

RYEDALE
DISTRICT
COUNCIL



**Council Plan
2009 - 2013**

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Introduction

Welcome to Ryedale District Council's Corporate Plan – The Council Plan 2009-13. This Plan is intended to explain to members of the public, to councillors, to partner organisations and to our staff what the priorities of the Council are for the next four years. We want our customers to have a clear understanding of the issues that this Council believes are most important for the next four years. The Council has linked the planning for its resources to the priorities in this document and has involved a wide range of people in its development. We want to focus our effort on those things that will make the difference to the lives of people in Ryedale's communities, targeting resources for those in greatest need.

This plan contains the vision of the Council and is complimented by detailed delivery plans. It frames the Council's contribution towards the achievement of the shared targets of the North Yorkshire Local Area Agreement and of the vision for sustainable communities in Ryedale in 2013 – Imagine Ryedale...

We will continue to engage our diverse communities in the achievement of the ambitions contained in this plan making sure we are working together with all of our partners to achieve a better quality of life for all.

The Council Plan includes 5 Priorities that will guide the Council as it plans and delivers services for the people of Ryedale district over the next four years. Detailed Service Delivery Plans have been developed in line with the Council priorities and include actions and specific performance improvement targets.

We will publish an Annual Report each July which will set out how well we are delivering against the commitments made in the Council Plan, and to allow us to respond to any new challenges or stakeholder feedback. Delivering the priorities will be the responsibility of the Council's Senior Management Team, who will monitor progress and publish regular reports.

Why have we chosen these priorities?

Housing Need

In Ryedale there is an imbalance between market house prices and the amount that many local people can afford to pay for a home. The housing affordability 'gap' in Ryedale is one of the worst in the country. This is a result of low wage levels and high house prices. Ryedale has an increasingly ageing population and as people get older their housing needs often change, with an increased level of support from services and access to specialised housing provision. People want to live in Ryedale and believe it is a good place to live where they can enjoy a high quality of life.

Affordable housing includes social rented and intermediate housing provided to specified eligible households whose needs are not met in the market.

Economic Success

The Ryedale economy is currently over reliant on traditional industries that are associated with low pay. There is a need to strengthen and diversify Ryedale's economy. The conditions need to be created in Ryedale to support the development of opportunities within sectors that are generally better paid than the current low average income levels. This would then provide opportunities for those with higher and specialist skill levels and additionally the potential to employ younger people who often choose to leave the area to access better opportunities. Ryedale continues to experience one of the largest affordability gaps between average income and house price in the Country.

Environment

A striking characteristic of Ryedale is the outstanding quality of its countryside, villages and market towns. This is reflected in the designation of the North York Moors National Park and the Howardian Hills Area of Outstanding Natural Beauty. The finest examples of historic buildings and features in Ryedale are legally protected; there are 46 conservation areas, more than 2,000 listed buildings, 440 scheduled ancient monuments and eight registered historic parks and gardens. Ryedale District is very sparsely populated relative to the rest of England, being ranked 7th, with over half of the population living in villages, hamlets and isolated dwellings. Ryedale possesses a very high quality environment and we intend to maintain this in future years.

Active Safe Communities

Ryedale has a network of community facilities for recreation and leisure activities which are all owned and managed by local communities for their own use, and that of other residents and visitors. The council supports existing and new facilities through a programme of grant aid.

The health of people in Ryedale is generally better than the average in England. The health of children and young people is generally in line with the average for England, apart from the percentage of children classified as obese, which is higher than average for schoolchildren in reception year. Ryedale has a lower rate of people claiming incapacity benefits for mental illness and a lower rate of hospital stays related to alcohol compared with the England averages. However, it remains the area with the highest rate for road injuries and deaths in England.

Ryedale has one of the lowest crime rates in the country and much work is undertaken to maintain this level and to try and gain improvements. The priorities for Safer Ryedale – the Community Safety Partnership are safer roads, reducing levels of domestic violence and targeting all behaviour that is detrimental to the community and reduces the quality of life for people. Examples of such problems include burglary, criminal damage, and youth related behaviour, anti social behaviour alcohol and substance misuse.

Transformation

We need to ensure that we understand our communities and deliver improvement in the areas which will make the greatest difference in the quality of life of people in our communities. We need also to target our resources on those who are in the greatest need, whilst ensuring that we deliver high quality services which represent good value for money for the taxpayer. Because of the rural nature of Ryedale inequality and disadvantage can occur in small pockets within any community. We need therefore to be innovative in the way we engage our communities. Ryedale is fully parished and levels of turnout at elections is consistently high, we will continue to support local democracy and encourage participation in civic life.

What did our communities say?

The Place Survey 2008

In response to the place survey, a questionnaire completed by over 1300 residents, it became clear that of those things for which the Council has direct responsibility or influence, affordable decent housing, shopping facilities and job prospects, clean streets, wage levels and the cost of living were identified as the things most needing improving.

Raising our Game

When we asked a range of people, including adults with learning disabilities, people with caring responsibilities, older people and younger people, they told us that affordable housing and choice of housing was a priority for the area. People acknowledged that in order to be able to access housing they needed decent employment. People also wanted to shop locally but the market towns, particularly Malton need to be rejuvenated and the range of shops improved. Older people prioritised being part of a community and accessibility of local facilities and services most highly. Adults with learning disabilities would like more choice and access to independent living with some support services particularly advocacy support. Younger people were concerned about future housing options and job prospects and whilst acknowledging their concerns for the environment felt that this was a national issue upon which we could make some impact locally through individual action. They would like more opportunities for social activities and help to access these. All groups wanted us to improve our communications, to make information clear and to the point. This would help everyone in our communities to access our services and ensure they are receiving all those services for which they are the intended beneficiary and benefits to which they are entitled. This would also help to improve the accessibility of a wider range of services. Ryedale Parish Councils prioritised Housing and Economy and also requested more clarity in council communications. The full report on our community engagement can be found on the Council website and is entitled 'Raising Our Game'.

A Plan for Every Parish

The issues raised most frequently in Parish Plans are traffic and road safety, improvements and maintenance of the local Environment, community facilities and communication

'If you live in the outlying villages life gets more difficult than in the towns as you get older'.

Ryedale Carers

'Employment opens the door'

'Housing and jobs are linked and then community comes from these'

Adults with Learning Disabilities

'This group feels well housed already but need community'

Older People

'Economy and Housing need more resource as they are currently under threat'

Special Families

We have undertaken a wide ranging and inclusive programme of community engagement in identifying our priorities for the next 4 years, as well as revisiting our earlier engagement activity. We will review our plan every year and will check with our communities that we are delivering our commitments and that they are making a difference.

Imagine Ryedale...

The vision of local people for Ryedale in 2013 is of 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

where 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

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

Developing Opportunities

Where everyone 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 Council shares this vision with the communities of Ryedale and is working with partners from the public private and voluntary and community sectors to make this vision a reality.

The Councils vision for Ryedale is of a place

where all residents can enjoy a good quality of life, with strong, prosperous and welcoming communities

The Mission of the Council is

working with you to make a difference

The New Performance Framework in Ryedale

All of the partners in North Yorkshire are contributing to the delivery of a set of shared outcomes which are contained within the North Yorkshire Local Area Agreement. The delivery of the NY LAA is managed by the North Yorkshire Strategic Partnership (NYSP). An LAA is a performance management framework for a Sustainable Community Strategy. In Ryedale the Local Strategic Partnership has identified a set of 20 shared priorities from within the NYLAA. It will use this set to performance manage the achievement of the vision for Ryedale in 2013 – Imagine Ryedale...

The Council is a member of the RSP and is committed to co-operating in the delivery of the NY LAA with a particular focus on those shared outcomes which have been identified as a priority in Ryedale and which will improve the quality of life within our communities.

The following table illustrates the relationship between the North Yorkshire Local Area Agreement, the Themes of Imagine Ryedale, the Ryedale LAA shared targets and the aims of this Council Plan.

Ref	NYSP Theme	Description	Imagine Ryedale...Theme	Ryedale LAA	RDC Council Plan
NI 32	Safer	Repeat incidents of domestic violence.			Aim 1
NI 141	Adults	Percentage of vulnerable people achieving independent living.	Developing Opportunities	●	Aim 1
NI 155	Stronger	Number of affordable homes delivered.	Developing Opportunities	●	Aim 1
NI 159	Stronger	Supply of ready to develop housing sites	Developing Opportunities	●	Aim 1
L 8	Stronger	Prevent homelessness through advice and proactive intervention (interventions per 000 households)			Aim 1
L 12	Adults	Additional extra care units occupied.			Aim 1
NI 152	E&E	Working age people on out of work benefits.			Aim 2
NI 164	E&E	Working age population qualified to at least level 3 or higher.	Developing Opportunities	●	Aim 2
NI 171	E&E	New Business registration rate (per 10,000 resident population aged 16 and above).			Aim 2
NI 175	Stronger	Number of passengers carried on Community Transport.	Access and Communication	●	Aim 2
L 36	E&E	Grow the Creative Industries sector.			Aim 2
L 37	E&E	Increase the value of tourism earnings. (£mn)			Aim 2

Ref	NYSP Theme	Description	Imagine Ryedale... Theme	Ryedale LAA	RDC Council Plan
NI 185	Stronger	CO ₂ reduction from local authority operations (incl. schools).	Landscape & Environment	●	Aim 3
NI 186	Stronger	Per capita reduction in CO ₂ emissions in the LA area.	Landscape & Environment	●	Aim 3
NI 189	Stronger	Flood and coastal erosion risk management.	Landscape & Environment	●	Aim 3
NI 192	Stronger	Household waste recycled and/or composted			Aim 3
NI 193	Stronger	Municipal waste landfilled.			Aim 3
NI 197	Stronger	Improved local biodiversity – active management of local sites.			Aim 3
NI 1	Stronger	% of people who believe people from different backgrounds get on well together in their local area.			Aim 4
NI 8	Healthier	Adult participation in sport.	Vibrant Communities	●	Aim 4
NI 17	Safer	Perceptions of anti-social behaviour.			Aim 4
NI 20	Safer	Assault with injury crime rate.	Strong Safe Communities	●	Aim 4
NI 41	Safer	Perceptions of drunk or rowdy behaviour as a problem.	Access and Communication	●	Aim 4
NI 47	Safer	People killed or seriously injured in road traffic accidents. (based on 3yr rolling averages)	Strong Safe Communities	●	Aim 4
NI 56	Healthier	Obesity among primary school age children in Year 6.	Health & Wellbeing	●	Aim 4
L 58	C&YP	% of schools achieving Healthy Schools Status.	Health & Wellbeing	●	Aim 4
L 64	C&YP	Children and young people's participation in high quality sport.	Health & Wellbeing	●	Aim 4
NI 3	Stronger	Civic participation in the local area.	Vibrant Communities	●	Aim 5
L 41	Stronger	% of population within 5 miles of a Joint Access Centre.			Aim 5
NI 30	Safer	Re-offending rate of prolific and priority offenders.	Strong Safe Communities	●	
NI 115	Safer	Substance misuse by young people	Health & Wellbeing	●	
L 63	Stronger	Participation in regular volunteering.	Vibrant Communities	●	
L 65	Stronger	Environment for a thriving third sector	Vibrant Communities	●	

