

IMAGINE RYEDALE



Action Plans

2007-2010

Final Version 2

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.

The district of... ...Ryedale.

Ryedale is an area of outstanding scenery, with beautiful villages and vibrant market towns. The area has a rich cultural heritage and enjoys the legacy of a long term, relatively stable and eclectic social and industrial base. Agriculture and food production sit alongside modern and emerging technology based industries.

The area is relatively advantaged. Crime and disorder are low, environmental quality is high and employment is full and varied. We have few of the pointed and immediate problems that are of overriding significance in other locations. We do, however, have problems of disadvantage and change in areas and within sectors of the community; they are usually small-scale, so we can more readily respond to them. As far as we can, we seek to ensure that we maintain the quality of life in the District. Where we find disadvantage we take action to address it.

Population size and age structure

In 2005 the Ryedale District area had a population of 51,500 and this is expected to increase to 53,900 by 2020. The age structure of the Ryedale local authority area had a greater proportion of people aged ≥ 65 years (20.4% including 2.6% ≥ 85 years) than the English average (15.8% and 1.9% respectively). It has a smaller proportion of people aged 15-24 years (9.3%) and 25-44 years (24.9%) than average in England (12.2% and 29.3% respectively).

Ethnic minority populations:

99.3% of the population in the Ryedale District area were white (white British 98%, white Irish 0.39%, and other white 0.87%) which was higher than the English average (91%). There were no particular black and minority ethnic groups that accounted for a higher proportion than another in Ryedale.

Population distribution:

The Organisation for Economic Co-operation and Development defines rurality as having a population of 1.5 people/hectare or less; Ryedale local authority area has 0.34 persons/hectare and is ranked as having the 7th lowest population density (of 375 local authorities).

Marital status:

59.0% of people aged 16 years or more living in the Ryedale locality were married or remarried (England 50.9%). 35.8% of Ryedale locality households had dependent children, 21.1% having two or more children (England 43.4% and 25.0% respectively). 3.9% of Ryedale locality households had lone parents with dependent children (England 9.5%). The large majority (87.8%) of lone parents were female (England 90.5%).

Health

Public health indicators show that the health of Ryedale District population is better than the average for England. Life expectancy at birth and infant mortality rates are regarded as good indicators of population health. Life expectancies of baby boys and girls born in the area have risen between 1.5-2.5 years between 1991/1993 and 2002/2004, see appendix. In 2002/2004 life expectancies in baby boys and girls were 77.8 years and 82.0 years respectively; these are 1-2 years more than the English average but 2-3 years less than local authority areas with the highest life expectancies. Infant mortality rates in the Scarborough, Whitby & Ryedale area were 2.7/1,000 live births (2002-2004) which is significantly lower than the national average of 5.2/1000 live births.

Self-reported health:

Health in the Ryedale District area was reported as generally good (92.3% reported that their health was 'good' or 'fairly good'). The proportion of population reporting a limiting long term condition was 16.9% in the Ryedale area (England 17.9%). The proportion of people aged 65+ reporting a limiting long term illness in Ryedale was 42.7% for males and 45.7% for females (England 49.5% and 53.1% respectively). There were concentrations of limiting long term illness reported in excess of 60% of the population aged 65+ in Norton East electoral wards.

The main causes of death:

Death rates from circulatory diseases (those that affect the heart and the body's blood vessels) in Ryedale remain significantly below the average for England (74.2/100,000 vs 96.7/100,000). Deaths from cancer are also below the average for England (113/100,000 vs 121.6/100,000). The risk of getting cancers and heart disease can be significantly reduced in variety of ways including eating a balanced diet, maintaining a normal weight, taking regular exercise, and not smoking. Early diagnosis and treatment for these conditions prolongs life.

Housing:

A slightly lower proportion of households in the Ryedale area were rented compared to the English average, 30.8% vs 31.3%. In the Ryedale area 41.1% of households were detached houses or bungalows (England 22.5%). The proportion of high density housing (terraced houses/bungalows and flats/maisonettes/apartments) was 26.3% in Ryedale, lower than the national average of 45.5%. The average household size in the Ryedale District was 2.31 persons (England 2.36). The average household in the Ryedale District lived in comparatively larger accommodation with 5.88 rooms (England 5.33 rooms). The prevalence of overcrowded households is 2.8% in the Ryedale area (England 7.1%). 89.9% of households had central heating (England 91.5%), and 99.7% had sole use of a bath/shower and toilet (England 99.5%). 2.8% of dwellings were vacant in the Ryedale area (excluding vacant households that are second /holiday homes) compared to the national average of 3.2%.

Unpaid care:

The proportion of the population providing unpaid care was the similar to the national average with 10.0% of the Ryedale population reporting that they provided unpaid care (England 9.9%). 27.1% of these people provided care for more than 19 hours per week in the Ryedale area which was significantly lower than the English average (31.4%).

