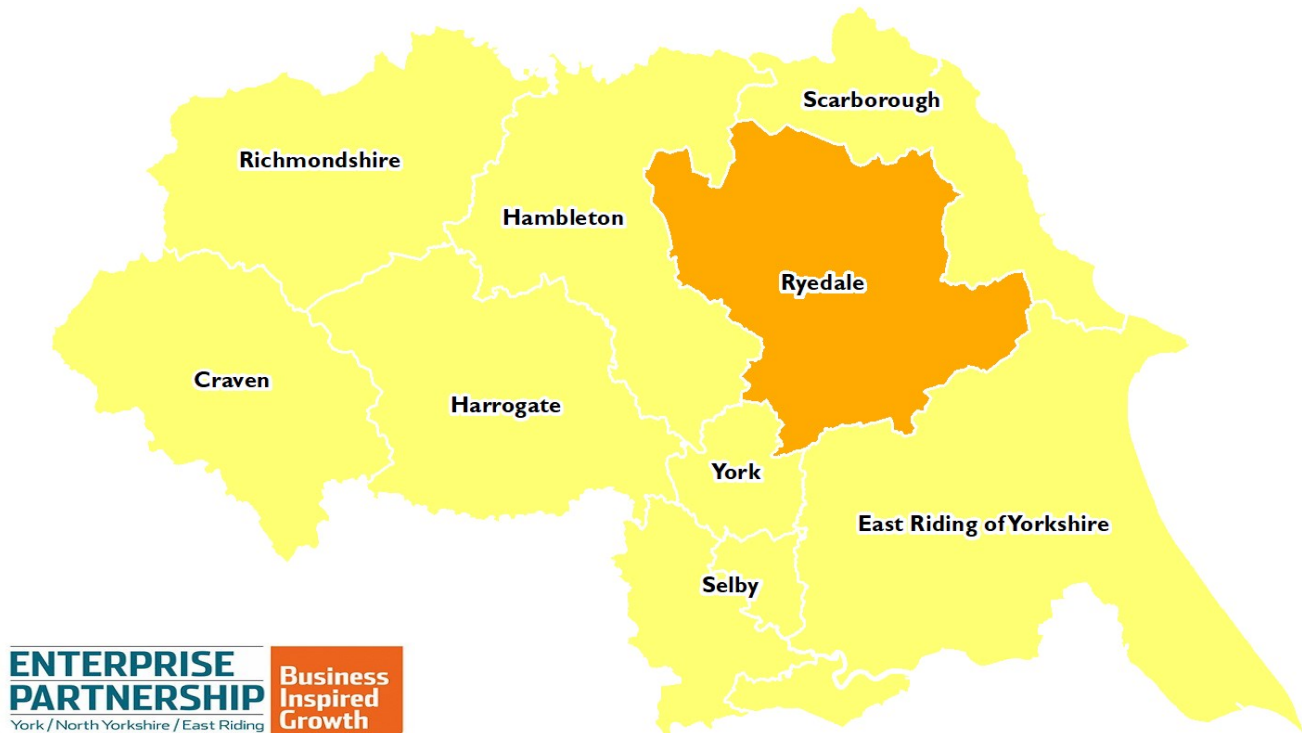


Appendix 4 – Ryedale Economic Profile – Example of Evidence Base

This Ryedale profile presents economic information from official national sources that intend to analyse current economic performance and establish the role the area plays across the broader York, North Yorkshire and East Riding (YNYER) LEP economy. This will provide a baseline to support the identification of existing strengths, future challenges and opportunities for economic development.

Ryedale District sits within the broader non-metropolitan county of North Yorkshire covering an area of approximately 582 square miles and is home to 54,300 people (or 0.3 people per hectare). This district was classified as being 98.3% rural according to the 2011 ONS Rural-Urban Classification and includes the towns of Malton, Norton-on-Derwent, Helmsley, Pickering and Kirkbymoorside.

Ryedale in the context of the YNYER Local Enterprise Partnership (LEP) area.



This brief report will monitor progress against headline performance indicators against a range of themes to support the evaluation of LEP activities in promoting growth, raising productivity and boosting employment across the local economy.

YNYER HEADLINE PERFORMANCE SCORECARD	Ryedale	CHANGE	+/-	YNYER	DATE
Working age population (ages 16-64)	31,500	+100 (-0.7%)	↓	-0.2%	2017
Population aged 16-30	7,800	-100 (-1.2%)	↓	-1.4%	2017
Total output (GVA), £	1,235million	+65 m (+5.6%)	↑	+2.9%	2016
Gross Value Added (Balanced) per head by Local Authority	23,092	+1039 (+4.7%)	↑	+2.2%	2016
VAT-registered business stock	4,015	+50 (+1.3%)	↑	+2.2%	2017
Total number of jobs	26,000	+1,000 (+4.0%)	↑	+1.7%	2016
Employment rate (% of 16-64 working age population)	24,600	+900 (+6.6%)	↑	-3.3%	2018
Working age people educated to Level 3+	17,600	-800 (+0.7%)	↑	+0.1%	2017
Net additional dwellings (housing completions)	321	+75 (+30.5%)	↑	+20.2%	2017
Residence-based full time gross annual median earnings, £	23,095	-78 (-0.3%)	↓	+0.6%	2017

Demography

£22,951 median annual pay 2017
(-1% on 2016)



CHALLENGES

45.2% of the population of Ryedale travel to work by car

Housing affordability score is higher than the regional and national averages.



Increasing **+65 population**,
Decreasing **working age population**
Challenging to **retain young people**, with a perception of limited **career development opportunities**

One of the highest **housing affordability gaps** in Northern England

Delivering **connectivity, infrastructure and services** in a sparse area with very **low population density**

16 to 64 Population

Small overall population increase of **1.4%** in 16 - 64 population between 2001 - 2017 but there have been large levels of fluctuation

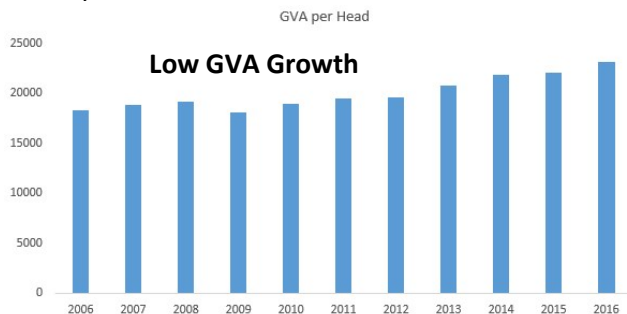


Lower than Regional and England Figures



+65 population has increased by **+22.1%** between 2017 and 2007

Economy



Dependence on a small number of large employers, limiting economic resilience

Below average wages

High dependence on traditional low paid sectors

41% of population aged 16-64 educated to level NVQ4+

18% population aged 16-64 educated to level NVQ3 only

30% population aged 16-64 educated to level NVQ2 only

Place

5% District have Ultrafast broadband and **78%** have Superfast broadband - both under England levels



32% of people employed in professional, associate professional and technical occupations

Quality of Life

Accessing services in a **sparse geography**
Understanding the **real terms fall in earnings**



Facilitating an **inclusive and fair society**

Since 2008, wages have risen **2.2%**, while the national price of goods has risen by **24.3%** (ONS, BoE)

11.2% of homes in fuel poverty, higher than the LEP and National average but lower than the Regional average

DEMOGRAPHY



GENERAL POPULATION (2017)



54,311 Ryedale population **7,788** population aged 16.