Council Aim	Aim 1: Housing Need To meet housing need in the Ryedale District Council area					
Strategic Objectives	1. To change and add to housing stock to meet the local housing needs			2. To support people to access a suitable home or remain in an existing home		
Key Performance Questions	How well are we meeting local housing need?	What is our housing stock profile?	How well are we preventing homelessness through advice and proactive intervention?	How well are we supporting people?		
Council Aim	Aim 2: Economic Success To create the conditions for economic success					
Strategic Objectives	3. Place of opportunity – economic structure and supporting infrastructure			4. Opportunity for people – increasing wage and skills levels		
Key Performance Questions	How is the sectoral mix of the Ryedale economy changing?	What infrastructure is in place to support economic success?	How well are household incomes increasing?	To what extent are local skills meeting the local employment need?		
Council Aim	Aim 3: High Quality Environment To have a high quality, clean and sustainable environment.					
Strategic Objectives	5. Reducing waste and CO2 emissions		6. Planning to adapt to climate change		7. To maintain the quality of our local environment	
Key Performance Questions	To what extent are we reducing the waste sent to landfill?	To what extent are CO2 levels reducing?	How well are we planning to adapt to climate change?	What development is coming forward and is it in the right areas?	How well is the quality of the environment in Ryedale being maintained?	To what extent is civic pride increasing?
Council Aim	Aim 4: Active Communities To help all residents to achieve a healthy weight by encouraging an active lifestyle, in communities where everyone feels welcome and safe					
Strategic Objectives	8. Safe and Healthy Villages and Towns					
Key Performance Questions	How well are we encouraging active lifestyles?			How welcome and safe do people feel in our communities?		
Council Aim	Aim 5: To Transform the Council					
Strategic Objectives	9. To know our communities and meet their needs			10. To develop the leadership, capacity and capability to deliver future improvements		
Key Performance Questions	What services are important to local people?	How accessible are our services and how well are they improving?	How well do we demonstrate leadership?	What is our capacity and capability to deliver future improvements?		

Aim 1: Housing Need

To meet housing need in the Ryedale District Council area

There is an imbalance in Ryedale between market prices and the amount that many local people can afford to pay for a home. The housing affordability 'gap' in Ryedale is one of the worst in the country. This is a result of low wage levels and high house prices. Competition in the local housing market is strongly influenced by inward migration of affluent older people, particularly from York and the South East of England. This results in local households having to leave the district in order to access housing. Failure to address this issue could lead to increasing polarisation of communities. Ryedale has an increasingly ageing population and as people get older their housing needs often change, with an increased level of support from services and access to specialised housing provision. People want to live in Ryedale and believe it is a good place to live where they can enjoy a high quality of life.

Affordable housing includes social rented and intermediate housing provided to specified eligible households whose needs are not met in the market.

Housing need may be experienced by:

- Households with an income of less than £60,000 per annum, and other people due to changes in health, household income, caring responsibilities or bereavement
- Households who experience a change in circumstances affecting their ability to access work, health care or local services
- Individuals who are younger or older and may be living with a disability

What can Ryedale District Council do?

Build new homes through a market housing scheme (making the most of section 106 agreements) and the social housing development programme for Ryedale in partnership with Registered Social Landlords.

Support people at threat of becoming or being made homeless, because of changes in their circumstances or their capacity to cope.

Improve the profile of our housing stock so that it can meet local needs by:

- Utilising regional housing board funding (£356,000 in 2008/9)
- Through the Council's Capital Programme
- Influencing Registered Social Landlords use of existing stock
- To improve energy efficiency and address fuel poverty in private sector housing stock

Profile of Housing Need:

The overall requirement for affordable housing in Ryedale is 292 homes per annum, including 44 in the North York Moors National Park. 50% is arising from a backlog of households already in need, and 30.5% from newly forming households and 18.5% from other groups. Affordable housing need in the District is split with:

- 33.4% requiring intermediate housing (discount for sale) and
- 66.6% in need of social rented housing.

An annual household income of £60,000 was required to afford the average priced house in Ryedale in October 2008. Only 16% of newly forming households can afford to buy on the open market.

The age profile of Ryedale is skewed towards the older age range, with comparatively fewer younger people. By 2021 Ryedale is predicted to have one of the highest percentages of older residents in the UK.

Average House price July to September 2008 was £243,480.00 Source: Land Registry

Average Total Household Income in 2007 of £23,500 Source: Local Knowledge

Housing Affordability ratios in 2007 (source Yorkshire Futures):

- lower quartile house price:lower quartile income 10:3 (top in the region)
- median house price:median income 9.58 (second highest in the region)

Profile of Housing Stock:

The local stock profile is:

70% owner occupiers,

13.5% social rented,

16.3% private rented and

0.2% intermediate housing.

This represents a smaller social rented sector than regional and national averages but a higher level of private rented housing.

181 Housing completions in 2007/08 181(third lowest in the region, 5th quintile)

13.5% of private sector dwellings fail to meet the energy efficiency requirements of the Decent Homes standard and 34.8% of private sector households are in fuel poverty.

Source: Private Sector Stock Condition Survey 2008

Aim 1: Housing Need

To meet housing need in the Ryedale District Council area

Strategic Objective 1

To meet the housing needs of at least 75 households per year through the provision of additional affordable and specialist homes and adaptation of existing homes

Baseline Data March 2009:

57 affordable homes were delivered in 2008/9 (to December 2008)

Two NYCC care homes remain in operation in Ryedale (March 2009)

No. of extra care units were delivered in Ryedale 2008/9

5 empty homes brought into use between 2006 and 2009

2 Rural exception sites identified in 2008/9 providing for a total of 19 affordable units

The Priority Service Objectives	ANNUAL TARGETS				Delivery Plans
	2009/10	2010/11	2011/12	2012/13	
1. To provide additional affordable and specialist homes	✓	⇒	⇒	⇒	Economy and Housing Service Delivery Plan
Work with Adult & Community Services in meeting the target to end the use of residential care homes by 2010	⇒	✓	-	-	Ryedale LAA2
Deliver affordable homes through the Housing Improvement Programme	⇒	107 homes	-	-	Ryedale Housing Strategy Action Plan
To meet the need identified for additional pitches for Gypsy and Traveller households	⇒	⇒	9	-	Ryedale Housing Strategy Action Plan
2. To bring empty homes back into use in line with the County wide empty homes strategy.	✓	⇒	⇒	⇒	Economy and Housing Service Delivery Plan
County wide empty homes strategy to be developed	By March 2010	-	-	-	NY Homelessness Strategy
To bring empty homes back into use in line with county strategy	-	Tbc	Tbc	Tbc	NY Empty Homes Strategy
3. To identify through the LDF sufficient housing sites for the next 5 and 15 year periods (SHLAA)		✓	⇒	⇒	Economy and Housing Service Delivery Plan
To have a Strategic Housing Land Availability Assessment in place (SHLAA)	⇒	By April 2010	-	-	Planning Service Delivery Plan
For the Ryedale Local Development Framework to be adopted	⇒	⇒	By April 2011	-	Ryedale Local Development Scheme

Supporting the development of 6 rural exceptions sites by 2012	⇒	⇒	6 sites	-	Ryedale Local Development Scheme
Undertake a review of all LA land holdings within the District to assess their potential for development for affordable housing	⇒	By April 2010	-	-	Planning Service Delivery Plan

Key Performance Question: How well are we meeting local housing need?

KPI Ref	Description	2009/10	2010/11	2011/12	2012/13	Delivery Plan Link
NI 154	Net additional homes provided	Tbc	Tbc	Tbc	Tbc	Ryedale Local Development Scheme (LDS)
NI 155 NYLAA2	Number of affordable homes to be delivered (gross)	75	75	75	75	Ryedale LDS
NI 159 NY LAA2	Supply of ready to develop housing sites (NY Target from LAA2)	100%	120%	Tbc	Tbc	Ryedale LDS
L 12 NY LAA2	Number of extra care units delivered	District Targets TBC	Tbc	Tbc	Tbc	Ryedale Housing Strategy
LPI (BVPI64)	Number of empty homes brought back into use	-	Tbc	Tbc	Tbc	NY Empty Homes Strategy
LPI	% of affordable homes on sites					Ryedale LDS

Other Data: Housing returns to Government Office Yorkshire and the Humber

Key Performance Question: What is our housing stock profile?

KPI Ref	Description	2009/10	2010/11	2011/12	2012/13	Delivery Plan Link
NI139	Older people receive the support they need to live independently at home	41.2% Mar 2009	Place Survey	-	Place Survey	Supporting People
L 12 NY LAA2	Number of extra care units delivered (LAA L12)	District Targets TBC	Tbc	Tbc	Tbc	Ryedale Housing Strategy

LPI	Number of Homeless Preventions achieved per year					Ryedale Housing Strategy
LPI	Maximum number of homeless applications to be made per year					Ryedale Housing Strategy
LPI	Number of homeless in temporary accommodation					Ryedale Housing Strategy
LPI	Number of Bond Guarantee/Rent in Advance schemes undertaken per year					Ryedale Housing Strategy
LPI	Grant requests for adaptations and social services referrals					Ryedale Housing Strategy

Other Data: Housing Needs survey , Rural Housing Enabler local surveys, Parish Plans

Aim 1: Housing Need

To meet housing need in the Ryedale District Council area

Strategic Objective 2

To support those in need to access a suitable home or remain in an existing home through the provision of support services.

Baseline Data March 2009:

80 Repeat incidents of domestic violence in 2007/8
 Number of homeless preventions in 2008/9 to December was 171
 Actual number of homeless in 2007/8 was 149 (6.3 per 1000)
 Number of homeless living in temporary accommodation in 2007/8 to January 09 was 14
 13.5% of private sector dwellings fail to meet the energy efficiency requirements of the Decent Homes standard and 34.8% of private sector households are in fuel poverty.
 Source: Private Sector Stock Condition Survey 2008

The Priority Service Objectives	ANNUAL TARGETS				Delivery Plans
	2009/10	2010/11	2011/12	2012/13	
1. To enable families and individuals to remain in their homes through the provision of a range of housing advice and support.	✓	⇒	⇒	⇒	Economic and Housing Service Delivery Plan
Reduction in homelessness of women suffering domestic violence through support for the Making Safe project	✓	✓	Tbc	Tbc	Safer Ryedale Delivery Plan
2. To prevent homelessness through the services offered by the integrated housing options team	✓	⇒	⇒	⇒	Economic and Housing Services
To develop a homelessness action plan between RDC and the key Registered Social Landlords	⇒	⇒	By 31 March 2012	-	NY Homelessness Strategy
3. To assist householders facing mortgage difficulties	✓	-	-	-	Economic and Housing Service Delivery Plan
Provision of a Mortgage Rescue scheme in partnership.	✓	-	-	-	Economic and Housing Service Delivery Plan
4. To reduce the number of vulnerable households experiencing fuel poverty.	✓	⇒	⇒	⇒	Economic and Housing Service Delivery Plan

Key Performance Question: How well are we preventing homelessness through advice and proactive intervention?

