

Ryedale district profile

Produced September 2016

Ryedale summary

The North York Moors National Park and the Howardian Hills AONB help to create a successful visitor economy within the district

Rurality makes it difficult for residents to access services and makes the delivery of services challenging

Ryedale has good community spirit, high levels of personal resilience and good levels of volunteering



There are high levels of road traffic accidents as country roads attract motorcyclists

Residents have campaigned, and continue to campaign, against fracking and the recent planning decision at Kirby Misperton

Unemployment is low, as are wages, and house prices are high in the national park

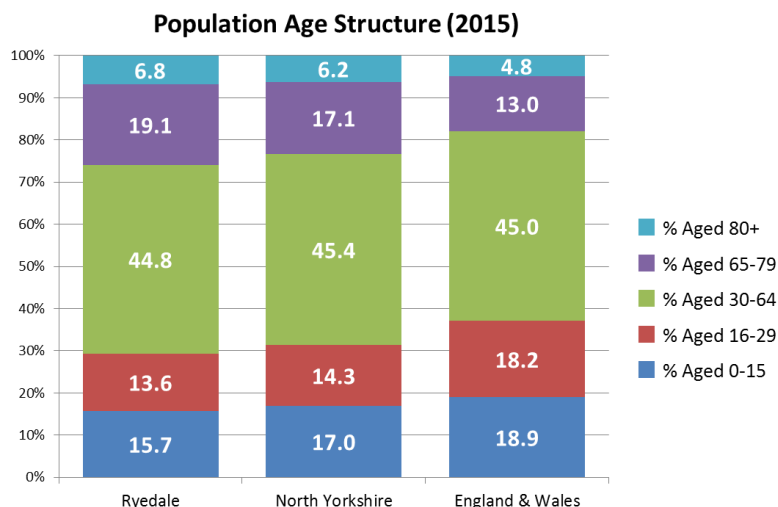
Ryedale is an attractive place to retire and those moving to the area are keen to get involved in the community. However, this does mean that the population are old and ageing.

Crime rates are low

The people of Ryedale

0.4 people per hectare - the sparsest district in North Yorkshire

25% of the population of Ryedale district are aged under 25 compared with 30% nationally



1,200 additional people living in Ryedale district 2011-2015 driven largely by migration in from other parts of the UK

Source: ONS mid-year population estimates

Retirement living developments are concentrated around Pickering



26% of the population of Ryedale district are aged 65+ compared with 18% nationally

606 people of pension age per 1000 of working age by 2039 compared with 485 in 2014

Source: Old age dependency ratios, 2014-based SNPP

1.3% of the population of Ryedale are from non-white ethnic groups compared with 2.7% across North Yorkshire

Source: 2011 Census, ONS

Net importer of population - tend to be retirees or those moving to the rural parts of the district or villages along the A64 corridor near York and Scarborough

Those retiring to the area from outside want to be integrated into the community so are very likely to volunteer

Find more population information on



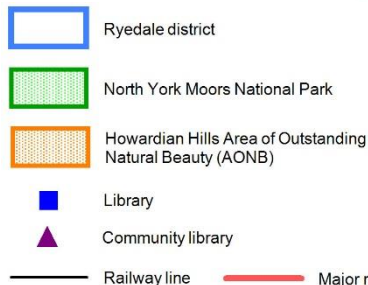
www.DataNorthYorkshire.org

Ryedale – the communities

The market towns of Helmsley, Kirkbymoorside, Pickering and Malton and Norton are the main service centres within Ryedale

The North York Moors National Park covers the high ground in the North of the district while the Howardian Hills AONB covers the area to the south of Helmsley

Significant progress has been made to ensure the sustainability of library services in the main market towns of Helmsley, Kirkbymoorside, Norton and Malton, further developing the volunteer model already operating. Six of the more rural centres continue to be served by the Supermobile library and 2 small volunteer run local collections continue to be supported.












