

Richmondshire District Council

ECONOMIC

ACTION

PLAN 2016-20



Introduction

Economic Growth is one of the key corporate priorities in Richmondshire District Council's new Council Plan. This Economic Action Plan identifies the priority areas the Council believes need to be addressed to deliver economic growth - and the specific actions that we will take to achieve our identified outcomes. We will work with businesses and partners to support the economy and deliver new economic growth over the next four years 2016-2020.

In identifying our economic priorities we have brought together:

- Views of local businesses
- Views of local Councillors
- Views of local communities
- The Council's strategic corporate aims
- Analysis of our economic evidence and data

POLICY BACKGROUND

This Action Plan aims to deliver the work of a number of high level local strategies including:

- Richmondshire District Council's Council Plan - which sets the key priorities for the authority for the next five years
- Richmondshire District Council's Local Plan - which sets the framework for making planning decisions in the district
- Richmondshire District Council's Housing Action Plan - which sets out how the Council will provide a range of housing options to satisfy the needs of existing residents and to attract new ones
- The Yorkshire Dales National Park Management Plan and Local Plan
- Area Specific Master-plans - which plan the growth for key development areas, such as Catterick Garrison

It also takes into account external influences such as Government Policy and the debate about devolution, the Local Enterprise Partnership (LEP) Strategy and the views of our local businesses.

All these factors have influenced the priorities and actions set out in this action plan to ensure it keeps abreast of the constantly changing initiatives, policies and opportunities that come our way we will keep it under review and renew it whenever needed so we can deliver the best outcomes for our district.

Economic Character of our District

- Richmondshire has:
 - an estimated 30 medium sized businesses (50-249 employees)
 - 250 small businesses (10-49 employees)
 - 2420 micro-businesses (0-9 employees)
 - 30,000 jobs including military self-employed and trainees
 - a working age population of 33,500 16 to 65 year olds out of a total population of 52,700
 - a high employment rate - in 2011 about 70% of people employed and living in Richmondshire were in full time employment (excluding military personnel)
- Local earnings are slightly lower than regional or national comparisons. Nationally the average gross weekly full time wage is £478.50 - for Richmondshire it is £472.20.
- Self employment is an important feature of the local economy and higher in comparison with the national economy. Current figures are not available, but the 2011 Census revealed that 4,980 people were self employed - 21.7% of the total number of people in jobs and living in Richmondshire. Of them 74% worked full time with the bulk of the work coming from agriculture - 57.8%; construction - 39.1% in and financial and business services - 26.3%.
- In February 2015 1,470 people were claiming one of the main out of work benefits - 200 claiming Job Seekers Allowance and 1,040 claiming Employment Support Allowance or Incapacity Benefit
- The economically inactive working age population is estimated to be 7000 and includes students, people looking after their home and people with long term sickness. Of that total 6,300 were not seeking a job
- The Army is important to Richmondshire, but it masks the real nature of the local economy because military personnel are posted here - mainly young men with a particular range of qualifications. The Ministry of Defence employs around 9,400 people, including military personnel (Economic Impact Study of the Military in North Yorkshire, 2010). It is also important in terms of personal disposable income – the gross impact is estimated to be over £200m through salaries.
- Tourism is also a key issue for the district, particularly as it is the home of the Yorkshire Dales National Park. In 2014 it was estimated that 3.62 million people visited the area spending 5.05 million days here. The economic impact of this was £225m – which supported 3,860 full time jobs across a number of sectors.
- Middleham, in Lower Wensleydale, is an important centre for the horse racing industry. It employs 227 people and is home to around 550 racehorses in training. The total value of this to the local area is estimated to be £12.7m (Lower Wensleydale Study 2009).

Whilst the district is predominantly rural in character, it is made up of a more complex economic landscape that this action plan needs to recognise. The district can be split in to three general categories, each with its own pressures and needs which the plan will try to address.