30 **57,857 YNYER** **55,619,430 England** **192,544 YNYER**

31,485 Ryedale working age population (ages 16-64)

696,475 YNYER **34,950,950 England**



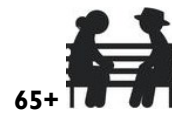
Ages 0-15

15.58%
16.5%
19.0%
19.1%



16-64

57.97%
60.1%
62.6%
62.8%



65+

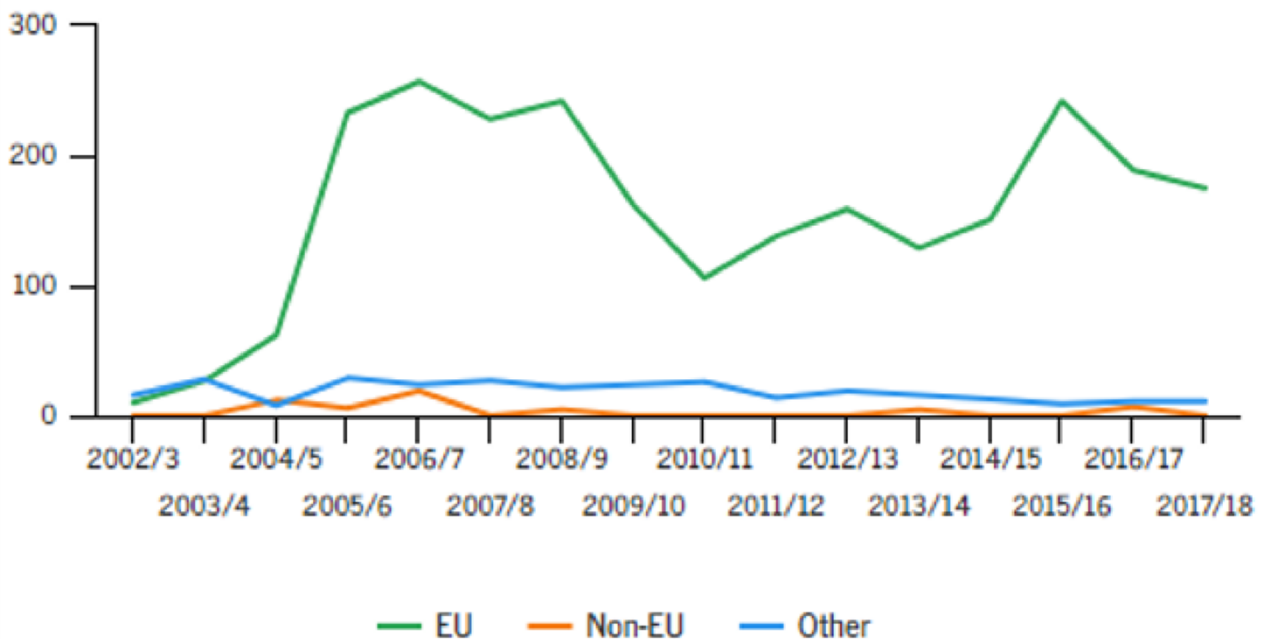
26.45%
23.2%
18.4%
18.0%

Ryedale
YNYER
Region
England

Source: Mid-Year Population Estimates, 2017

NINo REGISTRATIONS - EU / NON EUROPEAN UNION / OTHER (2018)

RYEDALE



Source: DWP, 2018

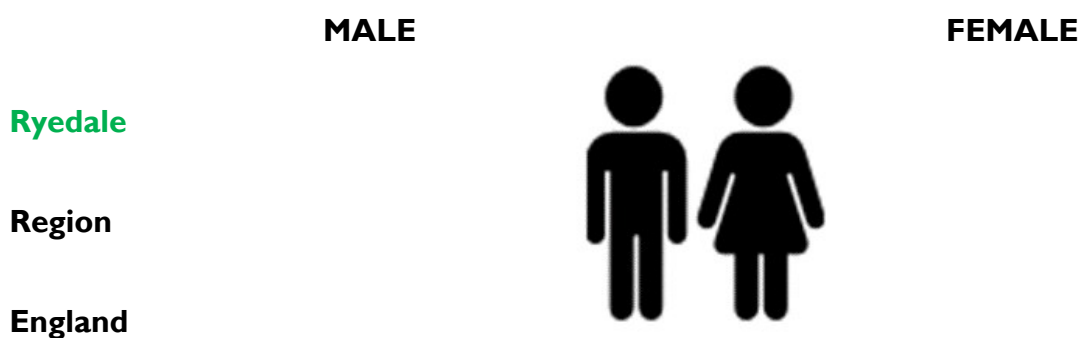
This graph shows adult overseas nationals entering the UK through National Insurance Number (NINo) registrations. A NINo is required by any overseas national looking to work or claim benefits in the UK, including those who are self employed or students working part time. The data shows the comparative difference between EU immigration and non-EU immigration, highlighting the changes that may occur after Brexit.

ETHNIC BREAKDOWN - PERCENTAGE OF ALL USUAL RESIDENTS (2011)

	White	Mixed Ethnic Groups	Asian/ Asian British	Black/ African/ Caribbean/	Other Ethnic Group
Ryedale	98.7%	0.6%	0.5%	0.2%	0.1%
YNYER LEP	97.0%	0.9%	1.5%	0.4%	0.2%
Region	88.8%	1.6%	7.3%	1.5%	0.8%
England	85.4%	2.3%	7.8%	3.5%	1.0%

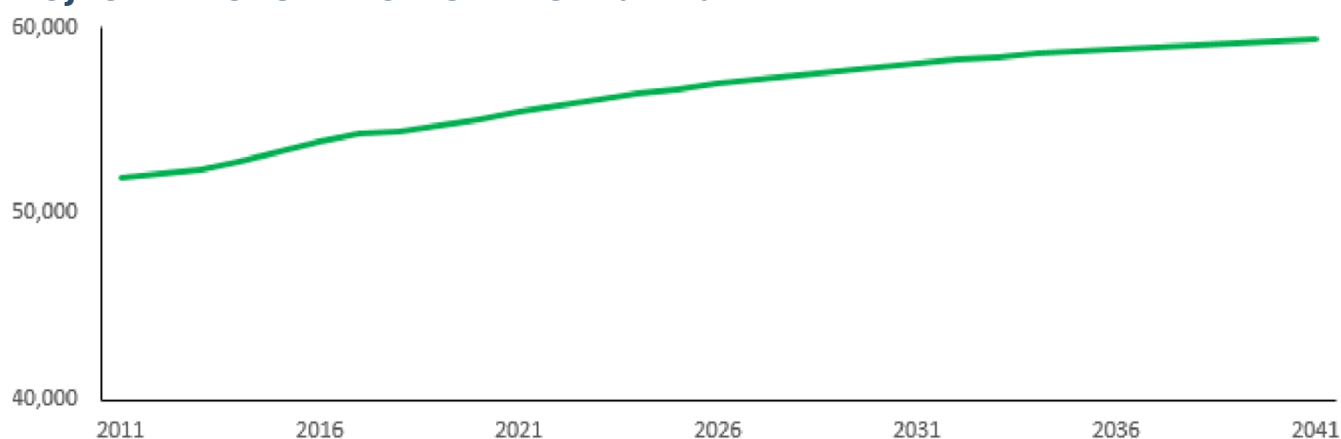
Source: Census, 2011

LIFE EXPECTANCY (2017)