Ryedale has good community spirit and high levels of personal resilience

Good levels of volunteering







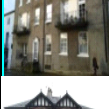

There are opportunities for greater joint working with the voluntary sector

There are no areas in Ryedale within the most deprived quintile in England in the 2015 Index of Multiple Deprivation

Customer groups in Ryedale

NYCC Customer Group		% of households		Short description	Location
		Ryedale	NY		
2B		17.9%	8.6%	Couples (45-64) detached homes, agricultural, managerial, professional or skilled trades occupations.	Largely across the rural area in the centre of the district
2C		14.3%	5.1%	Detached homes many privately rent. Work in agriculture, skilled trades and often self-employed.	In the very rural areas including the national park
5A		12.5%	8.9%	Married (45-74), detached or semi-detached homes. Near to but outside of the main settlements.	Ampleforth, Danby, Glaisdale, Helmsley, Kirkbymoorside, Malton, Nawton, Pickering, Sherriff Hutton, Slingsby, Thornton-le-Dale
3B		8.3%	5.1%	Active younger pensioners (65-84) living in detached homes.	Beadlam, Helmsley, Kirkbymoorside, Malton, Pickering, Thornton-le-Dale
7		8.3%	10.8%	Terraced housing, 30-44, co-habiting or single, some lone parents.	Kirkbymoorside, Malton, Norton
9A		6.6%	7.8%	Families in semis or terraces. Likely to be employed in semi-skilled and unskilled occupations are common.	Kirkbymoorside, Malton, Norton, Pickering, Sherburn
2A		6.3%	3.7%	Couples (45-64) detached homes work in agriculture, hunting and forestry	In patches, near A64 and A170
5B		6.3%	9.0%	Married (45-74), semi-detached housing. Work in administrative and sales occupations.	Kirkbymoorside, Pickering, Sherburn, Thornton-le-Dale
9B		4.0%	4.9%	Low income families or lone parents living in social rented properties.	Malton, Norton

Customer groups in Ryedale

NYCC Customer Group		% of households		Short description	Location
		Ryedale	NY		
8A		3.9%	3.1%	Single pensioners living in private or socially rented flats. Some communal establishments.	Helmsley, Malton
8B		3.9%	3.9%	Pensioners in socially rented semis or flats. Many without qualifications.	Kirbymoorside, Malton, Norton
1		3.7%	9.1%	Working professionals (30-44) with children (0-15)	Broughton, Crambeck, Leavening, Malton (outskirts), Pickering, Swinton,
4A		2.1%	9.4%	Aged 45-74 living in large detached housing. Either retired or work as managers, directors, professionals.	Gilling East, Sheriff Hutton, Terrington
3A		0.7%	1.8%	Older pensioners (75+) living on own in flats / communal premises.	Malton
6B		0.5%	2.3%	Single (25 to 44), private rented flats. One fifth were born outside of the UK.	Malton
6A		0.4%	2.5%	Low income singles (16-29) in private rented flats	Malton
4B		0.3%	2.7%	Highly qualified managers, directors and professionals in large flats or detached. Number born outside the UK.	Ampleforth, Botton, Danby

Strategic planning and infrastructure

The Local Plan Core Strategy was adopted in September 2013 with growth focused on Malton and Norton



The Helmsley Plan, produced in conjunction with the North York Moors National Park authority was adopted in July 2015

Consultation on preferred sites in the Service Villages and potential option sites in the Market Towns took place in Nov/Dec 2015



Local Plan delayed until early 2017

Residents would like to see a bypass of Rillington and dualling of the A64 but Highways England have not prioritised these.



Community Infrastructure Levy (CIL) revenue will not be sufficient to fully fund all of the infrastructure identified on the Regulation 123 list

The High Court quashed a decision to grant planning permission for a supermarket and petrol filling station at the Wentworth Street Car Park, Malton in July 2015

Environment



Third Energy planning application for shale gas at Kirby Misperton (KM8) was agreed by NYCC on 24 May 2016

A number of new exploration licenses have been awarded in Ryedale – some within the North York Moors National Park. The economic impacts of Shale Gas extraction by fracturing are unclear.



Objections to fracking in Ryedale

Judicial review on Kirby Misperton (KM8) decision

Shale wealth fund could potentially bring money to the area.

Malton Flood response plan - All the partners have pulled together to draw up a flood response plan.