- **The urban areas of Richmond, Colburn and Catterick**
- **The market towns of Hawes, Reeth, Middleham and Leyburn and the surrounding primary service villages of Brompton on Swale, Scorton, Catterick Village, Barton, Melsonby and Middleton Tyas**
- **The rural and deeply rural areas of Swaledale and Wensleydale including the Yorkshire Dales National Park.**

Richmondshire District Economy In Numbers

WHERE THE JOBS ARE:

| | | |
|-------------------------------|---|---------------|
| Agriculture and Mining | | 400 |
| Energy and Water | | 100 |
| Manufacturing | | 900 |
| Construction | | 800 |
| Services | | 13,900 |
| | Wholesale, retail and motor | 2,500 |
| | Transport and storage | 600 |
| | Accommodation and food | 2,600 |
| | Information and communication | 200 |
| | Financial and business | 2,800 |
| | Public administration, education and health | 3,900 |
| | Other services | 1,300 |



Our Economic Priorities

To deliver our economic aims we have identified a number of priority objectives which need to be achieved.

The foundation upon which this action plan is based is the Richmondshire District Council Local Plan. This strategic planning document seeks to achieve key strategic aims:

- Improve local services - health, leisure, retail and commercial – to improve the quality of life for a wider population
- Increase housing choice through Local Plan policies for everyone living and working in Richmondshire
- Increase the supply of employment land and facilities through Local Plan policies
- Plan for economic growth through its role as a local planning authority, the preparation and implementation of its Local Plan and engagement with neighbouring Local Plans, including with the Yorkshire Dales National Park.

The Local Plan - which is concerned with both the economic and social needs of the district creates the environment for growth necessary for the specific actions contained within this document to be achieved.

Flowing from this high level document our Action Plan aims to support and deliver the following key priorities:

- Enabling opportunities for growth
- Supporting local businesses and tourism
- Improving connectivity
- Advocate for district economic growth



Our Economic Actions

PRIORITY ONE

Enabling opportunities for growth

Why is this a priority?

Economic growth is only possible if all the factors required to support it are met. This means not only providing business specific support but also ensuring that the district is an attractive place for businesses to locate and playing our part in producing the workforce we need.

The economic health and, in many ways, the quality of life of Richmondshire is dependent on the local workforce. Over the coming years many areas will face the problem of an ageing population. Unchecked this will see a reduction in the size of the workforce, which will make it difficult to sustain the local economy - let alone enhance it.

Attracting and growing a younger workforce and developing its skills are key activities for the council to pursue. But this is complicated by the expensive nature of local housing, which makes it difficult for new households to find suitable homes locally. The Local Plans for both Richmondshire District Council and the Yorkshire Dales National Park aim to deliver new affordable housing across the district and ensure that appropriate land is allocated for economic purposes.

Richmondshire needs to be able to offer modern services to make itself more attractive to new people and more capable of serving the needs of the local population. Support for major projects – Scotch Corner designer outlet, Catterick Garrison Town Centre and major housing sites – is necessary to promote new employment opportunities and help maintain the local economy.

This Plan needs to ensure that the District Council and partners are doing all that they can to stimulate growth and to promote the area as a place where businesses want to locate.

The Council will:

How we will deliver this:

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| Promote Richmondshire as a business friendly, attractive place to live and work to raise its profile amongst prospective investors and residents | <ul style="list-style-type: none"> • Develop and promote a comprehensive on-line investor information pack • Promote the district’s rural offer and many unique selling points • Ensure that all service areas within the Council adopt a business friendly approach • Work closely with the Yorkshire Dales National Park authority to help deliver the aims and objectives of its Management Plan and Local Plan |
| Establish a virtual Growth Team made up of partner organisations | <ul style="list-style-type: none"> • Pro-actively engage with all partner organisations which have a role to play in economic growth |

Our Economic Actions

PRIORITY ONE

Enabling opportunities for growth continued...

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| <p>Ensure that the growth team acts as a single point of contact for businesses or developers seeking advice or assistance in relation to:</p> <ul style="list-style-type: none"> • Transport infrastructure improvements • Public transport services • Provision of housing • Employment sites and premises • Business support • Planning policy and process • Investment in public assets • Promotion of the district as a place to work, live and visit • Education skills and recruitment • Acting as the conduit between relevant stakeholders to ensure barriers are removed to enable development | <ul style="list-style-type: none"> • Actively engage with partners to try to resolve issues, delays and problems causing development to stall • Pre-prepare sites for development as far as possible by engaging with partners to remove potential problem issues in advance |
| <p>Develop a business brand for Richmondshire</p> | <ul style="list-style-type: none"> • Develop and deliver the concept of a 'Welcome to Richmondshire / Welcome to the Dales' promotional campaign to draw together and build upon the work of the district's Business Associations and Town Teams |
| <p>Facilitate community involvement in growth proposals</p> | <ul style="list-style-type: none"> • Actively consider handing management responsibility for managed workspaces to community groups • Actively support social enterprise partnerships and community groups particularly where they contribute to the growth of the Economy |

Our Economic Actions

PRIORITY ONE

Enabling opportunities for growth continued...