KPI Ref	Description	2009/10	2010/11	2011/12	2012/13	Delivery Plan Link
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NI 141 NYLAA	Percentage of vulnerable people achieving independent living	77%	78%	Tbc	Tbc	Ryedale Housing Strategy
NI 181	Time taken to process Housing Benefit and Council Tax new claims and change events	10.2 days Mar 2009				Customer Services & Benefits SDP
NI 187	Fuel poverty (a & b) - Baseline survey to be completed March 2009	Baseline Tbc	Tbc	Tbc	Tbc	Ryedale Private Sector Housing Strategy
LPI	Number of homelessness preventions					NY Homelessness Strategy
LPI	Actual number of homeless per '000					NY Homelessness Strategy
LPI	% of households meeting the decent homes standard	% of decent homes	% of decent homes	% of decent homes	% of decent homes	Ryedale Housing Strategy

Other Data: Monitoring of Disabled Facilities grants, Home Repair grants and energy efficiency grants, Numbers of vulnerable people living in dwellings that fail to meet the decent home standard *Private sector stock condition survey*

Key Performance Question: How well are we supporting people?

KPI Ref	Description	2009/10	2010/11	2011/12	2012/13	Delivery Plan Link
NI 32 NYLAA	Repeat incidents of domestic violence	-10%	-10%	Tbc	Tbc	Safer Ryedale Delivery Plan
NI 156	Number of households living in temporary accommodation	Baseline	Tbc	Tbc	Tbc	NY Homelessness Strategy
L 8 NYLAA	Number of Proactive Interventions made per '000	6.5 per '000 (153)	6.5 per '000 (153)	Tbc	Tbc	NY Homelessness Strategy
LPI	Number of homelessness presentations from under 25's					NY Homelessness Strategy

Links to other policies and plans

The Sustainable Communities Strategy, Imagine Ryedale...

www.imagine-ryedale.org.uk

Ryedale Local Area Agreement 2 - Developing Opportunities priority

www.imagine-ryedale.org.uk

North Yorkshire Local Area Agreement 2 – Stronger Communities Theme	www.nysp.org.uk
Yorkshire and Humber Regional Spatial Strategy 2008-2026	www.goyh.gov.uk/goyh/plan/regplan/?a=42496
Ryedale Local Development Framework 2010	http://extranet.ryedale.gov.uk/default.aspx?page=7085
Ryedale Local Plan 2002-06	www.imagine-ryedale.org.uk/localplan/
Regional Housing Strategy 2005-2025 – NY plan pages 87-91	www.yhassembly.gov.uk/dnlds/Regional%20Housing%20Strategy%202005-11.pdf
Ryedale Housing Action Plan	www.ryedale.gov.uk/PDF/Draft_Housing_Strategy_Action_Plan_AnnexA_310108.pdf
Ryedale Private Sector Renewal Strategy	www.ryedale.gov.uk/pdf/CS&L%2025%20Sept%2008%20private%20sector%20housing.pdf
Safer Ryedale Partnership Plan	www.ryesafe.org.uk
Our Lives Our Plans	www.ryedale.gov.uk/PDF/Our_Lives_Our_Plans_Action_Plan_AnnexB_210607.pdf

Aim 2: Economic Success

To create the conditions for economic success

The Ryedale economy is over reliant on traditional industries that are associated with low pay, and are experiencing long term national and local decline. There is a need to strengthen and diversify Ryedale's economy by growing knowledge and higher value added sectors. There are opportunities to grow the existing cluster of advanced engineering companies in Ryedale and to exploit links to the York economy, in particular through linking with the positive influence of the Science City initiative and York University. This would exploit the growth of the science and technology sector currently being experienced in York, meeting the objectives of the Regional Economic Strategy and implementing Sub Regional Investment Plan and Regional Spatial Strategy objectives and policies. The Ryedale economy has more recently begun the restructuring process from the primary and secondary sectors towards more tertiary sectors such as banking, finance and insurance and other sectors and there had been a notable percentage growth in research and development and knowledge industries, however this development is taking place from very low start levels and these sectors still form a much smaller element of the local economy than either the regional or national norm.

Recent economic growth in Ryedale has been notable however this has lagged behind both County and Regional levels. The economy is dominated by micro-businesses and there is much entrepreneurial activity, although this is dominated by lifestyle businesses and there is a need for much greater diversification into higher pay sectors to address the low wage problem that persists in Ryedale. There is a clear need to encourage a range of employment opportunities within Ryedale and move away from sectors associated with low skill and wage levels. The conditions should be created in Ryedale to support the development of opportunities within sectors that are generally better paid than the current local average income levels. To provide opportunities for those with higher and specialist skill levels and with the potential to employ younger people who often choose to leave the area to access better opportunities. This requires a combination of improved sites and premises, physical and business support infrastructure to create favourable conditions for trading, plus a targeted approach to skills and training to better equip local people to access new job opportunities. There is also a need for some town centre enhancement and regeneration to reduce leakage of local shoppers to nearby towns and cities, and to strengthen the tourism offer.

Using a median approach to the same indicator Ryedale has the lowest earnings in the entire Region (2007). In terms of workplace-based average weekly earnings for full time workers, Ryedale, at £435 in 2007, has the lowest figure in the Yorkshire & Humber region, compared to a national average of £526. This has led to a massive affordability gap, the worst in the north of England and the fourth worst nationally for people under 40, between average incomes and house prices, according to a study undertaken by the Joseph Rowntree Foundation in 2005 *Affordability and the intermediate housing market: Local measures for all local authority areas in Great Britain*. Further work in 2007 identified Ryedale as having the worst affordability gap outside of London.

In July 2008 Oxford Economics prepared a paper on the potential spatial impact by identifying areas which are most vulnerable to the credit crunch. This is a theoretical statistical exercise that looked at the most vulnerable sectors in financial services, services relating to property and financial services and dependence on consumer income particularly in retail and tourism. 408 Authorities in Britain were ranked according to their dependence upon industries vulnerable to credit crunch, which was itself weighted according to those sectors which might face the greatest difficulties. (1 was the most vulnerable and in this case was the City of London). Ryedale was ranked 404 in this exercise. Source: NYPU

What can Ryedale District Council do?

- Include land allocations in the Local Development Framework for high quality B1office and B2 development that targets higher value-added sectors, links to the York economy and supports advanced engineering activities.
- Enhance the role of Malton and Norton by building connections with the York economy.
- Encourage the development and growth of knowledge based industries through the creation of an Enterprise centre.
- Develop the transport and other physical infrastructure in Ryedale through developer contributions and partnership working.
- Work with the Ryedale Employment and Skills Partnership to provide training and learning opportunities to better equip local people to access higher quality local jobs.
- In partnership with others, provide support to new and existing local businesses to enhance their success.

Profile of the Ryedale Economy

The manufacturing and agriculture share of the economy has reduced but it is notably still high within the region. There has been some increase in digital and creative and knowledge driven sectors, with research and development increasing from zero to 6%. Ryedale experiences the highest level of home working in the region.

In 2006 the net migration of 16-24 year-olds in Ryedale was -0.39% as a proportion of 2001 pop. *Source: Local Knowledge; Crown Copyright; Internal migration within the United Kingdom*

In 2001 Ryedale had the 10th highest level of in-commuting jobs in the region. We must wait for the results of the next census to gauge any positive trend in this data. In 2004 Ryedale residents experienced the shortest travel to work journey in the region.

Source: Local Knowledge; Census 2001 and Labour Force survey 2004

Car and taxi traffic volume (million vehicle kms) 2007 , 8,345
(second highest in the region, Top quintile)

The employment rate of all working age people in 2007 was 73.3% (4th Quintile in the region)

Gross median weekly pay (full time workers residence based) in 2007 was £376.30 (the lowest in the region and 5th Quintile)

Gross disposable household income per capita in 2006 was £14,492 (third highest and top quintile in the region)

During the current period of economic downturn, the primary or most up to date indicator of change is those on Job Seekers allowance.

- Claimant count in Ryedale for Job seekers Allowance January 2009 was 592, an increase of 56% in 12 months. The rate of change nationally was 54%.
- The number of claimants aged 28-24 years in January 2009 was 185, this represents an increase of 95%. The rate of change nationally was 56%.
Source: North Yorkshire Partnership Unit

Source for all below Yorkshire Futures

Vat registrations in 2006 were 42 per 10,000 population (top quintile in the region)
Start of year business stock in 2007 was 738 per 10,000 population (top quintile and top in the region)

% working age population with NVQ2+ in 2007 was 62.7 (3rd quintile)

% working age population with NVQ3+ in 2007 was 45.8 (2nd Quintile)

% working age population with NVQ4+ in 2007 was 28.4 (1st quintile)

% of working age population receiving job-related training in last 13 weeks was 16.4, (Lowest in the region and 5th Quintile)

Housing Affordability 2007:

Lower quartile house price: Lower quartile income was 10:3 (top in the region, top quintile). Median house price: Median income was 9.58 (second highest in the region, top quintile)

Aim 2: Economic Success

To create the conditions for economic success

Strategic Objective 3

Place of opportunity – to have the sites and premises, physical infrastructure and business support in place that would encourage an economic structure and activity to ensure that the opportunities available within Ryedale are equal to those of the most economically successful rural areas of the sub-region.

Baseline Data March 2009:

Vat registrations in 2006 were 42 per 10,000 population
 Start of year business stock in 2007 was 738 per 10,000 population
 Car and taxi traffic volume (million vehicle kms) 2007 , 8,345
 Source: Yorkshire Futures

The Priority Service Objectives	ANNUAL TARGETS				Delivery Plans
	2009/10	2010/11	2011/12	2012/13	
1. To identify sufficient sites for industrial, business and retail through the LDF core strategy		✓			Planning Service Delivery Plan
For the Ryedale Local Development Framework to be adopted	⇒	⇒	By April 2011	-	Ryedale Local Development Scheme
2. To improve the vitality of Malton as a retail centre	✓	⇒	⇒	⇒	Economic and Housing Service Delivery Plan
Grant to support major redevelopment for Milton Rooms, Assembly Rooms and Caretaker House	✓	⇒	-	-	RDC Capital Programme
Malton Town centre physical improvement works	✓	-	-	-	RDC Capital Programme
3. To improve the infrastructure and strengthen the role of the market towns	✓	⇒	⇒	⇒	Economic and Housing Service Delivery Plan
Regeneration schemes in Pickering and Kirkbymoorside	-	✓	-	-	RDC Capital Programme

Key Performance Question: How is the sectoral mix of the Ryedale economy changing?