Butcher Corner, Malton - Air Quality Management Area (AQMA). Highways to consult further on an HCV ban over the level crossing in Malton to force HCVs to use Brambling Fields junction, rather than through the town

Pickering 'Slow The Flow' natural ecosystem flood defences given national recognition. RDC seeking to develop this further through local growth fund – working with the LEP

Air quality is improving

Malton flood response – pressure for financial investment to improve resilience to future flooding

Accessibility



*Highways work to keep roads clear in winter conditions.
Priority 1 routes serve remote rural communities*

Programme of investment in roads prior to winter 2016

Move towards community based/managed transport in rural areas

Opportunity to raise profile of community transport to highlight that it is not just for older people to access hospital - younger people can use it to get to work

Rail improvements on the Scarborough/Seamer/ Malton/York railway line. Larger trains, early/late services, more frequent trains and station improvements planned

Poor transport links in rural areas

Increase in how often the Malton Railway Level Crossing is closed but this will not be more than ten minutes in every hour

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North Yorkshire County Council. 100017946. (2016)

Limited public transport in rural areas and limited service between the larger market towns e.g. Helmsley to Pickering

Good transport links across the A64 corridor but congestion in Malton and on A64 near Malton

Accessibility

The 2015 Indices of Deprivation Geographical Barriers to Services indicator looks at road distances to a GP, a supermarket or convenience store, a primary school and a post office.



For this indication, in Ryedale:

19 out of 30 LSOAs in Ryedale are within the most deprived 20% in England, an increase from 18 in 2010

The LSOA covering the **Dales ward** is the most deprived in England, out of 32,844 LSOAs nationally. The area includes Bransdale, Farndale and Rosedale.

Fibre based high speed broadband is being developed by Superfast North Yorkshire. Phase 2 will see approximately 80% of properties (residents and businesses) connected to high speed fibre. Wireless schemes cover some areas in addition.

Mobile phone coverage in Ryedale is poor. A national programme (Mobile Infrastructure Project) was unsuccessful in delivering additional masts and progress is halted at this time.

Source: Ryedale Economic Action Plan

Housing

100 out of 350 of the additional affordable dwellings provided in North Yorkshire in 2013-14 were in Ryedale. However this has fallen to 70 out of 630 in 2014-15

Source: DCLG Table 1008

452 times average weekly income is the median house price in the area around Helmsley. Around Scampston house prices are 295 times average weekly income

Source: ONS 2011/12 Small Area Income Estimates & 2014 house price data

Lack of affordable housing for social care staff and to retain young people in the area



19 out of 30 LSOAs in Ryedale are within the most deprived 20% in England for housing in poor condition and houses without central heating, up from 13 in 2010.

Source: Indices of Deprivation 2015, Indoors Living Environment Indicator

Top five most unaffordable areas in Yorkshire and the Humber

Area	Average (mean) house price	Average (mean) salary	Ratio of house prices to incomes
Harrogate	£271,935	£25,714	10.6
Hambleton	£236,350	£23,670	10.0
Ryedale	£217,858	£23,124	9.4
Richmondshire	£212,416	£23,072	9.2
Craven	£198,173	£22,693	8.7
England	251,879	£26,520	9.5

Source: 10 Home Truths - Broken Market Broken Dreams Yorkshire and the Humber 2014/15, National Housing Federation, October 2014

15.9% of households are in fuel poverty, the highest rate in NY. Many are off-grid and difficult to insulate.

Source: DECC Sub-regional Fuel Poverty Estimates 2014

The economy of Ryedale



Full time weekly earnings for those living in Ryedale (**£411.80**) and those working in the district (**£410.20**) are both significantly lower than North Yorkshire earnings (**£487.70 / £460.10**) and national earnings (**£529.60 / £529.00**).

Source: ONS, ASHE, 2015

89.4% of Ryedale businesses are categorised as micro businesses with 0 to 9 employees compared with 88.7% nationally



Source: ONS, IDBR, 2015

Low levels of unemployment generally

A limited workforce that wishes to work in the care sector due to numerous other opportunities to work in entry level or service industry jobs.

Seasonal working in the tourist industry.

Just **0.6%** of working age people in Ryedale claim Jobseekers Allowance, less than half the rate in Great Britain (**1.5%**)

The economy of Ryedale



Manufacturing (with **17.5%** of employees) is the dominant employment sector, followed by accommodation & food services (**11.6%**) and agriculture (**11.3%**)

The financial & insurance sector and the ICT sector are significantly under-represented in the district.

Source: ONS, BRES, 2014

The site of the Food and Environment Research Agency (Fera) at Sand Hutton has been bought from Defra by Capita. Impact unknown.

Key role to play in bio-tech strategy (LEP)

Malton is developing its reputation as a centre for food

Expectation that Malton Food Enterprise Zone (FEZ) will support 500 jobs

Successful visitor economy particularly around North York Moors, local market towns, Flamingo Land and Castle Howard. These are some of the biggest single visitor destinations in the county

Strong advanced manufacturing cluster around Pickering & Kirkbymoorside. Local businesses (Sylatech and Micrometalsmiths) are planning to relocate to a new business park in Pickering creating new jobs and developing the sector

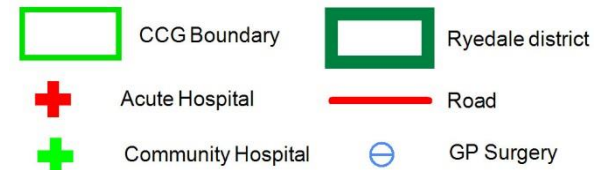
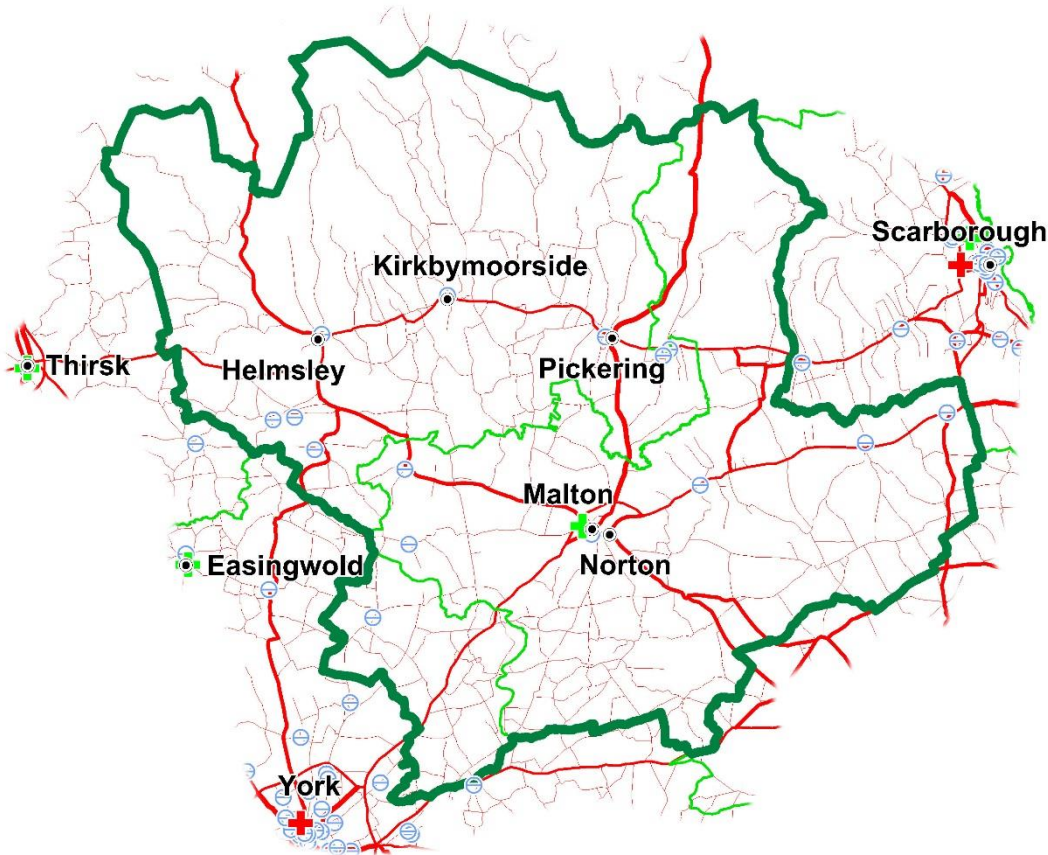
Health services

Serviced by York Teaching Hospital NHS Foundation Trust who operate acute hospitals in York, Scarborough and a community hospital in Malton.

