well as disposing of the litter. The initiative is further supported by two local businesses who store some kits to make it easier for local people to collect and return equipment



National Keep Britain Tidy Award

In February 2022 Community Enforcement Officer Martyn Baker was recognised with a national award for his work in community enforcement.

Martyn, who has worked at the Council since 2020, won the Excellence in Enforcement Award at the Keep Britain Tidy Awards in February 2022.

The award honours an individual who stands out from the crowd and has excelled at Keep Britain Tidy's Enforcement Academy.

The annual awards recognise the excellent work members of the Keep Britain Tidy network and other organisations are carrying out in their region to tackle localised environmental issues such as waste, litter and fly tipping.

Martyn is one of two Community Enforcement Officers at the Council. The roles were recruited in 2020 and have allowed the authority to take a proactive approach when dealing with issues in the community.

The Community Enforcement team help deliver on the Council Plan aim to make Ryedale sustainable, safe and clean. They educate communities as well as taking enforcement action against littering, environmental crime and antisocial behaviour when necessary.

“Winning was a bit of a shock but it’s fantastic. “It couldn’t have happened without the support I’ve got from the team. We’re a very close knit team that work very well together and it’s them that have made everything I’ve done achievable.”

Martyn Baker

“Each year, our award winners show just what is possible when people have the passion and commitment to make a difference to the environment on our doorstep.

“This year is no exception and I would like to congratulate Martyn and thank him all for his incredible work.”

Allison Ogden-Newton OBE,
Keep Britain Tidy's Chief Executive



Sustainability into the future

Climate Change Action Plan

“We will take ambitious steps to reduce our carbon footprint through regional and local initiatives. This includes implementing our Climate Change Action Plan.”

Ryedale District Council's elected members declared a climate emergency in 2019 which led to the creating of the Council's Climate Change Action Plan with the aim of reaching Net Zero Carbon Dioxide emissions across council operations and the wider district by 2050.

The annual reduction target for the Council across its operations is 5% per year from the baseline of 2018/19.

The action plan has four key areas: Building and Assets, Transport and Vehicles, Council operations and Council leadership. The Council collaborated with a range of stakeholders such as; the Local Enterprise Partnership for York & North Yorkshire (NYLEP); Ryedale Environment Group (REG), Yorkshire and Humber Climate Commission; Local Authorities across North Yorkshire, Government departments and other organisations across Ryedale.

There are many benefits from achieving Net Zero CO2 emissions across the Council's operation and the district of Ryedale. However, as emissions occur from a wide range of sources, numerous approaches are required to achieve the authority's goals.

During 2021/22, the Council supported six community-driven projects focused on improving energy efficiency, mitigating and adapting to climate change. Each project was a community-led scheme with projects including an Electric Vehicle Charge Point for a community transport vehicle, LED lighting and improved insulation in village halls and water collection and reuse.

Ryedale District Council also successfully applied to the UK Government's Heat Network Delivery Unit (HNDU), securing £80,250 for feasibility studies into Geothermal energy. £50,250 of the HNDU funding was awarded to Third Energy for feasibility assessments into whether their existing 12 wells could provide geothermal heating for community, agriculture and other local applications. These studies will start in May 2022.

In addition to energy, the Council has supported the decarbonisation of road transport.

40

electric vehicle charging points have been installed across the district to support an increased uptake of electric vehicles



In partnership with the University of York the Council has also encouraged eco-tourism across Ryedale by supporting five tourism sector businesses in creating sustainability action plans.

Reducing energy usage, improving efficiency and decarbonising heating in citizens' homes will improve air quality, decrease energy costs and have wider positive impacts on the environment. Supporting the decarbonisation of Ryedale's road network will also bring substantial air quality benefits.

In addition to adapting and mitigating climate change, Net Zero will also require protecting and restoring the natural world.



Organisation: an innovative, enterprising council

Our aims

A council that's accessible to all

- We will transform our customer services, using new ways of working to improve our responsiveness.
- We will tackle inequality. Delivering better equality across the district is central to everything we do and we are committed to doing all we can to be a welcoming and inclusive place characterised by diversity.
- We will be open, honest and transparent by publishing key policies and financial information and responding promptly to freedom of information requests.
- We will improve our engagement with you, asking for your views, and using your feedback.

