

## Agenda

**Meeting: Thirsk and Malton Area Constituency Committee**

**Venue: The Friends Meeting House,  
Greengate, Malton, North Yorks YO17 7EP**

**Date: Friday 10 January 2020 @ 10:30am**

### Business

*Recording is allowed at County Council, committee and sub-committee meetings which are open to the public, please give due regard to the Council's protocol on audio/visual recording and photography at public meetings, a copy of which is available to download below. Anyone wishing to record is asked to contact, prior to the start of the meeting, the Officer whose details are at the foot of the first page of the Agenda. We ask that any recording is clearly visible to anyone at the meeting and that it is non-disruptive. <http://democracy.northyorks.gov.uk/>*

- 1. Minutes of the meeting held 30 August 2019 (Pages 5 to 10)**
- 2. Apologies & Declarations of Interest**
- 3. Public Questions or Statements**

Members of the public may ask questions or make statements at this meeting if they have given notice and provided the text to Melanie Carr of Democratic Services (*contact details below*) no later than midday on Friday 27 August 2019. Each speaker should limit themselves to 3 minutes on any item. Members of the public who have given notice will be invited to speak:

- at this point in the meeting if their questions/statements relate to matters which are not otherwise on the Agenda (subject to an overall time limit of 30 minutes);

- when the relevant Agenda item is being considered if they wish to speak on a matter which is on the Agenda for this meeting.

If you are exercising your right to speak at this meeting, but do not wish to be recorded, please inform the Chairman who will instruct those taking a recording to cease whilst you speak.

**4. Health Services Update for the Friarage Hospital & Malton Hospital – Briefing by the Director of Acute Commissioning, North Yorkshire CCGs**

Purpose: To provide an assessment of the changes in service delivery at the Friarage Hospital, and an assessment of local developments in the use of Malton Hospital's site and what services are available.

**5. Highways England Update – from Highways England (Pages 11 to 14)**

Purpose: To provide an update on the duelling of the A64, improvements to the Scotchman Lane and the Barton Hill Junction and other ongoing works.

**6. Annual Budget Update (Pages 15 to 16)**

Purpose: To provide a verbal update on the arrangements for reporting the County Council's budget for 2020/21 and to seek the Committee's comments concerning the budget for referral to the Executive.

**7. Trading Standards Presentation (Pages 17 to 26)**

Purpose: To provide an update on Scams and eCrime across the constituency area.

**8. Digital Strategy Update – Presentation by the Assistant Director for Technology & Change (Pages 27 to 54)**

Purpose: To provide an update on the development of a range of technologies that will improve connectivity, access to services and the opportunities for business

**9. Cycle Strategy Update (Pages 55 to 56)**

Purpose: To outline North Yorkshire County Council's approach to cycle path network provision across the Thirsk & Malton constituency area.

**10. Thirsk and Malton Area Constituency Committee Work Programme – Report of the Assistant Chief Executive (Legal and Democratic Services)**

**(Pages 57 to 60)**

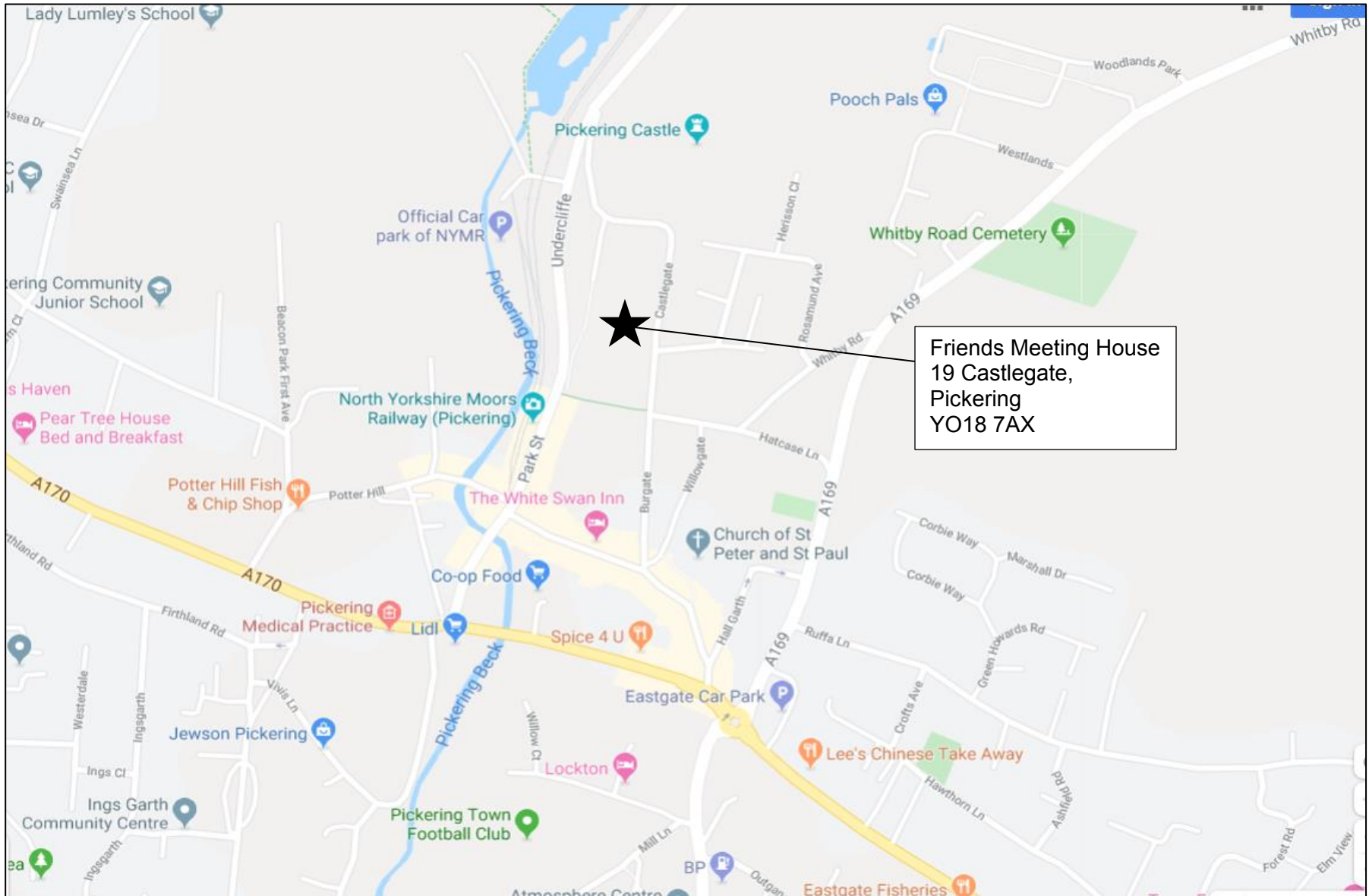
Purpose of report: To provide a Work Programme for 2019/20 for the Area Constituency Committee to consider, develop and adopt.

**9. Other business which the Chairman agrees should be considered as a matter of urgency because of special circumstances.**

Barry Khan  
 Assistant Chief Executive (Legal and Democratic Services)  
 County Hall  
 Northallerton  
 2 January 2020

**Thirsk & Malton Area Constituency Committee Membership**

<b>County Councillors (12)</b>			
	<i>Councillors Name</i>	<i>Political Group</i>	<i>Electoral Division</i>
1	ARNOLD, Val	Conservative	Kirkbymoorside
2	BAKER, Robert	Conservative	Sowerby
3	BURR, Lindsay MBE	NY Independents	Malton
4	DADD, Gareth	Conservative	Thirsk
5	DUNCAN, Keane	Conservative	Norton
6	GOODRICK, Caroline	Conservative	Hovingham and Sheriff Hutton
7	PATMORE, Caroline	Conservative	Stillington
8	SANDERSON, Janet	Conservative	Thornton Dale and The Wolds
9	SOWRAY, Peter	Conservative	Easingwold
10	SWIERS, Helen	Conservative	Filey
11	SWIERS, Roberta	Conservative	Hertford and Cayton
12	WHITE, Greg	Conservative	Pickering
<b>Members other than County Councillors</b>			
	<i>Name of Member</i>	<i>Representation</i>	
1			
2			
3			
4			
5			
6			
7			
8			
9			
<b>Total Membership – ( )</b>		<b>Quorum – (3)</b>	



Friends Meeting House  
19 Castlegate,  
Pickering  
YO18 7AX

Enquiries relating to this agenda please contact Melanie Carr Tel: 01609 533849, or e-mail: [melanie.carr1@northyorks.gov.uk](mailto:melanie.carr1@northyorks.gov.uk) Website: [www.northyorks.gov.uk](http://www.northyorks.gov.uk)

## North Yorkshire County Council

### Thirsk and Malton Area Constituency Committee

Minutes of the meeting held at The Galtres Centre, Easingwold on Friday 30<sup>th</sup> August 2019 at 10.30 a.m.

**Present:-**

County Councillor Caroline Goodrick (Chairman), County Councillors Val Arnold, Robert Baker, Gareth Dadd , Caroline Patmore, Peter Sowray, Helen Swiers, Roberta Swiers and Greg White.

Apologies: County Councillors Lindsay Burr MBE, and Janet Sanderson.

Also in Attendance: County Councillors Carl Les and David Chance; and, in connection with Minute No. 48, Kevin Hollinrake, MP

Officers in Attendance: Richard Marr (Area Highways Manager, Highways and Transportation, BES), Patrick Duffy (Senior Democratic Services Officer) and Luke MacIntosh (Business Support Officer).

There were two members of the public present.

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**Copies of all documents considered are in the Minute Book**

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**42. Welcome by the Chairman – introductions and updates**

The Chair welcomed everyone, including those members of the public who were present, to the meeting.

There were no particular updates from the Chair on this occasion.

**43. Minutes of the meeting held on 3 July 2019**

**Resolved –**

That the Minutes of the previous meeting of the Thirsk and Malton Area Constituency Committee held on 3 July 2019, having been printed and circulated, be taken as read and be confirmed and signed by the Chairman as a correct record.

**NOTE:** As she had not been present at the last meeting, Councillor Caroline Patmore abstained from voting the Minutes as a correct record.

**44. Matters arising from the Minutes**

Minute No. 36, Public Questions or Statements

With regard to the County Council's attitude to Rural Transport, Councillor Peter Sowray advised that, the Chairman of the Transport, Economy and Environment Overview and Scrutiny Committee had agreed to consider this at their meeting on 24 October 2019.

## 45. Declarations of Interest

**NOTE:** Whilst there were no declarations made at this stage of the meeting, as a result of the discussion that transpired under Minute No. 48, below, the Chairman and Councillor Patmore made declarations. Please see Minute No. 48.

## 46. Public Questions or Statements

No public questions or statements had been received.

## 47. Work Programme

Considered -

A report by the Assistant Chief Executive (Legal and Democratic Services) which contained the Committee's current Work Programme.

The representative of the Assistant Chief Executive (Legal and Democratic Services) stressed that the Work Programme was very much owned by the Committee.

He added that:-

- to assist Members, in considering future potential areas for consideration, the Work Programmes of the Scrutiny Committees had been included as appendices to the report;
- the Items currently earmarked for the next meeting on 27 November 2019 represented a fairly full agenda. However, there were no Items currently scheduled for the meeting on 11 March 2020; and
- if Members had any suggestions for future Items following today's meeting they would be welcome to contact either Melanie Carr, Principal Democratic Services and Scrutiny Officer, or himself.

Members made the following points:-

- Mobile 'phone coverage needed to be added. There are still a lot of "black spots".
- Unpaid Carers should be considered and this should have regard to not only the carer but the person being cared for.
- If we are looking at carers and mental health, we must not lose sight of young carers and the impact of mental health on young people as well as those who are older.
- Tourism is critical for every area within Thirsk and Malton and was therefore an area that should be included.
- Mental Health continues to be under-recognised. It can be a particular issue in the farming sector. We should see whether Kate Dale, from the Yorkshire Agricultural Society, could attend a future meeting. Also, include information on the organisations who assist people with mental health issues and who they signpost to.
- Consider some rules and regulations for how cyclists behave - whilst the vast majority are sensible, some do not act well.
- Fracking and the Highways Agency, in relation to the A64, should be considered.

Re the above bullet point, the Chairman advised that she had asked for these matters to come to the next meeting.

The Chair noted that a venue had not been agreed for the next two meetings and sought Members views. The feeling was that whilst, in principle, the ideal would be for the Committee to “move around” the constituency area, it should be recognised that there may be occasions when a particular area would be appropriate because there was, for example, a burning issue of particular concern in that locality. The North York Moors National Parks Office in Helmsley was felt to be a good venue for the next meeting in November 2019 and a venue in Pickering should be sought for the March 2020 meeting.

