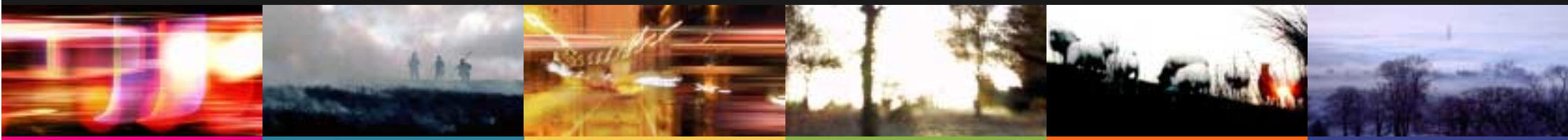


# IMAGINE RYEDALE



ten years from now...



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Imagine Ryedale is the first community plan for Ryedale and has been developed by a range of partners, the Ryedale Strategic Partnership, over the past 12 months. In putting together this first plan we have consulted with a wide range of individuals and groups across Ryedale through a process called 'Imagine'.

The result of this work, and the responses of the public service agencies to what you identified as your priorities for creating and maintaining sustainable communities, has been put together in this first ever strategic plan for Ryedale.

We will refine and reshape our actions and priorities over time as the partnership strengthens. This plan is not the end, rather it is the beginning.

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This document outlines only the main findings and priorities for action; the plan in its entirety is being published as a web-site. This will allow it to be updated and developed as our work continues. It is the most cost effective means for us of publishing information which is subject to change and refinement.

[www.imagine-ryedale.org.uk](http://www.imagine-ryedale.org.uk)

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# The vision of local people for Ryedale in 2013 is a place:



## Vibrant Communities

with vibrant communities where everyone is respected; where all generations have opportunities to express themselves; where diversity is welcomed and encouraged.

## Strong safe communities

that is home to welcoming and familiar neighbourhoods, where people and friendships are valued. Community spirit is strong, underpinned by security and safety. There is mutual trust between local people and the organisations that exist to help, support and serve them.

## Access and communication

in which it is easy to access any part of Ryedale, and all other places, for work and play. Communication is dealt with in flexible and innovative ways.

## Health and wellbeing

where people enjoy life, work and leisure at their own pace. Freed from stress, they can take care of themselves and others.

## Landscape and environment

with a cherished mixture of towns, villages and landscapes. It is a peaceful sanctuary, not crowded or polluted.

## Developing opportunities

where everyone in Ryedale is involved in and can influence planning for the community; the places where they live and work; increasing opportunities to meet, learn and have fun.

This future can be sustained if the changes have been made to keep Ryedale's community healthy, safe, vibrant and thriving and the quality of the environment is protected and conserved. The vision, made up of the six themes above, is the backdrop to all that we do through the Ryedale Strategic Partnership. These six themes set out a clear direction by defining the long term priorities of all those with a stake in Ryedale and address the major concerns for the future.

teenager  
parish councillor  
single parent  
pensioner  
child

listen

individual **people**  
**public** experience

speak

a community makes you feel as though you belong  
it's having people there that you can turn to  
where older people integrate with the young  
to be part of a community makes you feel valued  
it's to be part of something today

# How will community planning help to achieve this vision?



The Community Plan sets out the vision for the kind of place local people want Ryedale to be by the year 2013.

We feel confident that it reflects your needs and priorities because we have discussed it with many local people and groups; using a process we called 'Imagine Ryedale'. The vision for Ryedale will be realised over the next ten years through community planning: us working in partnership with you. Community planning will help us to achieve our vision by:

- Reinforcing and shaping a wide range of partnership strategies.

- Guiding service plans and business plans of all partners, which will increasingly reflect and complement the Community Plan.

- Encouraging the development of contractual agreements between partners to deliver aspects of the Community Plan.

- Guiding the development of a set of performance measures, with targets and achievements placed on the Internet for all to see.

- Providing the framework for a management plan and a set of three year Action Plans, one of which will be developed against each of The six themes. These will be developed over the six months to September 2003.

The Community Plan – Imagine-Ryedale - sets out the themes, actions and targets for local service providers facing the first leg of the journey to reach our shared vision for Ryedale.

## How will the Community Plan make a difference?

By improving how we organise everyday local services for local people. It's about the way we deliver our 'core' work and services. The Community Plan can make a difference, by co-ordinating our local services.

As service providers, we need to see where things are not working well - because of duplication, or gaps, or barriers, or a lack of shared information. We also need local people to tell us when they see local services are not working well for them. Where either of these things is happening we need to redesign the way those services are delivered.

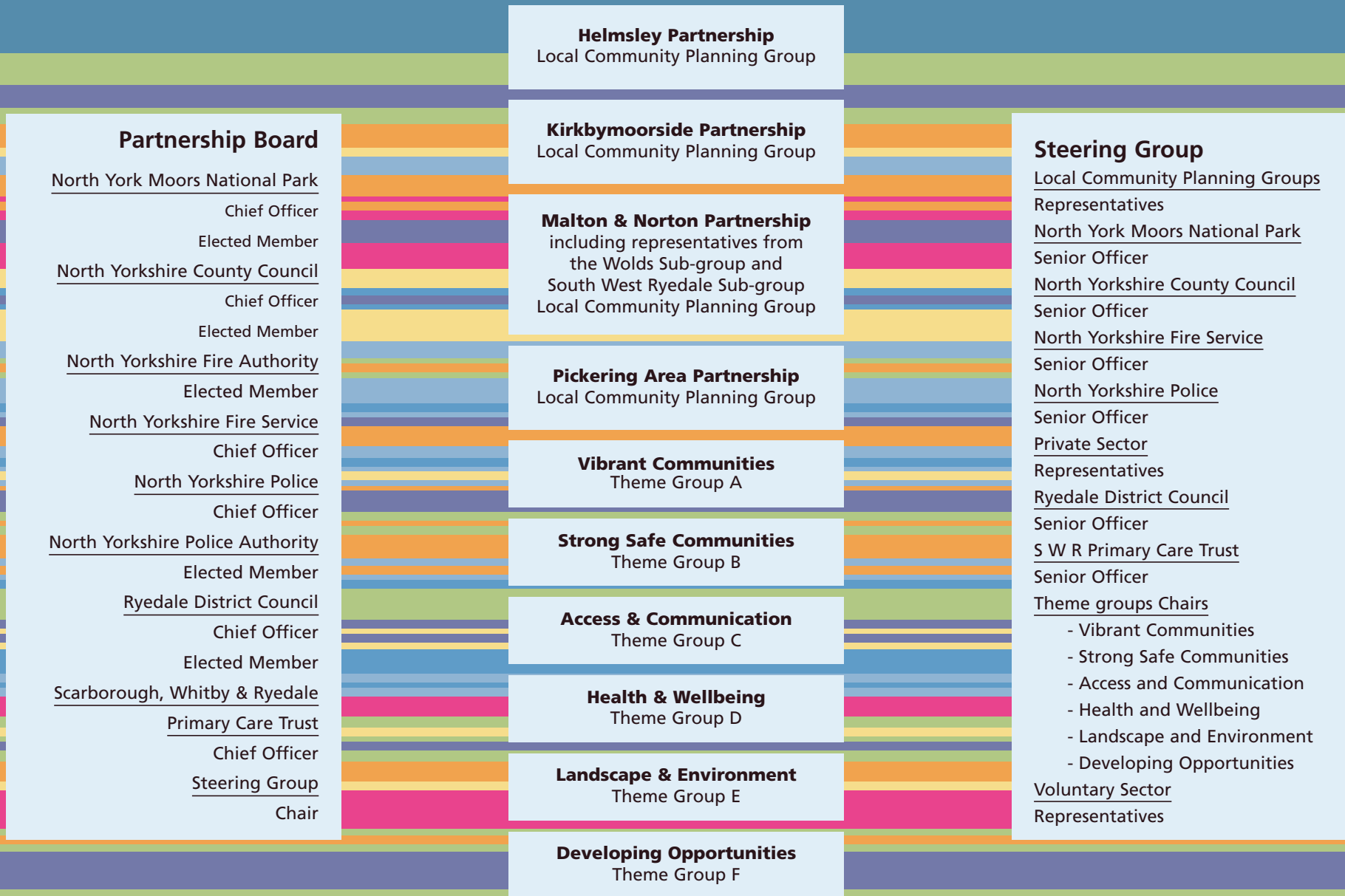
## This means committing ourselves to making Community Planning work.

Local agencies have been working together across Ryedale for many years and have made a real impact, but much still needs to be done.

Community Planning will help us to redesign local services around our customers, to make more sense of the way they are provided to those that use them and pay for them.

The management plan for the Ryedale Strategic Partnership and the 6 three year action plans are available on request or from the website: [www.imagine-ryedale.org.uk](http://www.imagine-ryedale.org.uk)

# Structure of the Ryedale Strategic Partnership



Theme groups - partners will include Existing Partnerships, Statutory Agencies, Voluntary and Community Sector Groups  
Local Community Planning Groups - partners will include local voluntary and Community groups, local Business groups and residents.  
RDC, NYCC, parish and town council elected representatives

# Who is making sure the vision becomes a reality?



The principle duty to prepare a community plan was placed on all local authorities by the government, in the Local Government Act 2000. Partners have been working together since January 2002 on the production of the Ryedale Community Plan via our local strategic partnership. The Ryedale Strategic Partnership (RSP) is a formal body, which brings together the public, business, voluntary and community sectors. (see diagram page 5)

It is a Partnership with a very new and important job to do - to deliver the Community Plan.

It is here to coordinate the plans and resources of private, public, voluntary and community services. Seeing how they can link together by prioritising the same things wherever they can, by planning together and even delivering together where that is the best option. By working together we make a bigger impact and better use of resources. It can celebrate the successes and will think about the difficult local problems that still remain, and work to come up with effective joined-up solutions to these challenges.

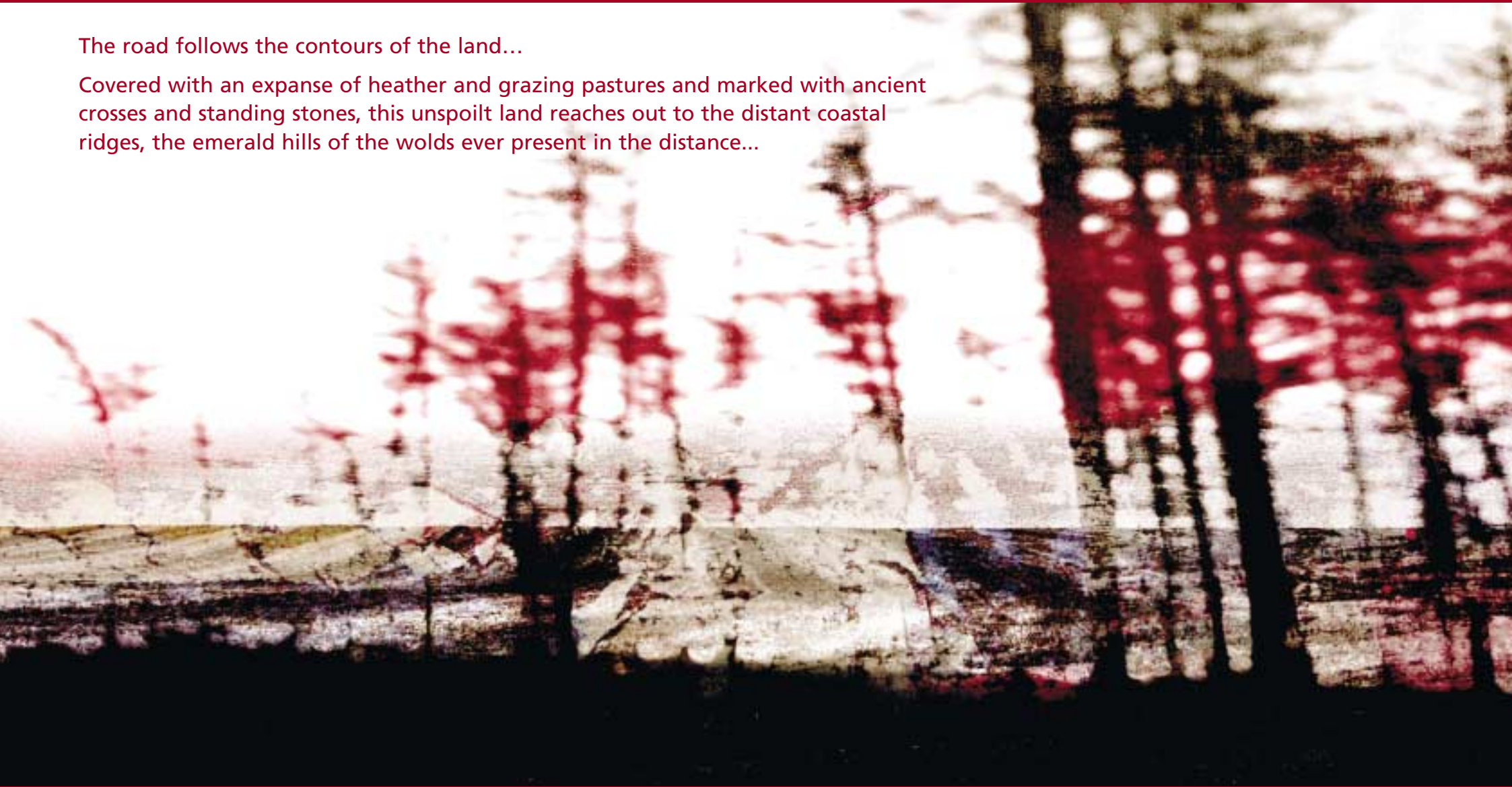
In working to deliver the Community Plan, the Partnership operates in an open and transparent way. The Partnership Board, which manages the whole RSP, holds its meetings in public and the minutes of those meetings are published on the Community Planning website, or available on request, as is the Constitution of the whole Partnership.

