

# Public Document Pack



Ribble Valley  
Borough Council

[www.ribblevalley.gov.uk](http://www.ribblevalley.gov.uk)

Dear Councillor

The next meeting of the **ECONOMIC DEVELOPMENT** will be held at 6.30 pm on **THURSDAY, 25 MARCH 2021** by ZOOM.

I do hope you can be there.

Yours sincerely

*M. H. Scott*

CHIEF EXECUTIVE

## AGENDA

1. **APOLOGIES FOR ABSENCE**
2. **TO APPROVE THE MINUTES OF THE PREVIOUS MEETING** (Pages 3 - 6)
3. **DECLARATIONS OF PECUNIARY AND NON PECUNIARY INTERESTS**

Members are reminded of their responsibility to declare any pecuniary or non-pecuniary interest in respect of matters contained in the agenda.

4. **PUBLIC PARTICIPATION**

### **ITEMS FOR DECISION**

None.

### **ITEMS FOR INFORMATION**

5. **COVID 19 ECONOMIC IMPACTS** (Pages 7 - 14)  
Report of Director of Economic Development and Planning enclosed.
6. **TOURISM PROGRESS REPORT INCLUDING THE RESPONSE TO THE PANDEMIC** (Pages 15 - 34)  
Report of Director of Community Services enclosed.
7. **CAPITAL PROGRAMME 2021/22** (Pages 35 - 38)

Report of Director of Resources enclosed.

8. **REVENUE MONITORING 2020/21** (Pages 39 - 40)

Report of Director of Resources enclosed.

9. **REPORTS FROM REPRESENTATIVES ON OUTSIDE BODIES**

None.

10. **EXCLUSION OF PRESS AND PUBLIC**

**ITEMS FOR DECISION**

11. **PURCHASE OF LAND AT A59 BARROW** (Pages 41 - 46)

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Report of Director of Economic Development and Planning enclosed.

**ITEMS FOR INFORMATION**

12. **CLITHEROE TO HELLIFIELD RAIL PROJECT** (Pages 47 - 50)

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Report of Director of Economic Development enclosed.

Electronic agendas sent to members of Economic Development – Councillor Stuart Hirst (Chair), Councillor David Berryman, Councillor Susan Bibby, Councillor David Birtwhistle, Councillor Ian Brown, Councillor Robert (Bob) Buller, Councillor Judith Clark, Councillor Rosemary (Rosie) Elms, Councillor Stewart Fletcher, Councillor Mark French, Councillor Mark Hindle, Councillor Simon Hore, Councillor Ged Mirfin, Councillor Susan Knox and Councillor James (Jim) Rogerson (Vice-Chair).

Contact: Democratic Services on 01200 414408 or [committee.services@ribblevalley.gov.uk](mailto:committee.services@ribblevalley.gov.uk)

## Minutes of Economic Development

Meeting Date: Thursday, 21 January 2021, starting at 6.30 pm  
Present: Councillor S Hirst (Chair)

Councillors:

D Berryman	M French
S Bibby	S Hore
D Birtwhistle	G Mirfin
B Buller	S Knox
J Clark	J Rogerson
S Fletcher	

In attendance: Director of Economic Development and Planning and Director of Resources

Not in attendance: Councillors R Elms and M Hindle

945 APOLOGIES FOR ABSENCE

Apologies for absence were received from Councillor I Brown.

946 TO APPROVE THE MINUTES OF THE PREVIOUS MEETING

The minutes of the meeting held on 5 November 2020 were approved as a correct record and signed by the Chairman.

947 DECLARATIONS OF PECUNIARY AND NON PECUNIARY INTERESTS

There were no declarations of pecuniary and non-pecuniary interests.

948 PUBLIC PARTICIPATION

There was no public participation.

949 REVISED REVENUE BUDGET 2020/21

The Director of Resources submitted a report outlining the revised revenue budget for 2020/21 for this Committee. She reminded members that at this time of year the estimates are revised for the current financial year in order to predict the likely outturn. This also assists in preparing the original estimates for the coming financial year.

The budget this year had been particularly impacted by the Covid-19 pandemic, and any impacts on fees and charges had been included within the estimates, along with the estimated part funding towards these losses from the Government.

The original budget for 2020/21 included provision for pay increase at 3% and price increase at 2%. As well as using data on past performance there had been detailed discussions with budget holders and heads of service on past service provision and on future plans which played an integral part in the budget setting process.

She informed Committee that the revised budget for 2020/21 showed a decrease in net expenditure of £6,780 after allowing for transfers to and from earmarked reserves.

A comparison between the original and revised budgets for each cost centre was included for Committee's information and the key movements were highlighted.

Members requested that a report on tourism and events along with a report on staffing matters within Economic Development be brought to a future meeting.

#### RESOLVED THAT COMMITTEE

Approved the revenue revised estimate for 2020/21.

950

#### ORIGINAL REVENUE BUDGET 2021/22

The Director of Resources submitted a report asking Committee to agree the draft revenue budget for 2021/22 for this Committee for consideration at Special Policy and Finance committee.

With regard to the council's overall financial position, she reminded members that in February the 3-year budget forecast had predicted the following budget gaps: £281k in 2021/22, £206k in 2022/23, £337k in 2023/24, after allowing for the use of general fund balances.

At the time of producing the March forecast, the outcome of the Fair Funding Review, the potential changes to the New Homes Bonus Scheme and the implications of Business Rate Retention Reforms were unknown. The forecast was also made before the extent of the impact of Covid-19 in the current financial year was known.

In the light of Covid-19 the government had scrapped its plans for a multi-year spending review, and instead conducted a one-year review for 2021/22. The key messages were highlighted to committee.

At the Policy and Finance Committee in November 2020, members had agreed with the conclusion of the Budget Working Group that the Council should prepare its budget on the 2020/21 base budget plus inflation and on the expectation that any variance due to Covid-19 would be made good by the government.

The Budget Working Group would then consider the overall position once all committees had approved their detailed estimates and would then make recommendations to Special Policy and Finance committee 2021 in order to achieve a balanced budget.

Estimates had been prepared on current levels of service allowing for pay increase at 2% and price increases at 2%. The budget for each cost centre within the report was presented individually showing the original estimate, inflation, movements in expenditure, income, support services and capital which then culminated in the draft original estimate for 2021/22.

The report detailed individual budget areas under this Committee and comments were provided on the key variations.

The net expenditure for this Committee had increased by £2,690 from £311,360 to £314,050 after allowing for associated movements on earmarked reserves. The main reasons for the net increase were summarised for committee's information.

Members requested that a report considering options for the Economic Development budget be brought to a future meeting.

## RESOLVED THAT COMMITTEE

Approved the revenue original estimate for 2021/22 and submit it to Special Policy and Finance committee.

951

## REVISED CAPITAL PROGRAMME 2020/21

The Director of Resources submitted a report seeking Committee's approval of the revised estimate for this committee's capital programme for the current financial year. The original estimate for 2020/21 had been approved by Policy and Finance Committee in March 2020.

In March 2020, one capital scheme totalling £81,750 had been approved. This scheme budget had been moved from the 2019/20 capital programme to the 2020/21 capital programme.

In addition, there was one 2019/20 capital scheme that was not completed by 31 March 2020 and had unspent budget available at that date. The total unspent budget of £20,000 on this scheme known as slippage had been moved into the 2020/21 capital budget, after the slippage request from the budget holder was approved by the Director of Resources.

As a result of the above, the total approved budget for this Committee's capital programme of 2 schemes was £101,750.