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| <p>Attract funding from enterprise partners for workforce development</p> | <ul style="list-style-type: none"> • Identify and secure additional grants and investments • Work closely with the Local Enterprise Partnership • Support businesses with funding applications • Support the LEADER programme • Provide small grants to local businesses to encourage employment opportunities and entrepreneurship |
| <p>Encourage and support new retail providers within Richmondshire</p> | <ul style="list-style-type: none"> • Support new developments at Catterick Garrison and Scotch Corner through the marketing of employment opportunities and, wherever possible, promote full time permanent jobs • Engage with developers and use existing forums to disseminate employment offers |
| <p>Support businesses with identified training needs for employees</p> | <ul style="list-style-type: none"> • Engage with the Local Education Authority (LEA) to ensure the education needs of young people within our District are met. Particularly post 16 skills training • Engage with local training providers - University of Teesside, Darlington College - to ensure the right type of courses are available to produce a skilled workforce • Identify business specific training requirements - for example customer service training, agriculture |
| <p>Promote employment opportunities for a younger workforce</p> | <ul style="list-style-type: none"> • Work closely with the Local Enterprise Partnership on existing apprenticeship schemes • Actively engage in apprenticeship and graduate support programmes and signpost businesses to apprenticeship support • Continue to support schemes which enable access to employment and training - including Wheels2Work • Work with education and training providers to support young people considering options for post 16 education and work with North Yorkshire County Council to ensure good quality provision is accessible, so developing a culture of enterprise in schools |

How will we know if we are successful:

- We will have developed a consistent strategic approach to encourage new business and the growth of existing businesses in Richmondshire.
- We will have supported the implementation of schemes and initiatives to help young people find employment within the district.

Our Economic Actions

PRIORITY TWO

Supporting Local Businesses and Tourism

Why is this a priority?

There are few large scale employers in Richmondshire – leaving the focus on small businesses and self-employment. These businesses operate across many sectors, but particularly the service and tourism sectors. As our economy is based upon these sectors and types of business we need to make sure they can thrive and, when the time is right, expand.

However we also need to support our larger employers which play a very important role in the communities in which they are based. They may face entirely different types of problems as they seek to develop and expand and we need to be able to support them in that process.

A survey of businesses carried out within the district told us that in general the economy is steady and the most likely expansion for most businesses will result in one or two additional staff being employed.

We are also working with local business associations to better understand and respond to local needs. There are many organisations delivering business support schemes - grants, funding, advice and mentoring - at regional and sub-regional levels. We want to make sure that local businesses can take advantage of these opportunities by directing providers to Richmondshire.

The qualities that Richmondshire has to offer are something we must promote so that as many people as possible regard the District as somewhere to visit, live and work. The experience of the Tour de France in 2014 taught us a lot about the effort and resources needed to bring the area to an international audience. We will seek to build upon the success of this event and look for opportunities which can deliver a real economic advantage as part of our approach to marketing the district.

The Council will:

How we will deliver this:

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| <p>Provide advice, information and financial support for new and existing businesses - if we cannot help we will assist businesses to find the support they seek from our partners and neighbours.</p> | <ul style="list-style-type: none"> • Support businesses through a small business grant scheme • Signpost businesses to other external schemes - including through the LEP and the Prince’s Trust • Simplify information about access to Small Business Rate Relief for new and existing businesses |
| <p>Support our market towns</p> | <ul style="list-style-type: none"> • Work with key stakeholders in each of our market towns to identify the type of support required - and establish a practical way to deliver it • Consider practical solutions to existing issues - such as car parking - as a barrier to promoting tourism |

Our Economic Actions

PRIORITY TWO

Supporting Local Businesses and Tourism Continued...