In order to deliver a comprehensive community plan for Ryedale and implement community planning across the community, the Ryedale Strategic Partnership has identified in its Management Plan the following strategic aims:

- to identify and review specific actions that can be delivered which address the outcomes of community planning;
- to present the partners with viable and co-ordinated options for participation;
- to identify and review the key challenges and dilemmas facing Ryedale over the next 10 years;
- to ensure plans and resources of partners are aligned to the visions and priorities of the Community Plan;
- to identify and implement effective review processes;
- to develop and advocate shared systems and values across partner organisations;
- to monitor the performance of the partnership and its impact on improving the quality of life in Ryedale;
- to build and maintain capacity across the partnership in order to ensure effective joint working and service delivery.

The road follows the contours of the land...

Covered with an expanse of heather and grazing pastures and marked with ancient crosses and standing stones, this unspoilt land reaches out to the distant coastal ridges, the emerald hills of the wolds ever present in the distance...



# Where are we starting from in 2003?



## **On any journey not only do we need to set a clear course for where we are going – our six themes – but we also need to know from where we are setting off:**

Ryedale is a predominantly rural area covering some 575 square miles, geographically the largest district in North Yorkshire. The district population of approximately 50,868 is centred mainly in the market towns of Malton and Norton, Pickering, Kirkbymoorside and Helmsley. Ryedale has two levels of local government administering and delivering services locally, Ryedale District Council and North Yorkshire County Council.

A striking characteristic of Ryedale is the outstanding quality of its countryside, villages and market towns. These are reflected in the designation of the North York Moors National Park and the Howardian Hills Area of Outstanding Natural Beauty.

Ryedale households currently recycle 10% of the waste they produce. The remainder goes to land fill sites. All of Ryedale's sites will be full within four years.

Following current trends the population is expected to increase by a further 4.2% to 53,000 by 2021. Economically active black and minority ethnic residents account for 0.4% of Ryedale's population.

Ryedale has a diverse and robust local economy characterised by a strong and growing small firms sector. Although agricultural employment is relatively high, the district has a well balanced industrial structure with no one sector being unduly large in relation to the others. The percentage of the population earning below the national average is around 61%. Unemployment within the district is very low at a figure of 1.5% for June 2002 and there is evidence that more people commute to work in Ryedale than commute out of the area.

Access to Ryedale along trunk roads is good, but these suffer heavy congestion during peak holiday periods. The area is served by one main line railway station at Norton. Public transport along trunk roads is good, however away from these it is limited and this provides problems for those without access to private transport, and at particular times such as weekends and evenings.

Recent research suggests that internet usage by household has increased from 48.2% in September 2001 to 61% in September 2002.

Reported crime levels continue to be low and in certain key categories show continued decline. Low rates of recorded house burglary mean a less than 1% chance of being a victim. Violent offences are decreasing locally contrary to the national trend but there is an increase in reported criminal damage to dwellings.

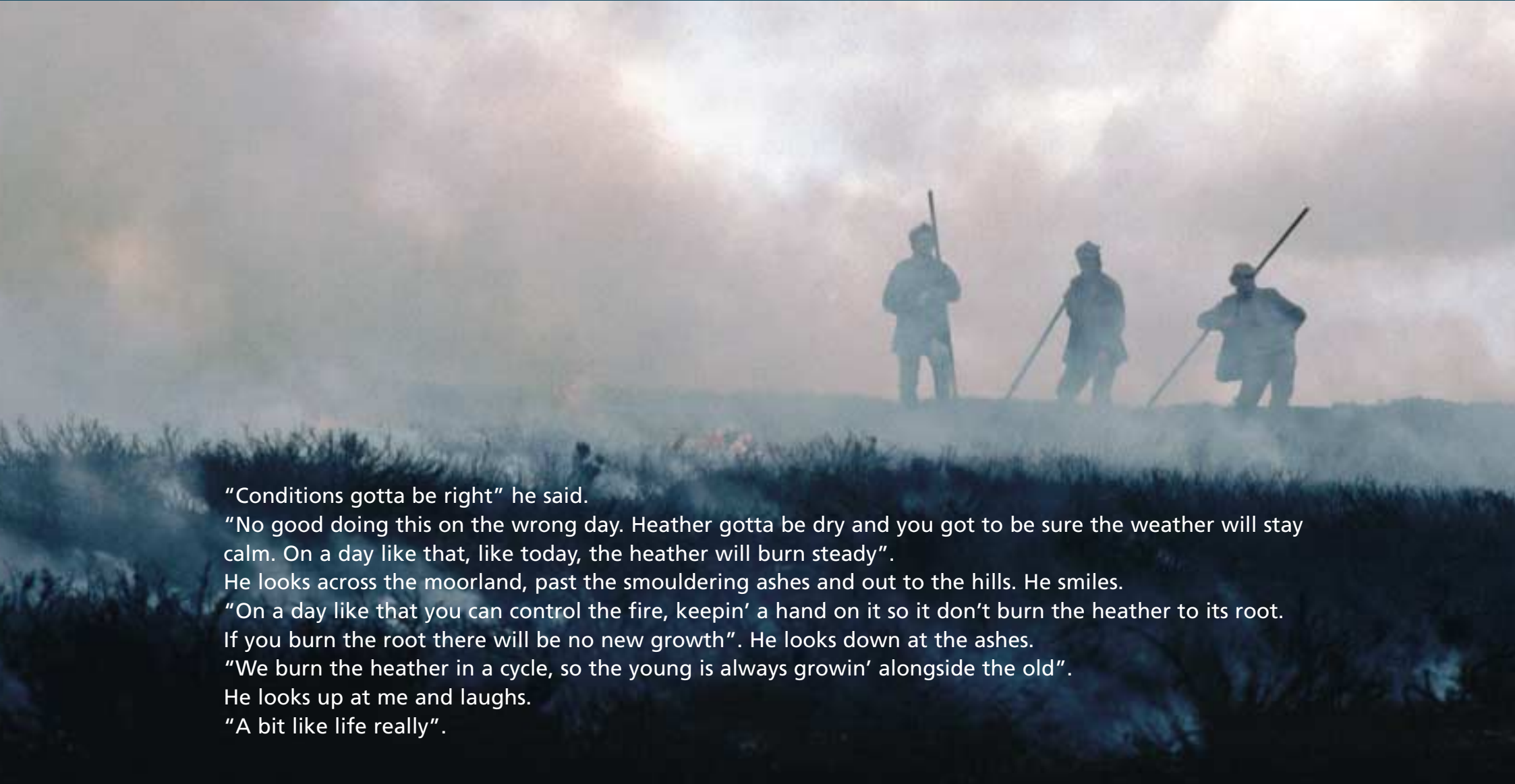
The average sale price for a property in Ryedale for the quarter January-March 2002 was £110,968, an increase of 10% over the same quarter in 2001. In North Yorkshire, Ryedale has the third highest average house price after York and Hambleton. In comparison to the national average, Ryedale has a lower proportion of social rented housing. The figure nationally is 20% with Ryedale at 12%.