Integrated working with Health Partners

Good retention of staff once recruited

Ryedale is split between 2 CCGs - Vale of York and Scarborough & Ryedale. While not causing significant problems, it does add to the administrative burden



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Malton Hub – a joint venture with the Scarborough & Ryedale CCG and health partners including HAS to provide an integrated service for the Malton & Norton area. It aims to promote rehabilitation, reduce hospital and residential admissions and better manage long-term conditions.

Health



785 children live in poverty (8.9%), though this is below the national average of 18.6%

39% of smokers in Ryedale have purchased illicit tobacco, the highest rate in North Yorkshire, which has a county average of 19%

Source: NYCC Trading Standards & Public Health Illicit Tobacco Survey, April 2016

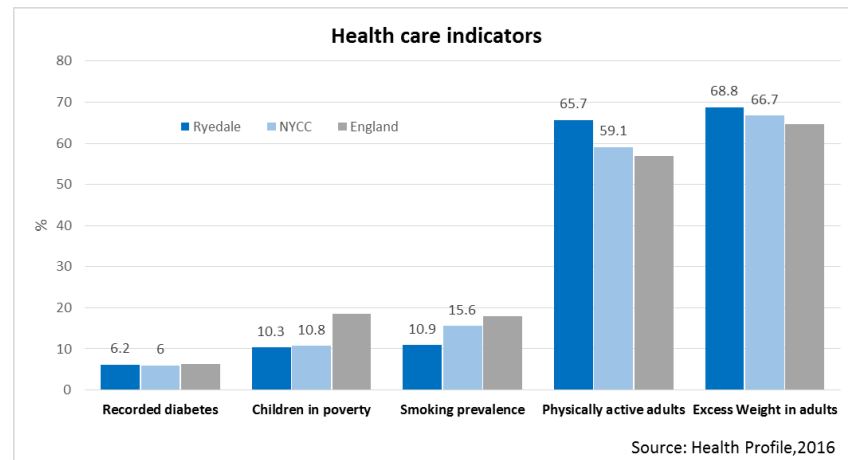
The percentage of deaths from circulatory disease in people aged 85+ in Ryedale is lower than North Yorkshire average

The number of motor cyclists killed or serious injured is reducing

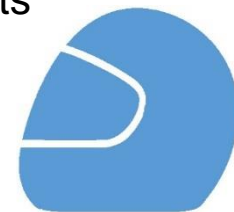
Receive funding to deal with deaths and injuries on the roads

People killed or seriously injured on the roads significantly higher than North Yorkshire and England average

Source: Health Profiles 2015, Public Health England

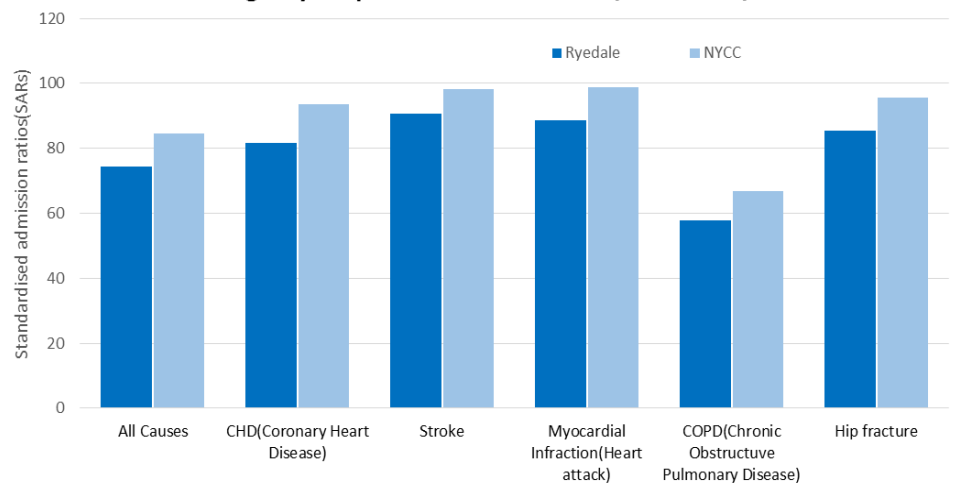


119 people per 100,000 residents per year are killed or seriously injured on the roads in Ryedale, the second highest rate of any local authority in England