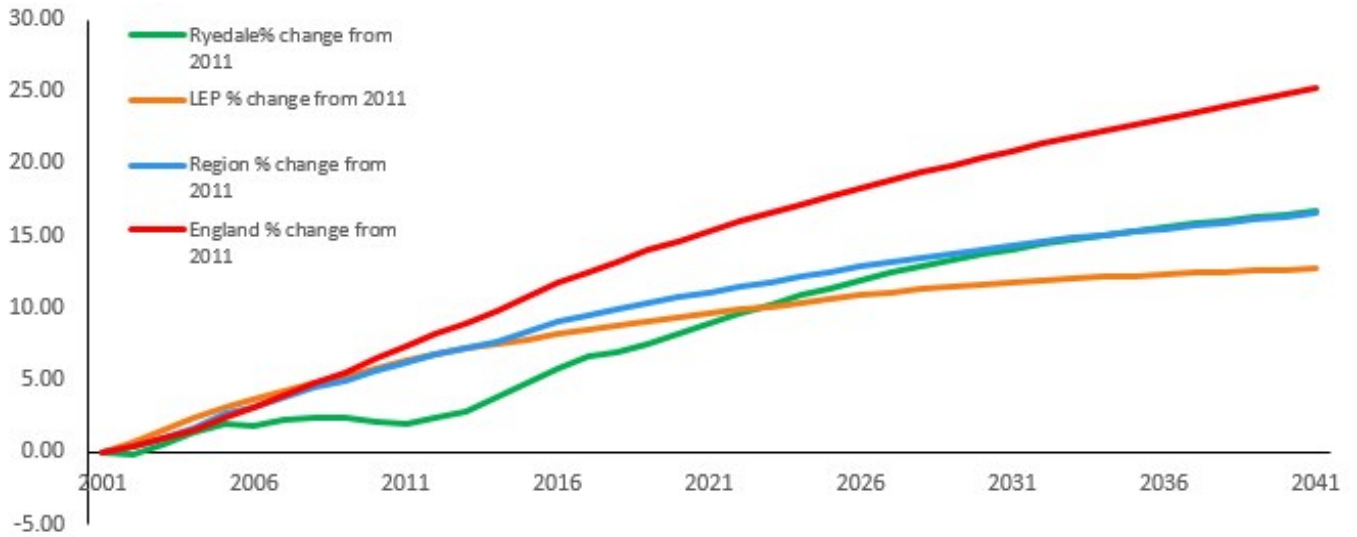
Source: ONS, 2017

PROJECTED POPULATION CHANGE 2011-2041



Source: ONS, 2011-2041

PERCENTAGE POPULATION GROWTH AND PROJECTIONS 2011-2041



Source: ONS, 2001-2041

Population estimates and projections give an indication of how the population has changed and will continue to change. The data indicates that Ryedale's population will continue to grow at an accelerated rate than previously was the case. In comparison the national population projections will accelerate at a much faster pace, suggesting that the population growth of the YNYER LEP area is set to increase at a much steadier rate.

ECONOMY

OUTPUT (2016)



Ryedale: £1.2bn economy

+£65m GVA growth on 2015

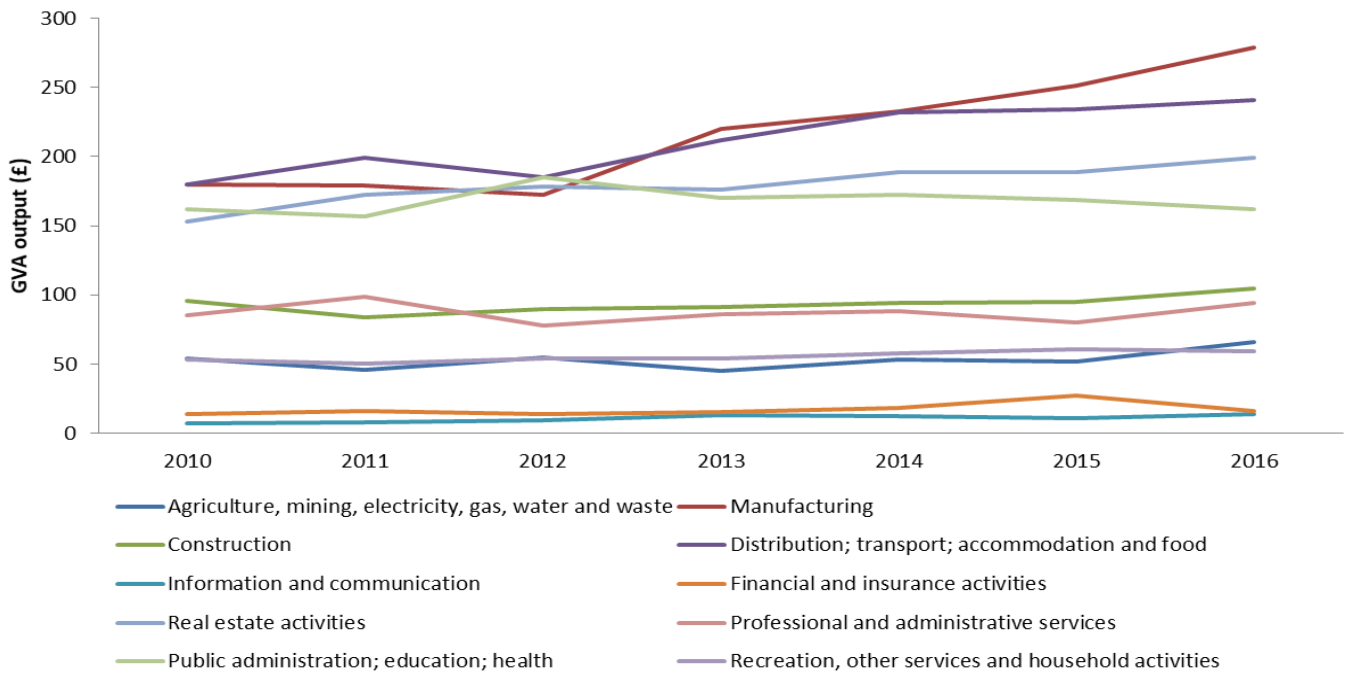
Source: ONS, 2017

Productivity comparison (2016)

		Ryedale	YNYER LEP	England
GVA per head (£)	2016	£23,092	£21,146	£27,108
GVA per hour worked (£)	2016	-	£27.50	£33.10
GVA per job filled (£)	2016	-	£42,378	£53,474

GVA (£) BY INDUSTRY (BALANCED APPROACH) (2016)

GVA (£) by industrial sector



Source: ONS, 2017

Gross value added (GVA) by industry (balanced approach), is the value generated by any unit engaged in the production of goods and services. The balanced approach combines the production (GVA(P)) and income (GVA(I)) approaches giving a more robust measure of productivity. The graph shows that in Ryedale the greatest value is generated by the manufacturing sector, while the lowest sector is information and communication.