Overall performance in Ryedale's schools is in line with the North Yorkshire Local Education Authority average. Surplus places are low in both primary and secondary schools and the provision of early education and childcare places is reasonable.

Ryedale has an ageing population, with 34% being over age 55. The need to integrate health and social care to improve health and promote wellbeing has been recognised. Ryedale has more GP's per head of population than the national average. There is a community hospital facility in Malton, with acute healthcare predominantly accessed outside the district.

A full Ryedale profile will be published on the web-site in September 2003.

[www.imagine-ryedale.org.uk](http://www.imagine-ryedale.org.uk)



"Conditions gotta be right" he said.

"No good doing this on the wrong day. Heather gotta be dry and you got to be sure the weather will stay calm. On a day like that, like today, the heather will burn steady".

He looks across the moorland, past the smouldering ashes and out to the hills. He smiles.

"On a day like that you can control the fire, keepin' a hand on it so it don't burn the heather to its root. If you burn the root there will be no new growth". He looks down at the ashes.

"We burn the heather in a cycle, so the young is always growin' alongside the old".

He looks up at me and laughs.

"A bit like life really".

# What are our key issues?



**In an ever changing world there are inevitably conflicts, challenges and dilemmas. The following is an analysis of some of the immediate dilemmas the RSP need to resolve:**

Subsidy for the farming industry is changing: farm diversification, new markets and funding programmes present new challenges to the industry and have significant potential implications for the landscape and land use. The best balance between market forces; landscape conservation; a vibrant farming sector and potential new funding streams.

The apparent difficulty of reconciling the community value of village schools with small pupil numbers but large ranges of pupil needs and the requirement for efficiency, economy and provision of high educational standards.

The dilemma of cost effective service provision in sparsely populated areas requires that the maximum advantage is taken of joint and innovative working. The best balance of how this can operate on the ground requires guidance from the RSP.

The response to the issues raised by an ageing population require a close analysis: of the advantages of Ryedale being an attractive retirement location and over time the net increase in demand for services.

The potential conflict between the perceived deterrent of high density housing to the conservation of a high quality of environment and the need to provide low cost housing needs resolving.

One of the first activities the steering group will undertake in April 2003 is a Futures exercise. Through the use of trend data and PEST (Political, Economic, Social and Technological) Analysis the group will model a number of possible future scenarios. This will enable the dilemmas to be better determined and an informed response can be developed. Details of this exercise will be available on the web-site in April 2003.



## VIBRANT COMMUNITIES

We talked to local people about their experiences and built this vision of Ryedale in 2013 from these.

### PEOPLE SAID THEY ENJOY:

“being part of a group for mutual benefit and interests”

“Ryedale, it’s like a living encyclopedia”

“respect in the community”

### BUT THEY WOULD CHANGE:

“less of an us and them attitude”

“young people being used as a soft target”

“tarring each of us with the same brush”

“narrow understanding of different cultures”

“feeling part of the community as a whole, but still afraid to come out”

“more opportunities to express yourself”

Ryedale has vibrant communities where everyone is respected; themselves; where diversity is welcomed and encouraged.

**In 2003 Ryedale has friendly confident communities where most people feel valued and accepted. If we want communities in Ryedale to be vibrant and diverse in the future we must consider the following:**

Availability of activities, and facilities in which to enjoy them.

The diversity of skills, experience and abilities of people within communities.

Exposure to external influences and broadening horizons.

Access to opportunities to learn and have fun, for personal enjoyment and fulfilment.


Employment choices and the opportunity these provide to access leisure and culture.

Education and training to suit all tastes and abilities whilst broadening knowledge and horizons.

Inform people about issues such as discrimination on grounds of age, race, disability or sexuality.

Creating a positive environment in which ideas can flourish and addressing divisions within communities, including inter-generational issues and those between communities.

The establishment of local Community Planning groups across the districts, where they don’t already exist, so that people can establish their own needs and aspirations, and begin to develop solutions to their problems through the adoption of a Community Investment Prospectus.



The Ryedale Strategic Partnership will support such initiatives, provide feedback on their effectiveness and promote the creation of other schemes, particularly those which require effective partnership working. A detailed action plan containing information on who will be doing what and by when is available on request or from our website: [www.imagine-ryedale.org.uk](http://www.imagine-ryedale.org.uk)

# where all generations have opportunities to express

## Action towards achieving this vision of life in Ryedale includes:

Co-ordinated implementation of both District and County Cultural Strategies.

North Yorkshire Training Services provide employment opportunities for marginalised individuals.

Implementation of Supporting People strategy.

Communicating diversity through increased education programmes in citizenship.

The Ryedale Community Safety Strategy has prioritised identifying and challenging issues between young and older people.

Development of a single multi-agency forum for youth issues.

Development of the Connexions Service – information, advice and guidance service, supporting young people aged 13-19 years.

Encourage an increase in the reporting of crime and disorder, particularly homophobic, domestic violence and criminal damage.

Explore the potential of the Ryedale Community Transport scheme to meet wider user needs and facilitate access to healthcare, employment, education, and recreation opportunities.

Celebrating Local Distinctiveness.

Fostering mixed age communities.

## Imagine Ryedale...



**Vibrant  
Communities**



Strong Safe  
Communities



Access and  
Communication



Health and  
Wellbeing



Landscape and  
Environment



Developing  
Opportunities

The Ryedale Strategic Partnership will see if Community Planning is making a real difference to local people and their enjoyment of life. We will do this by measuring achievement against the clear targets published in the Action Plan and by seeking to measure the impact of the efforts through a series of key performance indicators. *The full Performance Management Framework is included at the end of this publication as Annex A.*





## STRONG SAFE COMMUNITIES

We talked to local people about their experiences and built this vision of Ryedale in 2013 from these.

### PEOPLE SAID THEY ENJOY:

“Chatty atmosphere, people are not afraid to talk at bus stops”

“Putting something back into the community, or it disappears”

“Muddy Ryedale show – everyone helped out”

“Feeling of belonging to a community”

“Being part of a group, looking after each other”

### BUT THEY WOULD CHANGE:

“To create a positive attitude to the community”

“To make a major impact on drug use - availability of drugs is a threat to security.”

“An end to bullying”

“More power for the police to discipline offenders at a local level.”