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| <p>Support our market towns and visitor attractions including the National Park and Wensleydale Railway</p> | <ul style="list-style-type: none"> • Work with key stakeholders in each of our market towns: Richmond, Leyburn, Middleham, Hawes and Reeth, to identify the type of support required - and establish a practical means to deliver it • Consider practical solutions to existing issues - such as car parking - as a barrier to promoting tourism • Work closely with our main visitor attractions to ensure we are supporting their sustainability and growth |
| <p>Seek to promote Richmondshire within existing Town Centres and emerging developments such as Scotch Corner and the new Catterick Town Centre</p> | <ul style="list-style-type: none"> • Work with key stakeholders in the development of new retail areas such as the Catterick Garrison Town Centre and the designer outlet at Scotch Corner |
| <p>Support the development of local Business Associations to represent local enterprise</p> | <ul style="list-style-type: none"> • Develop and strengthen our programme of engagement with key businesses within the business associations • Look to attract new businesses to the associations • Promote the benefits of joining the business associations - as part of the marketing of Richmondshire • Sponsor and support new business start up events • Deliver business improvement workshops - such as access to social media and the google digital garage • Help businesses consider creating Business Improvement Districts |
| <p>Invest in initiatives to promote and market Richmondshire's attractions to national and international audiences</p> | <ul style="list-style-type: none"> • Work with Welcome to Yorkshire and Destination Dales Partnership to promote 'Richmondshire and the Dales' offer • Support the market town evening economy and explore how this can be developed further • Work with the National Park Authority to develop a family friendly cycle route between Reeth and Keld - the 'Swale Trail' |
| <p>Support and celebrate the achievements of local businesses</p> | <ul style="list-style-type: none"> • Discuss with local businesses the merits of a Business Awards event or a Business Conference • Support Apprenticeship Awards • Support our towns in their applications for external awards - Great British High-street, Purple Flag |