Health

Emergency hospital admissions - 2008/09 to 2012/13



Injuries due to falls in people aged 65 and over in Ryedale (1419 per 100K) is lower than North Yorkshire (1647 per 100k) and National (72125 per 100k) average

16.1% Children in Year 6 are overweight or obese higher than NY average of 15.2% however, both are better than national average 19.1%



290 deaths considered preventable (2012-14) in Ryedale (158.3 per 100k compared to 154 per 100k across North Yorkshire)



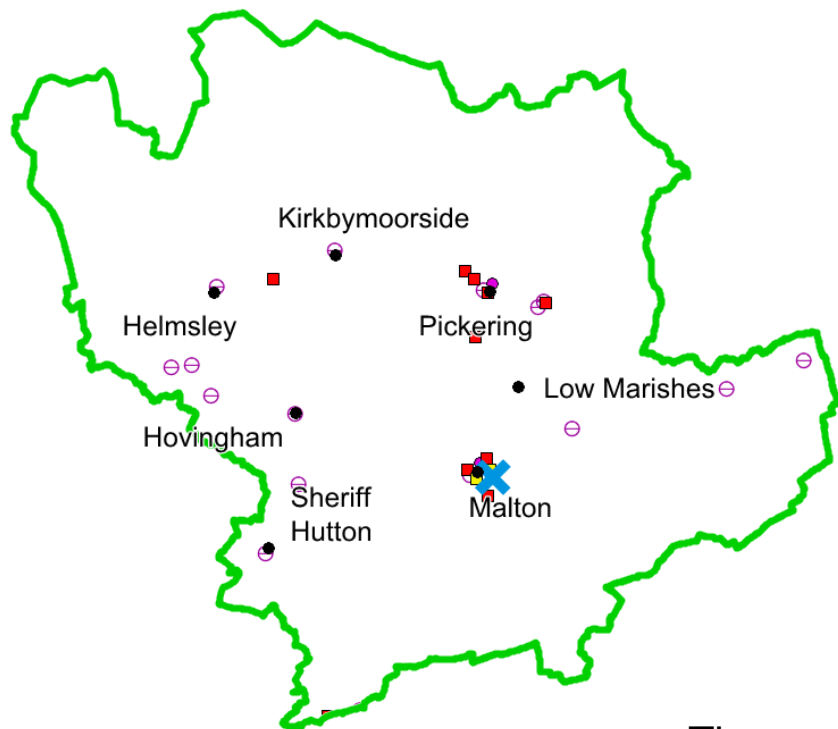
17% women currently smoke at the time of delivery in Ryedale compare to 12.6% in North Yorkshire average

Source: Health Profiles 2016, Public Health England

Chlamydia detection rate in 15-24 age group is lower for Ryedale compared to North Yorkshire and England average

Smoking Prevalence in Ryedale population aged 18 years and over is lower than North Yorkshire and England average

Adult social care provision



Some areas of the district are very rural leading to significant problems in providing care.

Limited numbers of residential and nursing home beds

Most providers are in the small to medium category

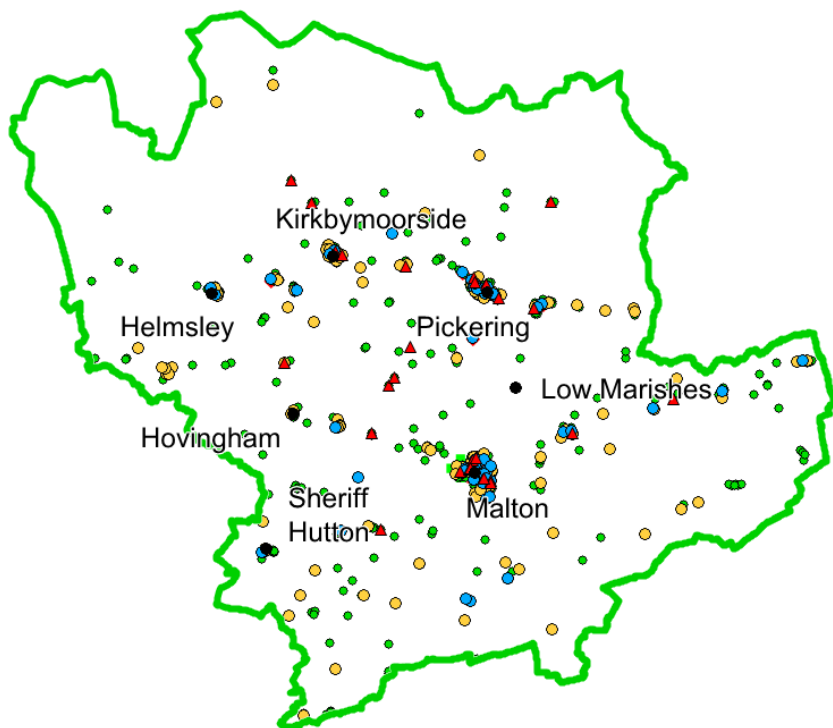
Difficult to purchase care outside of the main towns or the A64 / A170 corridors