“To improve the awareness of drink-driving and speeding”

The vision of local people for 2013 is that Ryedale is home to welcoming and spirit is strong, underpinned by security and safety. There is mutual trust between local people and the organisations that exist to

**In 2003 Ryedale has strong communities where people support each other. If we want communities in Ryedale to be safe and welcoming in the future we must consider the following:**

Developing public reassurance by promoting the low levels of crime experienced across Ryedale and working to secure further reductions.


The safety and feeling of wellbeing for people in Ryedale, both in their homes and out in the community.

The development of a mutual appreciation of the benefits of inter-generational working: the promotion of tolerance and understanding between age groups and the recognition of the need for adequate leisure activities for young people.

The encouragement of community spirit without excluding people from being able to get involved.

Strengthening and integrating the work of the Community Safety Partnership across mainstream activities.

The establishment of local Community Planning groups across the districts, where they don't already exist, so that people can establish their own needs and aspirations, and begin to develop solutions to their problems through the adoption of a Community Investment Prospectus.



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familiar neighbourhoods, where people and friendships are valued. Community help, support and serve them.

**Action towards achieving this vision of life in Ryedale includes:**

Supporting the development of the local area partnerships and local involvement in the future of their communities.

Support and grant aid available for developing village facilities and planning community activities, to bring people together.

Conducting targeted work to establish the link between offending behaviour and drug misuse.

Production of a baseline of statistics and data relating to offenders and offending behaviour in order to effectively tackle re-offending.

Reducing the incidence of drink driving and general speeding traffic throughout Ryedale and influence driver behaviour by education programmes, innovative projects and enforcement.

Improving security, safety and fire protection for homes in Ryedale.

The inclusion of measures to reduce number and severity of road casualties in the Local Transport Plan.

Providing support and protection for consumers and businesses against rogue traders, and for residents from bogus callers and doorstep crime.

Co-ordinating emergency planning response arrangements to civil emergencies and provide care for affected communities.

Ryecare service provides security and independence for vulnerable adults in their own homes.

Supporting homeless people, young people with housing problems and women fleeing domestic violence through the provision of hostel accommodation and the 'Nightstop' emergency housing project.

## Imagine Ryedale...



Vibrant  
Communities



**Strong Safe  
Communities**



Access and  
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Health and  
Wellbeing



Landscape and  
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Developing  
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## ACCESS AND COMMUNICATION

We talked to local people about their experiences and built this vision of Ryedale in 2013 from these.

### PEOPLE SAID THEY ENJOY:

“being near to hustle and bustle without living in it”

“Some good public transport”

“Lack of motorways”

“Accessibility of urban and rural areas”

### BUT THEY WOULD CHANGE:

“roads no busier, possibly quieter and integrated bus and rail systems”

“Improve business opportunities and communications by introducing broadband so we can compete with other areas”

“need to encourage visitors to the area”

“more comprehensive, customised public transport”

“promotion of community footpaths”

The vision of local people for Ryedale in 2013 is that it is easy and all other places, for work and play. Communication is

**Ryedale has good connections to other areas of the country from its market towns. People have difficulty in accessing services without the use of a car from most areas of the district.**

**Better accessibility for everyone can be achieved in a variety of ways, through improvements to:**

Reliable and high quality Information Technology and its availability and infrastructure.

The road networks and transport infrastructure and availability of public and community transport.

People’s ability to gain access to buildings and facilities with confidence and acceptance

**Action towards achieving this vision of life in Ryedale includes:**

### Information and Communication Technology

The provision of broadband connectivity across the district including putting in place a wide area network (WAN).

Developing a strategic approach, through the North Yorkshire ICT Partnership, for access to services that is responsive to customer needs and achieves ‘UK on-line’ targets.

Building a better infrastructure that will enable more flexible ways of working for officers and elected representatives, and will encourage greater citizen involvement.

Provision of Customer Service Centres in market towns with video links and internet access.

Provision of ICT learning programmes, with innovative ways of sharing information and skills.

Computers to be added to all Ryedale libraries for free public access to the internet

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to access any part of Ryedale,  
dealt with in flexible and innovative ways.

### **Public Transport and Transport Infrastructure**

The production of action plans for each of its market towns, starting with Malton and Norton, to promote the redevelopment and enhancement of specific sites and areas, in partnership with local planning groups such as the Malton and Norton Partnership.

Providing new routes and facilities specifically for pedestrians and cyclists including pedestrian crossings.

Developing partnerships between public agencies and voluntary sector to increase diversity of transport options available, including community transport initiatives.

The development of traffic management strategies for all main towns and villages.

Working to limit the growth of traffic in the national park by encouraging alternatives such as walking, cycling and public transport.

Seeking agreements with hauliers to keep heavy vehicles to certain routes.

Promoting the transport of freight by rail instead of road.

Administering funds, through the Rural Transport Partnership, to develop local transport schemes, including the Wheels to Work scheme and Ryedale Community Transport scheme.

Subsidising commercial and independent transport services which would not otherwise be commercially viable.

Through grant aid, the provision of local facilities and amenities is encouraged, which removes the need to travel.

### **Accessibility**

Addressing the needs of people with disabilities when trying to access services and facilities.

Identifying childcare needs as a barrier to accessing services and opportunities.

Making grant aid available for disability access improvements to community facilities.

Auditing the accessibility of all public buildings and community facilities in Ryedale.

Work with the Area Learning Partnership to raise awareness of wider issues of accessibility and inclusion.

Through the development of an involvement framework, encourage community groups and organisations to use a wider range of methods to make contact with people, especially those more traditionally excluded.

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Vibrant  
Communities



Strong Safe  
Communities



**Access and  
Communication**



Health and  
Wellbeing



Landscape and  
Environment



Developing  
Opportunities





## HEALTH AND WELLBEING

We talked to local people about their experiences and built this vision of Ryedale in 2013 from these.

### PEOPLE SAID THEY ENJOY:

“helps me to have space to be me”

“the contrast between rural and city life”

“free life, less worries”

“supporting village shops and local post offices”

“preferable to urban life”

### BUT THEY WOULD CHANGE:

“lots of fit people”

“to stop smoking”

“quicker response to health problems”

“quality care to be available”


The vision of local people for Ryedale in 2013 is a place where Freed from stress, they can take care of themselves and

**Health in Ryedale is seen as not being an issue solely concerned with the treatment of those who are ill. It is also recognised that health and well-being involves the support of active local communities, the promotion of independent living in a comfortable setting and the presence of a dynamic and diverse local culture. The emphasis will be on the prevention of illness, rather than simply its treatment and supporting individuals to make a major contribution towards their own health and well-being.**

There are lots of things which determine your health and that of the community; these include your individual genetic make-up and lifestyle factors such as smoking and exercise. However, individuals do not exist in a vacuum; they interact with friends, relatives and their community, experiencing social influences such as mutual support within a community which can sustain the health of its members.