BUSINESS BASE (2017)

		Ryedale		YNYER LEP		Y&H Region		England
Total VAT-registered business stock	2017	4,015	-	62,285	-	-	-	-
0-9 employees	2017	3,505	87.1%	52,740	84.7%	82.6%		84.8%
10-49 employees	2017	445	11.1%	8,020	12.9%	14.0%		12.2%
50-249 employees	2017	55	1.4%	1,375	2.2%	3.0%		2.5%
250+ employees	2017	10	0.2%	155	0.2%	0.4%		0.4%
Sole proprietorships	2017	990	24.7%	11,590	18.6%	16.2%		14.1%

Source: IDBR, 2017

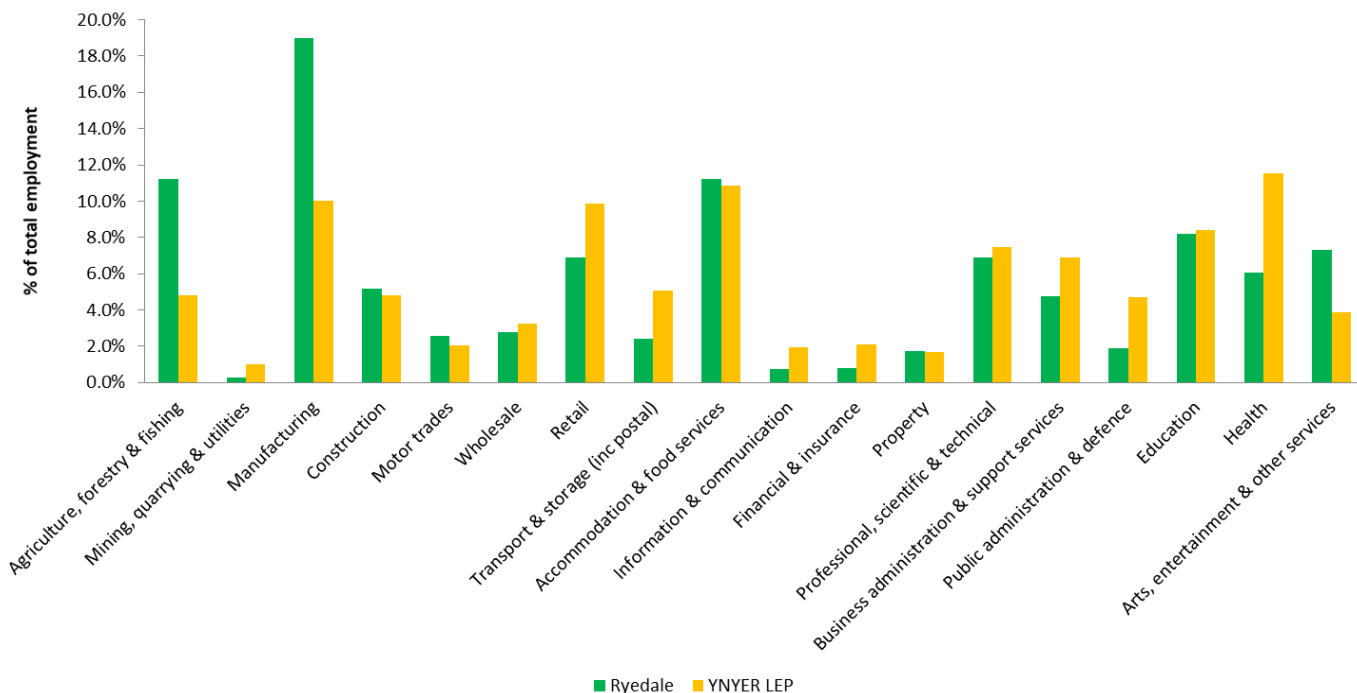
BUSINESS DEMOGRAPHY (2016)

		Ryedale		YNYER LEP		Y&H Region		England
Active enterprises	2016	2,685		49,460		195,725		2,499,060
Enterprise birth rate (per 1,000 businesses)	2016	93.1		117.5		139.1		149.7
Enterprise death rate (per 1,000 businesses)	2016	85.7		98.1		113.1		116.5
Enterprise two-year survival rate (%)	2016	80.0		78.7		75.6		75.8
Enterprise five-year survival rate (%)	2016	44.2		46.4		43.2		44.0

Source: IDBR, 2017

EMPLOYMENT BASE BY INDUSTRY (2017)

Employment by industry



Source: BRES, 2018

Ryedale has an above average two-year business survival rate, higher than the LEP average, and a 5 year survival rate comparable to the national average. Employment in manufacturing, construction and accommodation and food services is proportionally higher in Ryedale than the LEP average, whereas the LEP area is higher in retail, health and transport and storage activities and highlighting the variations in the economy across the region.

JOBS DENSITY (2016)



32,000 jobs in Ryedale (2016)

1.03 jobs per

working age person

0.88 YNYER LEP; 0.85 England

Source: ONS, 2017

TOP 10 SPECIALIST INDUSTRIES (2017)

*sectors employing at least 200 people	Jobs	LQ
24: Manufacture of basic metals	600	10.52
01: Crop and animal production	3,250	8.91
10: Manufacture of food products	2,375	6.99
91: Libraries, archives and museums	600	6.77
22: Manufacture of rubber and plastic products	800	4.81
72: Scientific research and development	500	3.85
75: Veterinary activities	200	3.20
55: Accommodation	1,250	3.05
93: Sports activities and amusements	1,250	2.73
25: Manufacture of fabricated metal products	600	2.01

Source: BRES, 2018

LABOUR MARKET

EMPLOYMENT RATE (2018)

Ryedale: 79.4%

YNYER: 77.3%

England: 75.1%



ECONOMIC ACTIVITY RATE (2018)