KPI Ref	Description	2009/10	2010/11	2011/12	2012/13	Delivery Plan Link
NI 171 NYLAA	New business registration rate per 000 16+					Economy and Housing SDP

NI 172	%of SME's showing growth					Economy and Housing SDP
L 36 NYLAA	Growth in creative industries (NY Target)	⇒	⇒	1999	2020	NY LAA 2
L 37 NYLAA	Growth in tourism (NY Target)	⇒	⇒	⇒	£1636	NY LAA 2
EC 4	Share of regional economy					Economy and Housing SDP

Other Data : Retail index for market towns, Employment change by sectors, Analysis of business sectors in Ryedale as share of total

Key Performance Question: What infrastructure is in place to support economic success?

KPI Ref	Description	2009/10	2010/11	2011/12	2012/13	Delivery Plan Link
NI 175 NY LAA	Access to services and facilities by public transport, walking and cycling					NY LAA 2
NI 182	Satisfaction of businesses with regulatory services	82% Mar 09				Environment SDP
FP 6	% of development in market towns and service villages					Ryedale Local Development Scheme
LPI	Car and taxi traffic volume (million vehicle kms)					Economy and Housing SDP

Other Data: Analysis of census data – travel to work data. New census 2011

Aim 2: Economic Success

To create the conditions for economic success

Strategic Objective 4

Opportunity for people –
increasing wage and skills levels

Baseline Data March 2009:

The employment rate of all working age people in 2007 was 73.3%
Gross median weekly pay (full time workers residence based) in 2007 was £376.30
Gross disposable household income per capita in 2006 was £14,492
Housing Affordability (lower quartile house price: lower quartile income) in 2007 was 10:3
% working age population with NVQ2+ in 2007 was 62.7
% working age population with NVQ3+ in 2007 was 45.8
The number of working age people on out of work benefits in Ryedale in January 2009 was 592.
Source: North Yorkshire Partnership Unit

The Priority Service Objectives	ANNUAL TARGETS				Delivery Plans
	2009/ 10	2010/1 1	2011/1 2	2012/13	
1. To serve the needs of businesses in changing economic climates	✓	⇒	⇒	⇒	Economic and Housing Service Delivery Plan
Business Liaison Manager to advise and support businesses	✓	⇒	⇒	⇒	Economic and Housing Service Delivery Plan
2. To help people to acquire the skill they need to access employment opportunities	✓	⇒	⇒	⇒	Economic and Housing Service Delivery Plan
To develop an employer engagement strategy based on the survey findings of the Ryedale Employer Needs Survey (March 2009)	✓	⇒	⇒	⇒	Ryedale Employment and Skills Partnership
3. To provide the opportunities to increase income levels	✓	⇒	⇒	⇒	Economic and Housing Service Delivery Plan
Develop a capital project to support growth of small businesses	-	⇒	✓	-	RDC Capital Programme
4. To improve levels of skills for life in Ryedale	✓	⇒	⇒	⇒	Economic and Housing Service Delivery Plan
5. Paying the right benefit to the right people at the right time	✓	⇒	⇒	⇒	Customer Services and Benefits Delivery Plan

Key Performance Question: How well are household incomes increasing?

KPI Ref	Description	2009/10	2010/11	2011/12	2012/13	Delivery Plan Link
NI151	overall employment rate					Economy and Housing SDP
NI152	Number of working age people on out of work benefits, by group					Economy and Housing SDP
NI 166	Average earnings					Economy and Housing SDP
NI 180	Right Benefit Indicator					Customer Services & Benefits SDP
NI 181	Time taken to process Housing Benefit and Council Tax new claims and change events	Baseline March 09	Tbc	Tbc	Tbc	Customer Services & Benefits SDP

Other Data:

Gross weekly earnings by household (median and mean), Gross disposable household income, Affordability ratio, Number of population 16+ claiming job seekers allowance

Key Performance Question: To what extent are local skills meeting the local employment need?

KPI Ref	Description	2009/10	2010/11	2011/12	2012/13	Delivery Plan Link
NI164	% of employees qualified to level 3 or above, by group	-	57% (NY target)	-	-	Economy and Housing SDP
LPI	Skill gap identified through National Employment and Skills Survey					Economy and Housing SDP

Other Data: Ryedale Business Survey 2009, % working age population with NVQ4+ , % of working age population receiving job-related training in last 13 weeks

Links to other policies and plans

The Sustainable Communities Strategy, Imagine Ryedale...

www.imagine-ryedale.org.uk

Ryedale Local Area Agreement 2 - Developing Opportunities priority

www.imagine-ryedale.org.uk

North Yorkshire Local Area Agreement 2 – Economy and Enterprise theme	www.nysp.org.uk
Ryedale Local Development Framework 2010 – Core Strategy	http://extranet.ryedale.gov.uk/default.aspx?page=7085
Regional Economic Strategy	http://www.yorkshire-forward.com/about/what-we-do/strategy/the-res
Sub-regional Investment Plan	http://www.ynypu.org.uk/category.aspx?category=8
Market and Norton Partnership Business Plan	
Ryedale Local Plan 2002-06	www.imagine-ryedale.org.uk/localplan/
Our Lives Our Plans	www.ryedale.gov.uk/PDF/Our_Lives_Our_Plans_Action_Plan_AnnexB_210607.pdf

Aim 3: High Quality Environment

To have a high quality, clean and sustainable environment.

The Sustainable Communities Strategy – Imagine Ryedale... states that local people in Ryedale want their communities to continue to be ‘a cherished mixture of towns, villages and landscapes. It is a peaceful sanctuary, not crowded or polluted’. To the north and west of the District lie the sparsely populated Cleveland Hills and the North York Moors – a third of the North York Moors National Park is within Ryedale. To the south are the fertile, gently undulating Yorkshire Wolds. The south-western corner of the District reaches the outskirts of the City of York and in the east the boundary is 6 miles from the North Sea. A striking characteristic of Ryedale is the outstanding quality of its countryside, villages and market towns. This is reflected in the designation of the North York Moors National Park and the Howardian Hills Area of Outstanding Natural Beauty. The finest examples of historic buildings and features in Ryedale are legally protected; there are 46 conservation areas, more than 2,000 listed buildings, 440 scheduled ancient monuments and eight registered historic parks and gardens. The local authority area has 0.34 persons per hectare and is ranked as having the 7th lowest population density (of 375 local authorities). Ryedale possesses a very high quality environment and we intend to maintain this in future years.

What can Ryedale District Council do?

- Increase the amount of waste recycled in district and reduce the amount of waste being sent to landfill.
- Reduce CO2 emissions resulting from our operations.
- Improve the cleanliness of Council owned land.
- Encourage local communities to plan for local emergencies such as flooding
- Support development in areas which will not be affected by flooding, where development will not adversely impact on the natural environment and encourage development on sites which have previously been developed.
- Encourage local communities to manage their own local environment.

Profile of the local environment:

In 2005 our biological river quality was the second highest in the region coming second to Richmond which was ranked first nationally.

Source: Local Knowledge; General Quality Assessment Survey

Using a tranquillity score based on population density in 2004, Ryedale scores the highest in the region and comes 15th nationally. Using a natural environment score developed by combining Natural Beauty, Tranquillity, Average weather, air quality, green flag awards and green space, Ryedale is placed third within the region for the quality of its natural environment.

Source: Local Knowledge

In 2008/9 a survey showed that xx% of the population were satisfied with the overall cleanliness of the District. *Source: Place Based Survey*

The waste statistics recently published by DEFRA for 2007/8 Ryedale District Council are 12th in the country for % recycled and composted and 6th in the country for green recycling *Source: DEFRA Waste dataflow*

In 2007/8 the amount of household waste recycled increased to 51.55% with 100% of the population served by kerbside recycling service. *Source: ODPM Best Value Performance Indicators 04/05, 2007/8*

In 1990 our CO2 emissions were 2000 tonnes, in 2004/05 this had reduced to 1700 tonnes, a reduction of 15%. This had reduced further to 1607.3 tonnes, against a target of 1445 tonnes

Source: Ryedale Covalent.

Aim 3: High Quality Environment

To have a high quality, clean and sustainable environment.

Strategic Objective 5

Reducing CO2 emissions

Baseline Data March 2009:

Recycling rate 2007/8 51.5% Source: waste dataflow

Co2 emissions from RDC operations baseline will be established in July 2009.

Co2 emissions per capita in Ryedale in 2006/7 were 11.81 tonnes Source: Yorkshire Futures

The Priority Service Objectives	ANNUAL TARGETS				Delivery Plans
	2009/10	2010/11	2011/12	2012/13	
1. To increase the recycling rate from 51% to 55%	✓	⇒	⇒	⇒	Environment Service Delivery Plan
2. Reduction in kilos of residual waste collected per household from 466 to 440kg.	✓	⇒	⇒	⇒	Environment Service Delivery Plan
3. Reduce the trade waste sent to NYCC landfill sites by 20%	✓	⇒	⇒	⇒	Environment Service Delivery Plan
4. To Reduce CO2 emissions from our own operations through the implementation of the Councils CO2 reduction plan	✓	⇒	⇒	⇒	Environment Service Delivery Plan
5. Designing for the environment	✓	⇒	⇒	⇒	Planning Service Delivery Plan

Key Performance Question: To what extent are we reducing the waste sent to landfill?

KPI Ref	Description	2009/10	2010/11	2011/12	2012/13	Delivery Plan Link
NI 191	Household waste – residual kg per household	460kg	458kg	445kg	440kg	NY Waste Strategy
NI 192 NYLAA	Household waste recycled, composted	51%	52%	54%	55%	NY Waste Strategy
NI 193 NYLAA	Municipal waste to landfill	4275 tonnes	4050 tonnes	3825 tonnes	3600 tonnes	NY Waste Strategy

Other Data:

Key Performance Question: To what extent are CO2 levels reducing?

KPI Ref	Description	2009/10	2010/11	2011/12	2012/13	Delivery Plan Link
NI 185 NYLAA	Co2, our operations	Baseline July 2009	Tbc	Tbc	Tbc	Environment SDP
NI 186 NYLAA	Co2, others	Baseline July 2009	Tbc	Tbc	Tbc	Environment SDP
LPI	Zero carbon or BREAM standard in relation to major capital projects	100% compliance	100% compliance	100% compliance	100% compliance	RDC Capital Programme

Other Data:

Meeting environmental design standards in major council funded projects

Aim 3: High Quality Environment

To have a high quality, clean and sustainable environment.

Strategic Objective 6
Planning to adapt to climate change

Baseline Data:

The number of properties classified by the environment Agency as being in at risk of flooding 2006 was 2538, or 10.2%.