### Things that can influence your health include:

- Living and working conditions
- Food supplies and access to essential services
- Cultural, economic and environmental conditions
- Poverty and employment
- Education
- Housing
- Transport
- Crime



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re people enjoy life, work and leisure at their own pace. others.

**Action towards achieving this vision of life in Ryedale includes:**

Implementation of a smoking cessation strategy to reduce the number of smoking related diseases.

Education services and schools are responding to the needs expressed and demonstrated by communities, by tackling issues such as absenteeism and exclusions working to lower rates, and promoting high levels of achievement.

The development of new ways of delivering health care, such as specialist General Practitioners, who can provide fast, local access to diagnosis and treatment.

Implementation of an anti-poverty policy and a benefits overpayments policy to encourage people to claim the benefits they are entitled to and to deal sensitively with issues of debt owed to the Council.

Support provided by money advice workers within the voluntary sector.

Improvements in therapy services to provide better rehabilitation services, available in the local area.

Partnership working with housing authorities to provide better supported living accommodation for vulnerable people.

Improved programmes of screening and assessment of vulnerable groups.

Supporting the development of community transport schemes to help people to access healthcare services.

Improving security, safety and fire protection for homes in Ryedale.

A £1.5 million redevelopment for Fitzwilliam Ward at Malton hospital.

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## LANDSCAPE AND ENVIRONMENT

**We talked to local people about their experiences and built this vision of Ryedale in 2013 from these.**

### PEOPLE SAID THEY ENJOY:

“Diverse natural environment”

“originated in urban setting - now like the freedom of Ryedale”

“peaceful sanctuary – get away from it all”

“Architectural quality of towns and villages”

“Sense of space and freedom inspired by the geography.”

“Still a farming community”

“Natural beauty and historic heritage”

### BUT THEY WANT:

“Renewable energy and sustainable housing developments with local employment”

“No flooding”

“Restrict use of Greenfield sites for development”

“More housing on brown field sites”



Ryedale in 2013 is a cherished mixture of towns, villages and

**A striking characteristic of Ryedale is the outstanding quality of its countryside, villages and market towns.**

This quality is reflected in the designation of the North York Moors National Park and the Howardian Hills Area of Outstanding Natural Beauty. All the market towns have a conservation area at their heart.

The topography of hills, vales and dales and the agricultural quality of its lowland have created a hierarchy of hamlets and villages clustered around Market Towns. Despite a continuing decline in the numbers of people employed in agriculture and forestry, these industries continue to have great influence on the character and qualities of the environment. Ryedale has suffered some serious flooding over the last few years, but hopefully this threat to communities has been reduced by the construction of new flood defences.

The countryside was named as the thing most enjoyed by people in Ryedale, when questioned. If this environment is to be available to people in ten years, we must take action to maintain it and manage development and progress.

If we are to ensure a sustainable future for the landscape and environment of Ryedale we must consider:

The built environment. Planning policies try to minimise the environmental impact of new buildings, whilst ensuring that Ryedale’s heritage and character are maintained.

Safeguarding environmental quality including air, land and water.

Waste management.

Energy efficiency and use of resources

Maintaining the diversity of landscapes and habitat, encouraging biodiversity promoting nature conservation and enjoyment of the country side

The long term implications of planning for land use and development, waste management and energy use on the landscape and environment of Ryedale.

The Ryedale Strategic Partnership will support such initiatives, provide feedback on their effectiveness and promote the creation of other schemes, particularly those which require effective partnership working. A detailed action plan containing information on who will be doing what and by when is available on request or from our website: [www.imagine-ryedale.org.uk](http://www.imagine-ryedale.org.uk)

landscapes. It is a peaceful sanctuary, not crowded or polluted.

**Action towards achieving this vision of life in Ryedale includes:**

Providing a separate Commercial Trade round in the market towns.

The introduction of a kerbside collection of 'green waste' and other recyclables.

Promoting the guide to smoke-free air.

Promotion of public health and accident prevention.

The Ryedale Biodiversity Action Plan is aimed at conserving the district's threatened wildlife and its diversity.

Providing assistance to safeguard veteran trees.

Advice available for schools on design of planted areas to benefit study, biodiversity and link with National Curriculum topics.

The designation of conservation areas in towns and villages.

Completing the 'buildings at risk' survey and the establishment of a new grants scheme to help preserve important buildings.

New consortium approach to tackling waste minimisation, composting and recycling, includes NYCC, Districts and City of York.

Controlling new housing development, by restricting the release of new land for development through the adoption of a new Ryedale Local Plan and County Structure Plan.

An annual programme of countryside events encourages people into their local environment.

Grant aid is available to support the development of environmental improvements such as ponds, walls and wildlife gardens.

## Imagine Ryedale...



Vibrant  
Communities



Strong Safe  
Communities



Access and  
Communication



Health and  
Wellbeing



**Landscape and  
Environment**



Developing  
Opportunities

The Ryedale Strategic Partnership will see if Community Planning is making a real difference to local people and their enjoyment of life. We will do this by measuring achievement against the clear targets published in the Action Plan and by seeking to measure the impact of the efforts through a series of key performance indicators. *The full Performance Management Framework is included at the end of this publication as Annex A.*





## DEVELOPING OPPORTUNITIES

We talked to local people about their experiences and built this vision of Ryedale in 2013 from these.

### PEOPLE SAID THEY ENJOY:

“being a member of village hall committee, sharing a common purpose”

“good schools and local hospitals”

“human and familiar scale of communities”

### BUT THEY WANT:

“local people to have more say in their way of life”

“more entertainment for young people”

“full employment, low house prices, accessible transport, means happiness into old age”

“bustling town centres with no empty premises”

“more solid base for our youth”

“more choices for young people”

“somewhere grown ups aren't watching everything we do”

“re-instating local amenities in villages

“full time communities”

The vision for 2013 is that everyone in Ryedale is involved in where they live and work; increasing opportunities to meet,

**Encouraging the real involvement of members of the community in the processes of government and local decision making is fundamental to the success of Community Planning.**

You can be involved as a result of being a consumer of local services, and as a member of a group or community, but also through community planning: as a partner in the development of the policy which leads the decisions about those local services that affect you. The sorts of issues which can affect the quality of your life include:

Affordable decent housing

A strong economic infrastructure

Decent shopping facilities

Activities for young people

Community activities

Access to learning and training

A decent job

**Action to achieve this vision of life in Ryedale includes:**

The establishment of local Community Planning groups across the districts, where they don't already exist, so that people can establish their own needs and aspirations, and begin to develop solutions to their problems through the adoption of a Community Investment Prospectus.

Malton and Norton Area Partnership, through the public private partnership, is developing facilities and services in Malton, Norton and surrounding area, ensuring effective community participation in local decision making.

Pickering Partnership has developed and adopted a Community Investment Prospectus.