Employment:

68.4% of Ryedale District residents aged 16-74 years were economically active (England 66.9%). Conversely 3.1% of Ryedale residents reported that they were unemployed (England 5.0%). 22.7% of Ryedale locality residents were self-employed (England 12.4%); this is likely to be attributable to the farming industry. There was a long hours culture in males in the Ryedale area where 82.1% of employed males worked fulltime for 38 hours a week or more (England 75.6%), including 32.8% working for 49 hours or more (England 24.2%). 35.1% of employed females in the Ryedale area worked fulltime for 38 hours a week or more (England 35.4%); this includes 9.2% working for 49 hours or more (England 6.9%).

Skills and Employment

Ryedale has low unemployment with 1.1% in August 2005. When we are ranked using the Index of Local Deprivation, it is one of the least deprived areas in the country. But there are pockets of social and economic deprivation. Reasons for this include geographic isolation, reduction in local services and low income levels. Workers in Ryedale receive low average earnings and income with around 61% of the population earning

less than the national average. The % of adults with poor literacy and numeracy skills is higher than the national average, with the figures for literacy being the lowest in York and North Yorkshire.

Transport:

The majority of working people got to work by car with 60.0% of people in Ryedale District who drove or were driven to work (England 61.0%). 3.3% of people in Ryedale went to work using public transport (England 15.4%). Less than a fifth (17.2%) of the population in Ryedale got to work by walking or cycling (England 12.8%). In the Ryedale District 17.2% of households did not own a car or van, whereas 36.2% of households owned 2 cars or more (England 26.8% and 29.5% respectively). The average numbers of cars/vans per household were 1.29 in Ryedale (England 1.11).

Crime

In 2005/06 Ryedale was ranked 365th highest of the 377 Crime and Disorder Partnerships (CDRPs) in England and Wales on the basis of (British Crime Survey - BCS) all crimes per 1000 people (26) (source: Home Office - crime in England and Wales). The highest volume crimes were criminal damage (10.1) and woundings (5.1). Within the County it is ranked 2nd lowest for crimes per 1000 persons. Common Assault, Wounding and Personal Robbery were especially low in Ryedale. Overall crime in Ryedale fell by 5% between 2004/05 and 2005/06. Burglary from a Dwelling, though still low, showed an increase, as did Theft From and Theft Of Motor Vehicles.

Conclusion

Ryedale District is very sparsely populated relative to the rest of England and it's rurality has implications around access to services with 57% of the population living in villages, hamlets and isolated dwellings. The population of Ryedale District suffered lower rates of crime, was generally older, healthier and living in larger accommodation than the English average. The relatively lower proportion of the population who are young and the long hours culture in Ryedale District might explain the lower total number of hours of unpaid care (suggested by the Census data). Similar to the English average, the majority of the population are reliant on cars to get them to work and basic services, although a higher proportion of people walked or cycled to work. Very few people in relation to the English average use public transport to travel to work in Ryedale. Local work is in place to address many of the determinants which impact on people's health and well-being and health improvement issues such as smoking, obesity, physical activity and healthy eating are key priorities within the Local Strategic Partnership.

Aims and Objectives

Aim 1	Objectives	Objectives	Objectives
<p>Obesity: To achieve obesity prevention and weight management, promoting healthier and more active lifestyles, of people living in Ryedale</p>	<p>To reduce the prevalence of obesity in Ryedale</p>	<p>To halt the year on year rise in obesity among children under 11 years by 2010</p>	<p>To increase the levels of physical activity undertaken by the population of Ryedale</p>
Aim 2			
<p>Skills for Life To improve literacy and numeracy skills in the adult population of Ryedale (16+)</p>	<p>Increase the proportion of the resident population aged 16-60 with good literacy skills</p>	<p>Increase the proportion of the resident population aged 16-60 with good numeracy skills</p>	<p>To Increase the number of residents who carry out voluntary work in Ryedale</p>
Aim 3			
<p>Community Transport To increase the use of community transport in Ryedale</p>	<p>To increase the number of passengers carried on community transport by 2010</p>	<p>To increase the number of residents who feel well informed about transport provision in their community</p>	<p>To increase the number of volunteer who carry out voluntary work in Ryedale</p>
Aim 4			
<p>Community Engagement: To provide real opportunities for people who live, work and visit Ryedale to be involved in issues and decisions that affect them by using approaches that are proactive, inclusive and appropriate.</p>	<p>To increase the number of residents who feel satisfied with Ryedale as a place to live.</p>	<p>To increase the number of residents who feel they can influence decisions affecting their communities</p>	<p>Residents feel that their local area is a place where people from different backgrounds can get on well together</p>

Obesity

AIM 1

To achieve obesity prevention and weight management, promoting healthier and more active lifestyles, for people living in Ryedale.