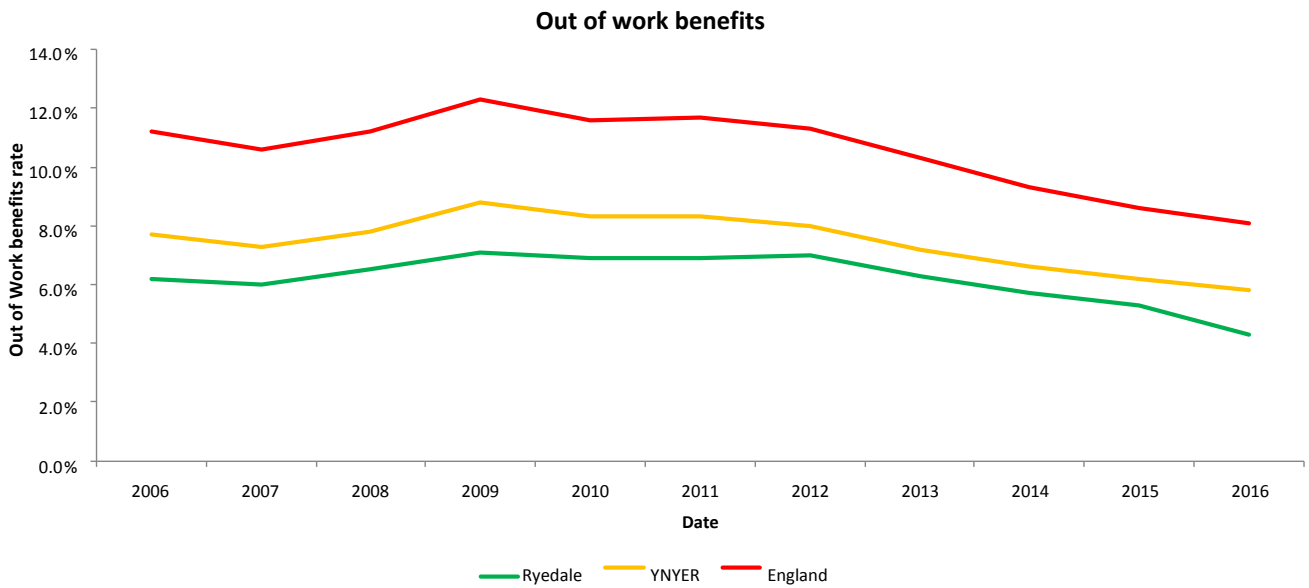
Ryedale: 84.2%

80.2%

78.6%



OUT OF WORK BENEFITS (2018)



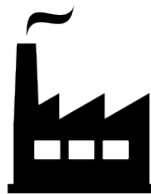
TOP 5 SECTORS FOR EMPLOYMENT (2016)



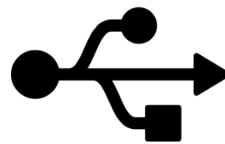
Public administration
5,500 jobs



Education
3,250 jobs



Manufacturing
3,250 jobs



Information &
communication
2,375 jobs



Financial & insurance
2,125

Source: BRES, 2016

TOP 5 EMPLOYMENT GROWTH SECTORS (2016)



Manufacture of rubber
and plastic products

+725 jobs



Food and beverage
services

+500 jobs



Manufacture of fabri-
cated metal products

+200 jobs



Services to building and
landscaping

+175 jobs



Office administration

+175 jobs

Source: BRES, 2012-2016

OCCUPATIONS










Occupation type

Ryedale

YNYER

Yorkshire & Humber

England

Managers, Directors and Senior officials	12.9%	11.5%	9.7%	11.2%	        
Professional Occupations	19.7%	18.5%	17.9%	20.4%	
Associate Prof & Tech Occupations	15.5%	14.1%	13.0%	14.7%	
Administrative and Secretarial Occupations	8.5%	10.1%	10.0%	10.3%	
Skilled Trades Occupations	18.3%	12.7%	11.4%	10.1%	
Caring, Leisure and Other Service Occupations	8.8%	8.2%	9.6%	8.9%	
Sales and Customer Service Occupations	4.6%	6.9%	8.1%	7.5%	
Process, Plant and Machine Operatives	5.7%	6.6%	7.6%	6.2%	
Elementary Occupations	6.0%	11.0%	12.1%	10.4%	

SKILLS (2016)

Average Attainment 8 score per pupil (2015/16)

Ryedale: 51.1

YNYER: 51.8

England: 50.1



Average Progress 8 score per pupil (2015/2016) a A* to

Ryedale: 0.12

YNYER: 0.05



England: -0.03

Percentage of pupils who achieved C (2015/16)

Ryedale: 64.7

67.8

England: 63.3



The average attainment 8 score is a calculation based on the average grades achieved across 8 subject areas, showing an overall score for educational attainment. Average progress 8 scores are measured between -1 and +1, these scores show how pupils attainment compares to the national average. Overall these scores show that Ryedale performs better than the

national average in both attainment and progression.

Source: APS 2018

Apprenticeship starts by sector

120 apprenticeships starts 2015 to 2016.

40 in Engineering and Manufacturing

33% of apprenticeship starts

20 in Retail and Commercial Enterprise

17% of apprenticeship starts

20 Agriculture, Horticulture and Animal Care

17% of apprenticeships

[Source: DFE 2018](#)

Highest level of qualification (ages 16-64)



40.7% people

educated to NVQ Level 4+

YNYER average: 38.6% England

average: 38.3%

18.0% people educated to NVQ Level 3

YNYER average: 18.6% England average: 17.3%

3.3% people with an apprenticeship

YNYER average: 4.2% England average: 2.9%

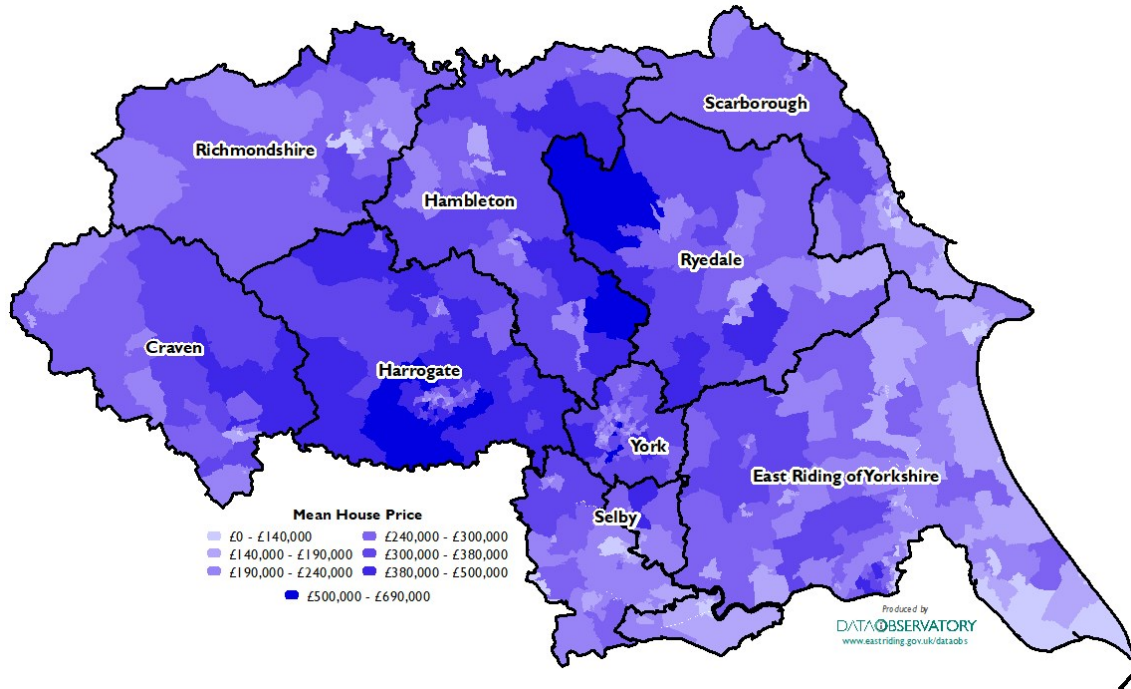
0% people with no qualifications

YNYER average: 6.0% England average: 7.6%



PLACE

MEAN HOUSE PRICE



The most expensive housing in the LEP area is located centrally in Harrogate and York within the Leeds commuter belt. The most affordable housing is can be found along the coast in the East Riding of Yorkshire, Scarborough and parts of Ryedale.