Following discussions on each of the schemes in the capital programme with budget holders, a revised estimate of £35,000 was proposed for this Committee a reduction of £66,750 from the total approved budget. The reduction related to the Economic Development Initiatives scheme that had an overall scheme budget of £81,750 and if approved to go ahead, the expenditure would be incurred in 2020/21 and was estimated at no more than £15,000. It was therefore recommended that the 2020/21 revised estimate be reduced to £15,000 and £66,750 be moved to the 2021/22 financial year.

The Director of Resources reported that there had been no spend on the two schemes as at the end of December 2020.

## RESOLVED THAT COMMITTEE

1. Approved the 2020/21 revised estimate of £35,000 for this committee's capital programme as set out in Annex 1 of the report, and
2. Approved the move of £66,750 of the Economic Development Initiatives capital budget from 2020/21 to 2021/22.

952

## CAPITAL PROGRAMME REVIEW 2021/22 - 2023/2024

The Director of Resources submitted a report asking members to consider the proposed future four-year capital programme (2021/22 to 2024/25) for this Committee for recommendation to Policy and Finance Committee.

The future capital programme is reviewed and updated each year. In recent years, the Council has been setting a proposed and fully funded five-year capital programme each year. However, given the additional burdens caused by and priority focus on Covid-19 issues throughout 2020, Budget Working Group had streamlined the capital programme budget update process for this year. This involved moving to a four-year capital programme only, covering 2021/22 to 2024/25, and there being no new capital bids for 2025/26 (year five).

There were no schemes in the previously approved four-year capital programme 2021/22 to 2024/25 for this Committee. Therefore, the one proposed change from the review of the current year's 2020/21 had resulted in a proposed four-year programme of £66,750 that was set out in the report for members to consider and approve.

#### RESOLVED THAT COMMITTEE

1. Approve the proposed four-year capital programme (2021/22 to 2024/25) of £66,750 for this committee, and
2. Recommend to Special Policy and Finance committee the proposed four-year capital programme (2021/22 to 2024/25) of £66,750 for this Committee.

953

#### REPORTS FROM REPRESENTATIVES ON OUTSIDE BODIES

There were no reports from representatives on outside bodies.

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#### EXCLUSION OF PRESS AND PUBLIC

There were no reports requiring the exclusion of the press and public.

The meeting closed at 7.05 pm.

If you have any queries on these minutes please contact the committee clerk, Olwen Heap 01200 414408 [olwen.heap@ribblevalley.gov.uk](mailto:olwen.heap@ribblevalley.gov.uk).

## RIBBLE VALLEY BOROUGH COUNCIL REPORT TO ECONOMIC DEVELOPMENT COMMITTEE

INFORMATION

meeting date: THURSDAY, 25 MARCH 2021  
title: COVID-19 ECONOMIC IMPACTS  
submitted by: NICOLA HOPKINS – DIRECTOR OF ECONOMIC DEVELOPMENT & PLANNING  
principal author: MARK WALECZEK – PLANNING POLICY ASSISTANT

### 1 PURPOSE

- 1.1 To assess the ongoing impact of the Coronavirus (COVID-19) pandemic on the economy of the Ribble Valley.
- 1.2 Relevance to the Council's ambitions and priorities:
- Council Ambitions – To secure and maintain a sustainable economic base for the borough.
  - Community Objectives – To promote a thriving, diverse and balanced local economy.
  - Corporate Priorities – Delivery of services to all.
  - Other considerations – None.

### 2 BACKGROUND

- 2.1 The Ribble Valley Core Strategy outlines a commitment to promoting sustainable development of the local economy and recognises the importance of this aim in contributing to a strong and prosperous borough. Given the major consequences of COVID-19 documented worldwide, an understanding of the implications of this for the borough is crucial in identifying impacts relative to the council's objectives.

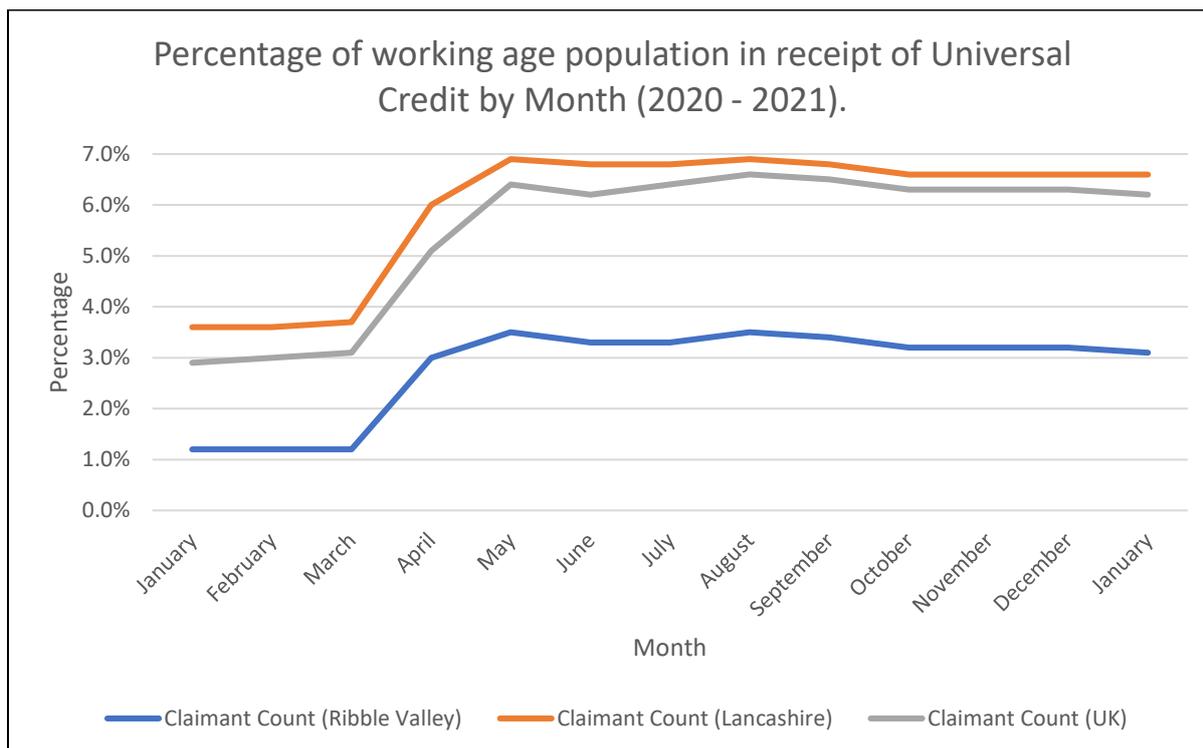
### 3 INFORMATION

- 3.1 Appendix A sets out a broad timeline of events that are seen to have had consequences for the local economy of the Ribble Valley. Restrictions on consumers, businesses and manufacturers have severely impacted economic activity across the country, and attempts to mitigate the effects of this have been made through the provision of extensive financial support at local and national levels of Government.

#### Unemployment

- 3.2 The severe restrictions at the beginning of the COVID-19 outbreak contributed to an immediate rise in unemployment as seen in graph 1 below. This shows a rise of 2.8% in the proportion of the working population claiming Universal Credit between March and April 2020 within the Ribble Valley, reaching a peak in May and August of 3.5%. Before the outbreak of COVID-19 this figure was stable at an average of 1.1% in 2019 and 0.8% in 2018, with little fluctuation.

Graph 1: Graph showing Universal Credit receipts in the Ribble Valley, Lancashire and UK. Data taken from ONS - Claimant Count by unitary and local authority dataset.