Our Economic Actions

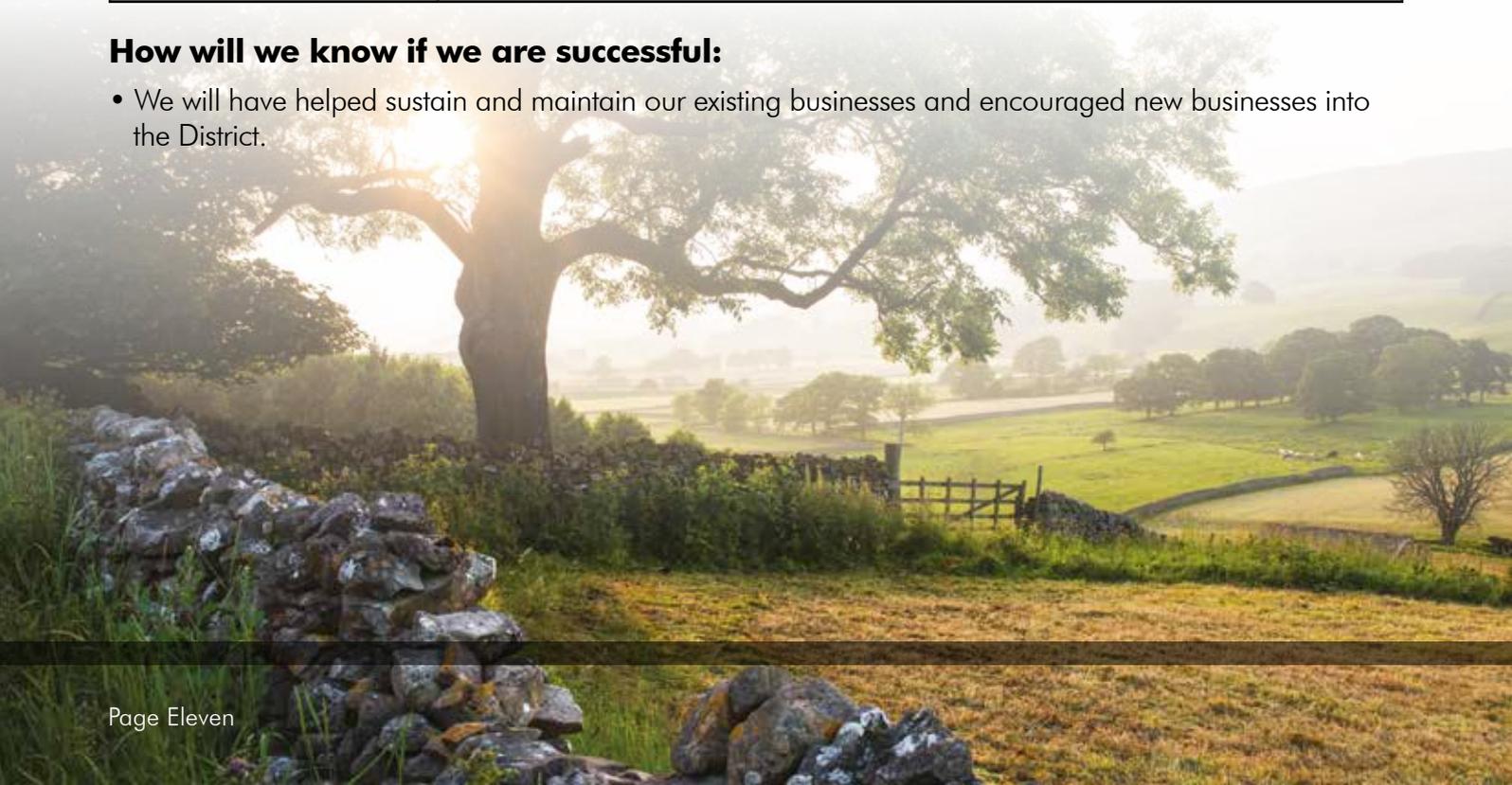
PRIORITY TWO

Supporting Local Businesses and Tourism Continued...

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| <p>Provide specific business support for our main local industries</p> | <ul style="list-style-type: none"> • Support agricultural and farming communities to expand and diversify their business offer • Work with the National Park Authority, farmers and other businesses to further develop and promote the local food offer in Richmondshire building on key product strengths in Wensleydale • Identify what support is required by these industries through pro-active discussion |
| <p>Support local events and festivals</p> | <ul style="list-style-type: none"> • Continue to provide support to local events and festivals, recognising their importance for the local economy • Identify gaps both geographically and within the calendar year and help work up practical solutions to fill them • Produce a calendar of events to better promote existing events - including work with the Lower Wensleydale Events Company • Develop an on-line presence for events in Richmondshire |
| <p>Provide funding opportunities through the District Council</p> | <ul style="list-style-type: none"> • Develop an investment fund for major economic projects across the district • Develop an investment fund for voluntary organisations within the Council's growth areas - for major social projects |

How will we know if we are successful:

- We will have helped sustain and maintain our existing businesses and encouraged new businesses into the District.



Our Economic Actions

PRIORITY THREE **Improving Connectivity**

Why is this a priority?

To be able to thrive, businesses require good connectivity both through the internet and by road. This is especially important in a predominantly rural area like Richmondshire which has very real distances between customers, workforce and the business and there is the need to travel over minor rural roads with limited public transport.

The upgraded A1 motorway, along with the Catterick Central junction and the Bedale bypass - will significantly improve access to the national road network from Wensleydale and Swaledale by Spring 2017. The junction improvements to the A6136 in Catterick Garrison, funded from the Regional Growth Fund, will complement these opportunities by improving access from our main growth town to the A1.

Mainline and local train services can be accessed at Darlington and Northallerton. The long standing project to reinstate the Wensleydale Railway has already moved forward with facilities opened in Northallerton and services between Leeming Bar and Redmire, via Leyburn. The line offers access to the upper reaches of the district - and opportunities for tourist related development along its length. The company is also examining the feasibility of re-opening the line between Redmire and Aysgarth as part of its long term ambition to reinstate the route to Garsdale Head on the Settle and Carlisle Railway. Garsdale provides a connection to daily rail services to Leeds and Carlisle.

The future sustainability of the rural economy will also be dependent on access to fast and effective internet services. This is particularly important for local businesses, enabling them to work online. It is also important for the growth of the knowledge based economy where people can choose to work from home or remotely from their main office.

The Superfast Broadband rollout for Richmondshire is progressing. Phase one is complete and phase two will be finished shortly, giving an estimated 85-86% coverage within the district. Funding has been secured for phase three - fibre, and wireless or satellite schemes will be used to connect people in the most rural areas.