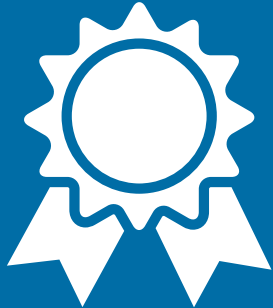
Value for money

- We will maintain strong finances into the future by delivering customer-focussed and cost-effective core services.
- We will drive service improvements. We will ensure we process applications and requests promptly and monitor the effectiveness of our contracts and commissioned services.
- We will develop a capital programme that invests in the equipment and resources needed for more efficient services.
- We will deliver services in new ways, acting in a more enterprising manner, exploring opportunities to generate income on a case-by-case basis.

A great place to work

- We will ensure the council is a great place to work by recruiting and retaining motivated, skilled employees.
- We will empower staff to deliver ambitiously for Ryedale, promote wellbeing and publish staff survey results.
- We will nurture talent through succession planning, recruiting graduate trainees and apprentices, implementing a work experience programme for care leavers, and ensuring that training and development opportunities are available for all employees.

Performance on a page



GOLD

accreditation from Investors in People achieved by North Yorkshire Building Control Partnership



44

members of staff completed workplace diversity and inclusion training delivered by Inclusive Employers, including manager-specific sessions



2

Environmental Health Officers funded and supported to study for a Level 3 certificate



90%

of requests from the public solved informally after the introduction of a new complaints, compliments and feedback procedure

4.86%



Staff turnover



1.67

Sickness absence (average days lost per employee)

Accessible to all

Working together

“We will transform our customer services, using new ways of working to improve our responsiveness.”

Over the last year, Ryedale District Council has been looking into the way it handles feedback from the public. The Council is committed to providing high-quality services to its customers and feedback is highly valued. Customer feedback is used to help the authority understand what has been done well, resolves things that have gone wrong, and improve standards and quality of service.

To ensure it follows complaints effectively, the Council follows the Local Government and Social Care Ombudsman’s ‘Principle of good administration practice’ and staff receive training from the Ombudsman. This year the Customer Services team has also shared their expertise to help other teams respond to customer needs.

The new customer complaints, compliments and feedback procedure was implemented in June 2021. It provides a defined structure for responding to feedback, but also maximises opportunities for services to learn and adapt.

By giving customers the chance to have their request passed on to the relevant service, most issues can be resolved without the need for a formal complaint process. Once the service has looked into the request, customer services staff help them to communicate any changes back to the customer.

“Any complaint should be taken as a learning tool, because we’re here to provide a good service and meet customer expectations.

“We’re educating our colleagues to change their attitude to complaints: it’s about drawing on that constructive feedback and becoming more responsive.

“We know that staff also need to learn how to talk to the customer, how to explain things.

“We find that complaints arise when things that aren’t communicated well, or perhaps questions aren’t fully answered.

“I think our training has given staff more confidence, because they know there’s someone else to look at their response to the customer and help them tweak it.

“Over time we’ll need to do that less and less.”

Jenny Knowles, Customer Services Manager





9 out of 10

requests from the public are now resolved informally as a result of the new complaints, compliments and feedback procedure

One service that has had success with the new policy is Revenues and Benefits. The team find the timescales clearer and appreciate increased contact with customer services throughout the process.

The head of service explained how responses to the public have improved as a result:

“Once we’ve drafted a reply, it helps to have a third-party sense check. Customer services make sure we have addressed the issue and cut out any jargon. The effect of that internal improvement is passed on to the customer: when we know that we have communicated effectively, we can focus on improving our services.”

Marcus Lee, Revenues and Benefits Manager

In response to feedback from the public, Revenues and Benefits has adopted a more holistic approach to claims, as well as adding to the information available online. For customer services, the next stage is to gather and implement more feedback from services about how they find the new process. The Council will also investigate how to give complainants the chance to give feedback on how it has handled their concerns.

“It’s an exciting area to work in, It’s really good feedback because you know when something needs changing. Before, we wondered why simple things sometimes generated lots of calls. Now we can follow the entire process and adjust how we do things.”

Jenny Knowles, Customer Services Manager

A great place to work

We invest in people

“We will empower staff to deliver ambitiously for Ryedale, promote wellbeing and publish the results of staff surveys.”

The North Yorkshire Building Control Partnership team carry out building control services across five local authorities in North Yorkshire. This well-established partnership was the first of its kind and has since been replicated elsewhere around the country. The partnership ensures that all forms of construction work affecting council property conforms to regulatory standards, with partners working together to deliver quality building controls in the best interests of service users and staff. Hosting the partnership at Ryedale means that staff enjoy the same rewards as their Ryedale District Council colleagues.

In 2021 the North Yorkshire Building Control Partnership celebrated their success in achieving the Investors in People gold accreditation standard. With only 17% of organisations achieving gold standard, this is a huge achievement.

Staff were told:

“It means that every single person is involved in supporting each other and is doing their best to make work better.”

Investors in People offer businesses a nationally recognised external audit which involves collecting a range of information including customer satisfaction rates and an all-staff survey. Through accreditation, companies can demonstrate that their investment in training, reward and recognition is paying off. The assessment process is repeated every three years, and businesses can choose whether to apply for accreditation as part of the process.

Team members at every level of the organisation gave interviews about their experiences.

Feedback

“The culture is very welcoming and encouraging. Whatever level you are, people always make time for you and want to develop you and give you a hand.”

“You are made to feel valued by being included.”

“If you are self-motivated and you want to progress, you will be supported. We’re always encouraged to take advantage of opportunities.”

The online staff survey showed

87.7%

of respondents felt the organisation was a great place to work

90.9%

of respondents felt the organisation had a plan for the future

As Head of Building Control, Rob Harper is already looking to future improvements.

“Our main resource is our staff, so it’s important for me to show our customers we have a trained, competent team.



“A lot of change is coming to building control and we’re in a competitive market, so we’ve got to think competitively.

“Our assessment provided suggestions of where and how we can continue to improve, which will feed into our business plans for 2022 and beyond.”

Rob Harper, Head of Building Control

During their assessment of North Yorkshire Building Control Partnership, Investors in People were told by customers that the service was:

A word cloud of customer feedback phrases. The words are arranged in a roughly circular pattern. The largest word is 'Excellent communication' in blue. Other prominent words include 'Professional' in green, 'Clear website' in purple, 'Brilliant service' in red, 'Helpful' in red, 'Polite' in blue, 'Friendly' in purple, 'Prompt' in green, 'Clear Advice' in purple, 'Efficient' in green, 'Pleasant' in green, and 'Easier than expected' in red.

Professional

Helpful Polite Friendly

Prompt Brilliant service

Clear Advice Excellent Efficient

communication

Pleasant Clear website

Easier than expected



Graduate Development Programme: Rachel Parks

Rachel joined the Graduate Development Programme at Ryedale District Council in 2020 after graduating from the University of York with a degree in Human Geography and Environment. Following her time on the Graduate Development Programme, in 2022 Rachel secured a position working for Hackney Council in London as a Recycling Officer.

How was your experience on the Graduate Development Programme?

“I thoroughly enjoyed my time at Ryedale District Council on the Waste and Environment Graduate Programme. Although I started my role at the beginning of the Covid-19 pandemic in March 2020, with the support of my team I easily adapted into this new way of working and my changing roles and responsibilities. Due to the wide-ranging experiences and projects I was involved with during the programme, I have been helped to further my career in the Waste Management Sector as a Recycling Officer at Hackney Borough Council.”

What role did you have in the Flood Alleviation project?

“My role was to support the Head of the Waste and Environment Department with Council flood management initiatives. Ryedale has a history of flooding and our work was to prepare for future flooding events and to limit the impact on communities. My role involved updating sandbag stocks so we could protect properties from rising flood water. I also updated the Malton, Norton, and Old Malton Pump Plan and looked at the costs for replacing the pumps to make sure they were reliable. Another important part of my role was to liaise with our Flood Management Partners such as Yorkshire Water and the Environment Agency and I also helped to organise training sessions with the emergency services so they could help activate the pump at Tate Smiths. I supported my

senior manager with hosting Flood Management Working Party Meetings in the evenings to give updates, record actions and produce briefing papers on current projects for Elected Members.”

What skills did you gain on the Graduate Programme?

“I gained many skills which included drafting and incorporating the Waste and Environment Strategy for Ryedale District Council and ensuring that it aligned with the Council Plan to increase recycling rates and adhere to current legislation. I became accustomed to using performance review systems such as Pandana to track and review targets relating to recycling performance and had the chance to improve my leadership skills when I was responsible for projects such as refurbishing the mini recycling centres and organising the anti-littering campaign ‘Love Ryedale’.”

How was your experience of multi-agency working on the Flood Alleviation project?

“A crucial part of my role was to work collaboratively with others and I gained valuable experience in doing so. Multi-agency working in flood management is an important process and I quickly understood that working with partners to deal with flooding improved the outcomes. The use of action plans to record the roles, responsibilities and completed actions of each partner helped us to track multi-agency work and to see if deadlines were likely to be met or if work needed to be chased up or extended. It was also invaluable to update our Elected Members on the work in and around Ryedale and these regular updates from our partners at the Flood Management Working Party meetings highlighted the important and essential work that was happening.”

Did the graduate programme and the flood alleviation project impact your future career?

“I have always been passionate about the environment and enjoy spending time in the outdoors and feel the benefits of this to my wellbeing. As such, I had an interest in helping to look after our environment, leading me to study this as part of my degree discipline. My experience as a graduate trainee in Waste and Environment has helped to foster my desire to provide the best possible service which will ensure that we all make sustainable choices to look after where we live, especially within the wider context of the growing need for us all to reduce our carbon footprint. It has cemented my motivation to work with like-minded people within a career that is both worthwhile and rewarding.”



Samantha Broome, Environmental Health Technical Officer at Ryedale District Council

Ryedale District Council is committed to facilitating training and learning opportunities for its employees. Environmental Health officers carrying out inspections of premises licensed under the Animal Welfare (Licensing of Activities Involving Animals) England Regulation 2018 must hold a Level 3 certificate or equivalent granted by a body, recognised by the Department for Environment, Food and Rural Affairs (DEFRA). Samantha started a recognised training course in 2021, funded by the Council, and is due to complete the course by November 2022.

What is your current role here?

“In my role as an Environmental Health Technical Officer I coordinate the sampling of private water supplies and inspection of animal establishments requiring a licence across the district. I also support my colleagues in the Environmental Health Team across a wide range of Environmental Health and Licensing functions.”

How has your experience working here been so far?

“I have been here for a year and a half now and really enjoy the varied work load at Ryedale. Each day is different in Environmental Health! My team and colleagues in general have made me feel very welcome, not only to Ryedale but to North Yorkshire. I have felt supported and encouraged to gain new skills which is very refreshing.”

Which course are you studying and how have you found completing it alongside working here?

“The Animal Welfare (Licensing of Activities Involving Animals) (England) Regulations 2018 came into force on 1 October 2018. This Regulation amalgamated several old and outdated pieces of legislation covering dog breeding, cat and dog boarding, pet shops, exhibitions of animals and horse riding establishments and introduced modern conditions of licence and guidance. At the heart of these changes is a push for better animal welfare in these areas.

“As part of the legislative changes, officer inspecting establishments requiring an animal activity licence must hold a BTEC Animal Inspectors Level 3 Certificate by the end of 2022. Complete this course involves inspecting each type of premises, compiling a lengthy report about the visit and completing set questions about the Regulations and Defra Guidance. My colleague Mark Heaton and I are in the process of completing the course which is challenging alongside the day to day workload. We have a large volume of these premises to inspect so there hasn't been a problem meeting the course criteria!”

What skills did you gain on the course?

“The course backed up my previous knowledge and understanding around animal licensing. It has also given me the skills to confidently inspect dog breeding establishments as I had little involvement with those type of establishments when working for my previous local authority.”

How will the course and skills gained benefit your role and your career going forward?

“The course will help me gain the qualification required to be compliant with The Animal Welfare (Licensing of Activities Involving Animals) (England) Regulations 2018. It has also provided opportunities to learn from colleagues up and down the country doing similar roles to Mark and myself.”

Would you like to add anything else?

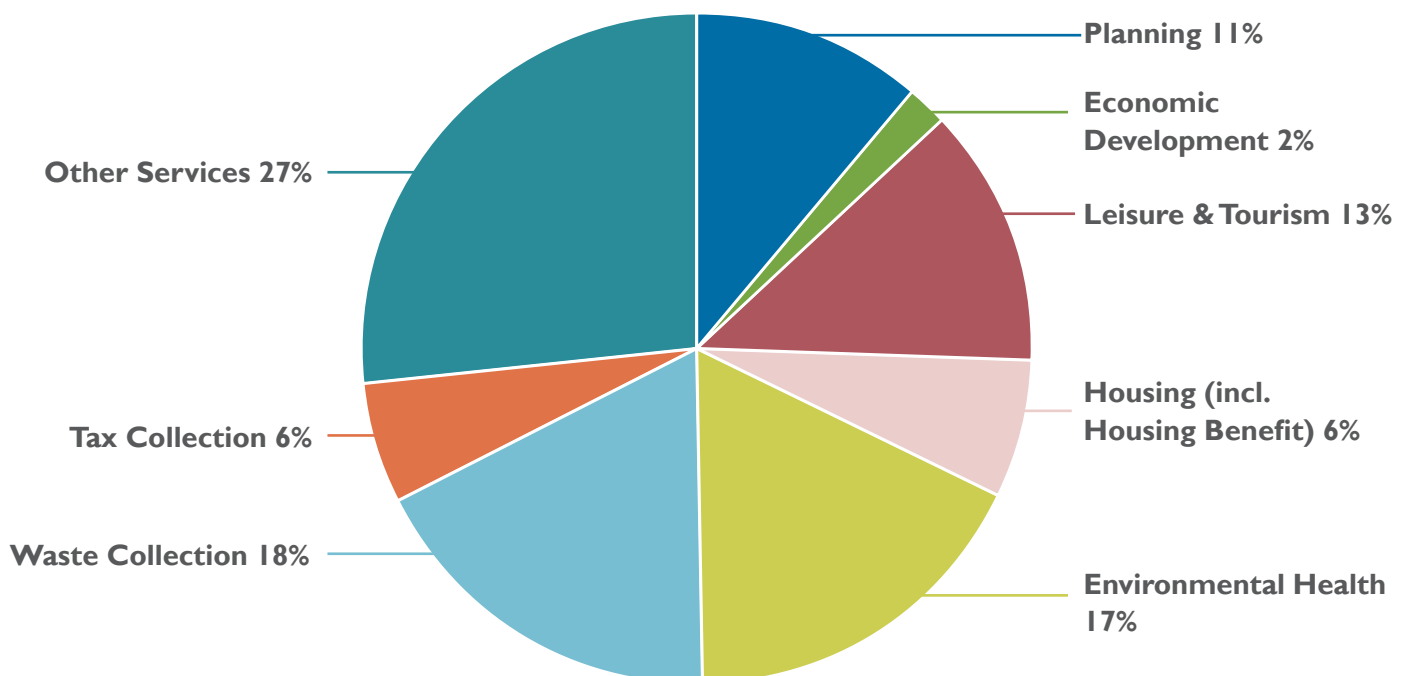
“I would like to thank Ryedale District Council in supporting me through the qualification.”