3.3 Whilst this rise is significant, similar trends are reflected across Lancashire and the UK. There is no indication based on this metric that the Ribble Valley has been affected beyond the effects which have been suffered on a national scale. The borough's economic position before the outbreak has meant that the proportion of people claiming universal credit remains lower than in Lancashire and the UK, standing at 3.1% in the Ribble Valley at the end of January 2021.

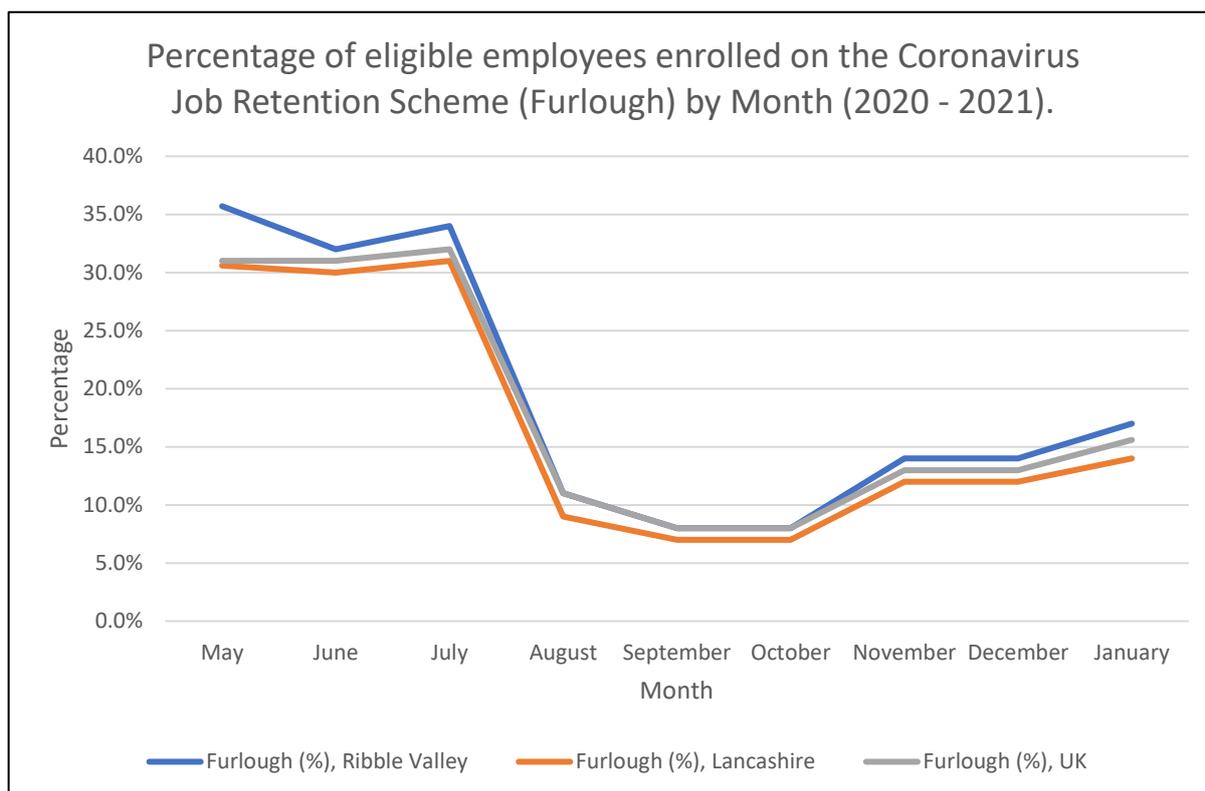
### Financial Support

3.4 In industries where economic activity has been significantly impacted, the Coronavirus Job Retention Scheme (furlough scheme) has been introduced to help businesses continue to keep their workforce in employment by contributing 80% of monthly wages per employee. Graph 2 on the following page displays the level of uptake in furlough within the Ribble Valley, shown as a percentage of eligible employees. At the height of the pandemic in May just over 35% of all employees eligible were enrolled on the scheme within the borough.

3.5 A comparison with Lancashire and the UK again shows little difference in the level of uptake across the year. Despite this, the proportion of furloughed employees in the Ribble Valley has been above or at best level with regional and national averages every month since introduction. This figure was at its lowest in September at 7%, helped by relatively few COVID restrictions as well as the Eat Out to Help Out Scheme. A total of 93 businesses claimed more than £902,000 in discounts back from the Government as part of this scheme within the Ribble Valley throughout August, potentially encouraging businesses within the hospitality industry to return their workers from furlough.

3.6 Since October, the level of furlough in the Ribble Valley has increased from 8% to 17% as at the end of January 2021. This figure is now higher than regional and national levels, primarily due to increased restrictions on non-essential retail and hospitality. It is hoped this figure will decrease as restrictions are lifted again, however, further monitoring will need to assess whether this occurs.

Graph 2: Graph showing furlough uptake in the Ribble Valley, Lancashire and UK. Data taken from Gov.uk 'HMRC (COVID-19) Statistics', 2021. No data is available for months prior to May 2020.



3.7 Local businesses have also been supported by a range of grants administered by local councils designed to help those who have been impacted by national lockdowns and local tier restrictions. These grants help to mitigate the costs of temporary business closure and also help businesses adjust to new circumstances of operation. A total of £27 Million has been paid to businesses throughout the pandemic through the local authority – a full breakdown of grants paid is shown in appendix B.

3.8 The Self-Employed Income Support Scheme (SEISS) has also provided financial support to individual traders who have suffered a significant reduction in trading profits due to reduced business activity throughout the pandemic. A total of £17.9 Million has been paid out across the period at an average take-up rate of 66% of eligible sole traders within the Ribble Valley.

### High Street

3.9 Appendix C shows the results of vacant shop surveys undertaken throughout the COVID-19 pandemic for the main shopping centres of Whalley, Longridge and Clitheroe.

3.10 From May 2020 to March 2021 there has been no increase in the number of vacant premises recorded at any one time within Clitheroe and Longridge centres. In Whalley an increase of one vacant unit has been recorded over the period with no other change. In Clitheroe, 25 different premises have been recorded as becoming vacant within the period, with 15 of these since becoming occupied. In the most recent survey on 3<sup>rd</sup> March 2021, 10 vacant units were recorded in Clitheroe with 2 of these being long term vacancies.

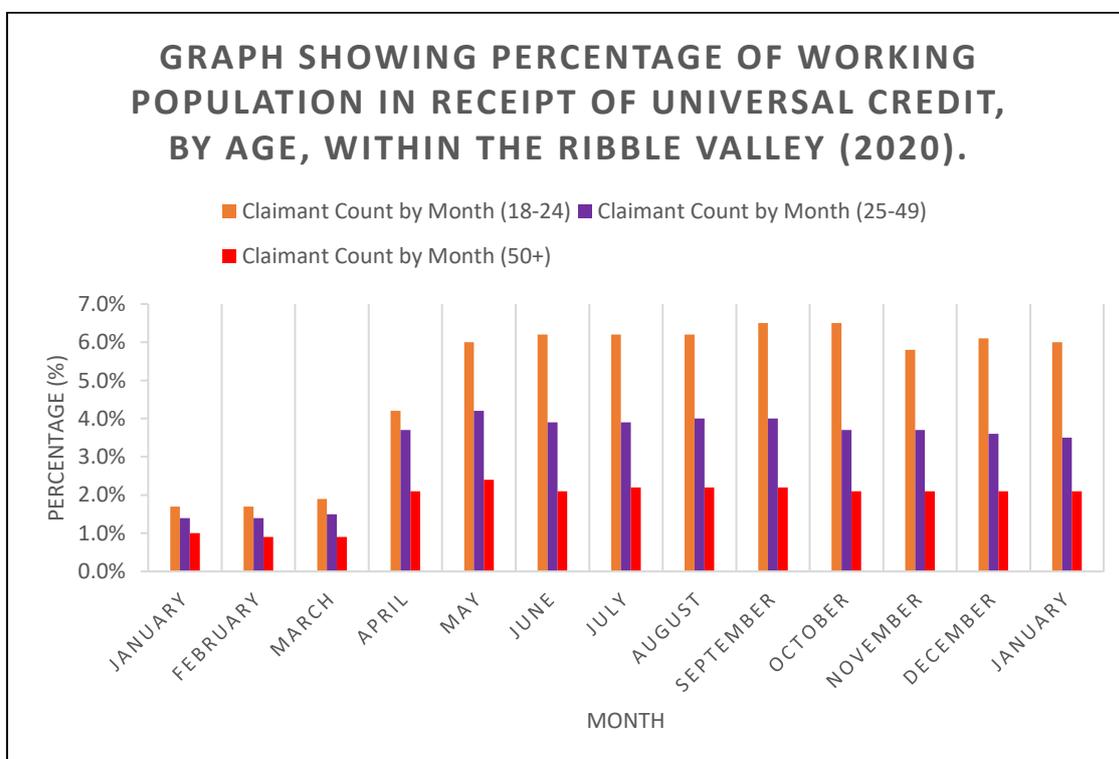
3.11 Although sites have become vacant at a steady rate, they are quickly becoming occupied and still appear to be business premises which there is significant demand