## **Resolved –**

- a) That the following topics be added to the Work Programme – the timing to be agreed by the Chairman in discussion with the Principal Democratic Services and Scrutiny Officer:-
  - Mobile ‘phone coverage
  - Unpaid Carers (young and old)
  - Tourism
  - Mental Health (and its impact on young people and older people) to include information on the organisations who can assist and who they signpost to – invite Kate Dale from the Yorkshire Agricultural Society
  - Cycling
  - Fracking
  - Highways Agency/A64
- b) That the next meeting on 27<sup>th</sup> November 2019 be held at the North Yorkshire Moors National Parks Office in Helmsley and that the meeting on 11<sup>th</sup> March 2020 be held at a venue in Pickering unless, in either case, a particular matter arises in another part of the constituency area that would make it more appropriate to hold the meeting there.

## **48. Attendance of Kevin Hollinrake, MP for Thirsk and Malton**

The Chairman welcomed to the meeting Kevin Hollinrake, MP for Thirsk and Malton.

Mr. Hollinrake said that he was pleased to be able to join the Committee today.

Prior to the meeting, Mr. Hollinrake had been advised of a number of matters that the Committee would appreciate an update on, from his perspective. Before providing this update Mr. Hollinrake said that he was confident about the outcome of Brexit and he urged his colleagues to wait until the 14<sup>th</sup> October to give the Prime Minister the chance to secure revisions to the deal.

Mr. Hollinrake then updated the Committee on the matters that they had raised:-

- a) Social Care  
In his view, the system was not fit for purpose and needed to be changed entirely. There was no correlation between funding plans and future needs for social care.

A far better system would be one where everyone pays a small amount of their earnings into an insurance “pot”. Then, when they require services, they can fund these from either the Local Authority, a private provider or a relative. This would mean that care could be provided by the people who know the person the most and who love them best.

## Item 1

A short term solution was required but, for the medium and longer term, it would be necessary to bring more money into the system. The system that he had outlined operated in Germany, where there was no shortage of care workers or providers.

Whilst cross-party agreement could be difficult to secure, a Select Committee had concluded that a social insurance premium represented the way forward. We had to find a funding solution that was sustainable.

b) Special Educational Needs (SEN) Funding

Lobbying of the Secretary of State for Education had led to a £2.5 million increase for North Yorkshire. Indications were that there would be a significant increase in educational funding nationally.

c) Fairer Funding Review

A funding formula was in development. This would be fairer to North Yorkshire Schools.

Per capita funding was unequal. Rishi Sunak, Chief Secretary to the Treasury, was working on this.

Business Rates retention currently was a somewhat convoluted system.

d) A64 Connectivity

We are at a critical moment with this. The original plans were costed at £135 million, but with no dualling of the northern part of the York Outer Ring Road. That proposal, without dualling, should not have been advanced. A revised proposal was likely to cost more and would be categorised as low value for money and would therefore not be a priority. However, pressure could be exerted politically and he would be doing everything he could to get this project going. This would include a meeting with Grant Shapps, Secretary of State for Transport, shortly.

Councillor Peter Sowray said that, whilst funding for matters such as Social Care and SEN were clearly important, he was disappointed that there had been a cut for the money available for highway treatments, resulting in schemes being put on hold. Mr. Hollinrake asked Councillor Sowray to let him have further detail about this and he would take it up.

Members then raised a number of other issues with the MP as follows. Mr. Hollinrake's response is in italics:-

- Off-rolling in schools is a big issue. Schools should be responsible for a child until they complete their education, so that there would be no benefit in off-rolling, which was more prevalent in Academy Schools.

*I agree and that is the plan. Having said that, it is reasonable for Schools to be able to impose a strict disciplinary policy. Therefore, it is a matter of balance.*

- How can we get greater parental involvement in schools?

*There needs to be individual responsibility rather than doing things for people. People should not be disempowered*

- We cannot continue putting "sticking plasters" on social care funding; we need to be able to *plan in order to deliver services*. Therefore, we need a strong outcome to the Fairer Funding Review

*Yes, there has to be a transformative solution along the lines that Germany moved to in 1995. A social insurance system represents the best way forward.*



## Item 1

- Until we get A64 connectivity with the A1 and it is dualled, the East coast will not attract more businesses. Also, accountability of the Highways Agency is not strong enough  
*The A64 is an economic bottleneck. This is my top domestic policy and I will keep fighting for this every day that I am your Member of Parliament. Regarding accountability of the Highways Agency, yes, as elected representatives, we should have a greater say.*

At this stage, Councillor Greg White advised that the Leader of the Council had asked him to look the Council's Environmental Policy.

- You have said you are in favour of fracking. Are you happy for there to be an earthquake in Ryedale as a result of fracking?

*There is a difference between seismic activity and an earthquake.*

*The UK limit of 0.5 is the safest in the world. If fracking satisfies safety and sustainability and scientists say that it is safe then, yes, I am in favour of it.*

- Third Energy have been unable to give financial assurances to the Government. I assume you would not want the Government to be left as guarantor?

*You must be able to fund remediation. I have campaigned for an Industry Fund.*

At this stage, a Member commented that it should be borne in mind there are two issues – the principle of fracking; and the planning view. If an application satisfied planning requirements then it could not be refused.

**NOTE:** With the conversation turning towards planning, the Chairman declared an interest and took no part in the discussion. She stressed that, as Chairman of Ryedale District Council's Planning Committee, she could not pass any comment at all, as this could be seen to fetter her discretion.

**NOTE:** Councillor Caroline Patmore declared an interest as a Member of the North York Moors National Parks Authority.

- Is there any news on the Minerals and Waste Plan, which has been held up?

*It is with the Inspector who has made further calls for evidence. Most provisions in the plan are workable for the local area and industry.*

With regard to HS2, I hope you will join the voices of other Northern Leaders who feel that a review would be a good thing.

*Yes, we tend to look at journey times "to London" rather than, say, Leeds to Birmingham. There is a powerful case to be made by the North of the country.*

Following the above questions from Members, Mr. Hollinrake concluded by referring to broadband. He sensed that there was a renewed ambition to deliver on broadband connectivity and big strides had been made within North Yorkshire, although mobile 'phone connectivity in the county varied. Providers had suggested a shared rural network in 4G that would provide network coverage for 95% of the population by 2022. Of course, connectivity benefits not just residents in villages, but tourists too. The former Chancellor had estimated a figure of £30 billion.

The Chairman stated that North Yorkshire has been successful in providing superfast broadband - why not talk to the County Council to see how they did it and to see what can be learnt? Mr. Hollinrake said he would be happy to do so.

## Item 1

The Chairman concluded the meeting by thanking Mr Hollinrake for having attended; for providing the updates he had; and for responding to Members questions. She also thanked him for working hard with the Committee to improve the situation for people in the area.

The meeting concluded at 12:30 p.m.

PD

**A64 Hopgrove – Briefing Note**  
**Thirsk & Malton Area Constituency Committee**  
**10 January 2020**

## **1.0 Current operations project along the A64**

- 1.1 We're investing £22 million along the A64 as part of ongoing maintenance work in Yorkshire and the Humber. This is a quarter of the allocated funding earmarked for the region this financial year. This is completely separate to the proposals being considered to possibly dual part of the route.
- 1.2 As part of work, we have completed our improvements at Staxton crossroads, = resurfacing between Seamer and Eastfield, resurfacing work at Rillington, and the Malton bypass drainage work.
- 1.3 We are currently carrying out improvements to cycle and pedestrian facilities between Staxton and Metes Lane. Safety improvements at five junctions in Knapton have also just started to reduce accidents and that is expected to be completed by the end of March 2020.
- 1.4 Next year, work will start on the safety improvements as part of the gateways at various villages between Crambeck and Staxton, drainage work at Sherburn, improvements to cycle facilities around Jinnah restaurant, safety improvements at Crambeck, and congestion relief and safety schemes at Askham Bryan.

## **1.5 A66 work west of Scotch Corner**

### Completed work

- Replacement of 12 signs on the A66 between Scotch Corner and West Layton junction.
- Resurfacing of the eastbound carriageway between Cross Lanes junction and Rokeby junction.

### Planned work completed between November and December

- Resurfacing work between West Layton junction and New Lane junction, and improved junction definition i.e. solar road studs and verge bollards at New Lane junction.

### Planned work to be undertaken between January and March 2020

- Hedge removal and replacement with timber fence to improve sightlines at the A66 New Lane junction.
- Replacement of a section of wire rope safety fence in the central reserve with a steel barrier system on the A66 either side of Greta Bridge.
- Improvement work to central reserve gaps between Bowes interchange and the Cumbria border to improve safety for both vehicles travelling on the A66 and "local" vehicles turning across the carriageway in the central reserve.
- Replacement of the bridge parapets at Bowes.
- Renewal of the snow gates at Bowes.

- Introduction of a permanent 50mph speed restriction on the single lane section of the A66 between the two sections of dual carriageway from Warreners Lane/Mainsgill & Browson Bank. Support is required from NYCC for similar permanent speed restriction to be applied for and enacted on their network on side roads that join the A66 between these two points.

Work currently being planned for 2021

- Resurfacing of the eastbound carriageway from Rokeby junction to Thorpe Grange and the replace of the bridge joints on both carriageways on Greta Bridge.
- Resurfacing of the westbound carriageway between the A67 junction at Bowes and the Coach & Horses (now a private residence).

## 1.6 A1(M) work

- A1(M) resurfacing work between Ripon and Leeming – due to be completed by the end of 2019.

Planned work to be undertaken between January and March 2020.

- LED lighting improvement work to Leeming Bar and Baldersby interchanges.

Work currently being planned for 2021

- Resurfacing to A1(M)/A168 interchange carriageway.

## 2.0 A64 Hopgrove Major Project

### 2.1 Hopgrove Roundabout Feasibility Study (2017)

The Department for Transport (DfT) announced in the Road Investment Strategy (2015-2020) a project to be developed for the Hopgrove junction for potential future delivery in Roads Period 2 (2020-2025) or beyond. This was based on identified traffic problems, including significant queuing at weekends and Bank Holidays particularly affecting traffic travelling east towards Malton and Scarborough.

The Feasibility Study concluded in 2017, with the following summary;

- Identified issues are not specifically related to the performance of A64 Hopgrove junction, which currently has sufficient capacity.
- The merging from dual to single carriageway section north of A64 Hopgrove junction was identified as cause of congestion.
- A stand-alone grade separated junction gave a BCR of 0.57:1 and was considered poor value for money.

### 2.2 Options Phase Outcomes (2018)

A revised study scope was agreed with the DfT to investigate six potential options – four dualling options (up to 9.5km in length) and two junctions only improvement options. This more detailed assessment work, compared with the initial feasibility study, concluded that several project specific impacts significantly increased the likely project cost estimate. This included archaeological risk, Statutory Utilities diversions and a need for grade

separated junctions along the route due to induced traffic and safety concerns.

The scheme cost estimate was c.£310m with a BCR of 1-1.5:1 – considered low value for money. The information was forwarded to the DfT and no further work has been commissioned to develop this scheme since August 2018.

### **2.3 A1237 York Outer Ring Road Dualling Proposal and A64 Hopgrove Project interaction**

In 2019, the City of York Council applied to the DfT for funding to dual an initial section of the York Outer Ring Road, from Little Hopgrove Roundabout (adjacent to A64 Hopgrove Roundabout) through to the A19 junction. Highways England is currently reviewing the impact of the York Outer Ring Road (YORR) project on the network, with and without the A64 Hopgrove project. This will look at three scenarios;

- York Outer Ring Road project only
- Highways England A64 Hopgrove Roundabout project only
- Both projects above

The study will conclude early in the New Year. The progression of a future larger dualling project is dependent on the outcome in DfT's upcoming Road Investment Strategy 2, which is likely to be announced early next year.

### **2.4 Overview of how Highways England develops potential schemes**

Highways England considers where and how future investment is made on the Strategic Road Network, based on both local network intelligence and direction from the Department for Transport.

When a part of the Strategic Road Network is identified as having issues that, for example, impede efficient and safe operation, an initial strategic feasibility study is undertaken. This is to better understand those issues and consider whether there is a case for further investigation of a potential project. The study draws on local evidence to consider the likely benefits of a project i.e. congestion reduction or safety improvement, and a strategic estimate of cost to solve the problems is identified. A key output of this work is a 'Benefit Cost Ratio' (BCR) used as an initial measure of whether the likely cost of solutions would yield sufficient benefit to the network and its users to justify the use of taxpayer money. Typically, a BCR of above 1.5:1 – meaning £1.50 in benefits is yielded from every £1 of public money spent – is considered the minimum threshold by which a project can generally be considered 'value for money'. Scheme assessments, including the BCR data, are provided to the Department for Transport for decisions on which projects will be taken forward for further development during Highways England's five-year roads periods.