General Fund Revenue Expenditure in 2021/2022

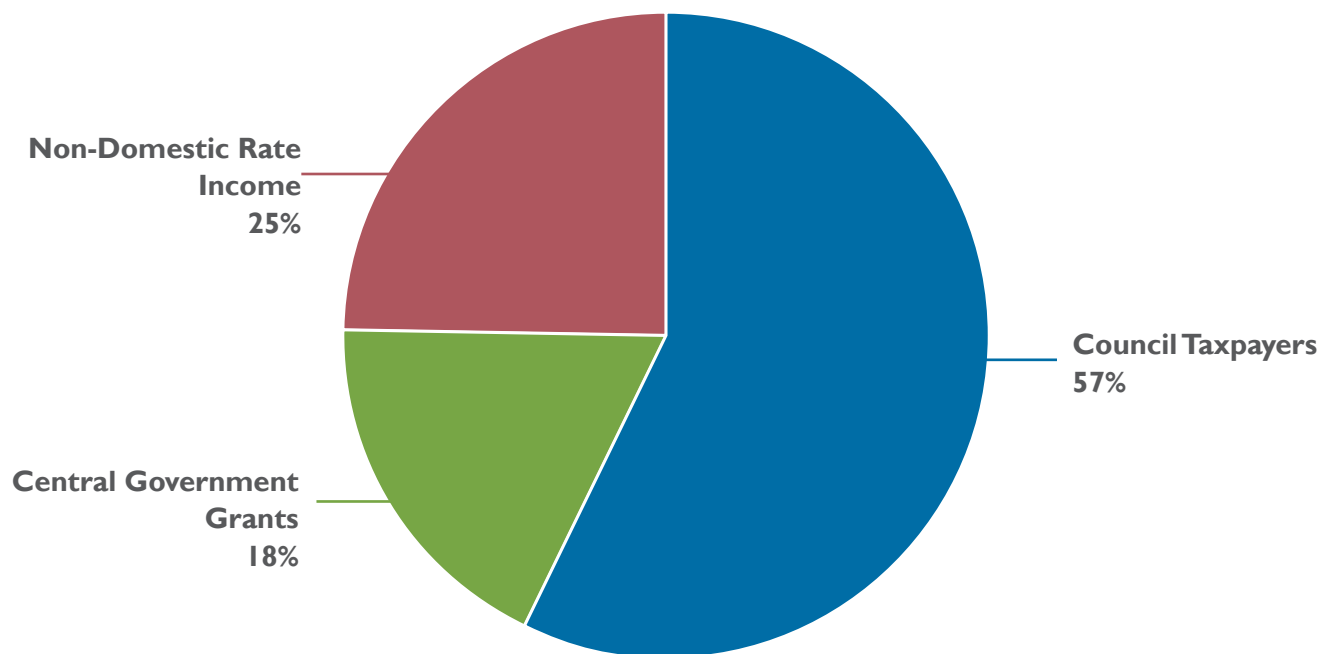
Value for money

“We will maintain strong finances into the future.”

The net cost of the Authority’s revenue activities was £10.798m. This was spent on services as summarized in the chart below:



After adjusting for the payment of parish precepts of £1.074m, the receipt of investment income (£0.055m) and the net credit from appropriations (£2.670m) the amount met from Taxation and Non-Specific Grant income was £9.736m, which is funded as follows:



Thank you to all our employees, partners, businesses, citizens, community groups, charities and volunteers for continuing to work together during COVID-19. Your support and cooperation helped us do what's right for Ryedale throughout the pandemic and aid in the district's recovery as restrictions were lifted.



Councillor John Clark

Councillor John Clark served on Ryedale District Council since 2003. Cllr Clark was ward Councillor for Cropton, the Leader of the Liberal Group in the Council, and Chair of Ryedale District Council's Policy and Resources Committee. He also represented Ryedale District Council on a number of regional and national committees. A strong voice in the Council Chamber, Councillor Clark was known as a tireless advocate for local democracy, and for his great commitment to his role as Councillor. John died in hospital in August 2021 at the age of 74.

"I have known John for many years. He was a hard-working and greatly respected Councillor who played a huge role in the activities of Ryedale District Council. Most recently he was Chair of the Police and Resources Committee, which provided an opportunity for his knowledge and experience to shine through.

"In the Council Chamber he always spoke up for what he believed in, and he showed great determination to get things done - both for his own Ward of Cropton, and for the wider district of Ryedale. He will be greatly missed by his colleagues on the Council and in the community more generally. Our sympathy and thoughts are with John's partner and his family and friends at this very sad time."

Councillor Janet Frank,

"Highly intelligent and articulate, John was a divisive character who championed the underdog. An organic farmer and stalwart of local politics for over 40 years, everything John did was done with the utmost honesty and integrity, and for his community - something of a rarity these days.

"With dogged determination, he fought tirelessly to raise awareness on issues such as climate change and social housing.

"There was no compromise with John; he would think deeply about everything and could argue in an empty room. The annoying thing was that 95 percent of the time, he was right.

"We have lost a clever man, an astute politician and a fine friend."

Ryedale District Council's Liberal Group



RYEDALE
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COUNCIL



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