for. As such, this report has not found COVID-19 to have had a significant impact on the demand for high street premises in the Ribble Valley in the short term.

### Considerations for 2021

- 3.12 Even when the lowest level of COVID restrictions have been imposed within the Ribble Valley throughout August to October, around 8% of eligible employees within the Ribble Valley remained on furlough. This may present issues in the future as the furlough scheme eventually comes to an end, and businesses are faced with taking on these wage costs once again. Future monitoring should consider this alongside claimant count data to observe how businesses respond to the end of the furlough scheme in September 2021.
- 3.13 Furthermore, despite relaxations in Coronavirus restrictions and the support provided to help economic recovery, levels of unemployment within the Ribble Valley as seen in Graph 1 have failed to significantly respond. Although decreasing, unemployment levels remain only 0.4% lower than the peak recorded in May and August. This suggests it may take significantly longer for this figure to recover to pre-covid levels and will require further monitoring as the extensive financial support provided to businesses is removed.
- 3.14 Graph 3 below shows that the increase in universal credit claims highlighted above also varies with age. In particular, the proportion of those aged 18-24 who are in receipt of Universal Credit has seen an increase of 4.1% percent between the outbreak of the virus in March and the most recent figures available for January 2021. This increase is far higher than that which is seen in other age brackets and is likely to have been most impacted by the restrictions on hospitality and retail throughout the last 12 months.

*Graph 3: Graph showing a breakdown of those claiming universal credit by age and month within the Ribble Valley. Data taken from ONS - Claimant Count by unitary and local authority.*



- 3.15 Although local high streets within the Ribble Valley appear to be unaffected from a vacancy perspective, this may be attributed to the extensive financial support businesses are currently being provided. As such, the conditions for some businesses appear to remain suitable for them to continue trading in the short term.

3.16 The upcoming Economic and Employment Land Review to be undertaken as part of the key evidence for the local plan review will help monitor any change in these circumstances as they arise in the coming months. Critically it will provide a baseline to understand business impacts going forward and will include a wide-ranging business survey to identify needs.

#### 4 **CONCLUSION**

4.1 It is clear that national schemes to support employees and businesses throughout the pandemic still remain a crucial part of the local economy. As a result, future monitoring should assess how local businesses respond as the prevalence of the virus decreases and financial support is reduced.

MARK WALECZEK  
PLANNING POLICY ASSISTANT

NICOLA HOPKINS  
DIRECTOR OF ECONOMIC DEVELOPMENT  
AND PLANNING

#### BACKGROUND PAPERS

None.

For further information please ask for Mark Waleczek, extension 4581.

## APPENDIX A

Table outlining events throughout 2020 and 2021 seen to have an impact on the economy of the Ribble Valley.

Timeline of Events and Policies relating to Coronavirus (COVID-19) outbreak		
2020	March	<ul style="list-style-type: none"> <li>- COVID-19 first appears in the UK</li> <li>- Lockdown imposed on 23rd March with schools, shops and workplaces closed</li> <li>- Furlough scheme announced, backdated from 1st March</li> </ul>
	April	Lockdown and furlough circumstances continue
	May	<ul style="list-style-type: none"> <li>- Encouragement for those unable to work from home to return to work</li> <li>- First SEISS grant announced</li> <li>- Furlough scheme continues</li> </ul>
	June	<ul style="list-style-type: none"> <li>- Schools re-open to some years</li> <li>- Non-essential shops re-open under social distancing legislation</li> <li>- Furlough scheme continues</li> </ul>
	July	<ul style="list-style-type: none"> <li>- Hospitality and Leisure facilities allowed to re-open</li> <li>- Furlough scheme continues</li> </ul>
	August	<ul style="list-style-type: none"> <li>- Eat Out to Help Out scheme takes place, providing discounts for consumers at hospitality venues</li> <li>- Furlough scheme continues, but employers must now make National Insurance and Pension contributions</li> <li>- Second SEISS grant announced</li> </ul>
	September	<ul style="list-style-type: none"> <li>- Curfew on hospitality sector imposed</li> <li>- Furlough scheme continues with revisions</li> </ul>
	October	<ul style="list-style-type: none"> <li>- Tier system introduced - Ribble Valley placed in tier 3 with restrictions on hospitality</li> <li>- Furlough scheme continues</li> </ul>
	November	<ul style="list-style-type: none"> <li>- National lockdown re-imposed, closing all hospitality and non-essential retail</li> <li>- Furlough scheme continues</li> <li>- Third SEISS grant announced</li> </ul>
	December	<ul style="list-style-type: none"> <li>- Non-essential retail re-opens; hospitality remains closed</li> <li>- Furlough scheme continues</li> </ul>
	January	<ul style="list-style-type: none"> <li>- Lockdown re-imposed, with non-essential retail and hospitality closing</li> <li>- Furlough continues</li> </ul>

## **APPENDIX B**

Table showing range of grants paid to businesses throughout COVID-19 pandemic. Totals correct as at 28/02/2021.

<b>Current Local Restrictions Support Grants/ Additional Restrictions Support Grants</b>	<b>Total Businesses</b>	<b>Total £ Grants Paid</b>
Additional Restrictions Support Grant (ARG)	189	691,033
Local Restrictions Grant - Sectors	2	3,930
Local Restrictions Grant (Open)	295	568,460
Local Restrictions Grant (Closed) pre 5 November	44	44,599
Local Restrictions Grant (Closed) Addendum 5 November - 2 December	635	972,672
Local Restrictions Grant (Closed) 2 December - 30 December	262	461,390
Local Restrictions Grant (Closed) Tier 4 31 December - 4 January	639	174,832
Christmas Support Payment for wet-led pubs	36	36,000
Local Restrictions Grant (Closed) Addendum 5 January – 31 March	639	2,995,230
Closed Business Lockdown Payment	639	2,938,000
<b>Total</b>	<b>2102</b>	<b>8,886,146</b>

### **Grant Schemes in Operation April-August 2020**

Small Business Grants	1544	12,960,000
Retail, Hospitality & Leisure Grants		4,300,000
LA Discretionary Grants	135	867,000
<b>Total</b>	<b>1679</b>	<b>18,127,000</b>
<b>Grand Total</b>		<b>27,013,146</b>

## **APPENDIX C**

Table showing number of vacant premises within centres of Clitheroe, Longridge and Whalley from May 2020 to March 2021.