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## North Yorkshire County Council

### Thirsk & Malton Area Constituency Committee

10 January 2020

### County Council Budget 2020/21

Report of the Principal Democratic Services & Scrutiny Officer

#### **1.0 Purpose of Report**

- 1.1 To advise of the arrangements for reporting the County Council's budget for 2020/21 at this meeting and to seek the Committee's comments concerning the budget for referral to the Executive.

#### **2.0 Background**

- 2.1 The local government finance settlement is the annual determination of funding to local government and requires the approval of the House of Commons.
- 2.2 At the time this agenda was published, the local government settlement for 2020/21 had not been announced, and therefore a paper regarding the settlement has not been included in this agenda.

#### **3.0 Arrangements**

- 3.1 Gary Fielding (the County Council's Corporate Director - Strategic Resources) will attend this meeting to give a verbal briefing on the 2020/21 local government settlement and to respond to questions.
- 3.2 The Committee, having received the verbal briefing, is invited to comment on the County Council's budget for 2020/21.

#### **4.0 Recommendation**

- 4.1 That the local government settlement, as reported verbally at this meeting, be noted.
- 4.2 That the Committee's comments concerning the County Council's budget for 2020/21 be referred to the County Council's Executive for consideration.

Melanie Carr  
Principal Democratic Services & Scrutiny Officer  
Legal and Democratic Services  
North Yorkshire County Council  
County Hall, Northallerton, DL7 8AD  
Email: [Melanie.Carr1@northyorks.gov.uk](mailto:Melanie.Carr1@northyorks.gov.uk)

Background Documents – None

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## Thirsk and Malton Area Constituency Committee 10/1/2020

Jim M<sup>c</sup>Cluskey – Divisional Trading Standards Officer

### Scams and eCrime

- What do we mean?
- A few examples
- How can we stop it
- On-going projects



## What do we mean?

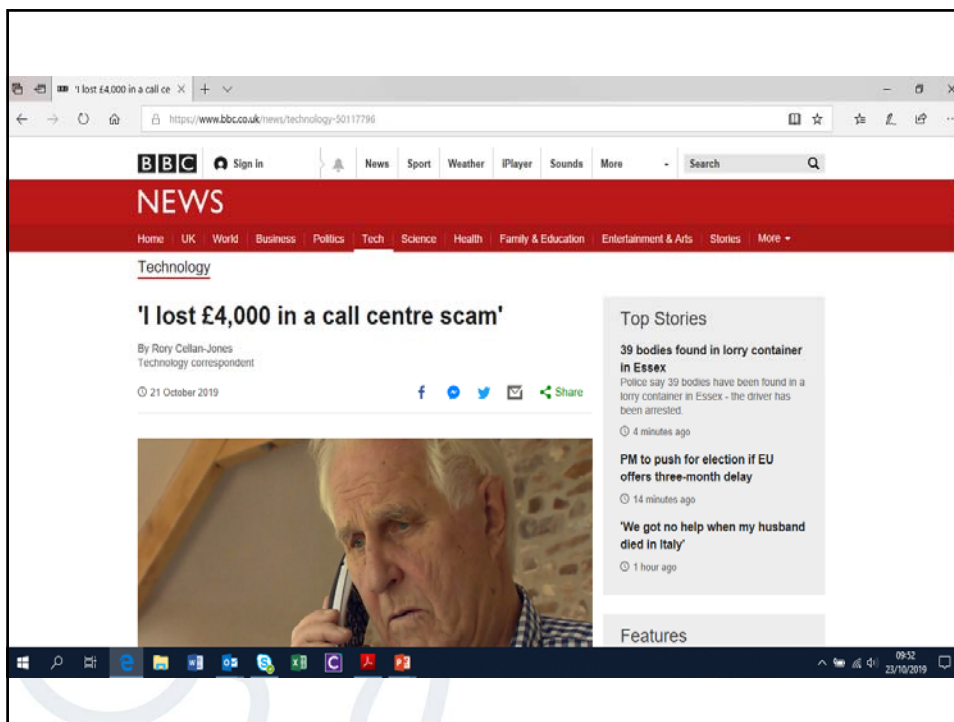
- Scam
- Fraud
- Misleading actions
- Cyber-enabled
- 'Hacking'



## Consumer and Retail fraud

Software service  
'Too good to be true'  
Shopping coupons  
Official websites





## Shopping coupon scams

If you saw a supermarket coupon for £75, £150 or £250, it would get your attention... Right? Of course it would, and that's exactly what coupon scammers rely on. This is because what appears to be a harmless, low level scam is really a cynical ploy to steal your money, your identity or banish you to a life on suckers' lists.

If you have not seen a fake coupon yet, you may see one soon because it is only a matter of time before someone shares one with you on Facebook, Twitter or WhatsApp, or before the scammers find another way to dangle one under your nose.

How does it work?

**1** You might see a social media post, or receive a WhatsApp message or text from a friend saying something like: "Asda is giving free £100 vouchers to EVERYONE for their wedding anniversary".

Sometimes they are referred to as 'vouchers', other times they are called 'gift vouchers' and latterly they have become 'prizes'. They may come or appear to come from a friend, and encourage you to pass them on to make them seem more believable.

**2** There is always a link... **BUT DON'T CLICK IT.** The link leads to an online customer survey asking for your name, address, phone number, and date of birth in return for the voucher.

This seems reasonable for the amount of money they are giving away, doesn't it? In reality, it is enough information to take out a loan in your name, and you will never receive the promised vouchers anyway.

**3** But wait, there is even more!

They will also sell your details to other criminals to use, abuse and bombard you with more scams.

So what can you do to avoid a coupon scam?

The best way to avoid coupon scams is simply to ignore them. You should never click the links because you risk downloading malicious software to your computer or device. Whatever you do, you should never, ever give over any personal details. Finally, do NOT spread the scam by sharing any of the posts or messages with family and friends.

Yorkshire  
Council

The screenshot shows the 'TaxDisc Direct' website interface. The main heading is 'Apply for a tax disc'. Below this, there are instructions on what information is needed to apply online, such as a 16-digit reference number from a renewal letter or a 11-digit reference number from a log book. A section titled 'Please read and confirm the following statements:' contains several questions with radio button options for 'Yes' or 'No', including: 'Does the VSC registration certificate hold your current address?', 'The vehicle has an MOT, Goods Vehicle or Passenger Service Vehicle (PSV) test (if required). This must be valid when the tax disc starts.', and 'I confirm that there is valid insurance covering the use of the vehicle when the tax discs starts and that the policyholder has given permission for this to be checked electronically.' On the right side, there is a list of benefits and services, such as 'Instant Email Confirmation', '24x7 Customer Support', and 'Free VSC Logbook (worth 25 GBP)\*'. The browser's address bar shows 'http://www.taxdisc-direct.co.uk/' and the taskbar at the bottom indicates the date as 29/04/2014.

## Subscription Traps



## Advanced Fee Fraud

Romance

West African 419

'Too good to be true' (2)

Rentals





## Phishing

- The bait
- The catch
- The follow-up
- The clear out



## Thirsk and Malton residents

1/4/2018 – 1/12/2019

- 51 complaints about scams
- Doorstep
- Emails
- Telephone
- Business to Business





## What to do

- Prepare
- Prevent
- Protect
- Pursue

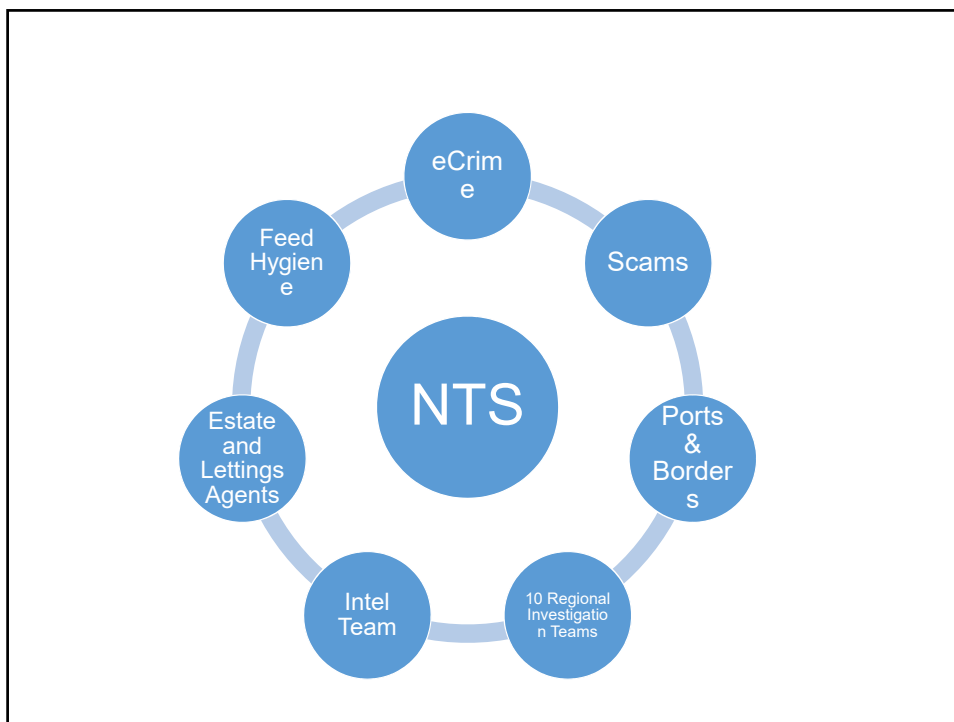


## National Trading Standards

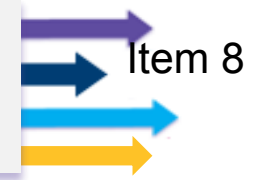
NTS created in 2012 following a government review of national consumer protection responsibilities

Regional teams and national teams covering areas such as mass market fraud (mail and telephone), doorstep crime and online crime....





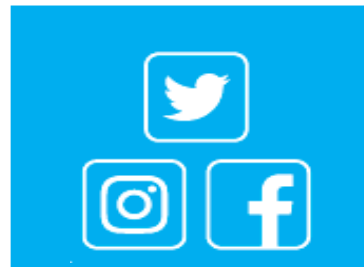
# North Yorkshire



## **DRAFT** Digital Strategy



Setting out our approach to become a smart County

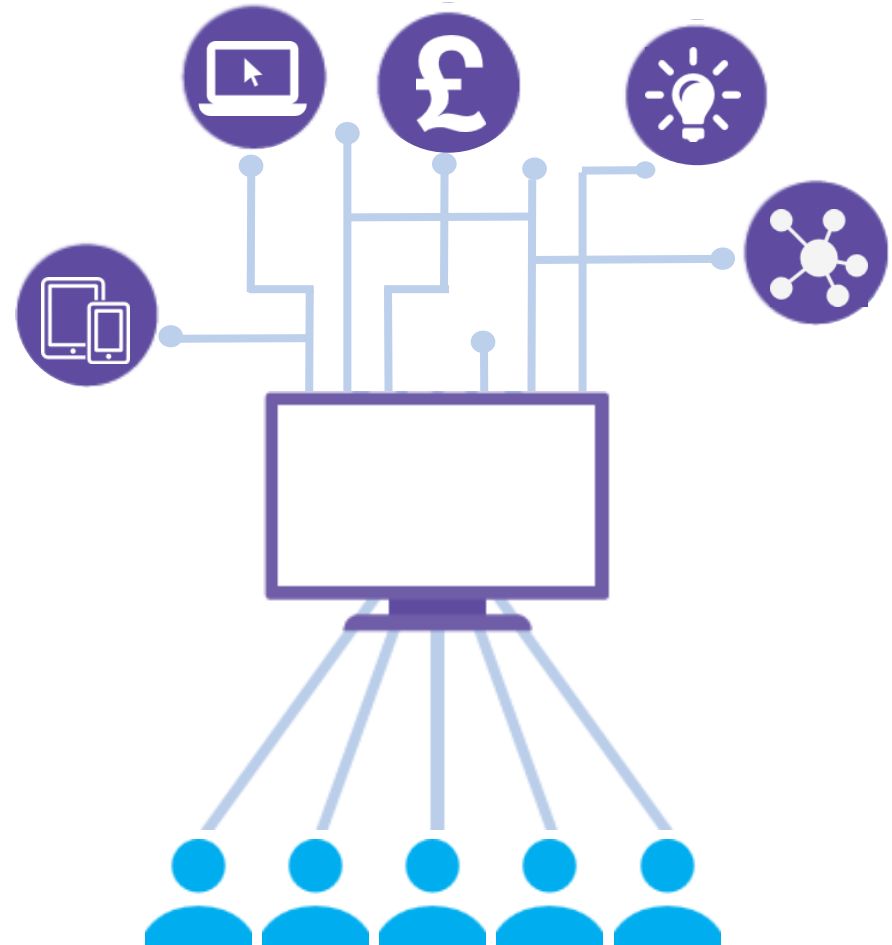


# Contents

Item 8



- 3 About this strategy
- 4 Benefits of the strategy
- 5 Digital Revolution
- 6 Digital Opportunities
- 7 Strategy on a page
- 8 Our Principles
- 9 Data and Analytics
- 10 Our Objectives



# About the Strategy



This plan sets out the digital strategy for North Yorkshire, it gives clear direction as to how North Yorkshire will become a smart county. It is a response to the massive changes as the 'Digital Revolution' accelerates and impacts on the county, our citizens and businesses in fundamental ways.