The Priority Service Objectives	ANNUAL TARGETS				Delivery Plans
	2009/10	2010/11	2011/12	2012/13	
1. Through the LDF to ensure that developments are coming forward in the right locations			✓	⇒	Planning Service Delivery Plan
Plan to be adopted	⇒	⇒	By April 2011	-	Planning Service Delivery Plan
2. To avoid inappropriate development in flood risk areas	✓	⇒	⇒	⇒	Planning Service Delivery Plan
To comply with environment agency advice on flood risk areas	100%	100%	100%	100%	Planning Service Delivery Plan
3. Flood and PITT review risk management	✓	⇒			Environment Service Delivery Plan
NI 188 Reported level of preparedness in relation to climate change - Score 1-4	Baseline score July 2009	Tbc	Tbc	Tbc	Planning Service Delivery Plan

Key Performance Question: How well are we planning to adapt to climate change?

KPI Ref	Description	2009/10	2010/11	2011/12	2012/13	Delivery Plan Link
NI 37	Awareness of civil protection arrangements in the area					Safer Ryedale Delivery Plan
NI188	Planning to adapt to climate change					Planning SDP
NI189	Flood risk management					Environment SDP

Other Data:

Properties classified by the environment agency as being at risk of flooding

Key Performance Question: What development is coming forward and is it in the right areas?

KPI Ref	Description	2009/10	2010/11	2011/12	2012/13	Delivery Plan Link
	Pending adoption of the LDF					Planning SDP

Other Data:

Pending LDF adoption

Aim 3: High Quality Environment

To have a high quality, clean and sustainable environment.

Strategic Objective 7

To improve the quality of our local environment

Baseline Data:

Using a tranquillity score based on population density in 2004, the District of Ryedale scores the highest in the region and comes 15th nationally. Using a natural environment score developed by combining Natural Beauty, Tranquillity, Average weather, air quality, green flag awards and green space, Ryedale is placed third within the region for the quality of its natural environment.

Source: Local Knowledge

The Priority Service Objectives	ANNUAL TARGETS				Delivery Plans
	2009/10	2010/11	2011/12	2012/13	
1. To implement the results of a detailed air quality assessment for nitrogen dioxide	✓	⇒	⇒	⇒	Environment Services
To deliver the Air Quality Action Plan for the Malton Air Quality Management Area (designation pending report due from DEFRA Feb 09)	Plan to be adopted	% of actions delivered	% of actions delivered	% of actions delivered	Air Quality Action Plan
2. Improved street and environmental cleanliness	✓	⇒	⇒	⇒	Environment Services
% transects of unacceptable cleanliness	5	4	3	3	Environment Service Delivery Plan

3. To improve levels of local biodiversity	✓	⇒	⇒	⇒	Planning Services
NI 197 Improved local biodiversity	Baseline to be set	Tbc	Tbc	Tbc	NY LAA2
4. To work with the community to encourage the management of their own environments	✓	⇒	⇒	⇒	Environment Services Planning Services
Planning checklist	100%	100%	100%	100%	Planning Service Delivery Plan
Parish Caretaker support scheme – Number of parishes supported	3	3	3	3	-
Local award schemes: Britain in bloom, Design awards, green flag	✓	⇒	⇒	⇒	Environment Service Delivery Plan

Key Performance Questions 13

How well is the quality of the environment in Ryedale being maintained?

Key Indicators

NI 194 Air quality
 NI 195 Improved street and environmental cleanliness – a to c
 NI 196 Improved street and environmental cleanliness – fly tipping
 NI 197 improved levels of local biodiversity

Other Data

Biological river quality
 Tranquillity score
 Natural Environment Score

Key Performance Questions 14

To what extent is civic pride increasing?

Key Indicators

NI 5 Overall satisfaction
 NI138 Satisfaction 65+

Other Data

LPI Award schemes:
 Britain in Bloom
 Design Awards
 Green Flag

Key Performance Question: How well is the quality of the environment in Ryedale being maintained?

KPI Ref	Description	2009/10	2010/11	2011/12	2012/13	Delivery Plan Link
NI 194	Air quality					Environment SDP
NI 195	Improved street and environmental cleanliness – a to c					Environment SDP
NI 196	Improved street and environmental cleanliness – fly tipping					Environment SDP

NI 197 NYLAA	improved levels of local biodiversity					Planning SDP
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Other Data:
 Biological river quality
 Tranquillity score
 Natural Environment Score

Key Performance Question: To what extent is civic pride increasing?

KPI Ref	Description	2009/10	2010/11	2011/12	2012/13	Delivery Plan Link
NI 5	Overall satisfaction					Council Plan
NI138	Satisfaction 65+					Council Plan

Other Data:
 LPI Award schemes: Britain in Bloom, Design Awards, Green Flag

Links to other policies and plans

The Sustainable Communities Strategy, Imagine Ryedale...	www.imagine-ryedale.org.uk
Ryedale Local Area Agreement 2 – Landscape and Environment priorities	www.imagine-ryedale.org.uk
North Yorkshire Local Area Agreement 2 – Stronger theme	www.nysp.org.uk
Yorkshire and Humber Regional Spatial Strategy 2008-2026	www.goyh.gov.uk/goyh/plan/regplan/?a=42496
Ryedale Local Development Framework 2010	extranet.ryedale.gov.uk/default.aspx?page=7085
Ryedale Biodiversity Action Plan	www.ryedale.gov.uk/PDF/RYEDALE_BAP.pdf
Contaminated Land Strategy 2008	www.ryedale.gov.uk/pdf/ContamLandStrat-Jan%202008.pdf
York and North Yorkshire Waste Partnership Strategy	www.letstalklessrubbish.com/ltlr/Library0.nsf?OpenDatabase
Emergency Flood Plan 2008	http://www.northyorks.gov.uk/index.aspx?articleid=2793&contactid=4943
Local Community Emergency Plans - Guidance	http://www.northyorks.gov.uk/CHttpHandler.ashx?id=1758&p=0

Aim 4: Active Communities

To help all residents to achieve a healthy weight by encouraging an active lifestyle, in communities where everyone feels welcome and safe

Ryedale has a network of community facilities for recreation and leisure activities which are all owned and managed by local communities for their own use, and that of other residents and visitors. The council support existing and new facilities through a programme of grant aid. Consultation carried out as part of the SIMALTO process indicates that residents prioritise improved leisure facilities. An analysis of all community led planning and parish plans reveals a clear priority for local communities for developing their community facilities.

The health of people in Ryedale is generally better than the England average. People with diabetes, deaths from smoking and early deaths from heart disease and stroke are all lower than the England averages. Over the last ten years, all age all cause mortality and early deaths from heart disease and stroke have remained below the England averages, but have failed to improve as fast as the averages for England. Over the same period, early death rates from cancer have been getting worse in Ryedale and are now just below the average for England. The health of children and young people is generally the average for England, better than the England average on all indicators, apart from the percentage of children classified as obese, which at 14.9% is higher than the England average of 9.9% of schoolchildren in reception in 2006-7. Ryedale has a lower rate of people claiming incapacity benefits for mental illness and a lower rate of hospital stays related to alcohol compared with the England averages. However, it remains the area with the highest rate for road injuries and deaths in England.

Ryedale has one of the lowest crime rates in the country and much work is undertaken to maintain this level and to try and gain improvements. One of the main crime categories that has seen huge reductions over the last couple of years is car crime. The crime figures for 2006/07 showed reductions in all crime including burglary and violent crime. Safer Ryedale partnership has introduced a range of projects and initiatives to address crime and concerns from the community such as speeding vehicles and inappropriate driver behaviour with Operation Siren to target low level infringements, deploying mobile speed awareness signs and distributing wheelie bin stickers.

What can Ryedale District Council do?

- Increase opportunities for participation in volunteering and community-based activities.
 - Support the work of the Safer Ryedale partnership
 - Encourage participation in sport and high-quality recreational activities to promote the development and wellbeing of children and young people
 - Increase participation by adults in physical activity as this impacts on many other aspects of health.
 - Encourage participation in sport, countryside recreation and volunteering as part of a healthy lifestyle.
 - Target our resources in areas and groups with the greatest health inequalities and promote healthy ageing and active involvement in the local community. Promote sport to enable community cohesion and regeneration and improved quality of life
- Support locally owned and managed community facilities to become more sustainable

Profile of our communities:

Public health indicators show that the health of Ryedale District population is better than the average for England.

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 the 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 ward. The teenage conception rate in 2007 was 25.1 (equalling the lowest rate in the region)

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.

In 2008 Ryedale had the highest rate for road injuries and deaths in England.

Aim 4: Active Communities

To help all residents to achieve a healthy weight by encouraging an active lifestyle, in communities where everyone feels welcome and safe

Strategic Objective 8

To have safe and healthy villages and towns

Baseline Data March 2009:

In 2007/8 perception of antisocial behaviour was 11% and that drunk and rowdy behaviour as a problem was 17%. *Source: Ryedale Covalent*

In 2006 Ryedale had the highest rate for road injuries and deaths in England with a road casualty rate of 1.9 people killed and seriously injured (per 1,000 pop) *Source: Y&HHPO*

In 2007/08 Ryedale was ranked 368th 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 *Source: Home Office*

In 2008 Health in the Ryedale District area was reported as generally good (92.3% reported that their health was 'good' or 'fairly good'). *Source: Y&HHPO*

In 2006/7 56% of residents were satisfied with council run leisure and sports facilities. *Source: Ryedale covalent*

The Priority Service Objectives	ANNUAL TARGETS				Delivery Plans
	2009/10	2010/11	2011/12	2012/13	
1. To minimise the effects of crime and anti-social behaviour on communities within Ryedale and improve perceptions of local crime levels.	✓	⇒	⇒	⇒	Economic and Housing Services
Respond to community concerns on the dangers of excessive and inappropriate speed, through the delivery of education initiatives involving a range of agencies. To reduce the number of people killed or seriously injured in road traffic accidents (NI47)	Awaiting District level data	Tbc	Tbc	Tbc	Safer Ryedale Delivery Plan
Reduce perceptions of Antisocial Social Behaviour (NI17)	-1%	-1%	-	-	Safer Ryedale Delivery Plan
Reducing perceptions of drunk and rowdy behaviour (NI 41)	-1%	-1%	-	-	Safer Ryedale Delivery Plan
2. To review the Councils Sports Strategy with a vision towards the legacy of the 2012 Olympics	✓	⇒	⇒	⇒	Environment Services
To develop and implement a Ryedale Active lifestyle Strategy with a vision towards the legacy of the 2012 Olympics and the promotion of a green gym approach to active places, spaces and travel with the aim of achieving fitness for life	Plant to be adopted	TBC	TBC		Environment Service Delivery Plan

3. To Develop effective multi agency and partnership working to increase participation in and satisfaction with the sport, active recreation and cultural offer in Ryedale	✓	⇒	⇒	⇒	Environment Services
To increase levels of satisfaction with the councils sports and leisure facilities, across all groups	?	Tbc	Tbc	Tbc	Environment Services Delivery Plan
Grant to Malton School to provide accessible leisure facilities for community use and continued revenue support	⇒	✓	⇒	⇒	RDC Capital Programme
Grant for the redevelopment of existing sports facilities in Helmsley	-	✓	-	-	RDC Capital Programme
Grant for the purchase & development of building for Harrison Collection	⇒	✓	-	-	RDC Capital Programme

Key Performance Question: How well are we encouraging active lifestyles?