The Ryedale Strategic Partnership will support such initiatives, provide feedback on their effectiveness and promote the creation of other schemes, particularly those which require effective partnership working. A detailed action plan containing information on who will be doing what and by when is available on request or from our website: [www.imagine-ryedale.org.uk](http://www.imagine-ryedale.org.uk)

and can influence planning for the community; the places learn and have fun.

Libraries continue to provide opportunities for people to read, play and access information.

Helping to deliver funding support and advice for developing employment opportunities.

Involvement in small business advice services.

The provision, marketing and promotion of land available for development for industry and business.

Provision of employment training and opportunities for the unemployed.

Availability of modern apprenticeships – developing local skills.

Developing citizenship programmes and opportunities for people to become more involved in decision making.

Developing opportunities for public involvement in social and healthcare planning.

Provision of new homes specifically developed for people who are seeking to access housing and employment opportunities.

Operation of a bond guarantee scheme to help people to access private sector rented accommodation.

Attracting European, National and Regional Government funding to support the economy of the district.

Promoting Ryedale as a tourist destination in partnership with operators and attractions.

Production and implementation of a Town Centre Renaissance Strategy for Malton which includes enhancing the Market Place; proposals for future roles for key sites e.g. cattle market, Greengate; actions to develop speciality retailing, restaurants, bars, entertainment; implementation of urban design and traffic improvements; proposals to develop tourism projects and new public open space, in partnership with Yorkshire Forward.

The Ryedale Strategic Partnership will see if Community Planning is making a real difference to local people and their enjoyment of life. We will do this by measuring achievement against the clear targets published in the Action Plan and by seeking to measure the impact of the efforts through a series of key performance indicators. *The full Performance Management Framework is included at the end of this publication as Annex A.*

## Imagine Ryedale...



Vibrant  
Communities



Strong Safe  
Communities



Access and  
Communication



Health and  
Wellbeing



Landscape and  
Environment



**Developing  
Opportunities**





...a clutter of past memories: books, plates, photographs, ornaments, dresses, hats and jewellery. All have passed through the generations, through the hands of many families. Now they are gathered here and given a price so they can be bought and continue their journey into the hands of our generation, our families.

# How will we know if we are achieving our vision?



The government has developed a framework for measuring and understanding the impact of community planning on local communities. We have based our Performance Management Framework on these. As Community Planning develops over the next few years, along with the more local Community Investment Prospectuses, we will add more locally developed indicators.

The Performance Management Framework for Imagine Ryedale - at Annex A - is concerned with outcome indicators which tell us about the impact of the community plan on the quality of life – economic, social and environmental – of the people of Ryedale.

We want the indicators we use to measure what is important, to be easily understandable and to provide us with a basis for continuous improvement. The primary roles of the indicators included are:

- To enable the Ryedale Strategic Partnership to track the long term progress of the whole district towards the achievement of the vision within the Community Plan and the impact it is having on improving quality of life.

- To provide news of achievements for each of the vision themes that reflect the underlying commitment of the partnership to the future of Ryedale.

- To help address any inequalities in Ryedale, as well as promote the areas strengths and achievements.

- To motivate organisations and individuals to address the challenges facing Ryedale, communicating to members of the partnership and the public.

All existing plans and strategies which contribute to the delivery of the Community Plan, such as the Community Safety Strategy, Malton and Norton Partnership Action Plan and NYCC Local Transport Plan, contain a full set of performance related indicators. We have not repeated all of these targets and indicators in the Ryedale Community Plan but have provided references on the website to where they can be found.

Each year we will look back at the achievements of all the partners in the Ryedale Strategic Partnership and will publish an Annual Review. It will detail progress made against both the targets in the Management Plan and the Action Plans for each of the 6 themes.

The first Annual Review will be published in September 2004.



...the stalls are crammed with vegetables, meat and dairy products fresh from the farm. Another is stacked with crockery, some of which are decorated with an image of a grouse amongst the bell heather, whilst a refrigerated van sells sea crop from Whitby. Around the corner, away from the shouts of the market traders and the heavy smell of food, is a butchers, its window hung with braces of fresh pheasant...

# How can you be involved in achieving this vision?



**The Ryedale Strategic Partnership is committed to involving you in the development of the services that affect you and your community. It will spend some of the next year investigating the different methods of involving people in the things that matter to them, and how they can seek to influence decisions made about those things.**

We started developing the community plan by asking local people, including those planning and delivering services, how they feel about Ryedale, and what they would like to see in the future. The process we used was called 'Imagine Ryedale' and we built the vision of Ryedale in 2013 from the things you said. The vision, which is made up of the six themes, has been used as the basis for developing the action plans.

If community planning in Ryedale is going to work, we all need to keep involving ourselves in the planning of services, and perhaps in their delivery. Let us know when things are working well or perhaps not so well, so that we can try to improve them.

## **How can you be involved as an individual?**

People will ask you your opinions through questionnaires, opinion polls and focus groups.

You could become a member of the citizens' panel.

Any information or opinion you supply will be used to inform any related decision making.

You will then be kept informed of the process of decision making and any outcome.

You will have the opportunity to be part of any future solution.

## **You could become an elected representative for your community:**

Parish or Town Councillor

Ryedale District Councillor

North Yorkshire County Councillor

## **How can you be involved as part of an existing club or group?**

You may be asked to work with your members to gather information on their needs and aspirations, using techniques such as 'Planning for Real' or undertaking a village appraisal, developing a village design statement or creating a parish map.

Support will be offered to instruct your group on how to get the most out of these methods.

The outcome of this work will be used to inform decision making at a local and regional level, and could also be used to support any applications your group may make for funding support.





### **How can you be involved within your community?**

By joining local interest groups or committees.

By joining your local community planning partnership.

### **How can you be involved in Community Planning if you work in a local service?**

Think about the people for whom you provide a service.

Then think of them as users of a wide range of local services – not just your service.

Can you see things from where they are standing, and recognise what needs to improve?

Can you then take the initiative and suggest improvements by working more closely with other local services?

The RSP can put you in touch with the partnership groups that plan and co-ordinate improvements to the different local services, they need your support and ideas.

### **Why be involved?**

Because you are a stakeholder in Ryedale and its future wellbeing.

Your opinions, needs and aspirations are important to people who are planning for the services that affect your quality of life, and those of your friends and community.

You may enjoy it, it should be fun!

### **How are we involving young people in the Community Plan?**

Young people in Ryedale are critical to the success of the Community Plan over the next 20 years – they are the future.

They have already been involved by:

Being consulted on their priorities as part of the process of producing the Community Plan.

Involvement in a range other research into the needs and desires of young people in local communities.

In addition, the RSP Management Plan will prioritise investigating ways on how young people can have representation on the new Ryedale Strategic Partnership.

Full details, including contact addresses, about all of the above ways of becoming more involved are available on request or from the website: [www.imagine-ryedale.org.uk](http://www.imagine-ryedale.org.uk)

For further information on any of the contents of Imagine Ryedale...