Clitheroe				
Date	Total vacancies	New Additions	Continued vacancies from last survey	Vacancies in last survey now occupied
May-20	10	N/A	N/A	N/A
Oct-20	10	7	3	7
Mar-21	10	8	2	8
Longridge				
Date	Total vacancies	New Additions	Continued vacancies from last survey	Vacancies in last survey now occupied
Jun-20	4	N/A	N/A	N/A
Mar-21	1	1	0	3
Whalley				
Date	Total vacancies	New Additions	Continued vacancies	Vacancies in last survey now occupied
Jun-20	1	N/A	N/A	N/A
Mar-21	2	1	1	0

## RIBBLE VALLEY BOROUGH COUNCIL REPORT TO ECONOMIC DEVELOPMENT COMMITTEE

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meeting date: 25 MARCH 2021  
title: Tourism progress report, including the response to the pandemic.  
submitted by: JOHN HEAP, DIRECTOR OF COMMUNITY SERVICES  
principal author: TOM PRIDMORE, TOURISM AND EVENTS OFFICER

### 1 PURPOSE

- 1.1 To receive a general progress report on tourism activity, with particular reference to measures taken to support the visitor economy during the pandemic, through the implementation of the Response and Recovery Plan.
- 1.2 Relevance to the Council's ambitions and priorities:
- Community Objectives – To sustain a strong and prosperous Ribble Valley
  - Corporate Priorities - To encourage economic development throughout the borough, with specific focus on tourism
  - Other Considerations – To develop, with relevant partners, measures to support the visitor economy

### 2 TOURISM REVIEW

#### 2.1 Background

Up until the pandemic, tourism and hospitality was contributing over £260 million into the local economy. In recent years, and certainly up until the current crisis, it had been a rapidly expanding sector, in which both the economic impact and visitor numbers were rising by over 7% per annum with employment figures growing by more than 6% p.a.

Tourism and hospitality continue to be amongst the hardest hit sectors by COVID-19. The changing restrictions have had an enormous impact on all tourism-related businesses, most of which have had to close for period, or operate under restrictive conditions. This has impacted the food and drink sector, wedding venues, accommodation, and attractions, along with a wide variety of support services and other supply industries. Some businesses may yet not reopen, and there has been significant disruption to the employment market, which may yet impact on the future availability or relevant skills.

#### 2.2 Recovery Plan for Tourism and Hospitality

Given the ongoing pandemic, the normal performance plan for tourism, 'the Destination Management Plan', was suspended, and replaced with a 'Response and Recovery Plan', aimed at supporting tourism through good communication and marketing initiatives. The new plan was launched in June 2020 and continues to be an effective management tool in promoting tourism and supporting local businesses.

The **Response** part of the plan addressed the following-

- Consultation - involving people and businesses in the content of the plan
- **Communication** – ensuring clear and consistent messages about the pandemic
- **Protect and support business** – measures to help local businesses

- **Maintain brand awareness** – keeping in touch with visitors, with clear messaging
- **Stay engaged with communities** – keeping positive messages about tourism to the fore

The **Recovery** part of the plan addressed the following –

- **Creating safe and welcoming tourism** – supporting practical measures
- **Promote new tourism themes** – reflecting changing public opinion
- **Eight new campaigns** -in response to changing visitors behaviour
- **Business communications** – keeping in touch and supporting
- **Stay in touch with customers** – keeping marketing channels open

The plan is designed to be positive, taking into consideration new, post-virus, opportunities. Predictions in June 2020, about a post virus tourism revival are likely to prove accurate, as it is now very clear that once restrictions are lifted, people will keenly visit again.

The Council was recently invited by the **Local Government Association** to present its work on ‘Response and Recovery’, as a case study to their national ‘Culture, Tourism, Leisure and Sport’ annual conference.

The Council’s work was well-received and it was suggested that domestic tourism may now face a unique opportunity

What good had come out of the pandemic?

- **Local government** has responded well in terms of support for communities and businesses
- **Reputation** of tourism and hospitality has come to the fore on political agendas
- The **economic importance** and contribution of these sectors has been recognized
- **Tourism structures** have been challenged, including the viability of certain regional organisations
- **Local identity** has been reinforced, with the popularity of local tourism organisations receiving a boost
- **New bill of health** for many businesses with enhanced standards required
- **Greater environmental awareness** has been created by the public
- **Demand created** with the public longing to return and experience the British Product.

Looking ahead, the future was summarised as follows

- Still on a challenging journey, the crisis is far from over
- Forecast is for growth in domestic tourism
- Staycations set to boom
- Competition in terms of overseas destinations is temporarily weak

Above all else,

- There is currently ‘**A unique opportunity**’

It is clear that there is currently a unique opportunity for British domestic tourism to make its mark, with an estimated 18 months in which to achieve this whilst competition remains weak.

That is why it is so important for Ribble Valley, a place where tourism and hospitality are integral to the local economy, to not only to restore post Covid levels of business but moreover, to grow from and fully exploit this unique opportunity.

Furthermore, research suggests some other very distinct consumer trends are emerging from the crisis, from which Ribble Valley could benefit -

- An increased desire to visit open space and countryside, and to experience nature
- Greater interest in buying locally made products and eating locally sourced produce

The performance table for the Response and Recovery Plan is attached to this report, for the purposes of reviewing progress. It illustrates the types of activities which have taken place in response to the crisis, which has included the Tourism & Events Officer delivering the following: -

- Regular on-line meetings for business representatives (over 100 businesses reached)
- Business advice seminars delivered with partners on specific themes –
  - Legal
  - Finance
  - Marketing
  - Human resources
  - Health and wellbeing
  - Social media
- Regular Tourism Update newsletters providing information to 230 businesses
- Bespoke promotion of business as they re-opened which engaged (involving over 250 social media posts)
- Taking calls for advice from over 100 business representatives

### **2.3 Implications for mainstream marketing and promotional activity**

The crisis has necessitated a significant change in the way we work, and this situation continues to evolve.

In summary

- Many events, including tourism promotional activities out of the area, were cancelled
- A much larger amount of time has been devoted to providing advice and assistance to business owners
- A much greater emphasis has been placed on electronic communication and promotion

### **2.4 Resources to support tourism**

A lot of what the Council does has a direct or indirect impact on tourism, although we have one Tourism and Events Officer, the Council also provides the Tourist Information Centre in the Platform Gallery. Plus, the parks and open spaces including removal of litter/fly tips, planning approvals for new tourism ventures and latterly covid related grants all help to ensure the Borough is an attractive place for people to visit. There has been an absence this year of students on placement, which have previously provided valuable assistance to the Council's tourism work, working with officers on a variety of projects.

## 2.5 Visitor Guide

At the present time it is not possible to produce a printed guide in the usual format or timeframe. Your officers are also particularly mindful of the very challenging time that many businesses are experiencing, so the guide is being produced initially as an on-line resource, incorporating last year's advertisers within advertorial features rather than as advertising. This document will in turn will be produced in hard copy format once we approach the true end of lockdown, as at this point, the state of the local tourism market will be clearer. The print run will be much reduced as national distribution is one of the longer-term casualties of this crisis and it is anticipated costs will be contained within existing budget.

## 2.6 Websites

The anticipated updating the main visitor website [www.visitribblevalley.co.uk](http://www.visitribblevalley.co.uk) cannot proceed as the Council has not yet met the accessibility standards for its main Council corporate site, which thus remains the priority. The content of [www.visitribblevalley.co.uk](http://www.visitribblevalley.co.uk) will still be updated to a certain degree, but no major improvements are possible.