This strategy will focus on **five core objectives**:

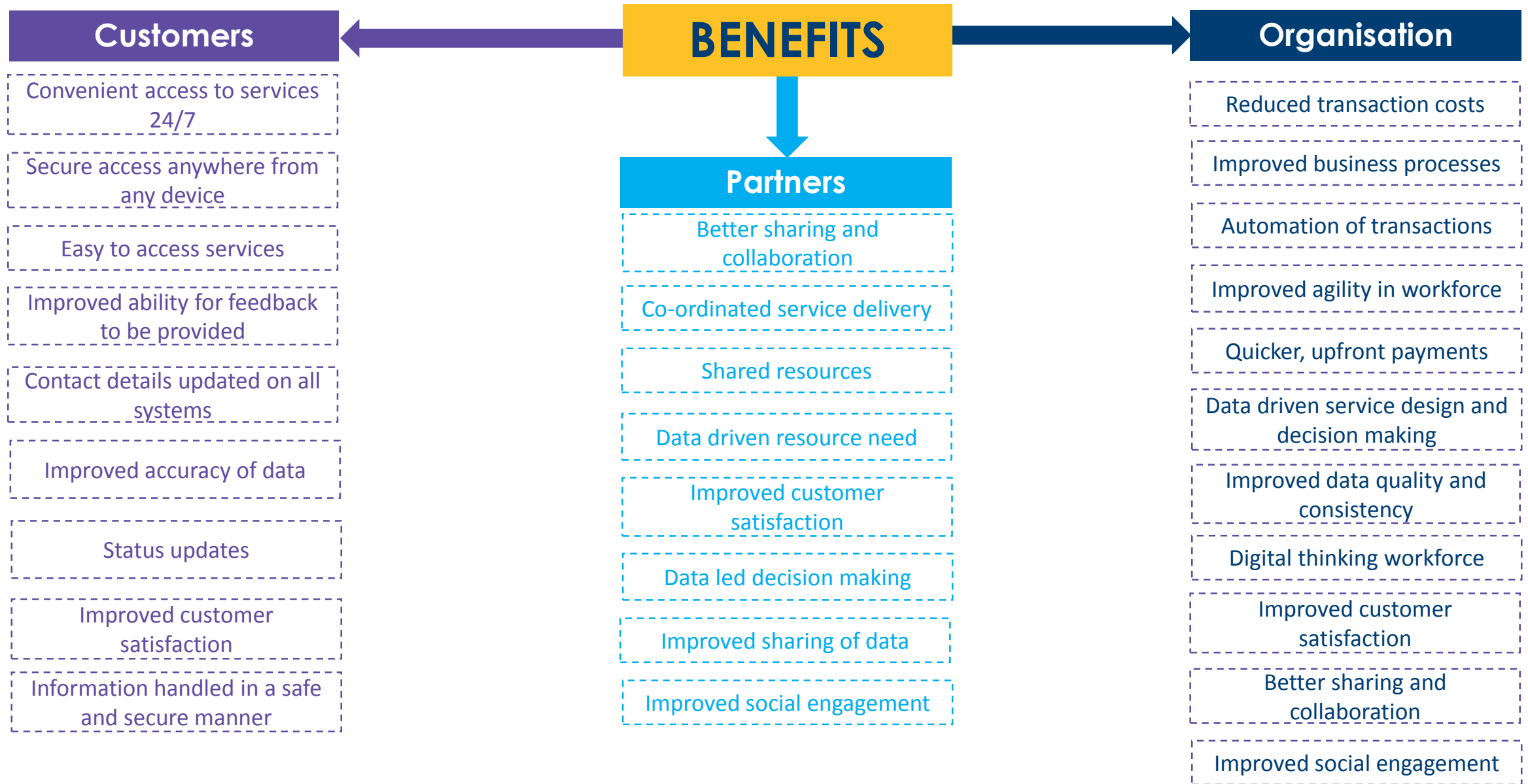
<b>Thinking and Working Smarter</b>	<b>Digital and Smart Communities</b>	<b>Skills for a Digital Age</b>	<b>Connected North Yorkshire</b>	<b>Smart Businesses and Growth</b>
Accelerating digital transformation in the public sector	Invest in our communities to develop sustainable neighbourhoods	Collaborate with partners to grow digital skills and talent to harness the opportunities offered by the digital world	Enabling the county to be better connected	North Yorkshire is digitally enabled to be the catalyst for economic growth

## What will success look like?

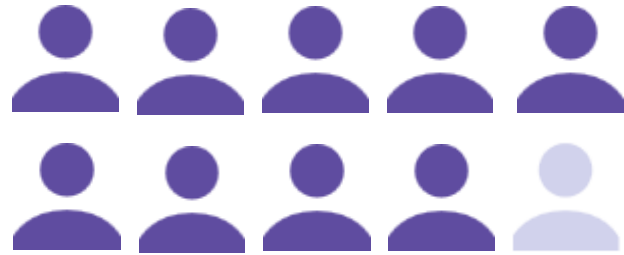
The citizen of the future will be able to access the services they need through the most appropriate channel. Routine transactions will be conducted via self-service and customers will have the choice of having their own public service account. They will be supported by public sector staff who have access to and are able to use technology to find the information they need, supported by streamlined processes and new ways of working. Technology will be harnessed to automate as much routine and transactional activity as possible, allowing staff to focus on actions that add value to North Yorkshire and its residents. Working and living in a smart county where connectivity is the norm through a combination of public sector points of access and public services Wi-Fi. Citizens and businesses will have access to high speed, broadband across the county, supported by a strong culture of digital skills.

# Achievable benefits of the Strategy

Item 8



# Digital Revolution



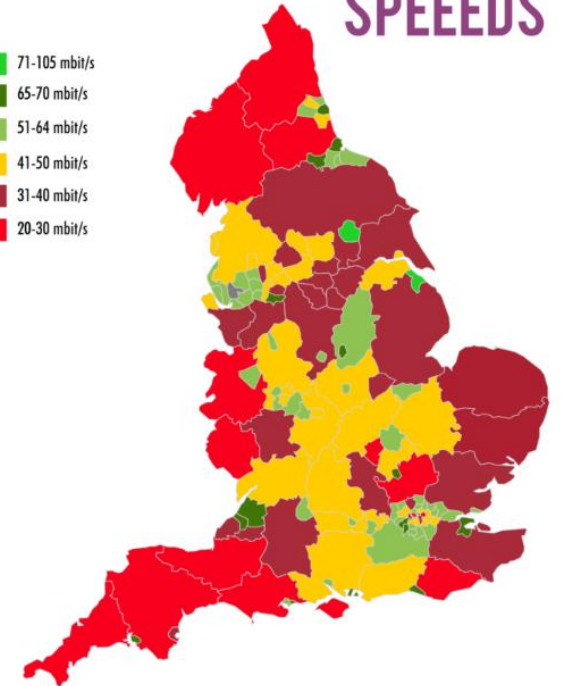
Close to nine in ten adults in the UK now go online from any location



78% of us have looked online for information on public services

## AT A GLANCE: AVERAGE BROADBAND SPEEDS

- 71-105 mbit/s
- 65-70 mbit/s
- 51-64 mbit/s
- 41-50 mbit/s
- 31-40 mbit/s
- 20-30 mbit/s



83% of all adults in the UK have a broadband connection



40% of adults in the UK use the internet to look at local council/ Government websites

The National average download speed is 45 mbit/s, North Yorkshire has average speeds of 30.2 mbit/s

# Digital Opportunities

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There are rapid changes taking place in society fuelled by advancements in modern technology meaning that we need to respond to the changing demands of our residents, customers and businesses. Organisations need to reduce the cost of services while improving service quality, remain relevant to the many customers who use digital services every day while ensuring that it meets the demands of all the customers it serves. Three key areas will provide us with the opportunities to achieve this:

## Social Media

facebook



Social media has changed the way in which we can communicate and engage – it's opened up access and provides us with a wealth of opportunities to develop relationships and connections in the community. Our aim is to use social media to listen, learn and deliver better services.

## Website



Websites will be transactional with an emphasis on easy access, self-service, up-to-date and relevant information and fully mobile enabled. Our aim is to ensure that websites are succinct and information is accessible in a maximum of three clicks.

## Digital infrastructure



Digital technologies allow the redesign of services around the customer. The ability to deliver many transactional services electronically - whether paying, applying or reporting - can be done at a lower cost. We will invest in digital technologies, harnessing the power of cloud computing where appropriate, to support better customer service.



# Vision - "To become a smart County that uses technology in our operations and service delivery to improve the outcomes and the lives of the people we serve"

Item 8

Objectives  
Key Actions  
What will success look like?

	Thinking and Working Smarter	Digital and Smart Communities	Skills for a Digital Age	Connected North Yorkshire	Smart Businesses and Growth
<b>Objectives</b>	Accelerating digital transformation in the public sector	Invest in our communities to develop sustainable neighbourhoods	Collaborate with partners to grow digital skills and talent to harness the opportunities offered by the digital world	Enabling the county to be better connected	North Yorkshire is digitally enabled to be the catalyst for economic growth
<b>Key Actions</b>	<ul style="list-style-type: none"> <li>Services are accessible 24/7</li> <li>Use customer data and intelligence to re-design services</li> <li>Stimulate innovation and collaboration through open data and information sharing initiatives</li> <li>Use mobile &amp; remote working technologies</li> </ul>	<ul style="list-style-type: none"> <li>Enable all to get the most out of the available technology</li> <li>Support communities and vulnerable groups who find accessing our services difficult</li> <li>Ensuring efficient &amp; accessible face to face provision to council services</li> <li>Deliver SMART projects to provide more efficient services</li> </ul>	<ul style="list-style-type: none"> <li>Developing the digital capability and skills of pupils, students, workforces and the community</li> <li>Promoting a digital culture</li> <li>Encourage digital thinking</li> <li>Create partnerships with business / other public sector organisations to learn from best practices.</li> </ul>	<ul style="list-style-type: none"> <li>Improved access to broadband coverage</li> <li>Improved broadband speeds especially those in rural areas</li> <li>Improved access to free public Wi-Fi</li> <li>Increased access to 3, 4G and 5G networks</li> <li>Incorporate new technologies as they emerge</li> </ul>	<ul style="list-style-type: none"> <li>Invest in modern technology to create jobs and stimulate economic growth</li> <li>Help transform sectors with digital knowledge</li> <li>Utilise improving digital infrastructure within the county to improve tourism within North Yorkshire</li> </ul>
<b>What will success look like?</b>	<ul style="list-style-type: none"> <li>Improved customer experience &amp; decision making</li> <li>Digitally enabled products and services</li> <li>Delivery of value for money services by "getting it right first time"</li> <li>Improved services and delivering cost savings</li> </ul>	<ul style="list-style-type: none"> <li>Vulnerable residents have the ability to enhance their digital skills and confidence</li> <li>Communities can access social, medical and remote care technology allowing greater independence</li> <li>Close the digital divide</li> </ul>	<ul style="list-style-type: none"> <li>Digitally skilled young people to prevent a future skills gap</li> <li>Improved future employability and a talent pool upon which local businesses can draw upon</li> <li>Digitally skilled communities</li> <li>Digital workforce and culture deeply embedded</li> </ul>	<ul style="list-style-type: none"> <li>All businesses and communities have the ability to access high-quality broadband so that they can enjoy the same social, economic &amp; environmental benefits available to others in other parts of the country</li> </ul>	<ul style="list-style-type: none"> <li>Increased economic growth</li> <li>Digital businesses invest in North Yorkshire</li> <li>Location based data and services promote tourism, local businesses and attractions</li> </ul>

## Data & Analytics

# Our Principles

Item 8



## Person centred digital change

Many organisations have been designed to reflect internal structures and reflect processes that have built up over time. We will change this by putting our customers at the centre of the way we work. We will put ourselves in the customer's shoes and re-imagine services around them, using digital tools to make their experience of interacting with us smoother and quicker. We will develop relationships with our customers where they feel confident that the feedback they provide will be acted upon.