KPI Ref	Description	2009/10	2010/11	2011/12	2012/13	Delivery Plan Link
NI 1 NYLAA	% of people who believe people from different backgrounds get on well together					Equalities Plan
NI 2	% of people who feel they belong to their neighbourhood					Safer Ryedale Delivery Plan
NI 8 NYLAA	Adult participation in sport and active recreation					Ryedale LAA2
NI 23	Perceptions that people in the area treat each other with respect and consideration					Safer Ryedale Delivery Plan
NI 56 NYLAA	Levels of childhood obesity in primary school year 6					Ryedale LAA2
NI 199	C&YP satisfaction with parks and play areas					Environment SDP
L64 NYLAA	% of 5-16 year olds accessing high quality physical education					NY LAA2

LPI 62	% Improvements to POS quality					Environment SDP
LPI	Satisfaction rates with leisure facilities , by social identity group					Environment SDP

Other Data:

Physical Education School Sports and Club survey results, NYLAA L58 % of schools achieving Healthy Schools Status

Key Performance Question: How welcome and safe do people feel in our communities?

KPI Ref	Description	2009/10	2010/11	2011/12	2012/13	Delivery Plan Link
NI 17	Perception of ASB					Safer Ryedale Delivery Plan
NI 41	Perception of drunk and rowdy behaviour as a problem					Safer Ryedale Delivery Plan
NI 47	Road casualty rate killed and seriously injured per 000 population					Safer Ryedale Delivery Plan
NI 119	Self reported measure of general Health and Wellbeing					Environment SDP

Other Data:

NI 2 Belonging
 NI 20 Assault with injury rate
 NI 23 respect and consideration

Links to other policies and plans

The Sustainable Communities Strategy, Imagine Ryedale...	www.imagine-ryedale.org.uk
Ryedale Local Area Agreement 2 – Health and Wellbeing	www.imagine-ryedale.org.uk
North Yorkshire Local Area Agreement 2 – Health theme	www.nysp.org.uk
Ryedale Local Development Framework 2010	extranet.ryedale.gov.uk/default.aspx?page=7085
Safer Ryedale Partnership Plan	www.ryesafe.org.uk
Our Lives Our Plans	www.ryedale.gov.uk/PDF/Our Lives Our Plans Action Plan AnnexB_210607.pdf
Ryedale Play Strategy2007-10	http://www.ryedale.gov.uk/pdf/Ryedale_Play_Strategy_AppendixB_260707.pdf

Aim 5: To Transform the Council

Two major challenges facing the council over the next year include the delivery of the efficiencies required by Comprehensive Spending Review 2007 and the new local performance framework, Comprehensive Area Assessment. All parts of the public sector need to continue to seek and implement ways to deliver higher quality public services with the resources that are available. This means enhancing value for money and the whole public sector has been set a target of achieving at least 3% per annum value for money gains during the 2007 Comprehensive Spending Review period, all of which should be cash-releasing, i.e. free up resources that can be redeployed elsewhere. The response to pressure on available resources should be to seek greater value for money, rather than to simply reduce the effectiveness of public services.

CAA is intended to provide an assessment of the prospects for a local area and the quality of life for people living there. It will put the experience of residents, people who use services and local tax payers at the centre of the assessment framework, with a particular focus on the needs of those whose circumstances make them vulnerable. It will recognise the importance of effective local partnership working, the enhanced role of the Sustainable Community Strategy and Local Area Agreements and the role of the Council in leading and shaping the community it serves.

If we are to meet both of these challenges we will need to transform the Council and the way it manages and allocates its resources, delivers services, engages with communities, works in partnership and improves outcomes for all.

What can we do?

Consider all of our service delivery from the perspective of the customer

Maintain an accurate information and knowledge base of our communities, their priorities, needs and aspirations, gathering information about social identity.

Improve communications within the organisation and externally with our communities, managing our reputation with the public

Develop our approach to performance management and incorporate risk management

Plan and deliver all of our services considering the needs of all of our communities and monitor the effectiveness of our services in meeting the needs of everyone

Engage with our communities in the planning and delivery of all of our services and in planning for continuous improvements

Develop our leadership capacity working with elected members and officers to improve the quality of our decision making and deliver future improvements

Actively pursue partnership working to build our capacity to realise our ambitions

Promoting and supporting democracy, encouraging participation in civic life

Performance Profile:

Ryedale District Council was assessed as good in the Comprehensive Performance Assessment carried out in 2004. Our rate of improvement over the previous three years has been in line with that of other district councils, however during 2006/7 the Council has not kept pace with that of other similar districts. We have continued to improve our value for money through partnership working and have a clear framework for allocating resources with a set of linked plans.

59% of best value performance indicators have improved over the last 3 years and 54% have improved over the last year.

37% of best value performance indicators are in the best quartile which is above the average of all district councils.

(Source: Audit Commission Direction of Travel).

We are performing well in the following areas:

- Recycling
- Collection of Council Tax
- Environmental Health best practice
- Street and environmental cleanliness
- Homelessness

Areas showing improvement are:

- Staff sickness which has improved moving from worst quartile in 2006/07 to second quartile in 2007/08.
- Delivering the Equality Standard for Local Government (BV2b) which has improved moving from 2nd quartile to best quartile
- We are now best quartile for racial incident monitoring (BV175) after implementing a monitoring system
- Benefits – we have improved the time taken for assessing new claims by reprioritising the workload, taking longer to process change in circumstances whilst remaining in the best quartile for this indicator.
- Waste collection we have reduced our costs moving from 3rd quartile to 2nd quartile

Our areas for further improvement are:

- Reducing the volume of waste we collect
- Number of Invoices paid on time
- Business Rates collected
- Collection of Benefit overpayments
- Affordable Housing
- Speed of processing planning applications

Aim 5: To Transform the Council

Strategic Objective 9

To know our communities and meet their needs

Baseline Data March 2009:

The Council was judged to be Good as a result of the 2004 Comprehensive Performance Assessment

The Council declared level 2 of the Equality Standard for Local Government in 2007.

The Audit Commissions through the annual Use of Resources Assessment for 2007/8 judged that the Council had achieved level 3.

By March 2009 48 parishes were covered by a Parish Plan or similar Community Led Plan, with 77% of the population of Ryedale having had the opportunity to be involved in this.

The Priority Service Objectives	When will action take place?				Service Unit Delivery Plans
	2009/10	2010/11	2011/12	2012/13	
1. Through monitoring of service users and levels of customer satisfaction	✓	⇒	⇒	⇒	Transformation Team Delivery Plan
Customer satisfaction levels to be monitored across all services and by equalities group	Baseline established	Tbc	Tbc	Levels to be equalised across all groups	RDC Equalities Plan
2. To support service improvement to meet the needs of all – excellence and diversity	✓	⇒	⇒	⇒	Transformation Team Delivery Plan
Gap analysis to be undertaken by RSP as part of the Area Self Evaluation. Analysis of target audiences for priority services and actual service take up.	✓	⇒	⇒	⇒	RDC Equalities Plan
3. To develop and implement the Council Plan and the corporate planning framework	✓	⇒	⇒	⇒	Transformation Team Delivery Plan
Annual assessment to be undertaken of the organisation with a scored outcome delivered by the Audit Commission.	✓	⇒	⇒	⇒	Corporate planning Framework
4. To aspire to 'A Plan for Every Parish'	✓	⇒	⇒	⇒	Transformation Team Delivery Plan
To support the development of community led planning , facilitated by Rural Action Yorkshire					RSP Community Engagement Plan

Key Performance Question: What services are important to local people?

KPI Ref	Description	2009/10	2010/11	2011/12	2012/13	Delivery Plan Link
LPI	NY/ Ryedale Area Self Evaluation score					Transformation SDP
LPI	What services do people value?					Transformation SDP
LPI	Which services need the greatest improvement?					Transformation SDP
LPI	Progress towards achievement of 'A Plan for Every Parish' – Number of parishes with a plan	52	+4	+4	+4	RSP Community Engagement Plan

Other Data: Ongoing analysis of local need by group and the findings of community engagement activities by social identity group and location

Key Performance Question: How accessible are our services and how well are they improving?

KPI Ref	Description	2009/10	2010/11	2011/12	2012/13	Delivery Plan Link
LPI	Levels of customer satisfaction across all service areas and by group	Baseline established	Tbc	Tbc	Levels to be equalised across all groups	RDC Equalities Plan
LPI	RDC Organisational Assessment Score					Council Plan
NI 14	Avoidable contact					Transformation SDP
L41 NY LAA	% of population within 5 miles of a Joint Access Centre.					NY LAA2
LPI	Level achieved - Equality Standard for Local Government	Emerging (Level 2)	Developing (Level 3)	Developing	Excellent	Organisational Development SDP

Other Data:

Customer satisfaction levels for all council services, analysed by group. Monitoring of take up of all council services by group

Aim 5: To Transform the Council

Strategic Objective 10

To develop the leadership, capacity and capability to deliver future improvements

Baseline Data March 2009:

The Annual Governance Statement was judged to be Satisfactory in 2008.
 In 2008 the Council maintained its Investors in People accreditation.
 Voter turnout in Ryedale 2007 was 42%
 In 2008/9 the Council achieved efficiency savings of 3 %.

The Priority Service Objectives	When will action take place?				Delivery Plans
	2009/10	2010/11	2011/12	2012/13	
1. To secure continuous improvement in the Council's decision making process	✓	⇒	⇒	⇒	Legal Service Delivery Plan
To evaluate the effectiveness of the implementation of the Constitution review	✓	⇒	⇒	⇒	Legal Services Delivery Plan
2. Being recognised as an employer of choice	✓	⇒	⇒	⇒	Organisational Development Service Delivery Plan
To maintain IIP accreditation	Maintain IIP accreditation	Maintain IIP accreditation	Maintain IIP accreditation	Maintain IIP accreditation	Organisational Development Service Delivery Plan
3. Supporting democracy	✓	⇒	⇒	⇒	Organisational Development Service Delivery Plan
NI 3 Civic Participation – to be analysed by group	Baseline Nov 09	Tbc	Tbc	Increase levels across all groups	Organisational Development Service Delivery Plan
4. To deliver the Corporate efficiency programme	✓	⇒	⇒	⇒	Financial and Revenues Service Delivery Plan
To meet the governments efficiency targets	CSR07 -3%	CSR07 -3%	CSR10 Tbc	CSR10 Tbc	Corporate Efficiency Programme
5. To build our capacity to deliver through collaboration and working in partnership	✓	⇒	⇒	⇒	Transformation Team Delivery Plan

Develop a protocol for working in partnership to support future development of collaborative working, joint commissioning and procurement	To be adopted	Tbc	Tbc	Tbc	Corporate Efficiency Programme
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Key Performance Question: How well do we demonstrate leadership?