## 2.7 Social media

The various social media channels have continued throughout the pandemic, albeit at a reduced content level, it is anticipated that traffic levels will be restored as and when restrictions to the different parts of tourism industry are lifted.

## 3 ISSUES

- 3.1 The main issue to note is the way in which the Council has responded and continued to respond to the current crisis. This continues to evolve with the changing circumstances and this change is reflected in the Response and Recovery Plan. It is significant the Local Government Association used Ribble Valley as a case study.
- 3.2 There is currently a national review of Destination Management Organisations which, for our County, is Marketing Lancashire. The Council contributes £5k p.a. to this body, for which we are included in their County wide marketing initiatives. It is difficult to assess accurately the impact of our contribution in terms of visitor numbers and the national review will undoubtedly lead to some changes which will be reported to members as they emerge.
- 3.3 A few businesses in the Borough have ceased to trade, e.g. Seafood Pub Company and it is too early to assess the full impact of the pandemic on the viability of others in the sector. However, at the same time new businesses are being established, indicating that there is optimism in the sector. No doubt boosted by the prospect of an increased level of domestic tourism in the short to medium term.

## 4 RISK ASSESSMENT

The approval of this report may have the following implications;

- Resources – The cost of promotional activities are contained within existing budgets and, where appropriate supported by the government
- Technical, Environmental and Legal – None in the context of this report
- Reputation – The Council is an active contributor in terms of strategic and operational tourism service.
- Equality and Diversity – None

**5 CONCLUSION**

The progress of the Response and Recovery Plan has been steady – as is appropriate – so far, and has maintained strategic momentum within the Ribble Valley tourism sector. The Recovery element of the Plan will be critical in the coming weeks as visitors return to our area.

TOM PRIDMORE  
TOURISM AND EVENTS OFFICER

JOHN HEAP  
DIRECTOR OF COMMUNITY SERVICES

BACKGROUND PAPERS None

For further information, please contact Tom Pridmore 01200 414496

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## Ribble Valley Borough Council

### Response and Recovery Plan for Tourism and Hospitality June 2020

#### Review of Progress March 2021

#### Phase One – Response *‘Remaining confident for the period during which closure restrictions are in place’*

Measure	Support messages from central Government			
Action	Details	Partners	Timescale	Actions taken
Disseminate and convey relevant information to businesses	Promote on website and circulars Reinforce, in all communications, current government messages regarding the coronavirus	RVTA	Immediate and ongoing	RVTA website was established as a point of contact for business advice.  Government guidance has been promoted regularly in newsletters to around tourism related businesses.
Promote sources of guidance and support	Regular ‘Tourism Update’ e-shots to tourism-related businesses, containing the latest guidance	RVTA	Initially every 10-14 days	E-shots issued regularly every 14 – 21 days or sooner if new government information is issued. Content includes any areas of support to businesses including funding.
Intelligence gathering	Promote and respond to consumer and business consultations and research	ML VE/VB	As and when required	Visit Lancashire business surveys and regional and national surveys have been supported.

Measure	Protect and support local businesses			
Action	Details	Partners	Timescale	Actions taken
Distribute grant aid and promote other sources of support	<p>Promote the availability of grant aid and other support through regular E-shots to businesses</p> <p>Promote RVBC and RVTA websites as central points of reference</p>	RVTA	Grants - ongoing as funds are available	<p>Clear information about the various grants continues to be sent out to businesses</p> <p>RVTA AND RVBC websites are being promoted as sources of information</p>
Publicise and support local best practice	<p>Features on social media platforms</p> <p>Share good news to media and Lancashire audiences</p>	<p>RVTA</p> <p>ML</p>	Ongoing during crisis	Regular posts on tourism social media platforms have promoted examples of business demonstrating innovation and best practice.
Facilitate knowledge sharing, networking and promote relevant training opportunities	<p>Regular webinar meetings with business on various themes</p> <p>Distribute the latest guidance on social distancing and safe practice</p>	RVTA	<p>Weekly</p> <p>As it becomes available</p>	Regular on-line meetings for business representatives continue, with over 70 businesses having been represented. Initially, the content focused on business recovery and survival, but they are now becoming more focussed on future business opportunities
Communicate with key stakeholders to gain support for our Recovery Plan	Involve stakeholders in the preparation of the plan and consult with stakeholders during English Tourism Week	RVTA and other stakeholders	English Tourism Week	The new promotional video was launched to coincide with National Tourism week and continues to be used to keep the area in the minds of consumers

Measure	Maintain Ribble Valley brand awareness and begin to design new tourism products			
Action	Details	Partners	Timescale	Actions taken
Rebrand our marketing, keeping Ribble Valley very much in the mind of consumers	Launch promotional video 'When the time is right' during English Tourism week with underlying message of being ready soon for visitors Launch #loveribblevalley as a focus for businesses as they reopen	RVTA	English Tourism Week	<p>The new video was launched as planned, along with the #loveribblevalley brand. This was embraced by the private sector and promoted widely on all tourism promotional social media platforms.</p> <p>In addition, and to specifically support the retail sector three mini videos, one each for Clitheroe, Longridge and Whalley, were produced to promote town centre shopping over Christmas</p>
Work with tourism businesses to review their offer in line with any new restrictions and guidelines.	Circulate latest information through regular E-shots and RVTA webinars Individual support to specific business where appropriate	RVTA	E-shots every 10-14 days and weekly webinars	Up to date information has been shared in E-shots and webinars. This has resulted in sharing best practice and knowledge between businesses
Develop new tourism products ready to be shared with the media	Prepare locally focused digital and social media campaigns around key early themes including walking, driving, and cycling,	Specific local communities Targeted businesses	Ongoing ahead of recovery	Work is progressing on new tourism products particularly country walking. A new business group is being established to take

	including a review of the Tolkien Trail and an expansion of 'Walks with Taste'			<p>this forward. We are working with a private sector operator on promoting new cycle routes</p> <p>We will soon relaunch the Tolkien Trail</p> <p>Two new 'walks with taste' have been launched, and four more are anticipated in coming months</p>
Prepare targeted campaigns to attract residents and day visitors	Draft social media marketing awareness material ready for when the restrictions are lifted	Targeted businesses	Ongoing ahead of recovery	<p>Social media campaigns continue to keep the Ribble Valley brand in the minds of consumers.</p> <p>Two social media influencers (both Visit Britain ambassadors) have visited Ribble Valley and the resulting content will be launched when the time is right.</p>
Monitor consumer behaviour to identify potential new markets	Be prepared to alter course on campaigns and marketing, dependent on consumer behaviours to changing restrictions	AONB RVTA	Ongoing	Mindful of the way in which restrictions continue to evolve and change, our campaigns and promotions have altered accordingly.
Participate in wider campaigns to maximise exposure	Contribute content and ideas to Marketing Lancashire and similar campaigns	ML VE/VB	As opportunities arise	Numerous social media posts have been shared with #Visit Lancashire and other partners

of the area and its businesses				Contact has been established with Visit Yorkshire, with a view to exploring collaborative opportunities.
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Measure	Stay engaged with communities and promote the importance of tourism			
Action	Details	Partners	Timescale	Actions taken
Share relevant public information	Actively promote industry best practice and other measures to ensure confidence about tourism within the community  Promote via media and social media releases with positive tourism outcomes	RVTA	Ongoing	Good news stories about tourism have continually featured in social media throughout the pandemic
Promote an understanding of the importance of tourism	Incorporate the positive aspects of the visitor economy into media releases	RVTA	Ongoing	The value of the local visitor economy continues to feature in all levels of the media. We continue to promote the positive aspects of tourism to the economy.  In spite of being unable to have an event, the Ribble Valley Tourism Association completed their annual awards. These celebrate excellence and achievement in local tourism businesses.