## Digital by Default

Many of the services we provide are physical products such as recycling collections or care for vulnerable adults. These may not be digital products but the processes that enable someone to receive these services can become digital to the fullest possible extent. To ensure we are digital by default our services will be designed to be as digital and automated as possible.

However we do recognise that not everyone is able to access services digitally. This may be because of financial constraints or because they do not have the skills. We are committed to ensuring services will be, where appropriate, digital by design but include options to enable customers who require help to access services in traditional ways.



## Safe and secure access

Cyber crime is a global problem. It is usually carried out over the Internet and can take many forms. Information security and protecting privacy are key foundations for ensuring the success and sustainability of our digital developments. We will ensure that our customers, citizens, businesses and our own organisation are safe by:

- Education and awareness for staff
- Invest in our security measures
- Compliance with security and data protection legal and regulatory standards
- Hold accurate and up to date information
- Improve our day to day management of data
- Ensure our online services are trusted and protect the identifies of the citizens and businesses using them



## Research & Innovation

We will constantly assess ourselves to ensure that innovation takes place through the provision of more-effective products, processes, services and technologies. We will try new things and not be afraid to fail. We will learn from the things that we do. We will fail fast and fail forward.

# Data & Analytics

Item 8



*“To help the organisation understand the value of it’s data, embrace a data-driven culture; and to provide data solutions that drive evidence based decision making ”*

Empower people to **make the right decisions** at the right times using **the right information**.

- Accessible, available and accurate so everyone can intelligently analyse and interrogate. Using Natural Language to bridge the technical skill barrier
- Disrupt the current way we capture data to be a more value-based discussion on how we design service and business process so that we can reduce waste
- The right tools, skills and professional networks in place to support analytics in the business as well as further develop analytic capability in the centre.

Be a **modern county**, and use data collaboratively so people can make the best choices **regardless where information may reside**

- Working more closely with partners, so that we may jointly gain insight have a more informed approach thinking agnostic of partnership boundaries
- Using standards, we promote frictionless sharing with more effort on analysis than curation.
- Be more open and transparent so we can foster public confidence in how we’re using and sharing data.
- We work with our partners on collaborative analyses, setting up networks where our scarce data science resource can work on cross partner challenges.

Data is used **innovatively** and **sensitively**; using **analytics and data science** to support improvements in service

- Working ethically, seeking guidance from academics and partners and acting openly and transparently.
- Creating a data science centre of excellence, with the business and technical teams to establish and support a methodology from which complex analyses can be performed.
- To identify and drive innovative data solutions to situations within the business area – focussing on more efficient evidence gathering, automated decision making, data driven automation and improving customer interactions



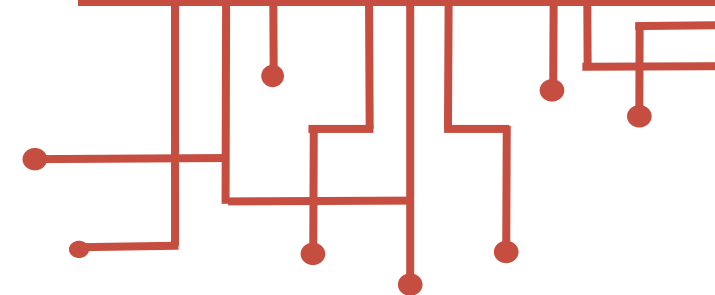
## 'Accelerating digital transformation in the public sector'

### Strategic Actions

#### Work in partnership to:

- Make services **accessible 24/7**.
- Ensuring **advice and information that is succinct**, empowering customers to easily find what they need through digital channels.
- **Rationalise the property estate** and develop new ways of working to maximise the benefit of each space.
- Make more services available online so requests, payments etc. can be made **anywhere at anytime**.
- Use customer **data & intelligence** to inform and develop online services.
- Use **mobile and remote working** technologies.
- Make best use of IT infrastructure to enable **sharing of data**.
- Streamline internal, manual processes and **scrutinise back office systems** to help minimise waste and duplication.

- Continuing to change the culture within the workforce and embrace further changes as an organisation
  - Challenging the status quo
  - Continuing to deliver against reduced budgets

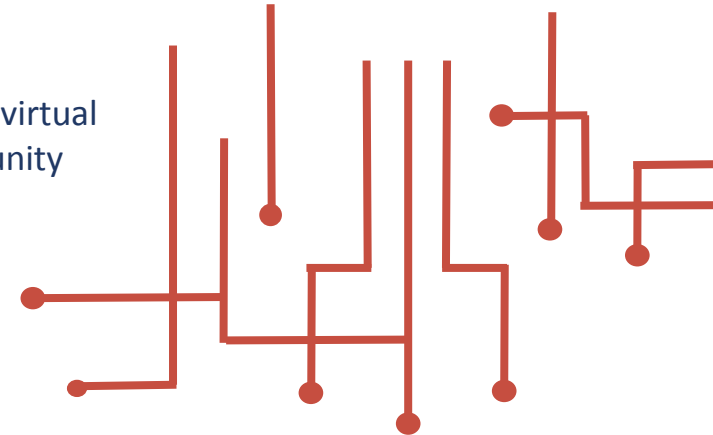




## ‘Accelerating digital transformation in the public sector’

### The journey so far...

- **Modern Council / Office Programme** – The NYCC and Selby District Council 2020 Modern Council / Office programmes have seen teams adopting practical changes to the way they work. They have focussed on providing new technology, using property more flexibly and efficiently and encouraging a cultural change to support colleagues across the council to engage with these changes and take the opportunities they offer. Examples include:
  - **Flexible working and technology** - Direct access has enabled staff to work flexible from different locations, either at home, another office location or even in a different country. Over the past 2 years the Modern Council / Office team have been working with all the different parts of the organisation to understand what kit they would need to do their jobs more efficiently. Where possible and practicable we have looked to facilitate this by giving staff new technology such as laptops, tablets and smartphones.
  - **Property** - The increase in flexible working, partly enabled by direct access has along with a reduction in some staffing levels enabled the reduction in the volume of office accommodation. As well as a reduction in office accommodation, there has been work ongoing throughout 2017 to update offices to further enable modern ways of working. The aim is to provide one North Yorkshire estate – to maximise co-location opportunities, both internally within organisations and externally with partners.
- **Health and care** – Work currently being undertaken with the Harrogate Alliance means that staff contribute to virtual “huddles”, as part of a multi-disciplinary team of professionals, alongside colleagues from GP practices, community health and social care, negating the need to travel long distances in order to be co-located for decision making meetings.

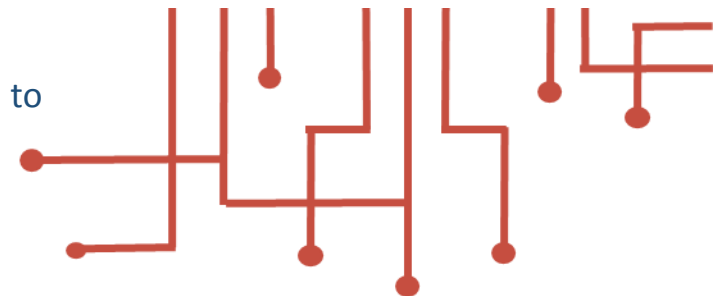




## ‘Accelerating digital transformation in the public sector’

### What’s next...

- **Modern Council / Office Programme** – Following the introduction of new technology, the next stage will be to further embed this within the workforce through additional training, maximising the use of devices and potential future rationalisation of equipment when new technology permits. Encouraging the cultural change to support colleagues across the council and partner organisations to engage with these changes and take the opportunities they offer. Further work includes:
  - **Telephony strategy** – Further work is required to rationalise the use of desk phones and to rollout softphones where appropriate.
  - **Property** – The next steps are to consider property estates and how the use of smart buildings could benefit partners across the region. Smart heating and lighting systems will mean that spaces are only heated or lit when in use therefore helping to reduce costs and our carbon footprint. Properties can use the energy they generate to charge electric vehicles for staff to use. Smart furniture will enable employees to see where there is available desk space or meeting facilities across different buildings.
- **New technology** – We are developing chatbots to answer frequently asked questions therefore freeing up staff to deal with more advanced queries. We will look to develop Artificial Intelligence and use within different services to help identify trends and predict outcomes, for example around EHCPs and population health trends. We will look to use Virtual Reality to train staff and help provide a more realistic experience to help develop softer skills in the workforce.
- **Health and care** – Sharing data amongst partners and analysing patterns in datasets using Artificial Intelligence to help staff identify emerging trends in health and care needs and potential people at risk allowing for early interventions where necessary. This will enable discussions at “huddles” and Multi-Disciplinary Teams to be more focussed on specific emerging issues.







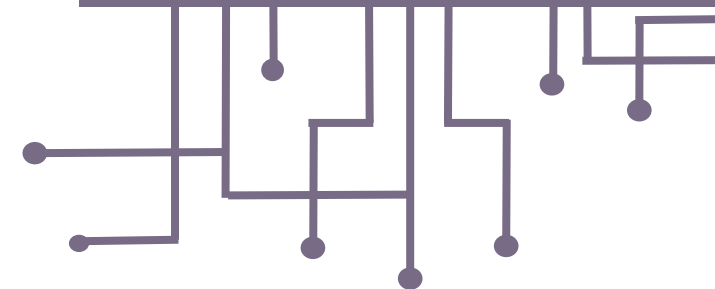
'Invest in our communities to develop sustainable neighbourhoods'

## Strategic Actions

### Work in partnership to:

- **Enable all** to get the most out of the available technology & data.
- **Support communities and vulnerable groups** who find accessing services difficult.
- Ensuring efficient & accessible **face to face provision** to services.
- Deliver smart projects to provide more efficient services, for example **intelligent street lighting** and smart waste bins.
- Transform access to health and social care services through initiatives such as **Telehealth** and **digital health care**.
- Utilise the VCS to support communities through **digital transformation**.
- Engage with our communities when **transforming** services.
- Obtain **customer feedback** so we can continuously improve our services.
- Population **health outcomes** are improved through additions to housing environment, including building management sensors to provide data on activity and occupancy patterns e.g. use of smart heating controls / boilers to **enhance longevity of building condition** and reduce repairs.

- Closing the digital divide
- How we best support customers who find the "digital by default" approach overwhelming
- Culture change within communities
  - Funding for SMART projects





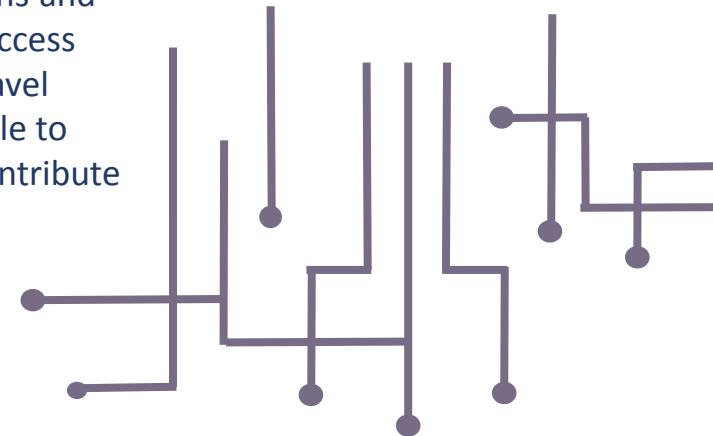
‘Invest in our communities to develop sustainable neighbourhoods’

## The journey so far...

- **SMART Parking in Harrogate** – NYCC & Harrogate BC have launched a joint initiative to create the country’s first ‘smart parking’ town in Harrogate from November 2018. (This is the first of a number of joint initiatives under the SMART Harrogate programme.) Initially on an 18 month pilot basis. Working with Appy Parking, the town will see parking partly managed by 1,600 surface-mounted Bluetooth sensors in all street parking bays and off-street surface level car parks.

The 'smart parking' app will offer motorists the chance to be guided to available spaces and pay for exactly the time they stay. The solution identifies available spaces, provides cost information and assists navigation to the most suitable parking space. On arrival motorists can start their parking session via the AppyParking app or can choose traditional pay and display machines. When using the AppyParking app, the motorist does not have to predict how long they will be in the bay and the session automatically ends when the car leaves the bay. Smart parking should significantly improve parking and traffic management, reduce pollution, support the visitor economy and enhance user experience, by using the data provided.