Evidence suggests that a life course approach is the most effective way to tackle obesity in the population (Seidell et al, 2005). This is reflected in the action plan below. The Ryedale Strategic Partnership is working to promote healthier and more active lifestyles for obesity prevention and weight management of people living in Ryedale, through multi-agency collaboration.

Currently a multi-agency physical activity and obesity steering group meets quarterly to co-ordinate local actions across Scarborough, Whitby and Ryedale.

The levels of obesity in Ryedale for adults (16+) based on synthetic estimates are 25.4%. This is the highest level of any of the districts in North Yorkshire.

OBJECTIVES

- To reduce the prevalence of obesity in Ryedale
- To halt the year on year rise in obesity among children under 11 years by 2010
- To increase the levels of physical activity undertaken by the population of Ryedale

We have already:

- Established a multi-agency physical activity and obesity steering group meets quarterly to co-ordinate local actions across Scarborough, Whitby and Ryedale
- Developed a Community Sport Network for Ryedale - Ryedale Active Partnership.
- Portfolio of sports development projects submitted to Sport England for approval of funding - Rolling programme from April 2007
- Published a North Yorkshire and City of York Obesity Strategy with Action Plan - Launched January 2007
- Established an Annual Sports Festival - providing an opportunity for people of all ages to try out a whole range of sports that are available within Ryedale, without committing to a club and under the guidance of a professional coach
- Begun to collect data through GP practices of adults Body Mass Index
- Developed a Community Sports Coaching - Football, tennis and cricket community coaches have been funded to help increase participation and skill levels of participants
- Introduced ‘measuring children’ population monitoring - age 5 and 10 years
- Launched a Coach Education Programme - A comprehensive programme of generic and sport specific courses for adults to encourage sports volunteers to participate in coaching, and improve the skills of existing coaches.
- Published a North Yorkshire & City of York weight management patient care pathway
- Committed substantial resources to a variety of grants offered to community groups to assist in both improving club facilities and encouraging participation in sport and recreational activities.

And we propose to:

Do what?	Lead by	When?	Links to Plans
Ensure the successful roll-out and implementation of Healthy Start	Y&NYPCT	In place by March 2008	NY&YPCTLocal Delivery Plan
Further develop school-based prevention through the School Nursing Service and Healthy Schools Standard	Y&NYPCT	Ongoing	NY&YPCTLocal Delivery Plan
In partnership with other agencies assess multi-component ‘green space’ options for increasing activity levels with cycling and walking as key themes. We will set up one pilot healthy walks scheme in Ryedale by September 2008	RDC/ NYMNP	September 2008	Ryedale Active Partnership Bid
In conjunction with other agencies: <ul style="list-style-type: none"> • Develop and deliver weight management training to support the implementation of community based initiatives using the cascade model of training local leaders who then work with their community. • Coordinate accredited physical activity training to support delivery of community based exercise interventions • Develop and deliver community based physical activity initiatives for young people aged 5-11 years, eligibility based on access criteria eg health condition, diabetes, asthma, weight and general fitness level. 	Y&NYPCT	Ongoing from April 2007	LIP 4 Bid Ryedale Active Partnership BID LAA CYP2a & b

Performance Measures

Ref	Measures	2007/08	2008/09	2009/10	Link to other targets
OB.01	Proportion of adults aged 15 to 75 years among GP registered population who are obese (BMI>30)	Establish baseline			NY&YPCT LDP LAA HC2b
OB.02	Prevalence of obesity among children aged 5 to 10 years - year on year rise in proportion of children who are obese	Baseline July 2007 +0.3%	0.0%	-0.3%	NY&YPCT LDP LAA HC6a
OB.03	Proportion of mothers who initiate breastfeeding within 48hrs of birth	Baseline established			NY&YPCT LDP
OB.04	Proportion of adults undertaking moderate intensity exercise for 30+ minutes at east 3 times a week	Baseline +1%	+1%	+1%	LAA HC5a
OB.05	Percentage of 5 to 16 year olds accessing two hours of high quality physical education and school sport within the curriculum each week	85%	92%	97%	LAA CYP2a PESSCL targets
OB.06	Percentage of 5 to 16 year olds accessing two hours of high quality physical education and school sport beyond the curriculum each week	15%	19%	23%	LAA CYP2b
OB.07	Percentage of schools that have achieved the Healthy Schools Standard	Establish baseline			NY&YPCT LDP

Skills for Life

AIM 2

To improve Literacy and Numeracy skills in the adult population (16+)

The business community in Ryedale need a workforce that is literate, numerate and with good interpersonal skills (Source: LSC key facts document for Ryedale District Council). Through the Ryedale Strategic Partnership we hope to:

- *Engage with the business sector towards meeting identified need.*
- *Increase awareness amongst each sector of the work and value of the other sectors*
- *Improve levels of literacy and numeracy in the District*
- *Improve co-ordination and communication between sectors*
- *Increase volunteering*
- *Bring reluctant learners into learning*