Adapt and continue event planning	Monitor any new guidelines relating to event management and work with event organisers to seek solutions for 2021	Event organisers	Ongoing	The current restrictions make event planning very difficult however, we have promoted both virtual events as well as those few 'actual' ones taking place. Those events which appear to be taking place later this year are being supported wherever possible
Mitigate any potential impacts of 'Over Tourism'	In planning the various campaigns, take into consideration the potential for 'over tourism' and plan accordingly e.g. by promoting non-honeypots, seasonal experiences, and extended opening	AONB RVTA	Ongoing	The visitor flow to honey pot sites has been watched carefully, with no major problems arising. Some key footpaths have been overused and this is being monitored.

**Phase Two – Recovery 'Confidently adapting, as restrictions are relaxed'**

Measure	Reinforce Ribble Valley brand awareness			
Action	Details	Partners	Timescale (all subject to further restrictions)	Actions taken
Unify and deliver positive, up-beat messages, conveying 'safe and welcome' messages and	Relaunch promotional video incorporating more confident key messages  Develop follow up videos containing consumer activity	Various businesses RVTA	Upon restrictions being lifted	The promotional video is continually used to keep Ribble Valley in the minds of consumers. Three new town-based videos were produced specifically to

ensuring Ribble Valley stands out	Use 'Safe and Welcome' narrative in all campaigns and communications			promote safe Christmas shopping in our towns. A safe and welcome narrative is being incorporated into website content and promoted through social media platforms.
Engage with press and media identifying key opportunities for press promotion,	Target media contacts located within one hour's drive time and drip feed relevant content. e.g. new experiences, publications, and events  Promote key themes to specialist media including food, walking, cycling etc	ML RVTA	After restrictions are lifted, feed over a period of weeks  September 2020	Regional media campaigns are ready to go once the latest restrictions are lifted.  Various national press visits were hosted towards the end of 2020.

Measure	Continue to support local businesses			
Action	Details	Partners	Timescale (all subject to further restrictions)	Actions taken
Continued promotion of government guidance and support	Continue to promote opportunities for support and funding to businesses in the regular 'Tourism Update' newsletter	RVTA	Every 10-14 days as continues to be relevant	The Tourism Update newsletter has been sent out to over 230 businesses on a regular basis.

Support businesses in dealing with peaks and fluctuations in visitor interest	<p>Promote ‘Love to be Open’ social media campaign – celebrating individual businesses as they open up</p> <p>Support measures to redesign tourism, ensuring it is safe</p> <p>Launch ‘Made in Ribble Valley’ - a celebration of arts, craft, and creativity</p>	RVTA	<p>Upon restrictions being lifted</p> <p>Ongoing from restrictions being lifted</p> <p>Once sufficient relevant businesses are open</p>	<p><b>We delivered bespoke promotions for businesses as they re-opened and this involved over 40 businesses with over 250 social media posts.</b></p> <p><b>This work is current and should be launched later this year.</b></p>
Continue networking and knowledge sharing	<p>Continue to host business webinar events with the RVTA</p> <p>Promote suitable events organised by other parties</p>	RVTA	Gradually relaxing frequency from weekly to two monthly over time as appropriate	<b>The webinars have continued but reduced in frequency. Thus far they have engaged with over 70 business representatives.</b>
Facilitate and promote business-to-business support and training	Support regular training and workshop events run by the RVTA in support of local businesses	RVTA	RVTA timetable	<b>Regular events continue to take place, with a deliberate shift from business advice to identifying and addressing future business opportunities.</b>

<b>Measure</b>	<b>Create safe and welcoming tourism</b>			
Action	Details	Partners	Timescale (all subject to further restrictions)	Actions taken
Review all tourism marketing to ensure	Review each of the tourism websites to ensure the content is portraying the new		By mid-July	<b>Each of the websites was reviewed by July and they are now subject</b>

positive and confident messages are portrayed	language and portrayal of 'safe and welcoming' tourism Invest in new imagery for online and print material			to continual review, although the major re-design has been delayed.
Encourage tourism businesses to adhere to new regulations and join accredited schemes	Ensure that all businesses participating in promotional campaigns are adhering to new safety guidelines  Actively promote and encourage participation in safe and legal type accreditation	RVTA VE  VE, QIT HSE	In accordance with each campaign	We have promoted participation in the two national accreditation schemes with over 50 RV businesses signing up to the national 'We're good to go' scheme so far.
Promote examples of innovation and best practice	Actively seek out best practice and highlight on social media Incorporate best practice into the annual tourism awards	RVTA	Regular weekly feed	The tourism awards were finally concluded and announced with the work of various businesses and individuals celebrated.

Measure	Develop a programme of new tourism themes			
Action	Details	Partners	Timescale <small>(all subject to further restrictions)</small>	Actions taken
Promote to new markets including to a younger audience	Devise specific marketing campaigns  Design and promote a 'Families together' campaigns	Hospitality businesses  Family-friendly businesses  FA UU	September 2020  August 2020	The imagery used in promotions have been revised to reflect new markets.  Two social media influencers have provided refreshed content for website and social media .

				Current restrictions continue to delay further progress.
Launch a new 'Love the Great Outdoors' campaign	<p>Promote a new series of 'Trustworthy Trips' including walking cycling, driving itineraries along with a selection of virtual experiences</p> <p>Reviving the Tolkien Trail and promotion of the Ribble Way, including exploring the potential of linking accommodation and luggage transport</p>	<p>RVTA FA UU</p> <p>Parish Council Neighbouring Councils</p>	<p>Staggered programme over 12 months</p> <p>September 2020 Spring 2021</p>	<p>Twelve new 'Greatest Days Out' itineraries have been created and these will be reproduced in the guide, on postcards and on line.</p> <p>The Tolkien Trail has been refreshed and will be relaunched soon.</p>
Promote food and drink experiences	<p>Launch Great Food Experiences, with the relaunch of a Ribble Valley Food and Drink Trail, a web based mobile friendly layered map.</p> <p>Investigate the potential for a week long Ribble Valley-wide series of food and walking events, culminating in the Clitheroe food festival</p> <p>'Love Picnics' – locally sourced foods enjoyed in great locations</p>	<p>Hospitality businesses</p> <p>Food outlets and producers</p>	<p>Autumn 2020</p> <p>August 2020 2020/2021</p> <p>Summer 2020</p>	<p>Ongoing restrictions has delayed this work but initial concepts for the web-based trail have been developed.</p> <p>A 'Love Picnics' campaign will be launched in the next few weeks as part of the Virtual Visitor Guide production, they will contain three elements, local favourites (food) , places to buy your picnic, and places to picnic.</p>