- **Telemedicine** - Airedale NHS Foundation Trust and some care homes have the facility to provide consultations and outpatient appointments remotely, using technologies such as Skype and Facetime. This allows patients to access expertise from specialists outside their home area and have appointments without the need to physically travel large distances across the county to attend them. As part of the LHCRE person held record, people will be able to access their health and care information online, decide who they want to share this information with and contribute to video diaries and blogs.



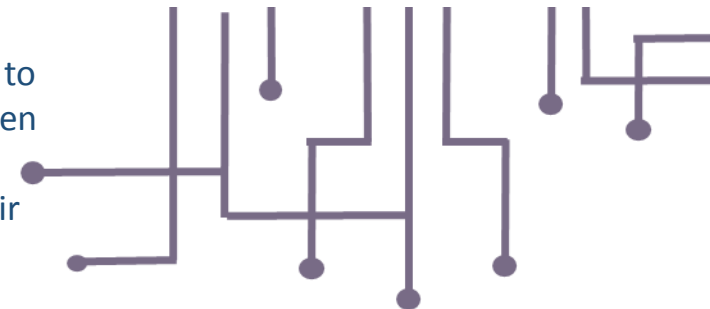




## ‘Invest in our communities to develop sustainable neighbourhoods’

### What’s next...

- **SMART Harrogate** – NYCC & Harrogate BC are working together on a joint initiative to deploy a SMART ‘city’ infrastructure throughout the Harrogate area. This will include installation of public WiFi and LPWAN/IoT technologies. This will provide citizens, local businesses and the LAs with a number of benefits and opportunities relating to defining future service provision, customer experience, tourism and economic growth. Data from the recently installed SMART parking solution will start to improve parking and traffic management, reduce pollution, support the visitor economy and enhance user experience.
- **Digital Communities** – develop programmes to engage further with the public and communities, mirroring work that Salford have done with their ‘Digital You’ initiative (with 8,000 members of the public and voluntary organisations) which has created a programme that is sustainable and has digital champions / digital ambassadors. We will seek to create digital skills improvement opportunities through further collaboration with Health, Education and other public sector organisations in the Yorkshire area e.g. Good Things Foundation is the UK's leading digital inclusion charity (they support people to grow their essential digital skills to overcome social challenges).
- **Digital Health & Care** – NYCC and partners in the Harrogate area have come together as an Alliance to reshape how community based health and care services are delivered. This will involve increased use of electronic care records through the LHCRE programme, joined up network access to support co-located multi-disciplinary teams and improved population health management approaches through innovative business intelligence and data analytics.
- **Education for Children receiving Medical Care** – there are a number of children unable to attend school due to medical reasons. Through the use of robots that stream classes from their school to the child at home, children are able to “attend” more school than they were previously able. This helps children to reintegrate back into the classroom better when they are well and help them to feel less isolated as they can still interact with their peers.



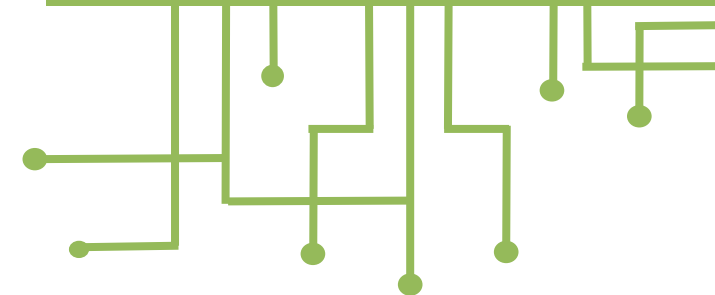
‘Collaborate with partners to grow digital skills and talent to harness the opportunities offered by the digital world’

## Strategic Actions

### Work in partnership to:

- Increase our effectiveness by collaborating across departments and with partner organisations, **adopting a culture of openness** and working closely with others.
- Develop the digital capability and skills of the workforce including **use of data to inform decisions**.
- Promote a **digital culture** within the public sector.
- Provide assisted digital support in community hubs.
- Work with HE's and FE's to **increase the availability of digital learning courses** and apprenticeships.
- **Utilise local employers to support schools**, curriculum and young people in the labour market.
- Develop **digital skills and confidence** through our partnerships with adult learning and the third sector.

- Current skills levels within the workforce is varied
- Increasing the take-up on adult learning courses
- Resources to run more code clubs and other learning initiatives within schools and libraries
- Engaging with businesses / other public sector organisations and see if they can help deliver citizen skills improvements.

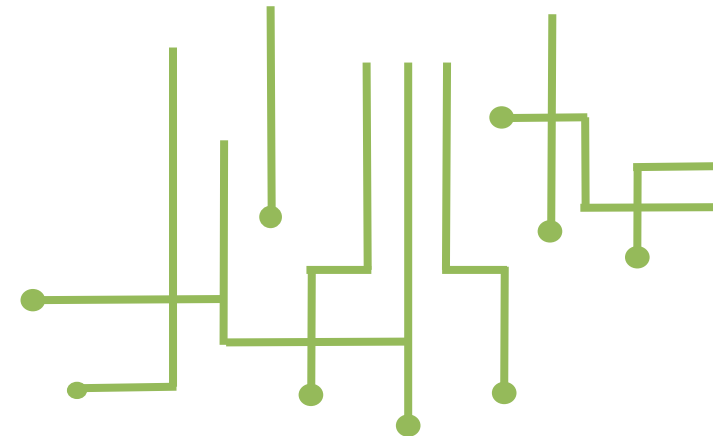




‘Collaborate with partners to grow digital skills and talent to harness the opportunities offered by the digital world’

## Our journey so far...

- **Schools, Higher and Further Education** – Digital skills are now necessary life skills, we need to work in partnership with educational establishments to ensure that people have access to high quality digital content and learning materials.
  - We recognise that project based learning, cross curricular themes and out of schools clubs also play a significant role in engaging our young people to learn and develop skills. In North Yorkshire there are approx. over 100 coding and programming clubs that our young people can join.
  - Within North Yorkshire there is a range of adult learning courses on offer including; introduction to digital skills, basic computer courses, using your tablet/social media for business, IT user skills and ICT skills for volunteering.
- **Libraries** – We also develop and grow the digital skills of our young people through coding clubs, run by a small number of libraries throughout the County, predominately for 5-11 year olds. To date there are 9 coding clubs running regularly, and some others running for time limited periods. BBC microbits will soon be available at all library sites to encourage young people to engage in coding sessions. All libraries also support National IT literacy campaigns such as Get Online week and Spring Online and also the Festival of Learning and Family Learning Festival.

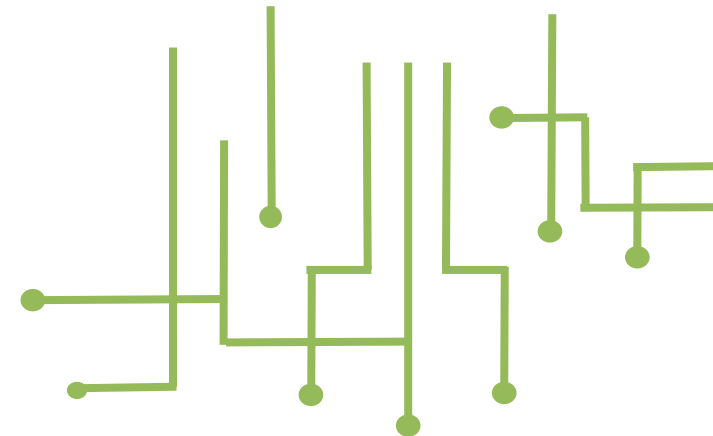




‘Collaborate with partners to grow digital skills and talent to harness the opportunities offered by the digital world’

## What’s next...

- **Partnerships** – We will look to create partnerships with businesses / other public sector organisations to learn from their experiences / best practice and see if they can help deliver citizen skills improvements. We will work with the LEP to ensure that the businesses we are attracting to the area have the right skills being developed in order to support their growth. We will work with providers to identify skills gaps and ensure that the right provision is available to fill these.
- **Skills for employees** – We will work with Training and Learning and other partners ensure that employees have consistent digital skills and have the confidence to apply these to their work. Be this in analytics, social and collaborative interactions and mobile technologies. Improving these skills will enable staff to have better interaction with customers and to improve security. This will enable us to take greater advantage of emerging technologies and adapt services appropriately.



'Enabling the county to be better connected'

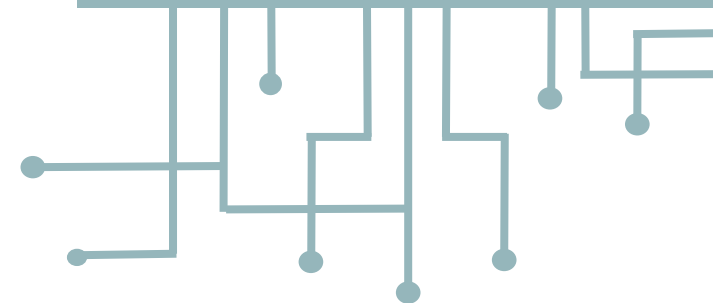


## Strategic Actions

### Will work in partnership to:

- Improve access to **broadband coverage**
- Rollout of **superfast broadband**
- Improve access to **free public Wi-Fi**
- Increased access to **3 & 4G networks**
- Incorporate **new technologies** as they emerge
- Develop a strategy for **5G and LORAWAN**
- **Charging points** for electric vehicles

- Geography and population distribution of North Yorkshire
- Ensuring work is completed, and on time
- Meeting public expectations
  - Continued funding

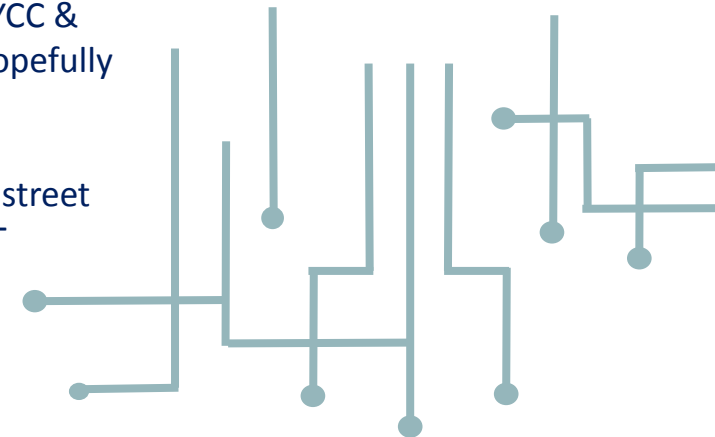




‘Enabling the county to be better connected’

## The journey so far...

- **Superfast North Yorkshire** – The Superfast North Yorkshire project is built around a partnership between North Yorkshire County Council and BT to deliver next generation superfast broadband to the County, and also brings together other initiatives to address rural access to better broadband. The latest phase of the roll-out will mean that 95% of all homes and businesses in the county will have access to superfast broadband. Since the partnership was launched six years ago, 90% of households and businesses are now able to access superfast broadband. Research shows that the first phases of the contract have already added £7 to the North Yorkshire economy for every £1 invested by Superfast North Yorkshire.
- **Mobile Networks** – Currently, issues exist around the varying levels of coverage across the county, including ‘not spots’ with no coverage and areas with a poor signal or call-only 2G coverage. We are working with mobile phone operators EE, O2, Vodafone and 3 to improve coverage as part of our ambitions for economic growth. A successful bid to the York, North Yorkshire and East Riding Enterprise Partnership for £2m from the Local Growth Fund means that funding will be available to support investment in increasing mobile coverage as plans are developed.
- **Public Wi-Fi** – Working with partners we want North Yorkshire to be super connected, the development and expansion of free Wi-Fi is one of many initiatives which have taken place to further the County’s digital infrastructure. NYCC & Harrogate BC are planning a joint procurement (Starting 1<sup>st</sup> December) for public WiFi and LPWAN. This will hopefully be followed up with similar initiatives across the other areas of North Yorkshire.
- **Street Lighting and other Council asset utilisation** – NYCC are currently in the middle of an energy saving LED street lighting replacement programme. As part of the programme, lighting columns are being enabled for future IoT technologies, public WiFi and LPWAN deployment.