The delivery of the action plan to achieve this outcome will be lead by the Ryedale Area Learning Partnership

OBJECTIVES

- Reduce the proportion of resident population aged 16-60 with poor literacy skills
- Reduce the proportion of resident population aged 16-60 with poor numeracy skills
- % of residents who affirm that they carried out voluntary work

We have already:

- Published a new action plan for the Ryedale Area Learning Partnership for 2006-9
- Established a Ryedale and Scarborough Adult Learning and Skills Task Group (ALSTG)
- Carried out an analysis of available data on skills needs and shortages affecting Ryedale and Scarborough
- Mapped current learning provision - identification of centres of learning and of gaps and duplication in provision

And we propose to:

Do What?	Led by	By When?	Links to plans
Practically based learning: Target areas of need for volunteers and support from community, then encourage people into learning by training them to provide the help and support required. Thereby attracting those who would not usually be attracted to opportunities for 'learning'.	RSP		LAA, Ryedale LIP
Skills for Life event where providers will get together to try and link provision but also involving industries where levels of literacy and numeracy can be low to try and improve the skills of the workforce	Ryedale Area Learning Partnership (RALP)	September 2007	RALP Operational Plan
Develop a coherent programme of Ryedale ESOL provision that meets the needs of individuals, communities and employers	Adult Learning & Skills Task Group (ALSTG)	On going	Adult Learning & Skills Development Plan
Develop a coherent programme of personal and community learning (PCL) opportunities that meets the needs of those adults wishing to participate in learning for reasons other than employment but also responds to the wider Skills for Life agenda.	ALSTG	Ongoing	
Ensure that the new Adult Learning and Skills Development Plan includes a specific section on Skills for Life	ALSTG	April 2007	Adult Learning & Skills Development Plan
Develop a process for monitoring the achievement of the Ryedale Skills for Life targets	ALSTG	September 2007	Adult Learning & Skills Development Plan
Produce a joint adult learning directory to improve access to information on the courses available and increase participation	ALSTG	September 2007	Adult Learning & Skills Development Plan
Develop an employee volunteering scheme Request all partners on the RSP to adopt the resolution that staff can volunteer into other businesses for learning and passing on acquired skills, and partners receive volunteers.	RSP		

Performance Measures

Ref	Measures	2007/08	2008/09	2009/10	Link to other targets
S4L.01	<p>Achievement of the Ryedale Skills for Life targets:</p> <ul style="list-style-type: none"> • Literacy/numeracy • Key skills • ESOL • GCSE Maths and English <p>Number achieving these between 2004 and 2007 = 646</p>	Target to be determined			NY LAA EE3d
S4L.02	<p>Monitor the demand for ESOL:</p> <ul style="list-style-type: none"> • Increase in demand • Impact of the change in eligibility 	Baseline to be established			
S4L.03	Increase the proportion of the resident population aged 16-60 with good literacy skills	Baseline 2006 73%			Skills for Life qualifications - LAA EE3c &d Proportion of adults with poor literacy skills
S4L.04	Increase the proportion of the resident population aged 16-60 with good numeracy skills	Baseline 2006 76%			Skills for Life qualifications - LAA EE3c &d Proportion of adults with poor numeracy skills
S4L.05	To Increase the number of residents who carry out voluntary work in Ryedale	Baseline to be supplied for 2006/7		+0.5% on 2006/7 baseline	Headcount of volunteers - RVA - LAA STR1d

Community Transport

AIM 3

To increase the use of community transport in Ryedale

Conventional public transport services provide a vital link for rural residents to key services such as healthcare, shops, further education, employment and training opportunities. Commercial bus operators run some excellent services along many of our main transport ‘corridors’ that link our larger market towns. However, many rural communities have no public transport service at all, whilst others have the once a week ‘market day wonder’, leaving some rural residents without access to private transport isolated within their own community.

But what happens to those who are left at home while the only car is used to get one family member to work? And what happens to older rural residents who are no longer able to drive? How do families afford to run two cars to meet all their access needs?

Lack of transport may reduce access for people to social networks and leisure facilities, as well as the key services and opportunities, resulting in a diminution in the quality of life for that individual. In order to work effectively, community transport must be seen as an integral part of the transport mix:

- Social car schemes,
- Wheels to Work (moped loan) schemes,
- ‘minibus brokerages’ (for group hire),
- Dial-a-Ride (Section 19 ‘small bus’ permit) services,
- community buses,

All have an important role to play in the provision of a wide range of appropriate services that give the flexibility of mode, time and route that is so essential in rural areas where conventional public transport economics don’t apply. Community transport can, if deployed appropriately, support and sustain bus services that would otherwise be on the margins of viability, making that vital link to the nearest market town, bus or railway station. It can also support local economic benefit providing additional customers and greater viability for local services such as a small local cinema, further education classes, youth club or leisure centre in a small market town.