<p>Sustain the promotion of important longer-term markets</p>	<p>Promotion of Ribble Valley as a safe and welcoming wedding destination – launch virtual guide June 2020 and printed guide once social distancing measures have been agreed</p> <p>‘Meeting Places’ campaign to promote safe and welcoming venues for business and family occasions</p> <p>Promotion of a ‘Made in Ribble Valley’ arts and crafts trail</p> <p>Resume group travel promotions</p>	<p>RVWH</p> <p>RVTA</p> <p>Creative businesses</p>	<p>June 2020</p> <p>March 2021</p> <p>January 2021</p> <p>Once sufficient businesses are open</p> <p>2021</p>	<p>The new virtual wedding guide was launched on schedule and now that bookings are being taken again, a hard copy is being produced. Social media promotion of venues and suppliers has continued.</p> <p>(The Council was also invited to be actively involved in the government’s national consultation on new laws in relation to weddings)</p> <p>Ongoing restrictions have prevented progress on meetings.</p> <p>This will be launched this year</p> <p>Ongoing restrictions have prevented progress on group travel.</p>
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Promote Ribble Valley as a place for all seasons	Seasonal campaigns based on midweek breaks, liked to walking cycling etc Stronger use of seasonally themed imagery on websites and social media	Accommodation providers RVTA	2021	Initial plans for 2021 are being formulated.
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Measure	Manage tourism responsibly			
Action	Details	Partners	Timescale <small>(all subject to further restrictions)</small>	Actions taken
Monitor visitor flows and indications of over tourism	Monitor tourism carefully to ensure that 'Over Tourism' does not occur, especially in sensitive areas such as Bowland and Pendle Hill	AONB Pendle BC	Ongoing	Tourism continues to be monitored and there are generally no evident issues, although some very popular public paths are receiving very heavy pressure.
Promote seasonal offers and encourage a year-round calendar of events	Actively identify opportunities for off season events and activities and support 'Place for All Seasons' campaign above	RVTA	Autumn 2020	A whole new marketing campaign around the four seasons, is being created. The purpose is to promote off peak tourism.
Promote and support responsible and safe visitor behaviour	Include in all campaign and marketing the need for responsible behaviour, for example, using the countryside code and the need to be mindful of the needs of local people	NFU NE AONB	Ongoing	Important messages are being incorporated into social media posts, websites and publications such as the 'Walks with Taste'

Notes

RVTA – Ribble Valley Tourism Association

NFU – National Farmers Union

AONB – Forest of Bowland Area of Outstanding Natural Beauty Service (LCC)

NE - Natural England - the statutory agency for nature conservation

QIT - Quality in Tourism – Agency delivering inspection services

RVWH – Ribble Valley Wedding Heaven a promotional/consultative group

ML – Marketing Lancashire

VE -Visit England (National Tourist Board)

UU – United Utilities

HSE – Health and Safety Executive

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**RIBBLE VALLEY BOROUGH COUNCIL** INFORMATION  
**REPORT TO ECONOMIC DEVELOPMENT COMMITTEE**

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meeting date: 25 MARCH 2021  
 title: CAPITAL PROGRAMME 2021/22  
 submitted by: DIRECTOR OF RESOURCES  
 principal author: ANDREW COOK

**1 PURPOSE**

1.1 To inform members of the schemes approved for inclusion in this Committee’s 2021/22 capital programme.

**2 BACKGROUND**

2.1 As members will be aware, at its meeting on 21 January 2021 this Committee proposed a four-year capital programme for 2021/22 to 2024/25 to Special Policy and Finance Committee.

2.2 Following recommendation by Special Policy and Finance Committee on 16 February 2021, Full Council approved the four-year capital programme for 2021/22 to 2024/25 on 2 March 2021.

2.3 The Council’s overall capital programme for the four-year period 2021/22 to 2024/25 totals £6,011,700 for all committees. The total for this Committee is £66,750 over the four-year life of the programme. All of the £66,750 relates to the 2021/22 financial year.

**3 CAPITAL PROGRAMME 2021/22 – APPROVED SCHEMES**

3.1 For this Committee there is one scheme approved in the 2021/22 capital programme, totalling £66,750. This is shown in the table below and the detailed information for the scheme is shown in **Annex 1**.

Cost Centre	Scheme	Budget for 2021/22 £
ECDVI	Economic Development Initiatives ( <i>Budget moved from 2020/21</i> )	<b>66,750</b>
	<b>Total – Economic Development Committee</b>	<b>66,750</b>

3.2 Responsible officers will complete and update capital monitoring sheets for the scheme, which will be reported regularly to members to give an indication of progress.

3.3 During the closure of our capital accounts there may be some slippage on the schemes in the 2020/21 current year capital programme. If there is any slippage on those schemes, the details will be reported to a future meeting of this Committee and to the Budget Working Group.

**4 CONCLUSION**

4.1 This Committee has an approved 2021/22 capital programme of £66,750 for one scheme.

4.2 Any slippage on the schemes in the 2020/21 capital programme will be reported to this Committee.

SENIOR ACCOUNTANT

DIRECTOR OF RESOURCES

ED5-21/AC/AC  
9 March 2021

**ECONOMIC DEVELOPMENT COMMITTEE**  
**Schemes Approved for the 2021/22 Capital Programme**

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# Economic Development Initiatives

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**Service Area: Regeneration and Housing**

**Submitted by: Colin Hirst**

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**Budget moved from 2020/21:**

The Economic Development Initiatives scheme original estimate budget for 2020/21 was £81,750. As at January 2021 there was just one development initiative scheme being considered that, if given the go ahead, would incur expenditure in 2020/21. If that scheme was approved to go ahead the Council's expenditure was estimated to be no more than £15,000 in 2020/21.

Given the above, in January 2021 this Committee approved the move of the remaining £66,750 budget for this scheme from 2020/21 to 2021/22.

**Capital Cost:**

2021/22 £
66,750

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## RIBBLE VALLEY BOROUGH COUNCIL REPORT TO ECONOMIC DEVELOPMENT COMMITTEE

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meeting date: 25 MARCH 2021  
 title: REVENUE MONITORING 2020/21  
 submitted by: DIRECTOR OF RESOURCES  
 principal author: HELEN SEEDALL

### 1 PURPOSE

1.1 To let you know the position for the period April 2020 to February 2021 of this year's revenue budget as far as this committee is concerned.

1.2 Relevance to the Council's ambitions and priorities:

Community Objectives – none identified

Corporate Priorities - to continue to be a well managed Council providing efficient services based on identified customer need. To meet the objective within this priority, of maintaining critical financial management controls, ensuring the authority provides council tax payers with value for money.

Other Considerations – none identified.

### 2 FINANCIAL INFORMATION

2.1 Shown below, by cost centre, is a comparison between actual expenditure and the revised estimate for the period to the end of February. You will see an overall underspend of -£3,322 on the net cost of services. Please note that underspends are denoted by figures with a minus symbol.

Cost Centre	Cost Centre Name	Net Budget for the full year	Net Budget to the end of the period	Actual including commitments to the end of the period	Variance	
ALBNM	Albion Mill	-700	4,742	3,582	-1,160	G
INDDV	Economic Development	177,630	2,400	2,571	171	G
RHSSF	Reopening High Streets Safely Fund	4,720	28,370	29,194	824	G
TURSM	Tourism and Events	121,700	22,359	19,202	-3,157	A
	<b>Sum:</b>	<b>303,350</b>	<b>57,871</b>	<b>54,549</b>	<b>-3,322</b>	

2.2 The variations between budget and actuals have been split into groups of red, amber and green variance. The red variances highlight specific areas of high concern, for which budget holders are required to have an action plan. Amber variances are potential areas of high concern and green variances are areas, which currently do not present any significant concern.

<b>Key to Variance shading</b>	
Variance of more than £5,000 (Red)	<b>R</b>
Variance between £2,000 and £4,999 (Amber)	<b>A</b>
Variance less than £2,000 (Green)	<b>G</b>

2.3 For this committee all variations in the period April 2020 to February 2021 are less than £2,000 which currently do not present any significant concern.

### 3 CONCLUSION

3.1 The comparison between actual and budgeted expenditure shows an underspend of -£3,322 for the period April 2020 to February 2021.

3.2 The current variations do not present any significant concern. However, this situation can fluctuate depending on activities that take place.

SENIOR ACCOUNTANT

DIRECTOR OF RESOURCES

ED6-21/HS/AC  
11 March 2021

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