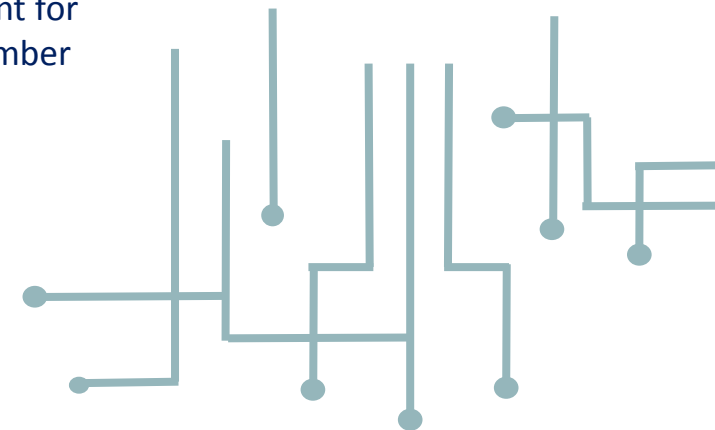




‘Enabling the county to be better connected’

## What’s next...

- **Mobile Communications Strategy** – The Economic Growth team in Business and Environmental Services (NYCC) have developed Mobile Communications Strategy which sets out the County Council’s plans to support economic growth through the delivery of improved mobile connectivity whilst preparing the county for the next generation of mobile technology.
- **LoRaWAN**– The next steps will be to maximise the use of the LoRaWAN network. To liaise with service areas across NYCC to proactively identify opportunities to utilise this new infrastructure based on business benefit and priority. Following on from the work happening with Harrogate BC, identify further opportunities across North Yorkshire to implement similar infrastructure e.g. Collaboration with other district councils.
- **Future of Transport in towns and cities** – The Government reviewing laws and rules around transport. Use data more effectively to reduce congestion, pollution, enable better choices. Utilize technology better to select transport options and plan journeys. Use of IoT technologies to help provide the right transport for people e.g. on demand bus services, reducing the volume of traffic in all areas, particularly urban and provide greater consumer choice.
- **Local Full Fibre Network (LFFN)** – NYCC and NYnet are currently procuring using LFFN funding from Department for Digital, Culture, Media and Sports, a new Dark Fibre solution to replace the existing NYnet connection to a number of public sector buildings.





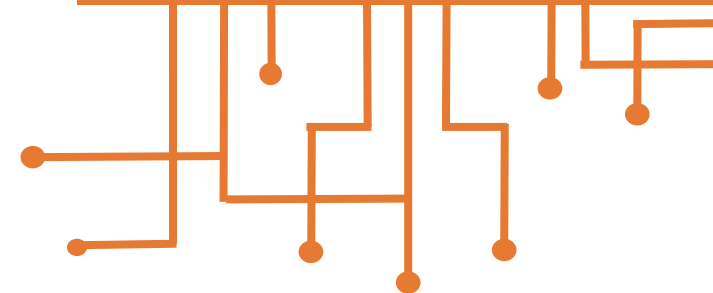
'North Yorkshire is digitally enabled to be the catalyst for economic growth'

## Strategic Actions

### Work in partnership to:

- Invest in **modern technology** to create jobs and stimulate economic growth.
- Help transform sectors with **digital knowledge**.
- More **online** payments and bookings.
- **Single secure** customer and business accounts.
- Harness the opportunity offered by **location based data services**.
- Provide support to help encourage **digital businesses** to invest and develop in North Yorkshire.
- Utilise improving **digital infrastructure** within the county to improve tourism within North Yorkshire.
- **Provision of data** to support key business developments (e.g. locating new call centres).
- **Liaise with District Councils** in terms of their local plans (National Planning Policy Framework) The NPPF requires local planning authorities to produce plans that are shaped effective engagement between plan-makers and communities, local organisations, businesses, infrastructure providers and operators.

- A need to improve broadband connections particularly for small businesses in rural areas
- Developing the skills needed by businesses for the future



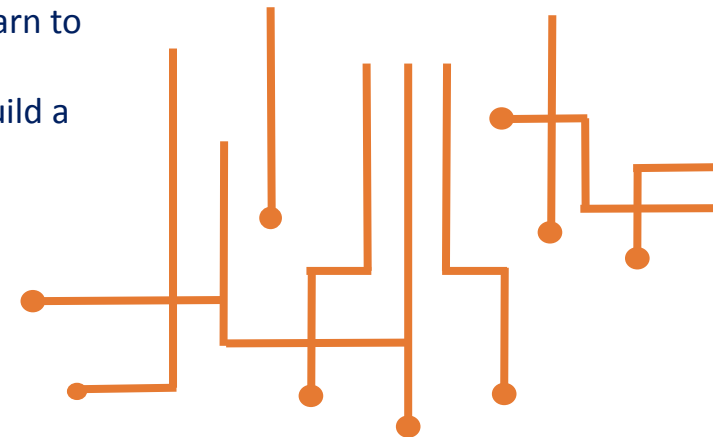




‘North Yorkshire is digitally enabled to be the catalyst for economic growth’

## The journey so far...

- **Local Enterprise Partnership** – The LEP has undertaken a vast amount work:
  - £5million of investments projects in new skills training facilities and equipment
  - Invested £4.7 million in matched funding to improve skills infrastructure at Harrogate College and Askham Bryan College
  - 49 schools working with the Careers Enterprise Adviser Network
  - Invested £1million into broadband infrastructure
- **Digital sector in North Yorkshire** – The digital industries of Yorkshire and the north of England have been earmarked for rapid expansion by a leading investment bank which has identified two of the country’s fastest growing tech businesses as being in Yorkshire.
- **Libraries and Google** – North Yorkshire Libraries partnered with Google to host the first Digital Garage event in Scarborough as part of National Libraries Week back in 2017. The Digital Garage training sessions were open to everyone and have an emphasis on those interested in developing their businesses. The event include workshops on:
  - Reach digital customers online - how to attract new customers by optimising your presence on Google, learn to gather consumer insights, and get started with online advertising.
  - Digital marketing plan - an introduction to the main digital marketing channels and how to use them to build a strategy.
  - Social media for tourism business - Harness the power of social media for business
  - 1:1 mentoring sessions with a Google expert

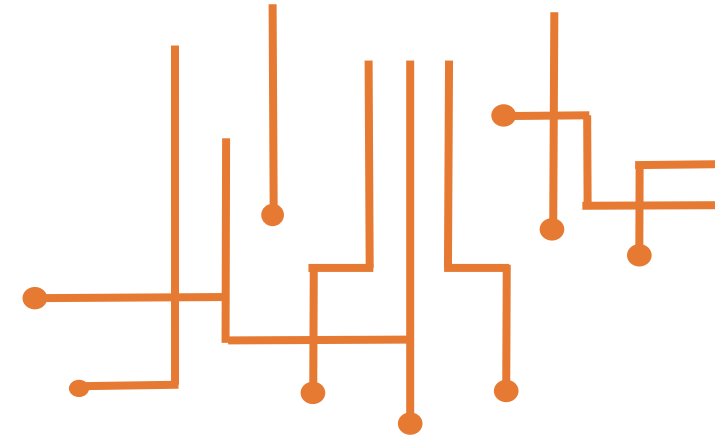




‘North Yorkshire is digitally enabled to be the catalyst for economic growth’

## What’s next...

- **Care Homes** – Support the care home provider sector by stimulating superfast broadband provision, data security and governance expertise as well as enabling the provision of a fully supported local technical infrastructure. This will ensure providers are able to maintain essential services to people who use care services in North Yorkshire by using digital capabilities with partners across health and social care.
- **LEP Future Towns** – Work with partners to identify future trends in how people will work, live, shop and behave, given technological and societal changes. Using examples of good practise from the UK and beyond, it will identify how our towns will need to evolve and change to ensure that they remain successful and distinctive places in the 21<sup>st</sup> century. In particular, we are keen to improve their productivity and ensure they are appealing and relevant places to live and work, with active and appealing town centres.
- **Future of Transport in towns and cities** – Government reviewing laws and rules around transport. Help to provide the right transport for people. E.g. On demand bus services. Making the most of new ways of travelling e.g. driverless vehicles, electric vehicles etc. Encouraging healthier transport choices for both the individual and the environment. Reducing the volume of traffic in all areas, particularly urban. Provide greater consumer choice. Explore opportunities and benefits for local businesses.





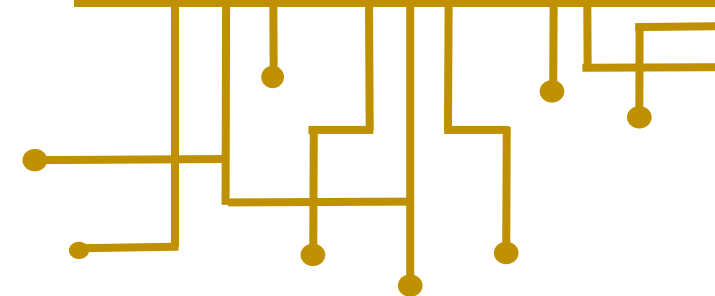
*'To provide data solutions that drive evidence based decision making'*

## Strategic Actions

### Work in partnership to:

- Accessible, available and accurate so **everyone can intelligently analyse** and interrogate, using **Natural Language to bridge** the technical skill barrier
- Working more closely with partners, so that we may **jointly gain insight** have a more informed approach thinking agnostic of partnership boundaries
- **Working ethically**, seeking guidance from academics and partners and acting openly and transparently.
- To identify and **drive innovative data solutions** – focussing on more efficient evidence gathering, **automated decision making**, data driven automation and improving customer interactions
- **We work with our partners on collaborative analyses**, setting up networks where our scarce **data science resource** can work on cross partner challenges.

- Challenges that surround the sharing of data between partners such as Health & the Police
- Applying techniques such as machine learning and Artificial Intelligence
- Use data to provide additional insight





*'To provide data solutions that drive evidence based decision making'*

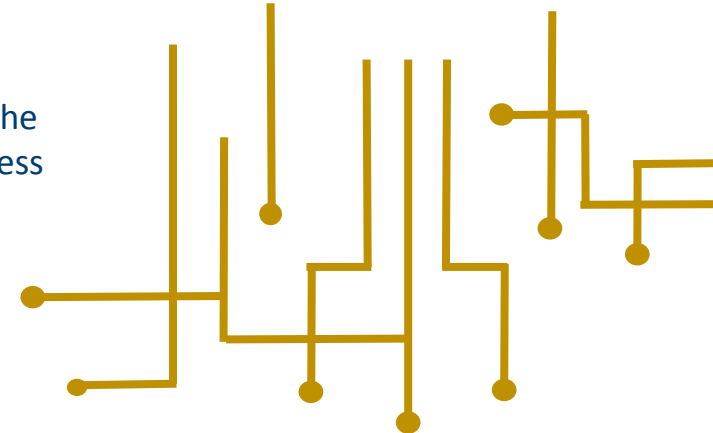
## The journey so far...

- **North Yorkshire Office of Data Analytics (nYODA)** – The nYODA concept is a function that works on behalf of public sector partners, to specifically to enable effective data sharing, data management and analytic capacity to provide regional intelligence. The function would deliver these services for public sector entities within North Yorkshire, driven by the joint need of those partners. Prevention and Early Intervention are strategies shared across local authority, blue light services and health and effective prevention approaches are driven by having a clear understanding of demand; something that requires us to share data and analysis with partners.

This approach allows partners to more ably tackle challenges that are faced when approaching sharing of data for operational or analytic need. It delivers this by pulling together experts in relevant fields (governance, technical architecture and analytics) and having them collaborate on behalf of all partners. Elsewhere in the UK ODA's have been created as separate entities where partners jointly fund and a board established to govern what that organisation focuses on. This approach has benefits by ensuring there is a cross organisation board directing the delivery of data and intelligence functions enabling regional partner value. This approach would help us jointly tackle analyses that might inform proper place based funding, understanding customer pathways that cross partnerships (think social care crossing to primary care, or issues such as homelessness and mental health).

NYCC are working with Police and Health to identify and progress a number of pilot projects that demonstrate the collaborative approach is effective and delivers real value / outcomes. It is proposed that we clearly define success criteria for those pilots and agree in principle that the Office of Data Analytics is a model we want to develop and invest in.

The next steps are to scale up the work to bigger projects and to extend this to include District Councils and others where appropriate.