KPI Ref	Description	2009/10	2010/11	2011/12	2012/13	Delivery Plan Link
NI 3	Civic participation by group					Organisational Development SDP
NI 4	% that feel they can influence local decisions by group					Transformation SDP

Other Data:
 Governance arrangements self assessment
 Monitoring of Forward Plan for key decisions

Key Performance Question: What is our capacity and capability to deliver future improvements?

KPI Ref	Description	2009/10	2010/11	2011/12	2012/13	Delivery Plan Link
NI179	Value For Money	-3%	CSR 10	CSR 10	CSR 10	Finance & Revenues SDP
NI 14	Avoidable contact – Getting it right first time every time					Transformation SDP
LPI	Maintain IIP accreditation	✓	⇒	⇒	⇒	Organisational Development SDP

Other Data:
 Efficient and effective use of resources resources
 Monitoring of partnerships and added value achieved

Links to other policies and plans

The Sustainable Communities Strategy, Imagine Ryedale...	www.imagine-ryedale.org.uk
Ryedale Local Area Agreement 2	www.imagine-ryedale.org.uk
North Yorkshire Local Area Agreement 2	www.nysp.org.uk
Ryedale District Council Financial Strategy	
Ryedale District Council Corporate Efficiency Programme	

Ryedale District Council Corporate Governance Statement	
Ryedale District Council Corporate Risk Plan	
Ryedale District Council Corporate Equalities Plan	
Ryedale District Council Corporate Service Continuity Plan	
Ryedale District Council Corporate Workforce Plan	
Ryedale District Council Corporate IT Plan	
Ryedale District Council Corporate Asset Management Plan	

Financial Implications of this Council Plan

In order to meet the delivery of the identified priorities in the Council Plan the Council has agreed to invest or reallocate additional money (capital and revenue) which supports new activities, projects and work programmes above the on-going services delivered within the Council's annual budgets.

Priorities	2009-2010		2010-2011		2011-2012		2012-2013	
	Additional Revenue £	Capital £	Additional Revenue £	Capital £	Additional Revenue £	Capital £	Additional Revenue £	Capital £
Aim One To meet housing need	20,000	633,000	20,600	342,000	21,220	351,000	21,850	360,000
Aim Two To create the conditions for economic success.	148,000	210,000	49,440	1,500,000	50,920	300,000	52,450	0
Aim Three To have a high quality, clean and sustainable environment.	129,000	125,000	132,870	1,088,000	0	62,000	0	0
Aim Four To have active safe communities	0	1,426,000	50,000	1,465,000	51,500	0	53,050	0
Aim Five To transform Ryedale District Council	0	871,000	0	810,000	0	640,000	0	155,000
Total Additional Expenditure	297,000	3,265,000	252,910	5,205,000	123,640	1,353,000	127,350	515,000

One Council - for Everyone	Timescale for delivery	Ongoing Y/N	Lead
Objective 1: To strengthen the council's approach to meeting the needs of its diverse communities			
Publish a timetable for corporate Equality Impact Assessments. Council Plan EqIA to reviewed annually as part of the review process for the plan.	Annually in Council Plan	N	Head of Transformation
Plan all community engagement activity and link to other service areas or partners where possible; link to forward planning for decision making and learning from EqIAs. Utilize existing opportunities to engage with seldom heard communities	April 09 onwards	Y	Heads of Services
Develop information and monitoring systems for all services as need is identified through the Equality Impact Assessments	April 09 onwards	Y	Head of Transformation
Heads of Service to support managers in performance managing targets and behaviours to promote a culture of equality in day to day practice	April 09 onwards	Y	Heads of Services
Undertake predictive EqIAs' for new policy and service developments, outcomes to inform council decision making	Linked to key decisions Forward Plan	Y	Heads of Services
Objective 2: To improve communications and demonstrate our commitment to equality			
Adhere to all standards for accessible communications on all council publications, linked to any corporate style guidance	July 09 onwards	Y	Head of Transformation
Participate in an accessible communications audit against the agreed standards and developing a programme for improvement	Annual Programme to be published July 09	Y	Head of Transformation
Objective 3: To strengthen the council's arrangements for partnership working and procurement			
Consider equality principles in the active monitoring and implementation of contracts – in line with Council Procurement Standards	Linked to Capital programme	Y	Head of Environment
Strengthen the council's arrangements for partnership working by applying equality principles (as used in procurement) to relationships with partners	Partnership protocol July 09	Y	Head of Transformation
Objective 4: To maintain equality monitoring systems for information about service take-up and satisfaction, developing an evidence base to support effective EIA's			
Develop the Councils information systems, particularly monitoring of service users and levels of satisfaction, to be analysed by social identity group	April 09 onwards	Y	Head of Transformation
Identify opportunities to disaggregate existing data or gather new data focusing on accessing our services, satisfaction with services and outcomes achieved	Ongoing	Y	Heads of Services
For all key decisions laid before committee or council to be have had a robust Equality Impact Assessment undertaken	Linked to forward plan	Y	Heads of Services
Objective 5: To strengthen the performance management of equalities across the council and promote a culture of equality			
Report achievements in meeting performance targets by equality group to Members	Bi-annually in September and March	Y	Heads of Services
Incorporate individual equality targets into the performance appraisal process for staff	Ongoing	Y	Heads of Services

Annual Programme of Corporate Equality Impact Assessments

		2009/10	2010/11	2011/12	2012/13
Council Plan	Transformation	•	•	•	•
Financial Strategy	Corporate Director (151)	•	•	•	•
Corporate Efficiency Programme	Corporate Director (151)	•	•	•	•
Service Delivery Plans	Customer Services and Benefits Economy and Housing Environment Finance and Revenues Legal Organisational Development Planning Transformation	•	•	•	•
Imagine Ryedale...	Housing and Economy	•			•
LDF Core Strategy	Planning		•		
Housing Strategy	Housing and Economy	•			
Council Information	Transformation	•	•	•	•
Customer Contacts	Transformation	•			

One Council – Our Corporate Values and Competencies

Values

In all our work the Council will act with the following principles and beliefs underpinning our approach:

Leadership and Ethics

- ♥ Respect people's rights and concerns and act with integrity, courtesy and due promptness.
- ♥ Promote consultation, dialogue and involvement, will listen and be sensitive to community needs and aspirations.
- ♥ Be open and accountable in decision making with high ethical standards.
- ♥ A commitment to Equalities and Human Rights

Partnership and Joint Working

- ♥ Work in partnership with others in the public, private and voluntary sectors.
- ♥ Value people's diverse opinions and needs.
- ♥ Work to achieve mutual trust with local people.
- ♥ Be open to challenge.

Innovation and Planning

- ♥ Ensure that sound environmental policies are at the heart of all the Council does.
- ♥ Be forward looking.
- ♥ Encourage innovation and creativity

People and Performance

- ♥ Strive to improve the efficiency and effectiveness of service delivery, providing value for money.
- ♥ Match or exceed our customers' expectations.
- ♥ Be a high quality employer.
- ♥ Maximise the development and skills of our staff and elected members.
- ♥ Promote effective Work Life Balance for all.

Competencies

To achieve our vision and mission we will ensure that the council, its staff and members, have access to the following skills, knowledge and abilities.

Core Skills

- ★ Leadership
- ★ Manage and develop people
- ★ Change orientation and management
- ★ Work collaboratively
- ★ Customer focus

- ★ Personal effectiveness and development
- ★ Communication
- ★ Strategic thinking
- ★ Planning and organising

- ★ Analytical thinking and decision making
- ★ Innovation and creativity
- ★ Political effectiveness

Knowledge

- ★ Awareness of regional, national and international context
- ★ Knowledge of the community and its changing needs
- ★ Preparedness for anticipated changes in legislation and technology

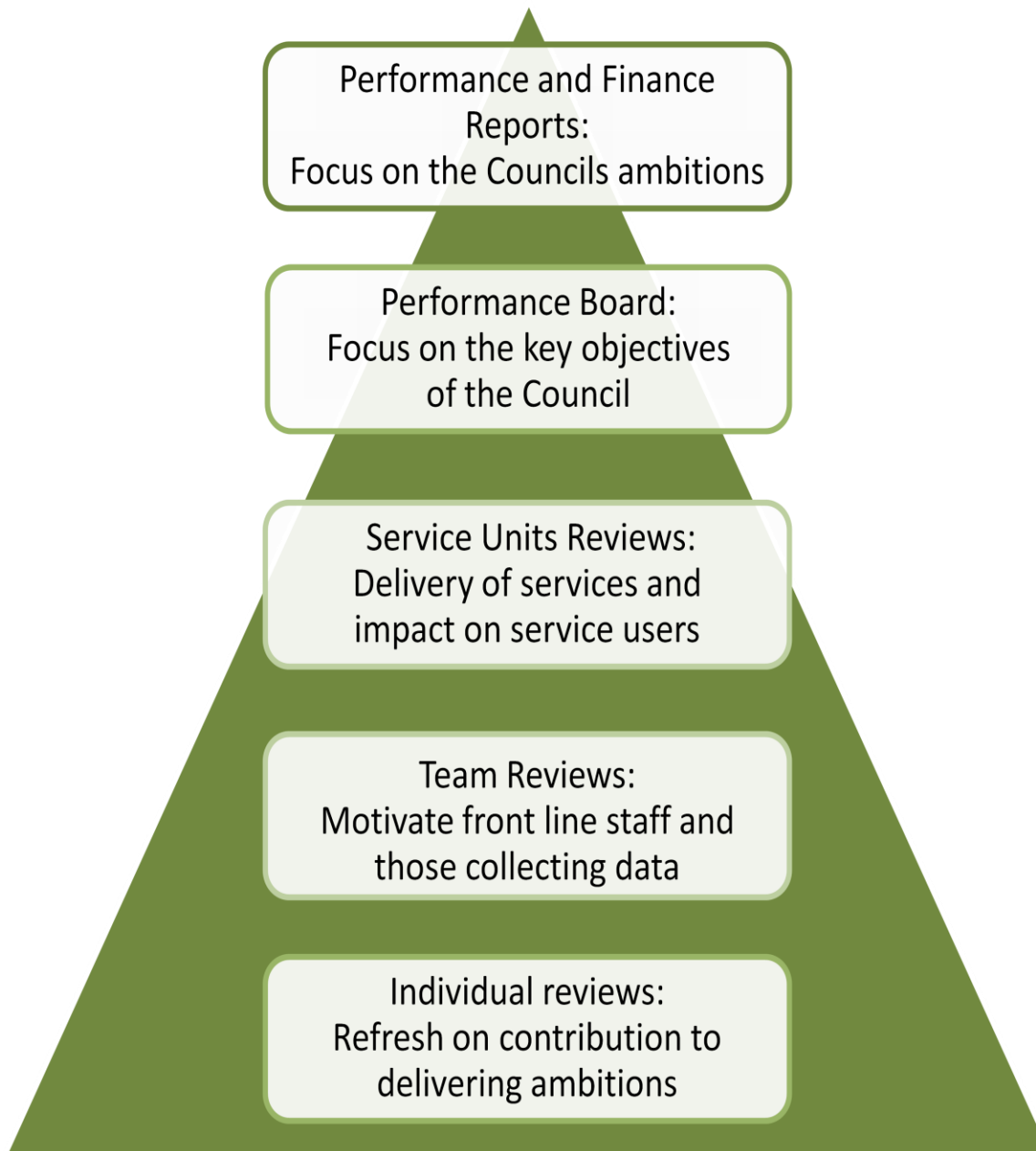
Annual Corporate Planning Framework

	January	February	March	April	May	June	July	August	September	October	November	December
Imagine Ryedale... Joint target setting			Review to RSP						Progress to RSP			
Council Plan Strategic Objectives			Review to Council							Progress to P&R		
Service Delivery Plans Service Objectives	Progress to CMT	CMT Draft		CMT Final			Progress to CMT			Progress to CMT		
Staff Appraisals Individual Objectives					Review				Progress			
Financial Strategy		Special Council										
Council Budget		Special Council								Review to P&R		
Council Tax		Special Council										
Annual Governance Statement						Approval P&R				Review to P&R		
Annual Report							Published					