Opportunity for joint recruitment with the District and private providers



The area has a long history of working with clients with a Learning Difficulty and a number of national organisations such as Wilf Ward Family Trust (WWFT) and the Camphill Village Trust (CVT) have offices and establishments in the district. This may explain a high number of people with learning difficulties living in the district.

Adult social care customers



- ▲ START – July 2016 - 27 Clients in receipt of Reablement Services
- Residential, Nursing & Local Authority Clients – July 2016 - 51 Clients
- Homecare (exc START) – July 2016 - 153 Clients receiving non-reablement service
- Referrals in Year – 2015/16 - 574 referrals

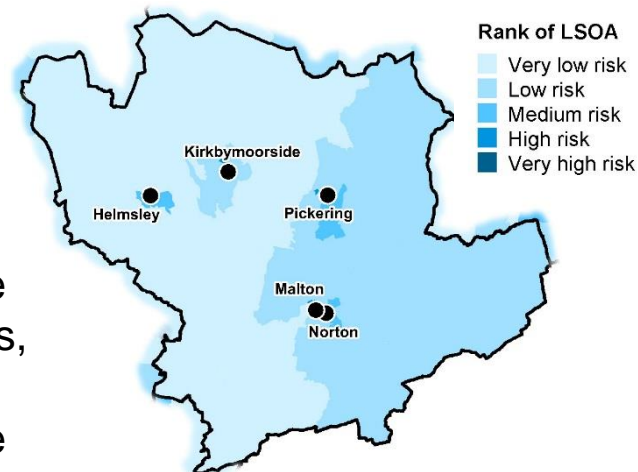
Better than the county average for fair and good health but slightly worse than North Yorkshire overall for bad and very good health



15.8% of households are lone pensioners, higher than the North Yorkshire average of 14.4%

Source: 2011 Census

Those living in towns are at the greatest risk of loneliness at age 65+



Source: Risk of loneliness, Age UK, January 2016

234th out of 326 LAs in England in the Income Deprivation Affecting Older People Index (IDAOPi) where 326 is the least deprived

Source: 2015 Indices of Deprivation

Active Carers Support network
Good general health
VCS provision quite developed

Schools



30 Primary schools, **4** secondary schools (**1** academy), **1** special school and **35** child minders, **4** day nurseries and **1** independent school nursery

65.9% achieve a good level of development at Early Years Foundation Stage, lower than the county average of 66.6%

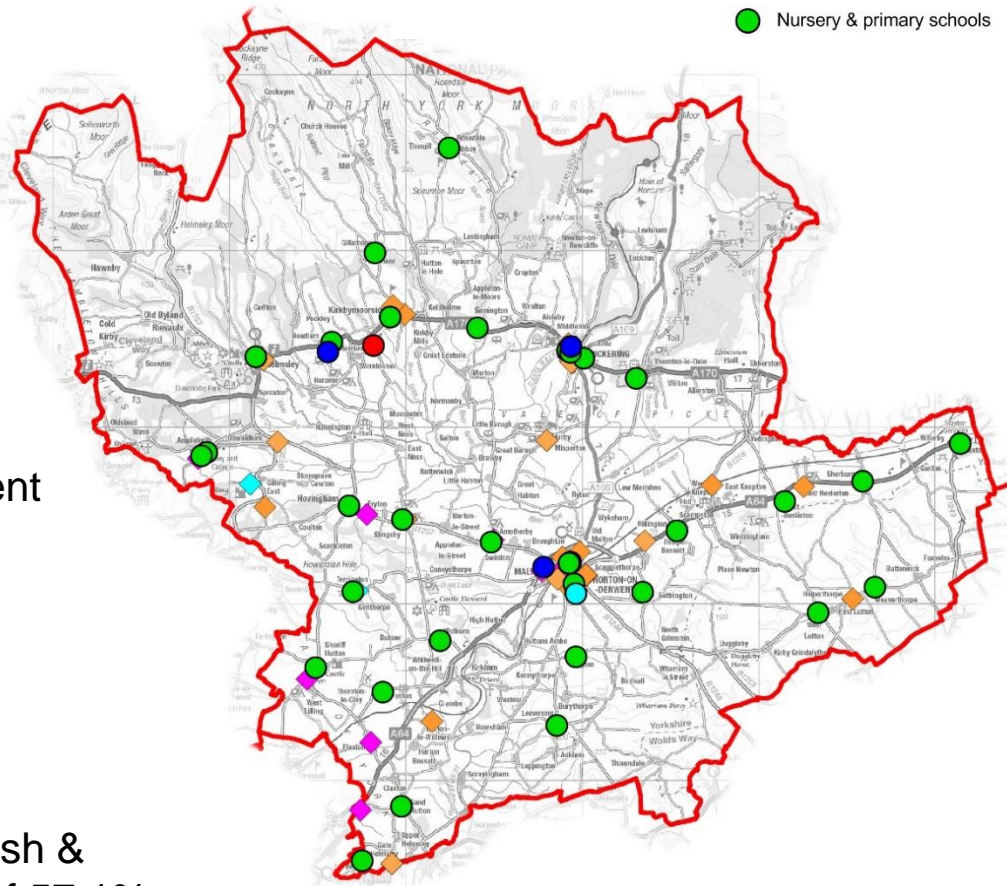
73.8% achieve level 4 or above in reading, writing and maths - key stage 2, lower than the national average of 80%

62.6% achieve 5 A*-C at GCSE, inc English & Maths, higher than the national average of 57.1%

Free School Meals 6 achievement gap is **worse** than national average at KS2 L4+ RWM but **better** for GCSE - 5 A*C inc EM

Source: CYPS, 2015 academic results

- ◆ Childminder/funded childminder
- ◆ Day nursery
- ◆ Independent school nursery
- Special school
- Secondary school
- Secondary academy
- Nursery & primary schools



Difficulty in accessing early years provision

Uncertainties for small rural schools in a fully academised system

Only 1 school sixth form in district, no FE colleges

Children & young people

23 children in placement

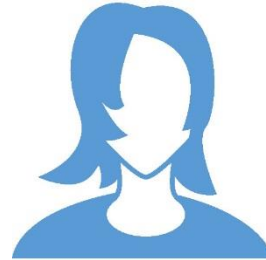
21 children are subject to a Child Protection Plan (CPP)

291 Developing Stronger Families open cases (9% of NY total)

Source: CYPS, as at 30th June 2016

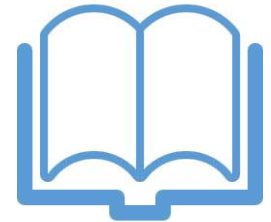
68 NEETS (16-19s Not in Employment, Education or Training), 3.5% - higher than the North Yorkshire average of 3.3%

Youth activities needed to combat some specific areas of anti-social behaviour. Stronger Communities are looking to work with Ryedale District Council and NY Youth to identify areas of need for voluntary sector youth provision



3rd highest number of young people in NY presenting at hubs as homeless or requiring assistance for accommodation needs. A large proportion of presentations are repeat presentations within the previous 6 months

Old Malton, the eastern part of Pickering and the area around Ampleforth are all within the lowest national quintile in terms of Education for Children & Young People



This measure looks at Key Stage 2 & 4 attainment; secondary school absence; staying on in post 16 education; and entry into higher education

Source: Indices of Deprivation 2015

Produced by Policy & Partnerships together with
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HAS Performance & Change and
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