OBJECTIVES

- To increase the number of passengers carried on community transport by 2010
- To increase the number of residents who feel well informed about transport provision in their community
- To increase the numbers of people who carry out voluntary work in Ryedale

Achievement in Ryedale so far:

- The establishment of the Ryedale Car Scheme in 1988 by Ryedale Voluntary Action.
- In 2000 expansion of the car scheme hours and establishment of a minibus ‘brokerage’ were the first projects to be initiated by the Rural Transport Partnership.
- The ‘brokerage’ was re-launched as ‘Rural Miles’ Minibus Brokerage in April 2002 to become what is now the most successful scheme of its kind in the region.
- Ryedale Car Scheme is now the most successful car scheme in the region, undertaking 9000 passenger journeys in 2005-06.
- Ryedale and Scarborough Wheels to Work Scheme was launched in July 2002 with 12 mopeds, specifically aimed at helping young people aged 16-25 to access employment, training and educational opportunities. Currently the W2W fleet comprises 27 mopeds, all of which are being used, two thirds of them in Ryedale
- Establishment of MiDAS (Minibus Drivers Awareness Scheme) training and certification capacity in 2003.
- The concept of RYECAT (Ryedale Community Transport) was to bring together all aspects of community transport under one organisation in order to provide the organisational capability and the level of flexibility that is so essential in an area as rural as Ryedale.
- A Transport Manager was appointed in January 2004 and RYECAT moved from Community House in Malton to new premises at York Road Industrial Estate in December 2004, and took over the running of Selby W2W Scheme November 2005
- RYECAT now have three minibuses, one of which is low-floor accessible.
- In partnership with Harrogate Community Transport a successful bid was made to the Future Builders (Government) initiative.
- Established a Rural Transport and Access Partnership, for Ryedale, North East Yorkshire, Selby and York, with a Partnership Officer and Rural Services Development Officer

And we propose to:

Do What?	Lead by	By When?	Links to plans
<p>Increase and support volunteering: Volunteers that ‘put something back’ into their communities by occasional driving for the local social car scheme or community bus, or helping out with the admin work at the local community transport organisation. They, as well as paid staff, are the backbone of the service, helping to improve the quality of life of rural residents. Demand is increasing, and more volunteers are needed in all areas of Ryedale.</p>	Rural Transport and Access Partnership		LIP4 Bid LAA Str1d
<p>Establish a working group of all key partners to support the development of the Wolds Mobile Resource Project including:</p> <ul style="list-style-type: none"> • Develop a programme of activity with potential users • Agree SLA with NYCC Community Education for their usage 	Rural Transport and Access Partnership		LIP3

<p>Improve Information provision in local communities:</p> <p>a. part of the NY future builders bid is for a better computer system for booking and planning routes. e.g. phonenumber for booking</p> <p>b. Signage in each village saying how to get out of here and to where - village timetable centralised database for all routes. PC's could print off every week and display on parish notice board eg Postbus - bookable services</p>	Rural Transport and Access Partnership		LAA STR3i Future builders bid
Link programming of opportunities for active lifestyle in Community Facilities with availability of transport			Aim 1: Obesity
The RSP Board will receive performance information from RYECAT twice a year, to monitor the effectiveness of the community transport provision in Ryedale			

Performance Measures

Ref	Measures	2007/08	2008/09	2009/10	Link to other targets
CT.01	To increase the number of passengers carried on community transport by 2011	+2%	+2%	+2%	LAA STR3g
CT.02	To increase the number of residents who feel well informed about transport provision in their community	+1%	+1%	+1%	LAA STR3i
CT.03	Headcount of volunteers engaged in Community Transport provision	Baseline 2006/07		0.5%	LAA STR 1d
CT.04	Monitor the effectiveness of community transport provision in Ryedale. RYECAT to submit six monthly progress monitoring reports to the RSP				

Community Engagement

AIM 4

To provide real opportunities for people who live, work and visit Ryedale to be involved in issues and decisions that affect them by using approaches that are proactive, inclusive and appropriate.

Community engagement is about us working together with local people to address issues that affect them and where they live. It is about the way that we communicate with, understand and involve our community; putting people at the heart of our activities.

The term 'community engagement' includes a range of different activities. We recognise three key levels of engagement:

- **informing people:** providing information and raising awareness of local issues and initiatives.
- **consulting people:** seeking the views of the community, for example on a plan, service or issue, to inform our future decisions.
- **involving people:** involving people more actively in decision-making processes and giving them a greater role in shaping plans and documents, for example in identifying priorities or actions.