Contact: Clare Slater, Community Planning Manager, Ryedale District Council,  
Ryedale House, Malton YO17 7HH. Tel: 01653 600666 Ext: 347 e-mail: [clare.slater@ryedale.gov.uk](mailto:clare.slater@ryedale.gov.uk)

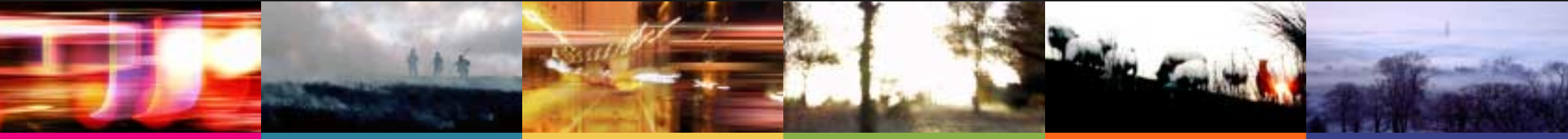
- A 1 Percentage of voluntary/community organisations functioning in a specialised locality per 1,000 residents that performed well in the past year.
- A 2 Percentage of people surveyed who feel that their local area is a place where people from different backgrounds and communities can live together harmoniously.
- B 1 (a) Percentage of residents surveyed who feel 'fairly safe' or 'very safe' after dark whilst outside in the local authority area.  
(b) Percentage of residents surveyed who feel 'fairly safe' or 'very safe' during the day whilst outside in the local authority area.
- B 2 Crimes committed:
  - (a) domestic burglaries (per 1,000 households)
  - (b) violent offences (per 1,000 population)
  - (c) vehicle crimes (per 1,000 population)
- B 3 Percentage of voluntary/community organisations functioning in a specialised locality per 1,000 residents that performed well in the past year.
- B 4 (a) Percentage of people surveyed who have carried out any of a specified list of actions, unpaid, for someone who is not a relative in the past 12 months.  
(b) Percentage of people surveyed who have received any of a specified list of actions, unpaid, by someone who is not a relative in the past 12 months.
- C 1 (a) Percentage of residents surveyed finding it easy to access key local services.  
(b) Actual distance to key local services.
- C 2 Annual average traffic flow per 1000km of principal roads.
- C 3 Percentage of residents surveyed who used different modes of transport, their reasons for, and distance of, travel.
- C 4 Percentage of children travelling to (a) primary school, and (b) secondary school by different modes.
- C 5 Percentage of households with internet connection.
- C 6 Percentage of businesses with an internet connection.
- D 1 Percentage of population of working age who are claiming key benefits.
- D 2 Death rate by cause (standardised mortality rate per 100,000 population in the following categories):
  - (a) cancer in under 75s.
  - (b) circulatory diseases in under 75s.
  - (c) suicide and undetermined injury - all ages.
  - (d) all accidents - all ages.
- D 3 Infant mortality (number of deaths of infants under a year old and number of stillbirths - per 1,000 live births).
- D 4 Rate of conceptions among girls aged less than 18 years.
- D 5 Affordable housing (house price/earnings affordability ratio).
- D 6 Number of unfit homes per 1,000 dwellings.
- D 7 Percentage of residents surveyed who are satisfied with their local area as a place to live.
- D 8 Percentage of residents surveyed who consider that their local area is getting worse.
- D 9 Number of childcare places per 1,000 population aged 0-5 not in early education.

# Performance Management Framework

E 1	Air pollution	Vibrant Communities	
	(a) Number of days per year when air pollution is 'moderate' or 'higher' for PM10.	Strong and Safe Communities	
	(b) Annual average nitrogen dioxide concentration.		
	(c) For rural sites, number of days per year when air pollution is 'moderate' or 'higher' for ozone.	Access and Communication	
E 2	Carbon dioxide emissions by sector (tonnes per year) and per capita emissions (tonnes).		
E 3	Percentage of main rivers and canals rated as 'good' or 'fair' quality.	Health and Wellbeing	
E 4	Percentage of total tonnage of household waste that has been:		
	(a) recycled.	Landscape and Environment	
	(b) composted.		
	(c) used to recover heat, power and other energy sources.		
	(d) landfilled.		
E 5	The area of land designated as a Site of Special Scientific Interest (SSSI) and that is in 'favourable condition'.	Developing Opportunities	
	(a) number of hectares of land designated as a SSSI in a local authority area.		
	(b) percentage of assessed area in favourable and unfavourable recovering condition, within SSSIs.		
	(c) area of Local Nature Reserve per 1000 population (ha).		
	(d) local species count, for example, wild birds, amphibians, water voles and so on.		
F 1	Proportion of people of working age in employment.		
F 2	Proportion of people claiming unemployment benefit who have been out of work for more than a year.		
F 3	Percentage increase or decrease in the number of local jobs.		
F 4	Proportion of children under 16 who live in low income households.		
F 5	(a) Proportion of 19 year olds with Level 2 qualifications (that is GCSEs A - C or NVQ equivalent).		
	(b) Percentage of 15 year old pupils in schools maintained by the local authority achieving 5 or more GCSEs at grades A - C or equivalent.		
F 6	Percentage of adults surveyed who feel they can influence decisions affecting their local area.		
F 7	Voter turnout at local authority elections.		

The information for these indicators will be collected in 2003 and targets set for 2004/5.

# In 2013 Ryedale is a place...



...with vibrant communities where everyone is respected; where all generations have opportunities to express themselves; where diversity is welcomed and encouraged.

...that is home to welcoming and familiar neighbourhoods, where people and friendships are valued. Community spirit is strong, underpinned by security and safety. There is mutual trust between local people and the organisations that exist to help, support and serve them.

...where everyone in Ryedale is involved in and can influence planning for the community; the places where they live and work; increasing opportunities to meet, learn and have fun.

...in which it is easy to access any part of Ryedale, and all other places, for work and play. Communication is dealt with in flexible and innovative ways.

...with a cherished mixture of towns, villages and landscapes. It is a peaceful sanctuary, not crowded or polluted.

...where people enjoy life, work and leisure at their own pace. Freed from stress, they can take care of themselves and others.

This summary of the Ryedale Community Plan has been produced by the Ryedale Strategic Partnership.

The full community plan can be found at [www.imagine-ryedale.org.uk](http://www.imagine-ryedale.org.uk), or by contacting the Community Planning Manager at Ryedale District Council on Tel: 01653 600666

The images were produced by Peter Heaton<sup>®</sup> with associated text works created by James Rose. This artwork was commissioned by Ryedale District Council with funding from Yorkshire Arts and represents an interpretation of Ryedale based on the Imagine Ryedale visioning process.

For more information about the 'Imagine' process, please contact the New Economics Foundation.  
Tel: 020 7089 2850 or Email [info@neweconomics.org](mailto:info@neweconomics.org)