# Health and Wellbeing Vision - “To become a smart County that uses technology in our operations and service delivery to improve the outcomes and the lives of the people we serve”

Item 8

Objectives

Thinking and Working Smarter	Digital and Smart Communities	Skills for a Digital Age	Connected North Yorkshire	Smart Businesses and Growth
Accelerating digital transformation in the public sector	Invest in our communities to develop sustainable neighbourhoods	Collaborate with partners to grow digital skills and talent to harness the opportunities offered by the digital world	Enabling the county to be better connected	North Yorkshire is digitally enabled to be the catalyst for economic growth

Key Actions

<ul style="list-style-type: none"> <li>GP Online Services – GP/CCG</li> <li>Online consultations - ALL</li> <li>TECS/Telecare/TeleHealth etc.</li> <li>Electronic prescription services – GP/Trusts</li> <li>Electronic Referral Services &amp; paper switch-off – GP/Trusts</li> <li>Local Health &amp; Care Record Exemplar - All</li> <li>Digital Child Health - All</li> </ul>	<ul style="list-style-type: none"> <li>NHS Choices website - National</li> <li>NHS 111 Online - National</li> <li>NHS Apps Library - National</li> <li>Digital Redbook</li> <li>Person Held Record (PHR)</li> <li>Digitally enabled care providers (NYCC)</li> <li>Assistive tech e.g. augmented and virtual reality, robotics and artificial intelligence (NYCC)</li> </ul>	<ul style="list-style-type: none"> <li>Enhance CYBER skills among care providers (NYCC)</li> <li>DS&amp;P Toolkit support (NYCC)</li> <li>Building a digitally ready workforce (Empower the Person)</li> </ul>	<ul style="list-style-type: none"> <li>Improved access to broadband coverage</li> <li>Improved broadband speeds especially those in rural areas</li> <li>Free public Wi-Fi through GP Wi-Fi and Provider Wi-Fi.</li> <li>Increased access to 3,4 and 5G networks</li> <li>Citizen ID Services - All</li> <li>N3/HSCN - All</li> </ul>	<ul style="list-style-type: none"> <li>Invest in modern technology to create jobs and stimulate economic growth</li> <li>Help transform sectors with digital knowledge</li> <li>Utilise improving digital infrastructure within the county to improve tourism within North Yorkshire</li> </ul>
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What will success look like?

<ul style="list-style-type: none"> <li>Improved customer experience &amp; decision making</li> <li>Digitally enabled products and services</li> <li>Delivery of value for money services by “getting it right first time”</li> <li>Improved services and delivering cost savings</li> </ul>	<ul style="list-style-type: none"> <li>Vulnerable residents have the ability to enhance their digital skills and confidence</li> <li>Communities can access social, medical and remote care technology allowing greater independence</li> <li>Close the digital divide</li> </ul>	<ul style="list-style-type: none"> <li>Digitally skilled young people to prevent a future skills gap</li> <li>Improved future employability and a talent pool upon which local businesses can draw upon</li> <li>Digitally skilled communities</li> <li>Digital workforce and culture deeply embedded</li> </ul>	<ul style="list-style-type: none"> <li>All businesses and communities have the ability to access high-quality broadband so that they can enjoy the same social, economic &amp; environmental benefits available to others in other parts of the country</li> </ul>	<ul style="list-style-type: none"> <li>Increased economic growth</li> <li>Digital businesses invest in North Yorkshire</li> <li>Location based data and services promote tourism, local businesses and attractions</li> </ul>
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## Data & Analytics

 Safe and secure access

 Person centred digital change

 Digital by Default

 Research & Innovation

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**North Yorkshire County Council  
Thirsk and Malton Area Constituency Committee – 10 January 2020  
Cycle Path Network Provision**

**1.0 Purpose of the report**

1.1 To outline North Yorkshire County Councils approach to cycle path network provision.

**2.0 Background**

2.1 In 2016 North Yorkshire County Council published LTP4, the fourth Local Transport Plan (LTP) which outlines the approach NYCC will take to a range of transport policies, opportunities, challenges and transport modes through to 2045.

2.2 The LTP includes a dedicated section on the council's approach to cycling. This can be seen here: (<https://www.northyorks.gov.uk/local-transport-plan> ) The council is committed to providing for and promoting cycling as a mode of transport for both utility and leisure purposes.

2.3 NYCC recognise that there are a many positive benefits associated with cycling including reducing congestion, providing exercise, reducing pollution and offering a cheaper alternative to the private car or public transport. Despite the positives associated with cycling, NYCC also recognise a number of disincentives associated with cycling, including terrain, lack of confidence, lack of facilities and distance of journeys, in order to achieve the positives associated with cycling it is recognised that the disincentives must be addressed.

2.4 The LTP outlines that NYCC is committed to developing a cycling policy, which will identify the council's plans for cycling in the short and medium term. This is currently in development.

2.5 Nationally the preferred method of delivering cycle infrastructure is to focus on providing dedicated off road routes. However, these are expensive costing of the order of £150k per kilometre on green field sites and significantly more in urban areas. Unfortunately, in the current financial climate, and with competing priorities there is limited budget to deliver cycle routes. The County Council currently receives £3.023 million annual allocation for all transport improvements for the whole county or approximately £5 per head of population. A significant proportion of this funding is dedicated towards providing additional highway maintenance, our top transport priority. Therefore, the ability to deliver new cycle infrastructure is severely restricted.

2.6 Despite the funding restrictions, the County Council will continue to actively seek funding from the government for cycling initiatives by submitting ad hoc bids for funding when opportunities arise. The council was most recently successful in receiving funding from the Access Fund (approximately £900k) and the National Productivity Investment Fund (approximately £3.2m). The Access Fund is currently being used to promote sustainable transport initiatives in Harrogate, Scarborough and Skipton. The successful National Productivity Investment Fund bid was for a package of measures in the west of Harrogate which included a cycle track on Otley Road between the Cardale Park employment area and the town centre.

### 3.0 Local Cycling and Walking Infrastructure Plans (LCWIPs)

- 3.1 In 2017 the Government published its first Cycling Walking Investment Strategy, which set out the government's ambition to make walking and cycling the natural choices for shorter journeys or as part of a longer journey. The LCWIPs are designed to be a strategic local level document for identifying cycling and walking improvements.
- 3.2 As stated above, NYCC successfully bid for funding from DfT's Access Fund, as part of the bid NYCC identified an in-kind contribution of £60,000 to develop Local Cycling and Walking Infrastructure Plans (LCWIP's) for Harrogate, Scarborough and Skipton which were all identified as key growth centres in the County.
- 3.3 NYCC is also jointly working with Selby District Council and Ryedale District Council to develop LCWIPs for Selby, Sherburn, Tadcaster and Malton / Norton, and LCWIPs for Northallerton and Catterick Garrison will be commenced in the near future. Once these LCWIPs are complete, it will ensure the main settlement and growth centre in each district as identified in the Local Plans has an LCWIP.
- 3.4 It is important to note that there is no specific funding allocated by Government to deliver the LCWIP's. However, having a LCWIP in place enables the County Council to be in a bid ready position when government announce any funding competitions. In addition to this, having an LCWIP in place enables the County Council to request funding from developers to deliver sections of the identified network.
- 3.5 To develop an LCWIP and bid ready schemes for each town costs in excess of £50k. Therefore, it is not feasible to develop an LCWIP for each of the towns in North Yorkshire. There are also limited opportunities to bid for funding for cycling infrastructure, therefore a decision was made to concentrate on developing LCWIPs for the largest communities and growth centres in each of the districts.
- 3.6 Whilst to date only the Harrogate, Scarborough and Selby LCWIP's are complete or close to completion they are already being used to inform funding bids to Government. The National Productivity Investment Fund bid for the Otley Road cycle route was informed by the developing LCWIP for Harrogate and the developing LCWIPs for Skipton and Selby are currently being used to inform a bid into the Governments Transforming Cities Fund for cycle routes to improve sustainable transport access to the railway stations in these towns.

### 4.0 Implications

- 4.1 **Equalities** - Consideration has been given to the potential for any adverse equalities impacts arising from the recommendations of this report. As this report is for information only it is the view of officers that the recommendations included in this report do not have any adverse impacts on any of the protected characteristics identified in the Equalities Act 2010 and no Equalities Impact screening is required
- 4.2 **Financial & Legal** - As this report is for information only, it is the view of officers that there are no financial or legal implications associated with the recommendation in this report.

### 5.0 Recommendation

- 5.1 It is recommended that Members of the Area Constituency Committee note the contents of this report.





**North Yorkshire County Council  
Thirsk & Malton Area Constituency Committee  
10 January 2020  
Committee Work Programme**

**1.0 Purpose of Report**

- 1.1 The report asks Members to consider the Committee's work programme for 2019/20 – shown at Annex A, and propose topics for future consideration.

**2.0 Committee Remit**

2.1 The Area Constituency Committees:

- Act as a forum for Members to bring forward issues affecting their local Electoral Divisions
- Hear and respond to questions and statements from members of the public relating to anything affecting the community within the constituency area
- Agree a Work Programme which lists items of business which the Committee wishes to consider at future meetings
- Undertake meaningful scrutiny of local health issues within their constituency area, complementing the strategic work undertaken by the Scrutiny of Health Committee
- Undertake meaningful scrutiny of local transport issues within their constituency area, complementing the strategic work undertaken by Transport, Economy and Environment Overview and Scrutiny Committee
- Act as consultees in major decisions that affect their constituency area (including responding to consultations)
- Make recommendations on the application of Innovation funding (supported by the Stronger Communities Team)
- Develop a working relationship with the local MP, sharing updates and information on relevant local issues being addressed by the committee.

**3.0 Scheduled Committee Dates**

- 3.1 The final committee meeting date for this municipal year is Wednesday 11 March 2020.

- 3.2 The committee meeting dates for the coming municipal year – 2020/21 are:

Monday 15 June 2020

Wednesday 23 September 2020  
Wednesday 9 December 2020  
Wednesday 10 March 2021

#### **4.0 Work Programme**

- 4.1 The Committee's current work programme for 2019/20 is attached at Annex A. At the last meeting Members identified a number of possible future agenda items, as listed at the bottom of the work programme document. For these to be brought forward, Members are asked to consider and agree some specific lines of inquiry in relation to each of these.

#### **5.0 Recommendation**

- 5.1 Members are asked to consider, amend and add to the Committee's work programme shown at Annex A.

Melanie Carr  
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North Yorkshire County Council  
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Email: [melanie.carr1@northyorks.gov.uk](mailto:melanie.carr1@northyorks.gov.uk)

**Thirsk and Malton Area Constituency Committee  
Work Programme 2019/20**

**10.00 a.m. on Wednesday 3rd July 2019 at a venue to be agreed**

Subject	Description
Rural Crime Strategy	NYP Response to rural crime – Insp. Jon Grainge NYP Rural Taskforce
HGV Ban Consultation	Analysis & Draft Recommendations – Richard Marr
HGV Overnight Parking	Appraisal of the issues on NYCC's Highway Network, and the multi-agency approach to it – David Kirkpatrick
Schools, Educational Achievement & Finance	An overview of the local educational landscape, educational achievement and the financial challenges which affect schools in the Thirsk & Malton constituency area.
Work Programme	Review of areas for Scrutiny

**10.30 a.m. on Friday 30 August 2018 at Galtres Centre, Easingwold**

Subject	Description
Work Programme Review	Review of work undertaken to date and proposals for future topics for Scrutiny
Attendance of local MP from 11am	Opportunity for the RT Hon Kevin Hollinrake MP to share his main issues of local interest

**2:30pm. on Wednesday 18<sup>th</sup> December 2019 – CANCELLED - All business deferred to 10 January 2020**

Subject	Description
Health Services Update for the Friarage Hospital & Malton Hospital	Attendance of Simon Cox, Director of Acute Commissioning, North Yorkshire CCGs to provide assessments of both the changes in service delivery at the Friarage Hospital, and of local developments in the use of Malton Hospital's site and what services are available
Attendance of Highways England	An update on A64 duelling and Scotchman Lane and the Barton Hill Junction improvement – Alistair Ryder (HE) & Chris Dunn
NYCC Digital Strategy	An update on the development of a range of technologies that will improve connectivity, access to services and the opportunities for business.- Robert Ling, AD Technology & Change
Cycle Path Network Provision Across the Constituency	Update on the coverage and use of the existing cycle path network, and plans for future expansion – For Information Only (no officer attending)

**10.00 a.m. on Friday 10<sup>th</sup> January 2020 at the Friends Meeting House, 19 Castlegate, Pickering, YO18 7AX**

Draft Annual Budget	Consideration of the draft Annual Budget ahead of its consideration by the Executive on 28 <sup>th</sup> January 2020 – Gary Fielding
Scams & eCrime	Overview of the work of Trading Standards – James McCluskey, NYCC Trading Standards
Work Programme	Review of areas for Scrutiny

**10.00 a.m. on Wednesday 11<sup>th</sup> March 2020 at the Friends Meeting House, 19 Castlegate, Pickering, YO18 7AX**

Subject	Description
Work Programme	

**Areas of work identified but not yet scheduled:**

1. Public Health Area Profile
2. Supported Living - review of supported living provision and links to future development of the NYCC services
3. Heritage and Natural Environment - Tourism and the promotion of local heritage and natural environment
4. Mobile phone coverage – black spots – proposals for improvements
5. Rural Commission – Review of Findings (Nov 2020)
6. Unpaid Carers (young and old)
7. Mental Health (and its impact on young people and older people) to include information on the organisations who can assist and who they signpost to) – invite Kate Dale from the Yorkshire Agricultural Society – *Joint CYP & SoH committee meeting date to be agreed*
8. Fracking