Our principles

We expect community engagement to:

- Be appropriate and relevant
- Promote a positive approach
- Be genuine and realistic
- Be proactive and innovative
- Promote ongoing involvement
- Be accessible for everyone
- Be clear and concise
- Build on existing strengths

OBJECTIVES

- To increase the number of residents who feel they can influence decisions affecting their communities
- To increase public satisfaction levels with the local area as a place to live.
- Increase in community cohesion and inclusion

Community Engagement

We have already:

- Adopted a Framework for Community Engagement
- Linked the Local Development Framework - Statement of Community Involvement with the RSP Framework for Community Engagement.
- Published guidance on community Engagement on www.ryedale.gov.uk
- Annual programming for community engagement
- Opportunities for engaging with communities are available to all the partners of the RSP

And we propose to:

Do What?	Lead by	By When?	Links to plans
Participate fully in the North Yorkshire Improvement Partnership community leadership learning programme: <ul style="list-style-type: none"> • Action learning set for Ryedale • 2 x Cross cutting learning sets 	Policy Manager	September 2007	NY Improvement Partnership Plan
To identify annually the key messages to be delivered to the community by the RSP, and present these to the wider partnership annually in April.	Chair of the RSP	April annually	Imagine Ryedale...
Train partners on effective communications. Include awareness of intranet website and content, corporate branding, RSP constitution	Policy Manager	October 2007	RSP Management Plan and Constitution
Review the format and presentation of the RSP constitution	Policy Manager	July 2007	
Training for partners in planning and organising effective consultation	Policy Manager	October 2007	
Develop a network of local community forums - in partnership with NYCC and police, in which members play a key role.	Policy Manager	April 2007	Community Safety Strategy -Safer Stronger Communities Agreement
To actively support the development of parish plans in the communities of Ryedale	YRCC	Ongoing	LIP4 bid
Improve consultation section of imagine website to include: Results of engagement activity; Joint timetable; Web-links to toolkits and current consultations and evaluation findings	Policy Manager	July 2006 then ongoing	

Performance Measures

Ref	Measures	2007/08	2008/09	2009/10	Link to other targets
CE.01	% of residents who feel they can influence decisions	2006 baseline 60% +1%	+1%	+1%	LAA STR1a
CE.02	Voter turnout at local election	2007 Turnout			
CE.03	% of residents who are satisfied with their local area as a place to live?	2006 baseline 60% +5%	+5%	+5%	BV User satisfaction Survey: Q3
CE.04	% of residents who feel that their local area is a place where people from different backgrounds can get on well together.	2006 Baseline pending			BV User satisfaction Survey: Q5
CE.05	The number of parish plans completed	4	4	4	LIP4

Action Planning Timetable

Activity	Timescale	Accountability
Approval of draft action plans as basis for consultation	December 2006	RSP Board
Imagine Ryedale... partnership workshop: Develop content of Action Plans Consider membership and structure of RSP board Consider structure of RSP including local community planning arrangements	February 2007	RDC Policy Manager
Approval of Final version of Imagine Ryedale Action Plans 2007-10	March 2007	RSP Board
Approval of Ryedale LIP4	March 2007	RSP Board
Ryedale LIP4 submitted to NYCC for decision	April 2007	NYCC Area Committee
Annual self assesment	August 2007	RSP Board

Managing our Performance

WHAT?	HOW MUCH?			MEASURE
OBJECTIVES	ANNUAL TARGETS			PERFORMANCE INDICATORS
	2007/08	2008/09	2009/10	
Obesity				
To reduce the prevalence of obesity in the adult population of Ryedale	Establish baseline			Proportion of adults aged 15-75 years who are obese (BMI >30) - LAA HC2b
To halt the year on year rise in obesity among children under 11 years by 2010	Baseline + 0.3%	0.0%	- 0.3%	Year on year rise in proportion of children who are obese. LAA HC6a
	Establish baseline			Proportion of mothers who initiate breastfeeding within 48hrs of birth
To increase the levels of physical activity undertaken by the population of Ryedale	Baseline +1%	+1%	+1%	Proportion of adults undertaking moderate intensity exercise for 30+ minutes at east 3 times a week -LAA HC5a
	85%	92%	97%	Percentage of 5 to 16 year olds accessing two hours of high quality physical education and school sport within the curriculum each week - LAA CYP2a
	15%	19%	23%	Percentage of 5 to 16 year olds accessing two hours of high quality physical education and school sport beyond the curriculum each week - LAA CYP2b
	Establish Baseline			Percentage of schools that have achieved Healthy Schools Standard
Skills for Life				
Increase the proportion of the resident population aged 16-60 with good literacy skills	Baseline 2006 73%			Skills for Life qualifications - LAA EE3c &d - Proportion of adults with poor literacy skills
	Number achieving these between 2004 and 2007 = 646			Achievement of the Ryedale Skills for Life targets: <ul style="list-style-type: none"> Literacy/numeracy Key skills ESOL GCSE Maths and English

WHAT?	HOW MUCH?			MEASURE
OBJECTIVES	ANNUAL TARGETS			PERFORMANCE INDICATORS
	2007/08	2008/09	2009/10	
	Baseline to be established			Monitor the demand for ESOL: <ul style="list-style-type: none"> Increase in demand Impact of the change in eligibility
Increase the proportion of the resident population aged 16-60 with good numeracy skills	Baseline 2006 76% Number achieving these between 2004 and 2007 = 646 Baseline to be established			Skills for Life qualifications - LAA EE3c & d - Proportion of adults with poor numeracy skills Achievement of the Ryedale Skills for Life targets: <ul style="list-style-type: none"> Literacy/numeracy Key skills ESOL GCSE Maths and English Monitor the demand for ESOL: <ul style="list-style-type: none"> Increase in demand Impact of the change in eligibility
To Increase the number of residents who carry out voluntary work in Ryedale	Baseline to be established 2006/7			Headcount of volunteers - RVA - LAA STR1d
Community Transport				
To increase the number of passengers carried on community transport by 2010	Baseline +2%	+2%	+2%	To increase passenger journeys by 6% by 2011 - LAA STR3g
To increase the number of residents who feel well informed about transport provision in their community	74.3%	74.7%	75%	Number of residents who feel well informed about transport provision - LAA STR3i
To increase the number of people who carry out voluntary work in Ryedale	Baseline +1%	+1%	+1%	Headcount of volunteers - RVA - LAA STR1d
Community Engagement				
To increase the number of residents who feel they can influence decisions affecting their communities	Baseline +1%	+1%	+1%	% of residents who feel they can influence decisions - LAA STR1a Voter turnout at local election
To increase public satisfaction levels with the local area as a place to live	Baseline +5%	+5%	+5%	BV User satisfaction Survey: Q4 - How satisfied are you with your local area as a place to live

WHAT?	HOW MUCH?			MEASURE
OBJECTIVES	ANNUAL TARGETS			PERFORMANCE INDICATORS
	2007/08	2008/09	2009/10	
Residents feel that their local area is a place where people from different backgrounds can get on well together	Baseline +?	+?	+?	% of residents who feel that their local area is a place where people from different backgrounds can get on well together.

Links to other Plans and Policies

Imagine Ryedale... the sustainable communities plan for Ryedale	www.imagine-ryedale.org.uk
Framework for Community Engagement in Ryedale	www.imagine-ryedale.org.uk
Safer Stronger Communities Agreement	www.ryesafe.org.uk
North Yorkshire Strategic Partnership - Local Area Agreement	www.nysp.org.uk
York and North Yorkshire Primary Care Trust - Local Delivery Plan	www.
North Yorkshire & City of York weight management patient care pathway	
North Yorkshire and City of York Obesity Strategy with Action Plan	
Ryedale Active Partnership - Investment Portfolio	www.
Regional Economic Strategy	www.
North Yorkshire Learning Plan 2007-10	www.
Ryedale Area Learning Partnership Operational Plan 2007-8	www.
Children and Young Peoples Plan	www.
Area Task Group - Skills for Life Plan	www.
Action Plan - Ryedale Area Learning Partnership	www.
Local Development Framework -Statement of Community Involvement	www.ryedale.gov.uk
Regional Housing Strategy	
Supporting People Strategy	
Our Lives Our Plans - Action Plan	www.ryedale.gov.uk

Key Partnerships:

Obesity	
Community Sport Network for Ryedale - Ryedale Active Partnership	Lead Officer RDC: Community projects Officer - Sport and Recreation, Alex Stuart
Physical activity and obesity steering group	Lead Officer PCT: Physical Activity Co-ordinator,
North Yorkshire and York Primary Care Trust	Public Health Manager: Elaine Schofield
Basic skills	
Ryedale Area Learning Partnership	Chairman: Paul Hayward, Ryedale Voluntary Action
Area Task Group - Skills for Life	
Community Transport	
Rural Transport and Access Partnership	Partnership Officer: Peter Oxley
Community Engagement	
Safer Ryedale	Community Safety Manager: Ana Richards
RSP	RDC Policy Manager: Clare Slater
Performance Management	
Obesity	PCT: Elaine Schofield
Basic Skills	RALP: Paul Hayward
Community Transport	RYECAT: Ken Watherington
	NYCC: Peter Oxley
Community Engagement	RDC: Clare Slater

Our Partnership Development Aims and Objectives

Aim 1	Objectives	Objectives	Objectives
<p>To have a Sustainable Community Strategy that is relevant to Ryedale and fit for purpose</p>	<p>To undertake annual self assessment of the partnership and the strategy and make any revisions as required</p>	<p>To maintain an evidence base for the quality of life in Ryedale</p>	<p>To publish a revised Sustainable Community Strategy - Imagine Ryedale...in March 2008, including</p> <ul style="list-style-type: none"> • a review of the vision for Ryedale for 2013 • a review of the profile for Ryedale in 2007 • the priorities for action 2007-10
Aim 2			
<p>To improve our communication with partners and stakeholders and combine our efforts</p>	<p>To increase by 5 % annually the number of residents who feel satisfied with Ryedale as a place to live.</p>	<p>To improve the effectiveness of the Ryedale Strategic Partnership, and monitor this improvement through annual self assessment</p>	<p>Support the development of 10 Parish Plans in the district by April 2009 - resulting in a cumulative total of 42 for the district</p>
Aim 3			
<p>To involve all of our communities by tailoring our approaches and meeting specific needs and learning from experience</p>	<p>To increase by 2% the number of residents who feel they can influence decisions affecting their communities by 2009</p>	<p>To increase the number of residents who feel they can influence decisions affecting their communities by 2007 as evidenced by voter turn out at local elections</p>	<p>Support the development of 16 Parish Plans in the district by April 2009 - resulting in a cumulative total of 42 for the district</p>
Aim 4			
<p>To ensure plans and resources of partners are aligned to the visions and priorities of the Community Plan</p>	<p>That the Local Implementation Plan - 2nd Homes funding should be allocated to projects which further the achievement of the Vision for Ryedale for 2013.</p>	<p>To deliver the shared priorities of the community plan - Imagine Ryedale</p>	<p>To monitor the delivery of the shared outcomes as defined by the NY LAA and as relevant to Ryedale's communities</p>

Aim 5			
To build and maintain capacity across the partnership in order to ensure effective joint working and service delivery	NYImp - For members of the partnership to participate in the Capacity Building programme of the North Yorkshire Improvement Partnership, for Ryedale.	For partners to contribute to the delivery of the shared targets of the Local Area Agreement as relevant to Ryedale	
Aim 6			
To develop and advocate shared systems and values across partner organisations	To develop the RSP Community Engagement Framework	Publish an Equalities scheme for the partnership by April 2008	
Aim 7			
To manage the performance of the partnership and its impact on improving the quality of life in Ryedale	To undertake annual self assessment and develop the improvement plan for the partnership based on the outcomes of this	To maintain an evidence base for the quality of life in Ryedale	To monitor the delivery of the shared outcomes as defined by the NY LAA and as relevant to Ryedale's communities

Partnership Performance Measures	2007/08	2008/09	2009/10	Link to other targets
% of residents who feel they can influence decisions	Baseline +1%	+1%	+1%	LAA STR1a
Voter turnout at local election	2007 turnout			
How satisfied are you with your local area as a place to live?	Baseline +5%	+5%	+5%	BV User satisfaction Survey:Q4
% of residents who feel that their local area is a place where people from different backgrounds can get on well together.	Baseline to be established			BV User satisfaction Survey:
To undertake annual self assessment of the partnership and the strategy and make any revisions as required	YES	YES	YES	
To survey the communities of Ryedale annually on the quality of life being experienced	YES	YES	YES	
To publish a revised Sustainable Community Strategy - Imagine Ryedale... in March 2008	YES			
Support the development of Parish Plans across the district	4	4		
% of second homes funding directed at achieving the vision for Ryedale in 2013	100%	100%		
Publish an equalities scheme		YES		
Publish RSP Community Engagement Strategy	YES			

Financial Implications

The partnership aims and objectives will be delivered utilising existing budgets as follows:

Activity	Timescale	2007/8	2008/9	2009/10
Training in planning and organising effective engagement	Annual	1000	1000	1000
Support for RVA to develop engagement of Voluntary sector in Community Planning	March 2007	2500	2500	2500
Support parish planning in the District	April 2007	3000	3000	3000
Developing www.imagine-ryedale.org.uk	July 2007	3000	3000	3000
Publication of reviewed community plan - Imagine Ryedale...	March 2008	2500		
Support the work of Ryedale Together to engage the BME community in Ryedale	Annual	2000	2000	2000
	Total	14,000	11,500	11,500

This document is also available in other languages, large print and audio format upon request.

本文件也可应要求，制作成其它语文或特大字体版本，也可制作成录音带。

(Mandarin Chinese)

Dokument ten jest na życzenie udostępniany także w innych wersjach językowych, w dużym druku lub w formacie audio.

(Polish)

Este documento encontra-se também disponível noutros idiomas, em tipo de imprensa grande e em formato áudio, a pedido.

(Portuguese)

本文件也可應要求，製作成其他語文或特大字體版本，也可製作成錄音帶。

(Cantonese)

 (01653) 600666

We welcome and value your feedback. If you wish to make any comments on this action plan you can do so in the following ways:

E-Mail the Policy Manager: clare.slater@ryedale.gov.uk

Write to the Policy Manager: **Clare Slater**
Ryedale District Council
Ryedale House
Malton
North Yorkshire
YO17 7HH

Comment On-line: www.imagine-ryedale.org.uk