HOUSING AFFORDABILITY RATIO (2018)

NET ADDITIONAL DWELLINGS PER 1,000 POPULATION (2018)



321 Dwellings:

Net Additional

Net Additional

4,320 Dwellings:

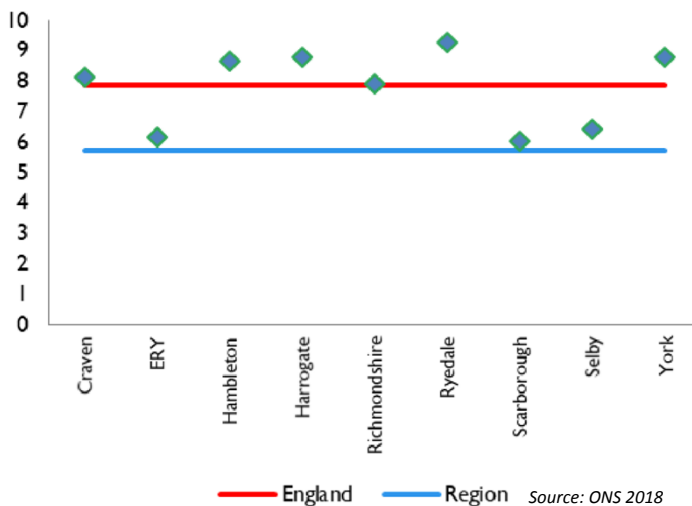
Ryedale: 5.9

LEP: 3.7

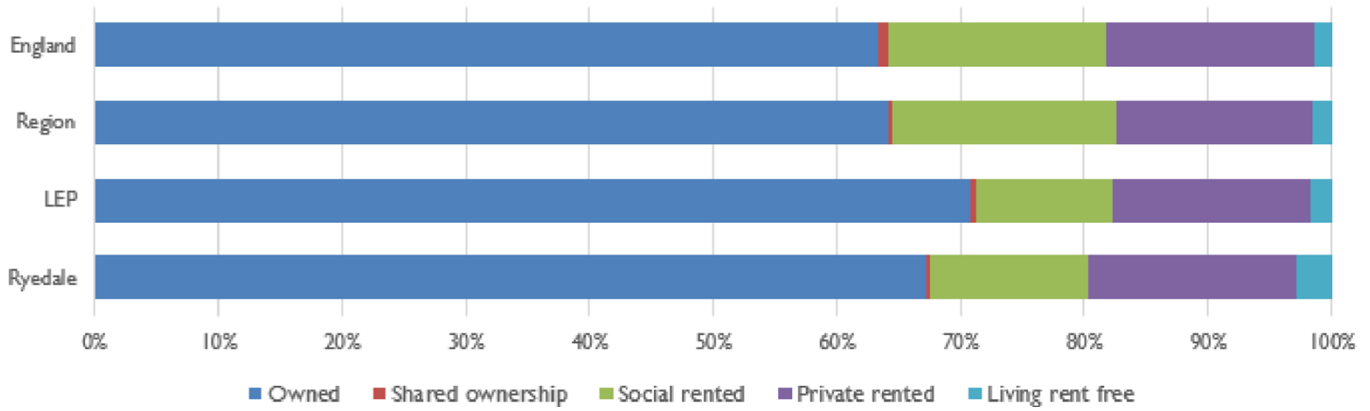
The housing affordability ratio supports the mean house price map above. The highest housing affordability ratio in 2017 was Ryedale at 9.31, while the lowest is recorded in Scarborough at 6.03.

All values are above the regional housing affordability ratio however East Riding of Yorkshire (6.18), Scarborough (6.03) and Selby (6.45) are all below the England ratio value (7.9).

Source: ONS 2018



TENURE (2011)



Source: Census, 2011

TRAVEL TO WORK SELF-CONTAINMENT/ METHOD OF TRAVEL TO WORK (2011)

INFLOW

12,000 (63%) Ryedale workers live in Ryedale

1,300 (7%) Ryedale workers live outside of the LEP

OUTFLOW

12,000 (65%) Ryedale residents work in Ryedale

1,600 (9%) Ryedale residents work outside of the LEP

Top 5 Residential locations of Ryedale		Top 5 Workplace locations of Ryedale Residents	
Scarborough	2,000 (11%)	York	2,100 (11%)
York	1,700 (9%)	Scarborough	1,300 (7%)
East Riding of Yorkshire	1,000 (5%)	Hambleton	500 (3%)
Hambleton	500 (2%)	East Riding of Yorkshire	500 (2%)
Hull	300 (1%)	County Durham	400 (2%)

Source: Census, 2011

	Work from Home	Driver/ Passenger in Car or Van	Cycle	On Foot	Train	Bus
Ryedale	8.0%	45.2%	2.1%	9.5%	0.7%	1.1%
LEP	4.8%	44.4%	2.9%	9.7%	1.3%	2.5%
Region	2.9%	42.5%	1.6%	7.4%	1.5%	5.3%
England	3.5%	40.1%	1.9%	6.9%	3.5%	4.9%

Source: Census, 2011

Travel to work statistics show the significant movement of Ryedale workers and residents between the Scarborough and York economies, highlighting the extent to which Ryedale's economy is connected with these areas. The use of a car as the method of travel to work in Ryedale is significantly higher than the national average due to the rural geography.

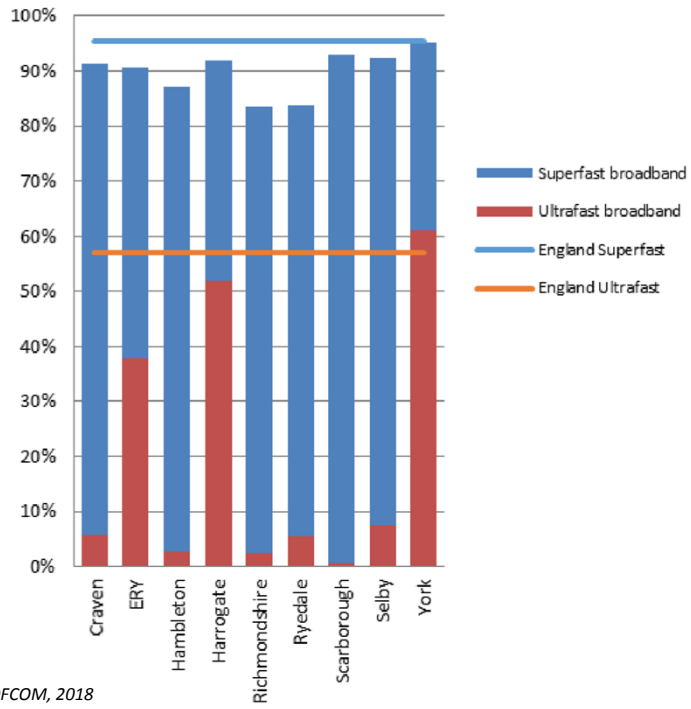


BROADBAND AND 4G COVERAGE (2018)

Local Authority	Percentage 4G Coverage
Craven	41.3%

Richmondshire	46.0%
Scarborough	56.3%
Ryedale	58.7%
Harrogate	73.1%
Hambleton	82.7%
ERY	85.3%
Selby	93.1%
York	96.2%

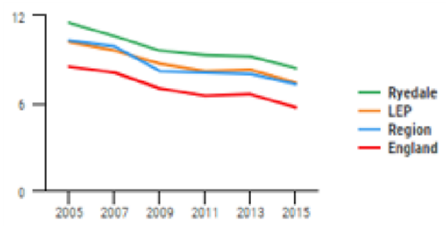
No area in the LEP has 100% broadband and 4G coverage. The greatest coverage of 4G and ultrafast broadband is in York. Scarborough has the lowest coverage of ultrafast broadband and Craven has the lowest 4G signal.