Our Economic Actions

PRIORITY THREE

Improving Connectivity continued...

The Council will: **How we will deliver this:**

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| Support Superfast North Yorkshire to deliver high speed internet access across the district | <ul style="list-style-type: none"> • Continue to work closely with North Yorkshire County Council and Superfast North Yorkshire to ensure delivery of 100% high quality broadband across the district • Support the demand stimulation team to ensure communities are aware of the installation and encourage take up • Maximise the opportunities Superfast Broadband can bring to our businesses through education and awareness raising • Consider free Wi-Fi schemes for our market towns • Supporting and lobbying the need to improve mobile phone coverage and connectivity particularly in our more rural areas. |
| Lobby, secure funding and enable necessary road improvements to the A1, A6136 and A66 | <ul style="list-style-type: none"> • Work with partner organisations, including North Yorkshire County Council and the Local Enterprise Partnership • Support the improved infrastructure through financial support and project management input |
| Work with Wensleydale Railway offering assistance and support to further research its potential | <ul style="list-style-type: none"> • Provide support to the railway through the Feasibility Fund to support the proposed extension from Redmire to Aysgarth • Link with Wensleydale Railway to extend the visitor offer in relation to events, festivals and the evening economy |
| Work closely with community transport providers to promote local services – Little White Bus, Wheels2Work and voluntary driver schemes | <ul style="list-style-type: none"> • Continue to financially support the Wheels2Work scheme • Help community transport providers to maximise the marketing and promotion of their services • Work with North Yorkshire County Councils Stronger Communities team to ensure the sustainability of voluntary led transport |
| Support green infrastructures | <ul style="list-style-type: none"> • Work with Sustrans to improve green travel routes • Support the work of the Wensleydale Project and Agri-environment Scheme • Working with NYCC and YDNPA to support and promote further cycling and walking within the District |
| Identify through the Local Plan, other infrastructure improvements in Richmondshire | <ul style="list-style-type: none"> • Work with developers to identify upcoming large developments which require additional or improved infrastructure in Richmondshire, liaising with North Yorkshire County Council and the Yorkshire Dales National Park Authority. |

How will we know if we are successful:

- Our growth agenda cannot succeed without improving connectivity by both physical transport links and by assisting the development of e-commerce.
- Completion of the A6136 project and maximising the roll out of a superfast fibre solution to as much of Richmondshire as possible are essential to the delivery of this plan.

Our Economic Actions

PRIORITY FOUR

Advocate for District Economic Growth

Why is this a priority?

Richmondshire is considered by central government as one of the most rural areas in the country. However policies suitable for urban areas do not always provide a practical rural solution.

We need to make sure that Richmondshire and the economic challenges it faces are properly understood by government and the agencies concerned with economic change. But we have to do this in the face of areas with much larger populations and the economies of neighbouring city regions.

Our own plans for growth build on the creation of modern services in Catterick Garrison - where most of the local population lives - to form a centre of gravity for local investors and agencies. But this is not the whole picture - beyond the market town of Richmond and Catterick Garrison lays our large rural hinterland, with a good proportion of this area in the Yorkshire Dales National Park.

The Council will:

How we will deliver this:

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|--|--|
| <p>Work with partners and neighbours - including North Yorkshire County Council, the Yorkshire Dales National Park, the Local Enterprise Partnership and professional bodies such as Royal Town Planning Institute</p> | <p>Lobby to ensure rurality becomes a first consideration for policy makers</p> |
| <p>Work with neighbouring authorities and regional partners to lobby for all issues affected by rurality housing, education, transport and health care which have a knock on effect on the economic growth of the district</p> | <ul style="list-style-type: none"> • Maximise the opportunities that may arise from cross boundary working - including through devolution • Use our links with government, regional and local bodies to influence economic change through proposals for policy and legislation that reflect the specific problems caused by rurality |

How will we know if we are successful:

- Rurality will be at the forefront of policy making rather than as an afterthought and, where appropriate, rural exemptions will be applied to national policy.

This information is available in alternative formats and languages



Richmondshire District Council

Mercury House, Station Road, Richmond DL10 4JX
01748 829100

enquiries@richmondshire.gov.uk

richmondshire.gov.uk