Annual Community Engagement Programme

Inform				Ryedale News Parish Newsletter			Annual Report			Ryedale News Parish Newsletter		
Involve	→		RSP Wider Partnership Conference	Workshops with seldom heard groups	→	→				Workshops with seldom heard groups	→	→
Consult	→			Parish Liaison						Parish Liaison		
										Annual Review of Budget & Council Plan Priorities	→	→

Performance Management of the Council Plan and our delivery:



Audience	Elected Members
Frequency	Quarterly (June, Sept, Nov, Feb)
Method	Reporting to all committees in cycle
Delivered by	Senior Management Team

Audience	Corporate Management Team
Frequency	Quarterly (Jan, Apr, Jul, Oct)
Method	Performance Board
Delivered by	Head of Service

Audience	Head of Service
Frequency	Quarterly
Method	Pre-meeting to performance board
Delivered by	Service Unit Managers

Audience	Staff teams
Frequency	Monthly
Method	Team meetings
Delivered by	Team Leaders

Audience	Individual members of staff
Frequency	At least twice a year
Method	Staff Appraisal
Delivered by	Direct Line Manager

Annual Decisions Forward Plan

Date	Service Area	Policy or Subject	To be submitted to:			
			CS&L	P&R	O&S	Council
April May	Corporate	Annual Audit & Inspection Report		●	●	●
	Customer Services and Benefits	Customer Complaints Quarter 4			●	
June July	Finance and Revenues	Annual Statement of Accounts and Annual Governance Statement		●	●	●
	Transformation	Annual Report - achievement against priorities	●	●	●	
August September	External Auditors	Annual Audit and Inspection Plan			●	
	Customer Services and Benefits	Customer Complaints Received - Quarter 1			●	
	Legal	Results of Local Government Ombudsman Investigations			●	
October November	Finance and Revenues	Treasury Management Annual Review and Monitoring Report		●		●
	Transformation	Council Plan – Achievements and annual review of priorities	●	●	●	
	External Audit	Annual Governance Report		●	●	
	Finance and Revenues	Budget Strategy		●		
	External Auditors	External Audit Reviews and Recommendations			●	●
	Internal Audit	Half Year Risk Management Actions Monitoring Report			●	
	Customer Services and Benefits	Customer Complaints Received - Quarter 2			●	
December January	Finance and Revenues	Fees & Charges	●	●		●
	Corporate	Risk Management Strategic Review			●	
February March	Finance and Revenues	Financial Strategy		●		●
	Finance and Revenues	Setting of Council Tax				●
	Legal	Local Code of Conduct		●		●
	Transformation	Council Plan - Revised for adoption				●
	Customer Services and Benefits	Customer Complaints Quarter 3			●	
Every Cycle	Aim 1: Meeting Housing Needs	Performance and Finance Report	●			
	Aim 2: Economic success	Performance and Finance Report	●			
	Aim 3:Environment	Performance and Finance Report	●			
	Aim 4: Active and safe	Performance and Finance Report	●			
	Aim 5: Transformation	Performance and Finance Report		●		

This is not an exhaustive list of the items to be considered by each committee but highlights the key policies and decisions of the Council

Corporate Risk Management

	Housing Need	Economic Success	Quality Environment	Active Safe Communities	Transforming RDC
CR01 Significant Partnerships	•	•	•	•	•
CR02 Capital Programme	•	•		•	•
CR03 Staff Management	•	•	•	•	•
CR04 External Funding	•	•	•	•	
CR05 Affordable Housing	•				
CR06 Procurement	•	•	•	•	•
CR07 Health and Safety	•	•	•	•	•
CR08 Business Continuity Planning	•	•	•	•	•
CR09 Governance Arrangements					•
CR10 Major Incident				•	
CR11 Council Assets			•		•
CR12 Customer Expectations	•	•	•	•	•
CR13 Fraud and corruption	•	•			•
CR14 Data Quality	•	•	•	•	•

Ryedale Profile

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 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 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

We have 52,900 residents, approximately 50% male and 50% female. There are higher than the UK average people aged 45 and over and lower than the UK average in all age ranges under 45 years. There are 0.63% economically active black and ethnic minority residents and 11.83% economically active disabled people. Residents live in the market towns of Malton and Norton, Pickering, Kirkbymoorside and Helmsley; the remainder living in villages or in individual properties in the rural areas, which comprise 575 square miles of vale, moors and wolds.

Population size and age structure

In 2007 the Ryedale District area had a population of 53,300 and this is expected to increase to 59,300 by 2027.

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). Population projections suggest that the population in Ryedale will rise.

Ethnic minorities

White people (50,552) made up 99.4% of the population in the area, which in proportion terms for people who are white White (white British 98%, white Irish 0.39%, and other white 0.87%), making it the 6th highest (out of 376) of all districts in England and Wales. (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.

People with disabilities

There were around 8,600 people (or around 17% of all residents) who rated themselves as having some limiting long-term illness / disability which affected their daily business

Care providers

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%) This represents the third highest proportion in York and North Yorkshire. 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%).

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 and Lone Parents:

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%)

Geography

To the north and west of the District lie the sparsely populated Cleveland Hills and the North York Moors – a third of the North York Moors National Park is within Ryedale. To the south are the fertile, gently undulating Yorkshire Wolds. The south-western corner of the District reaches the outskirts of the City of York and in the east the boundary is 6 miles from the North Sea.

A striking characteristic of Ryedale is the outstanding quality of its countryside, villages and market towns. This is reflected in the designation of the North York Moors National Park and the Howardian Hills Area of Outstanding Natural Beauty. The finest examples of historic buildings and features in Ryedale are legally protected; there are 46 conservation areas, more than 2,000 listed buildings, 440 scheduled ancient monuments and eight registered historic parks and gardens.

Housing

For the October - December quarter of 2005 the average sale price for houses in Ryedale was £213,863 - an increase of over 50% above the same quarter in 2002 (Jan-March 2008 £260,894, 17% increase in 12 months). 12% of our housing stock is social rented, compared to a national figure of 20%. Between 100 and 200 houses are built in Ryedale each year. Few of the developments are 'estate' size even though most of Ryedale is within the travel to work area of the City of York. 40% of our homes are detached; few (20%) are terraced properties. There is a significant private rented housing sector.

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%.

Economy

Ryedale's economy is generally diverse and robust. We have a strong, and growing, small firms sector. The District has a well-balanced industrial structure and no segment predominates, although agricultural employment is relatively high. One of the striking features of the businesses in Ryedale is the presence of small-scale, high-technology producers, making goods ranging from aircraft and submarine products to microwave guides and computer systems. Ryedale has a significantly high level of businesses per population. We have 73 businesses per 1000 resident adults, compared to a GB average of 38 and 31 in York.

Employment

Ryedale has low unemployment with 1.4% in March 2006 (1.1% April 2008). 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.

Transport and infrastructure

The main road network comprises the A64 (Leeds-York-Malton-Scarborough); the A170 (Thirsk-Helmsley-Pickering-Scarborough); and the A169 (Malton-Pickering-Whitby). Access to Ryedale along the A64 is good, but the road is heavily congested at peak holiday periods. Public road transport is good along the main roads. There is a main bus station next to the railway station in Malton/Norton. The Manchester-York-Malton-Scarborough railway line provides a link to the national rail network. People in the more remote rural areas, however, have limited access to public transport. This is a particular problem for people without access to private transport, particularly at weekends and evenings.

Internet access

The number of households using the internet has gone up from 48.2% in September 2001 to 61% in September 2002. All Ryedale telephone exchanges were upgraded to ADSL in 2005. The county WAN (wide area network) wireless broadband network serves some areas of the District.

Crime

We continue to have low levels of reported crime levels, although there have been slight increases in some crimes, particularly vehicle-related offences.

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..

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%).

Figures taken from the 2004 Annual Survey of Hours and Earnings show that the average annual gross earnings for people resident within Ryedale were £17,963; this was the second lowest figure among North Yorkshire authorities and was significantly lower than the average for North Yorkshire as a whole of £21,760. In 2007 the average residence based gross weekly earnings (mean) for Ryedale was £386, the fifth lowest figure in the Yorkshire & Humber region. This compares to a national average figure of £456 and figures for Hambleton, Harrogate and Selby districts of £461, £479 and £528 respectively. Using a median approach to the same indicator Ryedale has the lowest earnings in the entire Region (2007). In terms of workplace-based average weekly earnings for full time workers, Ryedale, at £435 in 2007, has the lowest figure in the Yorkshire & Humber region, compared to a national average of £526. This has led to a massive affordability gap, the worst in the north of England and the fourth worst nationally for people under 40, between average incomes and house prices, according to a study undertaken by the Joseph Rowntree Foundation in 2005 *Affordability and the intermediate housing market: Local measures for all local authority areas in Great Britain*. Further work in 2007 identified Ryedale as having the worst affordability gap outside of London.

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).

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.

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

E-Mail the Chief Executive: janet.waggott@ryedale.gov.uk

Write to the Chief Executive: Janet Waggott
Ryedale District Council
Ryedale House
Malton
North Yorkshire
YO17 7HH

Comment On-line: www.ryedale.gov.uk

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(Cantonese)

 (01653) 600666

Council Plan Version History

Version Number	Revision Date	Author	Comment
1.0	27 November 2008	Clare Slater	1 st Draft
2.0	12 March 2009	Clare Slater	Adopted Plan
3.0	14 April 2009	Clare Slater	Detailed Strategy