Source: OFCOM, 2018

Source: OFCOM, 2018

CO₂ EMISSIONS (TONNES PER CAPITA) (2016)

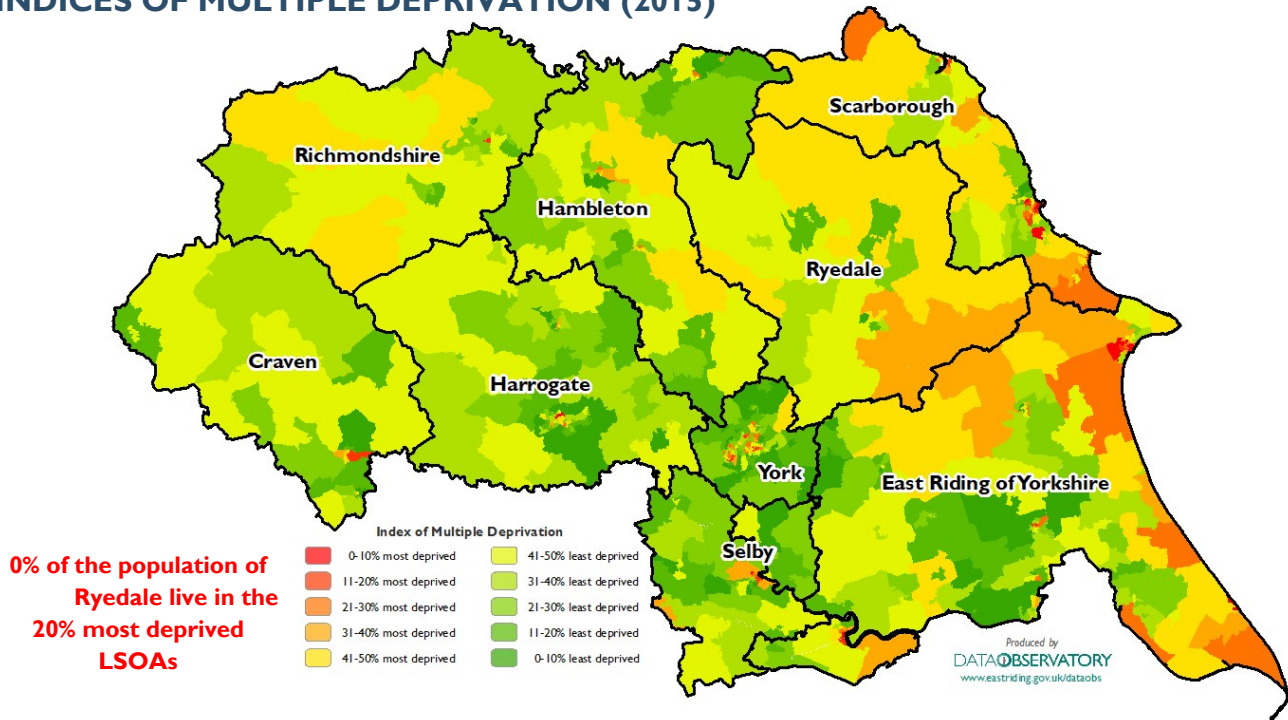


Ryedale: 7.9
LEP: 7.1
Region: 6.9
England: 5.3

Source: Department for Business, Energy and Industrial Strategy, 2016

QUALITY OF LIFE

INDICES OF MULTIPLE DEPRIVATION (2015)

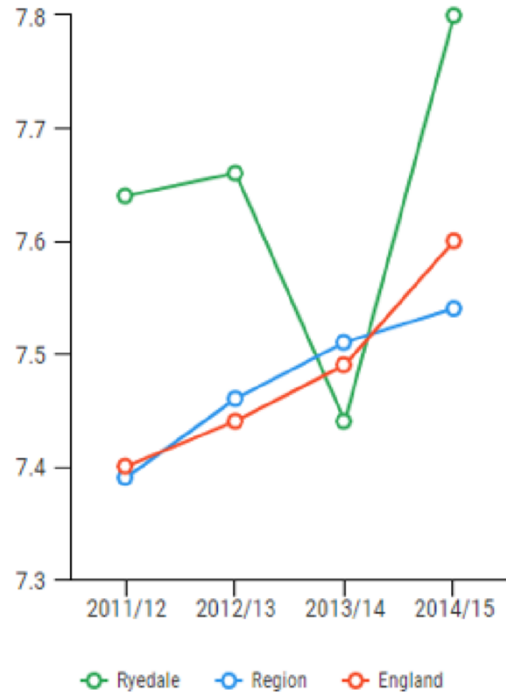
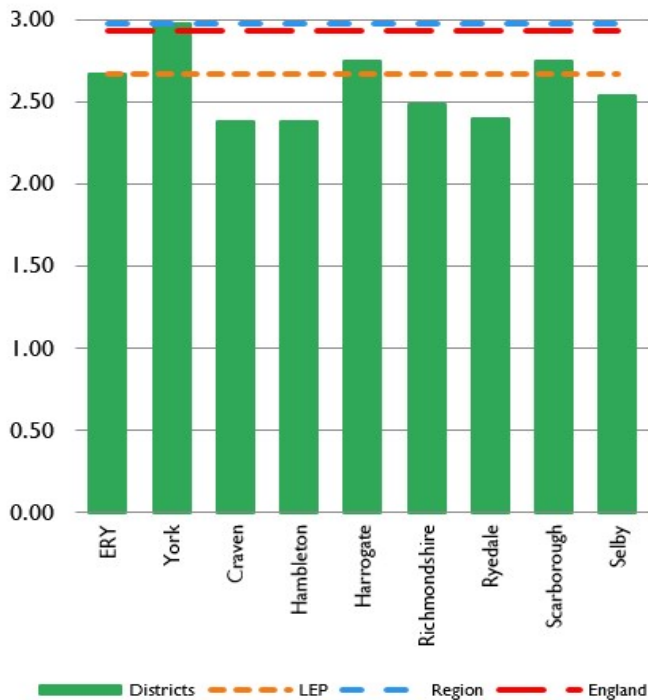


Across the YNER LEP area, 6.0% of the population live in the 20% most deprived LSOAs compared to 31.5% of the population that live in the 20% least deprived LSOAs. The areas of deprivation appear to be centred along the coastal areas of the LEP area. Within Ryedale, 0% of the population live in the 20% most deprived LSOAs, although the deprivation rankings do worsen towards the eastern side of the district.

WELLBEING (2015)

AVERAGE ANXIETY RATING (OUT OF 10)

AVERAGE LIFE SATISFACTION RATING (OUT OF 10)

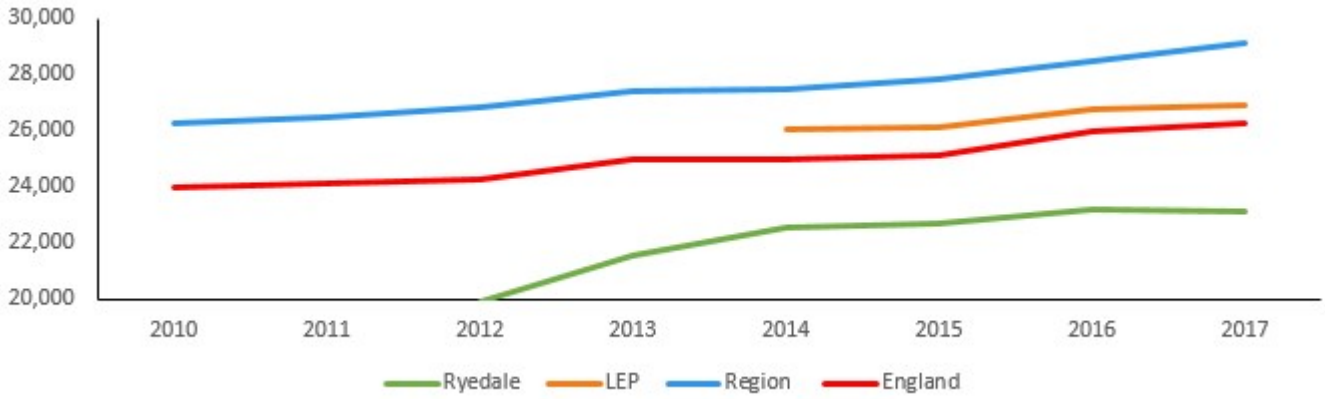


The LEP as a whole has a lower Average Anxiety Rating (2.67) than the national figure of 2.93. York has an anxiety rating equal to the regional level of 2.97, which is higher than the national figure of 2.93.

Ryedale has a higher life satisfaction rating than both the regional and the national figures and has increased over the past year by 0.38. This suggests a rapid increase in perceived life satisfaction, which is supported by a low anxiety rating.

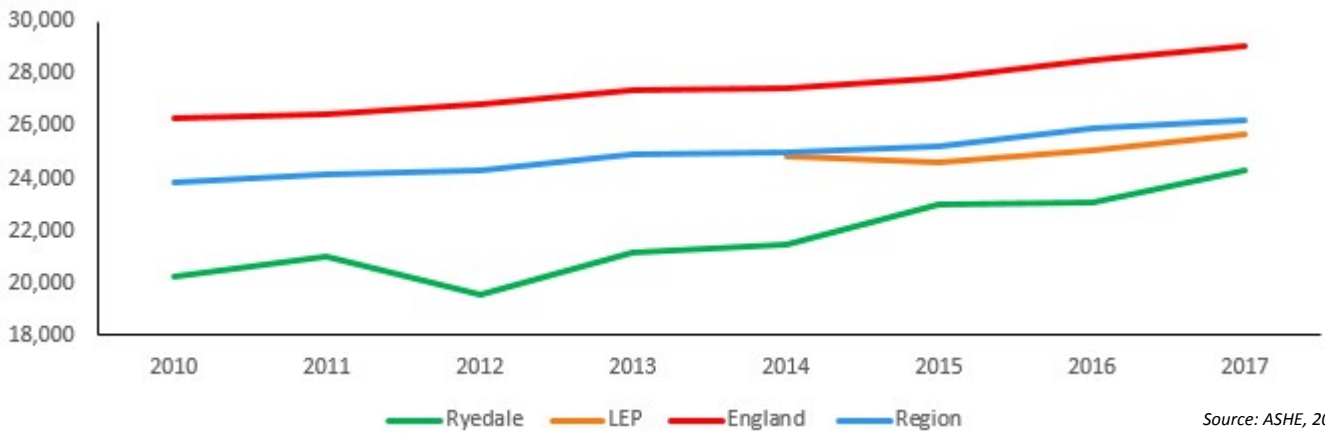
EARNINGS

RESIDENCE BASED EARNINGS (FULL TIME GROSS ANNUAL MEDIAN PAY) (2017)



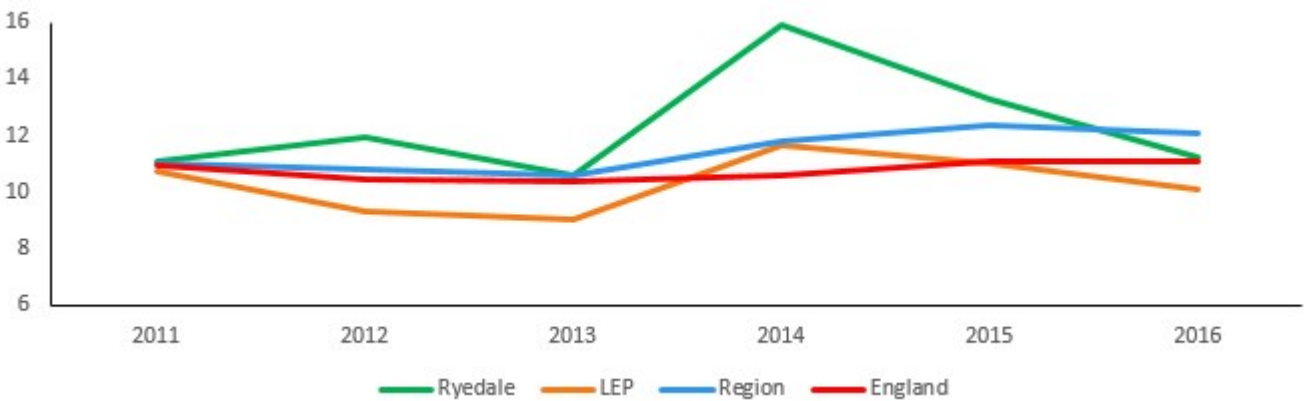
Source: ASHE, 2017

WORKPLACE BASED EARNINGS (FULL TIME GROSS ANNUAL MEDIAN PAY) (2017)



Source: ASHE, 2017

FUEL POVERTY (% OF FUEL POOR HOUSEHOLDS) (2016)



Source: Department for Business, Energy and Industrial Strategy, 2016

PERCENTAGE OF FUEL POOR HOUSEHOLDS (2016)



Ryedale:

Ryedale has a higher percentage of fuel poor households when compared to the regional average, suggesting a lower quality of life and higher cost of living in the area.

LEP:

The LEP geography shows an increase in the percentage of fuel poor households by nearly 3% between 2013-2014. Similarly, the region has increased by 1.5% between 2013-2015.

Region:

England: