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Ribble Valley
Borough Council

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Dear Councillor

The next meeting of the **ECONOMIC DEVELOPMENT** will be held at 6.30 pm on **THURSDAY, 9 SEPTEMBER 2021** in the **Council Chamber, 13 Church Street, Clitheroe, BB7 2RA.**

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

5. **MARKETING LANCASHIRE** (Pages 7 - 10)

Report of Director of Community services enclosed.

ITEMS FOR INFORMATION

6. **COVID 19 ECONOMIC IMPACTS UPDATE** (Pages 11 - 18)

Report of Director of Economic Development and Planning enclosed.

7. **TOURISM UPDATE** (Pages 19 - 22)

Report of Director of Community Services enclosed.

8. **CAPITAL MONITORING 2021/22** (Pages 23 - 30)

Report of Director of Resources enclosed.

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

None.

10. **EXCLUSION OF PRESS AND PUBLIC**

ITEMS FOR DECISION

11. **LAND AT A59** (Pages 31 - 38)

3

Report of Director of Economic Development and Planning enclosed.

ITEMS FOR INFORMATION

None.

Electronic agendas sent to members of Economic Development – Councillor Stuart Hirst (Chair), Councillor Richard Bennett, Councillor David Berryman, Councillor David Birtwhistle, Councillor Robert (Bob) Buller, Councillor Stuart Carefoot, Councillor Judith Clark, Councillor Louise Edge (Vice-Chair), Councillor Rosemary (Rosie) Elms, Councillor Steve Farmer, Councillor Stewart Fletcher, Councillor Mark French, Councillor Simon Hore, Councillor Ged Mirfin and Councillor Robert Thompson.

Contact: Democratic Services on 01200 414408 or committee.services@ribblevalley.gov.uk

Minutes of Economic Development

Meeting Date: Thursday, 17 June 2021, starting at 6.30 pm
Present: Councillor S Hirst (Chair)

Councillors:

D Berryman	S Farmer
D Birtwhistle	S Fletcher
B Buller	M French
S Carefoot	S Hore
J Clark	G Mirfin
L Edge	R Thompson
R Elms	

In attendance: Director of Economic Development and Planning, Head of Leisure and Cultural Services and Senior Accountant

78 APOLOGIES FOR ABSENCE

Apologies for the meeting were received from Councillor R Bennett.

79 TO APPROVE THE MINUTES OF THE PREVIOUS MEETING

The minutes of the meeting held on 25 March 2021 were approved as a correct record and signed by the Chairman.

80 DECLARATIONS OF PECUNIARY AND NON PECUNIARY INTERESTS

There were no declarations of pecuniary and non-pecuniary interests on specific items on the agenda.

81 PUBLIC PARTICIPATION

There was no public participation.

82 CAPITAL OUTTURN 2020/21

The Director of Resources submitted a report outlining the 2020/21 capital outturn for this committee and seeking approval for the slippage of some capital scheme budgets from the 2020/21 financial year to the 2021/22 financial year.

The total approved budget for this committee's capital programme of two schemes was £101,750 of which £66,750 had already been approved to move into the 2021/22 financial year in February 2021 following a review of progress on all schemes.

To date no expenditure had been made on the two remaining schemes and the remaining budget of £35,000 was therefore requested to be moved into the 2021/22 financial year.

RESOLVED THAT COMMITTEE:

Approve the slippage of the following budgets into the 2021/22 capital programme:

- Economic Development Initiatives - £15,000
- Gateway Signs for Whalley, Longridge and Clitheroe - £20,000

WELCOME BACK FUND

The Director of Economic Development and Planning submitted a report asking committee to consider suggestions for utilising the recently announced Welcome Back Fund.

Following on from the Government's Reopening High Street Safely Fund in May 2020 where the Council had been awarded £53,771 to enable the high streets to reopen safely, there was now a Welcome Back Fund available, from which the Council had been awarded another £53,771. Combined with the underspend on the first fund this gave the Council a total allocation of £82,084 for helping to boost tourism, improve green spaces and provide more outdoor seating areas, markets and food stall pop-ups.

It was proposed to concentrate spend on the two new strands of activity for which this fund could be used, namely

- Support to promote a safe public environment for a local area's visitor economy, and
- Support local authorities to develop plans for responding to the medium term impact of Covid-19 including trialling new ideas particularly where these relate to the High Street,

and to do this in the three main retail areas of Whalley, Clitheroe and Longridge.

The Director of Economic Development and Planning suggested that the funding be utilised for the following:

- Appointing consultants to develop longer term strategic action plans for the three retail areas which will include engagement with stakeholders to understand any emerging issues and to explore options for pilot projects within the retail areas;
- Design and erect banners, bunting etc to make the retail areas more visually attractive and promote the areas – this would include advertisement material;
- Purchase temporary gazebos/seating – potentially linked to the pilot projects to be explored by the consultants; and
- Procure services of a local artist to beautify high streets possibly linked to themes, such as Christmas decoration, within the high street.

The fund was wholly revenue funding and items were limited to £1000 value. It was also expected that the local authority would engage with local businesses and other relevant stakeholders and it was proposed to do this via the Town/Parish Councils.

The fund introduces a delivery partner option. Any delivery partners would be expected to demonstrate compliance with the funding rules, with non-compliance resulting in denial of funds which had already been defrayed, for which the Borough Council as grant recipients would be the accountable body.

RESOLVED THAT COMMITTEE:

1. Agree to the suggested areas of activity as outlined, and
2. Agree that Ribble Valley Borough Council shall be solely responsible for the defrayal of the funding although there will be engagement with the relevant parish/town councils and stakeholders throughout the lifetime of the funding (the funding runs until the end of March 2022).

84 LEVELLING UP FUND

The Director of Economic Development and Planning submitted a report for information on the recently announced Levelling Up Fund that was intended to invest in infrastructure that improves everyday life.

She informed committee that after consideration it had been decided to submit a bid for Longridge Town Centre under the regeneration and town centre investment theme of the fund. Officers had worked with Butress Architects who had produced a Strategic Overview document which was circulated. This had been shared with the community of Longridge and two public engagement sessions had been held. The bid had to be submitted by 18 June 2021, and help with the economic case had been sought and procured with the necessary exemption agreement regarding contract procedure rules from the Head of Legal and Democratic Services and Director of Resources.

She informed committee that further information was available that needed to be considered under the Exempt section of the agenda.

85 REPORTS FROM REPRESENTATIVES ON OUTSIDE BODIES

There were no reports from representatives on outside bodies.

86 EXCLUSION OF PRESS AND PUBLIC

That by virtue of the next item of business being exempt information under Paragraph 3 of Part 1 of Schedule 12A of the Local Government Act the press and public be now excluded from the meeting.

87 LEVELLING UP FUND

The Director of Economic Development and Planning reported further on details relating to the bid submission for the Levelling Up Fund, in particular regarding the costs, margins and contingencies and the Council's responsibility for meeting any additional costs and underwriting of any funding contributions expected from third parties.

Members were supportive of submitting the bid subject to approval of the Emergency committee.

RESOLVED THAT COMMITTEE:

1. Agree to submit the bid to the Levelling Up Fund based on the cost assumptions as outlined;
2. Agree that the margins and contingencies as set out are acceptable noting that the Council accepts responsibility for meeting any costs over and above the contribution requested, including potential cost overruns and the underwriting of any funding contributions expected from third parties; and
3. Ask the Emergency committee to approve the submission of the bid on 18 June 2021 due to the tight timescales of the submission deadline.

The meeting closed at 7.00 pm

If you have any queries on these minutes please contact the committee clerk, Olwen Heap olwen.heap@ribblevalley.gov.uk.

RIBBLE VALLEY BOROUGH COUNCIL REPORT TO ECONOMIC DEVELOPMENT COMMITTEE

meeting date: 9 SEPTEMBER, 2021
title: MARKETING LANCASHIRE
submitted by: JOHN HEAP, DIRECTOR OF COMMUNITY SERVICES
principal author: MARK BEVERIDGE, HEAD OF CULTURAL AND LEISURE SERVICES

1 PURPOSE

1.1 To outline the role of Marketing Lancashire in relation to the Council's tourism work.

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
- Corporate Priorities - To ensure a well-managed council providing efficient services based on identified customer needs

2. BACKGROUND

2.1 At its meeting in May 2021 the committee requested a report on Marketing Lancashire.

2.2 Marketing Lancashire is a destination management organisation (DMO). It promotes Lancashire as a destination and a place for visitors, occupiers, developers, investors and businesses.

It uses the brand “We are Lancashire” to promote the County across a range of sectors including tourism, along with wider economic development. It has a leading role to play in the visitor economy strategy of the County which incorporates approximately 4,000 businesses. It co-ordinates research such as visitor surveys with leisure and international visitors, and commissions economic impact reports.

2.3 It promotes Lancashire as a business events destination and as a place to invest and do business. In addition, it provides the PR, digital marketing, and events function for the Lancashire LEP.

2.4 Marketing Lancashire receives funding from business and local authority subscriptions, as well as deriving income from commercial activities. It also draws down funding from central government and coordinates collaborative funding bids.

3. GOVERNMENT REVIEW

3.1 There is some concern nationally about both the number and value of Destination Management Organisations (DMOs) and in March 2021, the government announced an independent review to assess how DMOs across England are funded and structured, and how they perform their roles. There are a very large number of DMO's across the country, and they can take many forms. They can be based on identifiable tourism regions, single destinations, or in the case in Lancashire, a county local

authority administrative area. The purpose of the review is to establish whether there may be a more efficient and effective model for supporting English tourism at the regional level, and if so, what that model may be. The review, once complete, will report to the DCMS Secretary of State.

3.2 The scope of the review will seek to examine the extent to which the DMOs:

- are economically efficient, effective, and sustainable (regarding funding, structure and performance).
- best enable the government to meet its leisure and business tourism policy objectives at a national, regional, and local level.
- engage within the wider local and regional economic landscape, and the current focus on English devolution and levelling up.

3.3 Once complete, and depending upon the outcome of the findings, the review will make recommendations, to government, the tourism sector, or both as appropriate, about:

- whether DMOs might be structured or funded differently, and if so, how any proposals might maximise post-COVID-19 recovery and long-term success.
- what the role of DMOs should be, bearing in mind existing other local structures such as local enterprise partnerships (LEPs), mayoral combined authorities (MCAs), local authorities and other similar local/regional bodies, and where these might intersect.
- how DMOs should best engage with, and be engaged by, VisitEngland, VisitBritain and DCMS, as well as wider government/public bodies where relevant (e.g., Arts Council England; UK Sport).

3.4 Whilst the Council hasn't been a direct consultee, the Council's Tourism Officer has involved in the national consultation, in his capacity as a board member of the Tourism Management Institute.

4 ISSUES

4.1 This Council has supported the work of Marketing Lancashire for several years with a subscription of £5000 p.a. Up until recent years, an agreement, called the 'annual subvention', has been in place to account for the service they provide for our subscription. This was, in effect, a form of service level agreement.

4.2 Most recently, Marketing Lancashire has dispensed with their subvention agreements with district councils, which means there are limited ways in which the organisation remains accountable in terms of value for money.

4.3 Marketing Lancashire maintain a high profile for the County with promotional activities which are largely online, using website and social media channels. They also coordinate statistical research such as STEAM (Scarborough Tourism Economic Activity Model) and an annual visitor survey. Although not definitive in scope, this information provides useful trend analysis of the economic impact of tourism for the Borough as well as Lancashire as a whole.

- 4.4 Your officers are keen to ensure that this Council gets value for money for the Council's annual subscription, and in order to ensure this, it is felt that the following areas of current concern need to be addressed.
- The lack of tourism strategy, in terms of destination management rather than destination marketing, particularly in relation to sustainability and 'over tourism'.
 - The demise of the identity of 'Ribble Valley' as a strong generic sub-brand of the county on Visit Lancashire media.
 - Limited communication of the delivery of tourism and recognition of the potential of working with districts.
 - Weak collaboration on social media and marketing.
 - Lack of involvement in the development of strategy and future marketing campaigns.
- 4.5 It is therefore suggested that your officers draft new conditions for the delivery of service and negotiate with Marketing Lancashire in order to establish a better working relationship which ensures value for money, and the effective delivery of tourism strategy.

4 RISK ASSESSMENT

4.1 The approval of this report may have the following implications

- Resources – The £5k subscription is included in the revenue budget annually.
- Technical, Environmental and Legal – This Council showed remarkable foresight in the mid-1990s by adopting a Sustainable Tourism Development Strategy long before it was recognised as a national objective. By creating the Food Trail and concentrating our marketing efforts on the food, walking and cycling sections, we aimed to 'protect the product' that attracts visitors – our natural environment. Your officers are concerned that the focus of Marketing Lancashire is in dishing up visitor numbers at all costs.
- Political - None
- Reputation – Tourism is an important aspect of the Borough's economy, with an annual visitor spend (pre-pandemic) of over £250 million.
- Equality & Diversity – None in the context of this report

5 RECOMMENDED THAT COMMITTEE

5.1 Ask officers to draft new conditions for the delivery of service and negotiate with Marketing Lancashire to establish a better working relationship which ensures value for money, and the effective delivery of coordinated tourism strategy.

MARK BEVERIDGE
HEAD OF CULTURAL & LEISURE SERVICES

JOHN HEAP
DIRECTOR OF COMMUNITY SERVICES

BACKGROUND PAPERS; none

For further information please ask for Mark Beveridge, extension 4479

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RIBBLE VALLEY BOROUGH COUNCIL REPORT TO ECONOMIC DEVELOPMENT COMMITTEE

meeting date: THURSDAY, 9 SEPTEMBER 2021
 title: COVID-19 ECONOMIC IMPACTS UPDATE
 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. Since the outbreak of the COVID-19 pandemic the authority has sought to maintain an awareness of local impacts, and this report serves to update the data regarding the economic position of the borough as reported to this committee on 25 March 2021 (Item 1079).

3 INFORMATION

- 3.1 In the previous report received by this committee titled ‘COVID-19 Economic Impacts’, it is noted that the landscape of the pandemic is constantly changing and therefore regular monitoring is key to mitigating impacts early. Since that report, the vaccine program has managed to fully vaccinate over 73% of the adult population, with over 88% receiving at least one dose. This combined with a reduction in recorded cases has allowed for a reopening of the economy within every sector.
- 3.2 On 12th April a relaxation of restrictions allowed for the re-opening of outdoor hospitality, non-essential retail, and gyms as part of Step 2 of the roadmap out of lockdown. Step 3 taken on 17th May enabled indoor hospitality, leisure, and education to resume with distancing and testing procedures in place, before all Coronavirus restrictions were removed on 19th July 2021. This has allowed for businesses to fully reopen with confidence that they will have a sustained period of trading under circumstances which are something closer to normal.

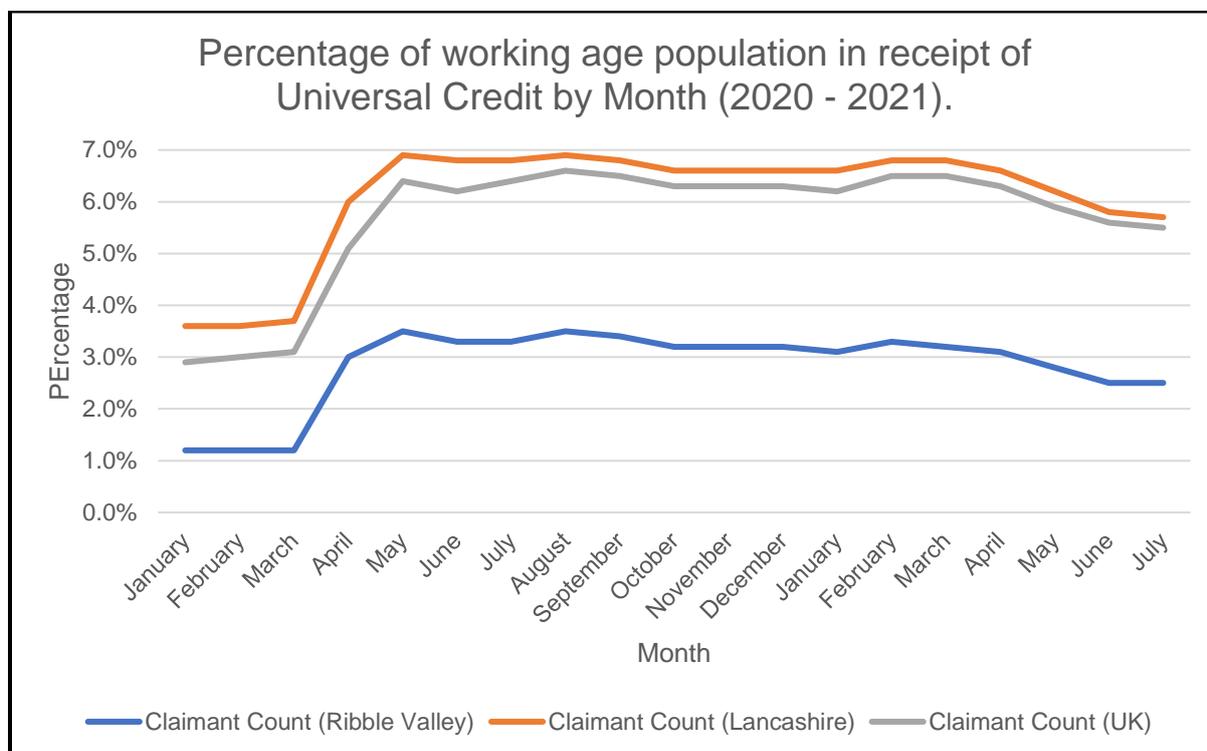
Unemployment

3.3 Before the outbreak of COVID-19 the percentage of those unemployed within the authority was stable at an average of 1.1% in 2019 and 0.8% in 2018. The severe restrictions at the beginning of the COVID-19 outbreak contributed to an immediate rise in unemployment, however, Graph 1 opposite shows that a recovery is ongoing. This figure fell continuously between February and June, currently standing at 2.5%

within the Ribble Valley. This is the lowest level of unemployment since the pandemic began and over the past two months has stabilised.

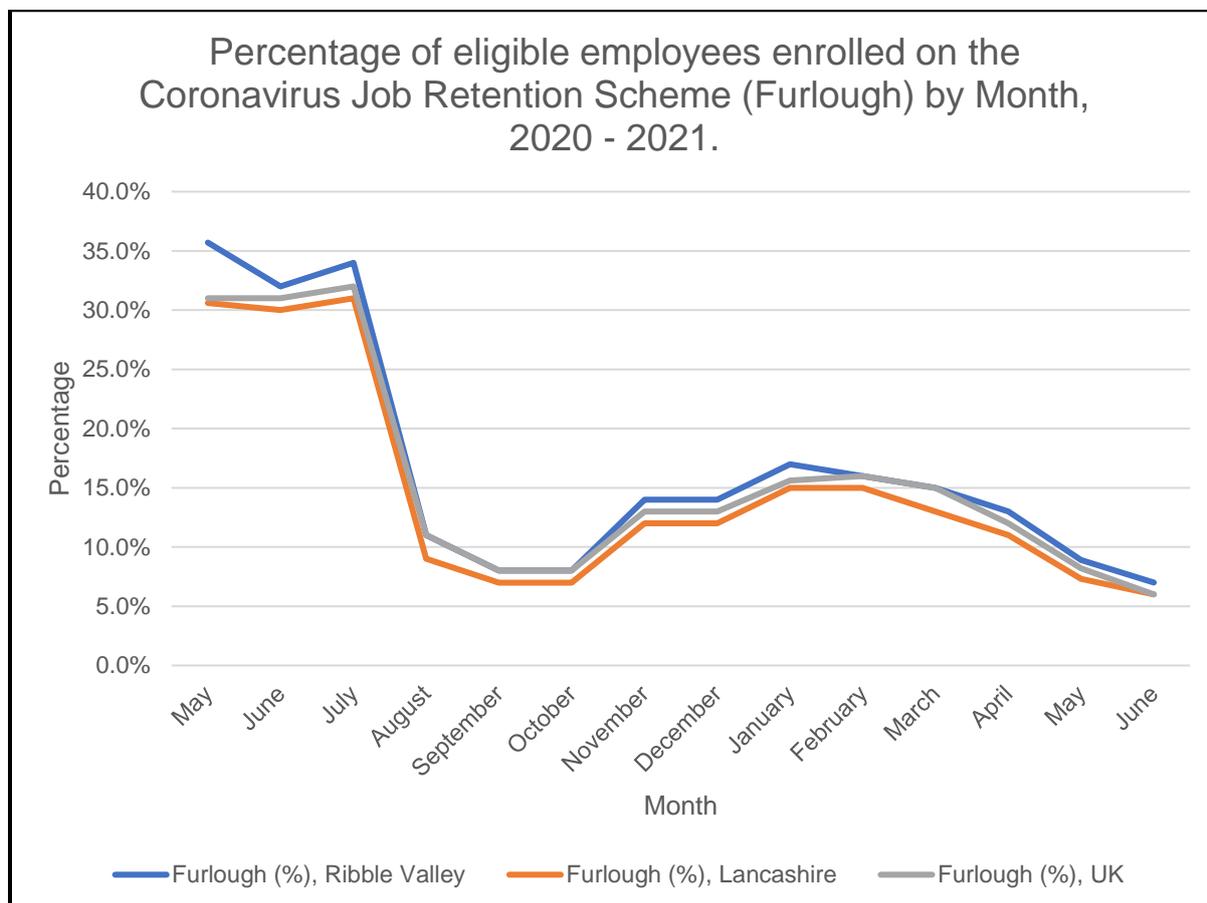
- 3.4 A comparison with unemployment rates across Lancashire and the UK show that this fall in the figures for Ribble Valley is part of a national trend, and there is no indication that the Ribble Valley is experiencing trends different to those which are being experienced on a national scale.

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.



Furlough

- 3.5 The Coronavirus Job Retention Scheme (furlough scheme) was introduced in April 2020 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.
- 3.6 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.
- 3.7 The most recent publication from HMRC for June 2021 shows that the percentage of employees still enrolled on the furlough scheme stands at 7%, equating to 1900 people within the Ribble Valley. This is less than half of the figure recorded for March (4200). This trend shows that the level of furlough is falling and may continue to fall in the coming months, especially as all restrictions have now been removed.
- 3.8 From 1 July 2021 the level of government grant awarded through the furlough scheme was reduced, therefore further monitoring must assess the implication of employers being asked to contribute more towards the cost of paying their furloughed employees.



Graph 2: Graph showing furlough uptake in the Ribble Valley, Lancashire and UK. Data taken from Gov.uk 'HMRC (COVID-19) Statistics', 2021.

3.9 The Self-Employed Income Support Scheme (SEISS) has also continued to provide 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 £22.6 Million has been paid out to sole traders through the scheme, an increase of £4.6 Million on the figure last reported to this committee in March.

High Street

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

3.11 From May 2020 to August 2021 there has been no increase in the number of vacant premises recorded at any one time within Clitheroe and Longridge centres. The most recent survey undertaken in August 2021 presents a positive outlook, with 9 vacancies in Clitheroe and no vacancies in Longridge (though some premises are in use but to let). This is a fall of 1 and 4 respectively, showing that vacant premises are becoming occupied at a steady rate and remain in significant demand.

3.12 In Whalley just one vacant unit is recorded, with one other unit becoming occupied since the last survey. The remaining vacancy within Whalley is long-term, but nevertheless the survey findings represent a positive outlook for all three centres as the recovery from the pandemic continues.

3.13 In conjunction with the relaxation of Coronavirus restrictions, the council has sought to track the extent to which the public have returned to the high street through the monitoring of footfall across the main settlements of Whalley, Longridge and Clitheroe. Graphs showing the outcome of this data collection can be seen in Appendix B.

- 3.14 The data gathered by the authority suggests that broadly there has been a positive reaction to the removal of Covid-19 restrictions and footfall has increased steadily in all three service centres since May 2020. This is continuing to trend upwards, however, regular monitoring will be necessary to determine any long-term effects on the way people interact with the high street.
- 3.15 As part of this monitoring, a full Town Centre Health Check is being undertaken by the authority for the three main service centres of Clitheroe, Longridge and Whalley. This will provide a further analysis into the implications of the Covid-19 pandemic as well as adding to the growing evidence base relating to Ribble Valley's service centres which will contribute to the new Local Plan.

4 **CONCLUSION**

- 4.1 Note the findings of the report.



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.

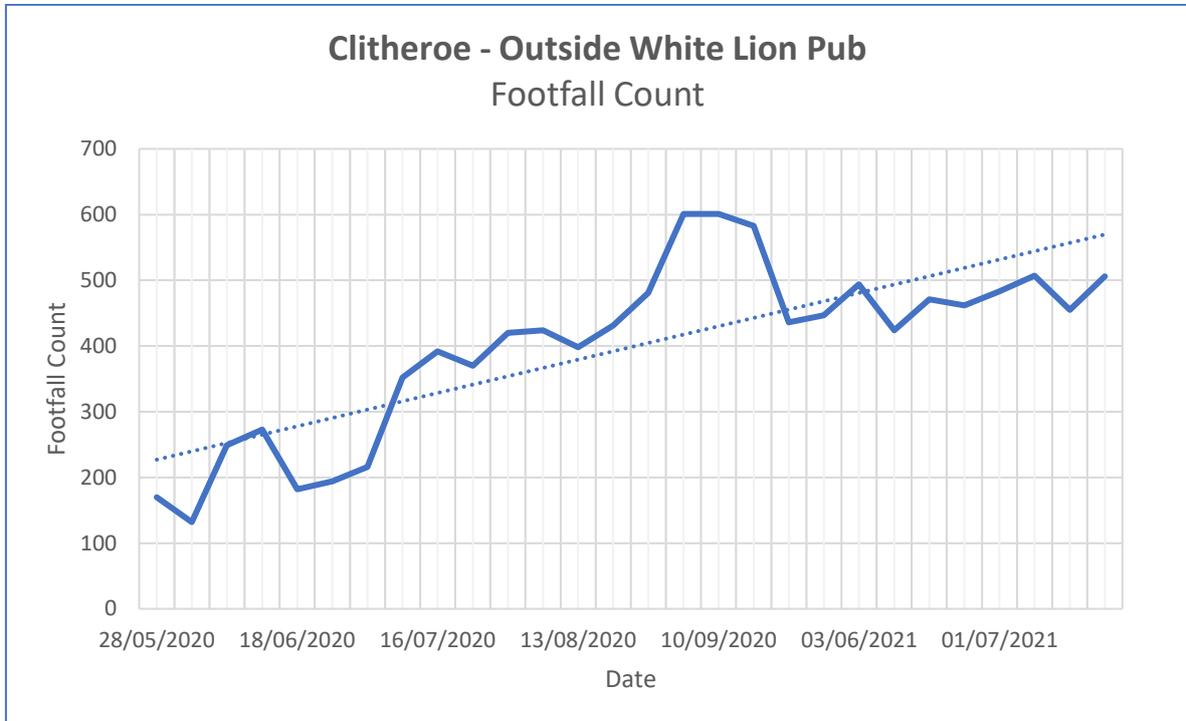
APPENDIX A

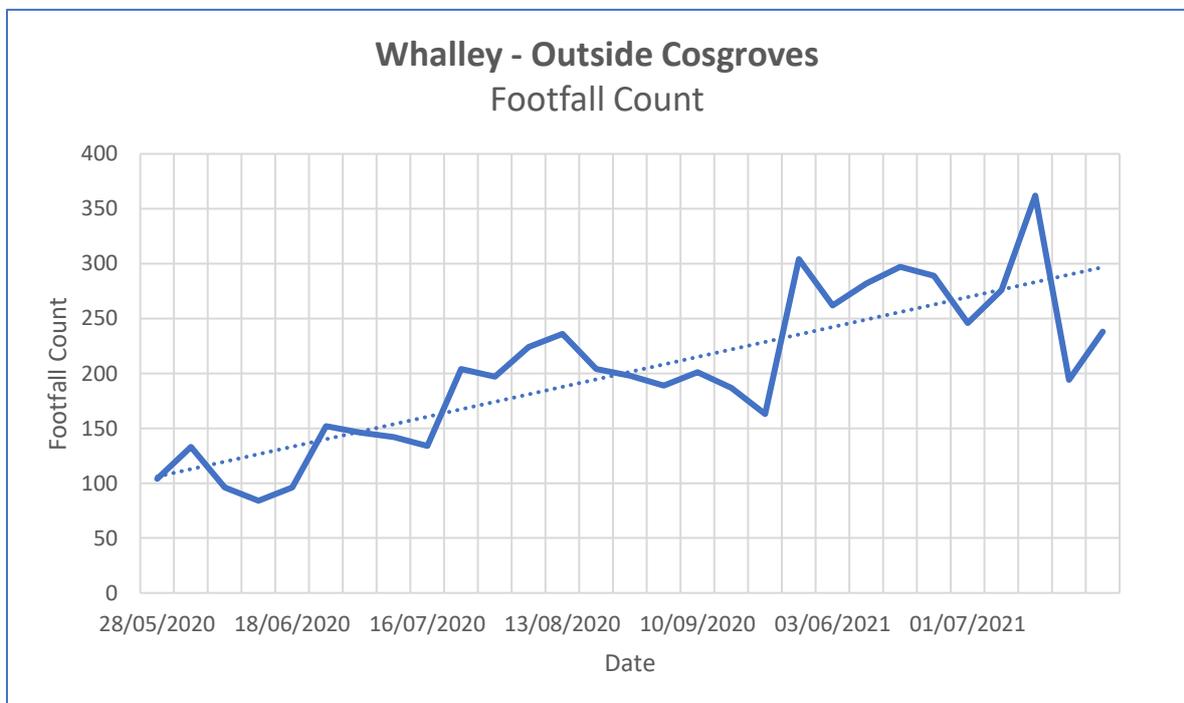
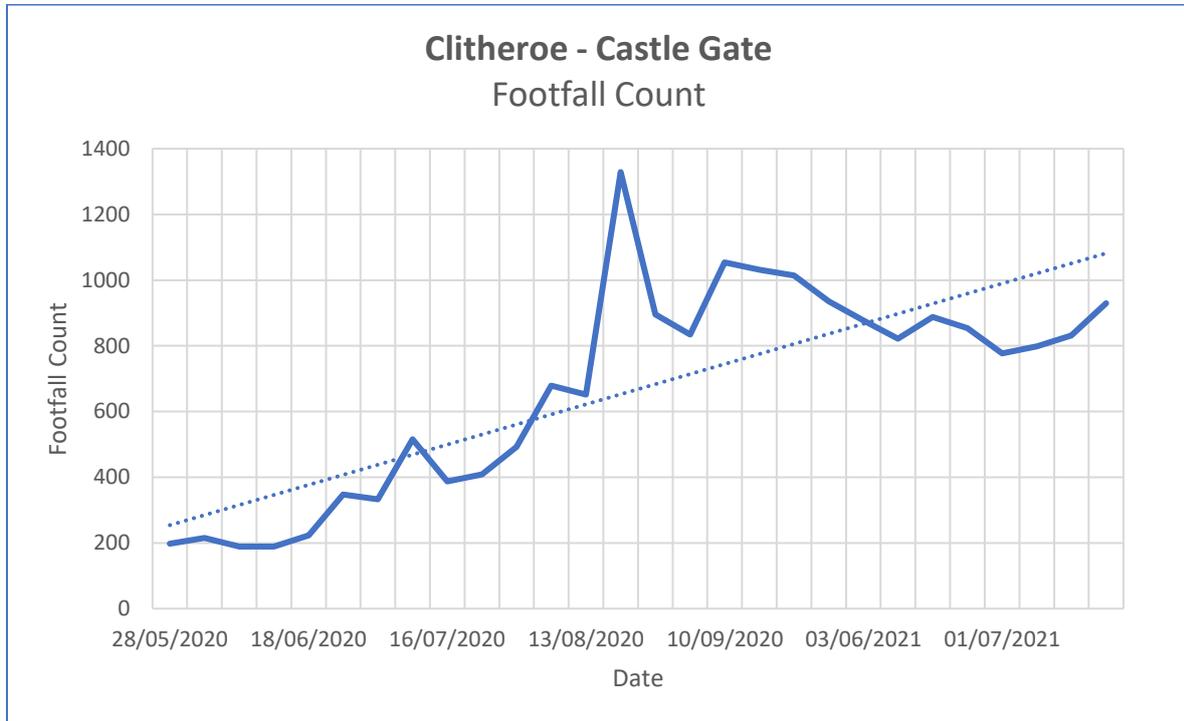
Table showing number of vacant premises within centres of Clitheroe, Longridge, and Whalley from May 2020 to August 2021.

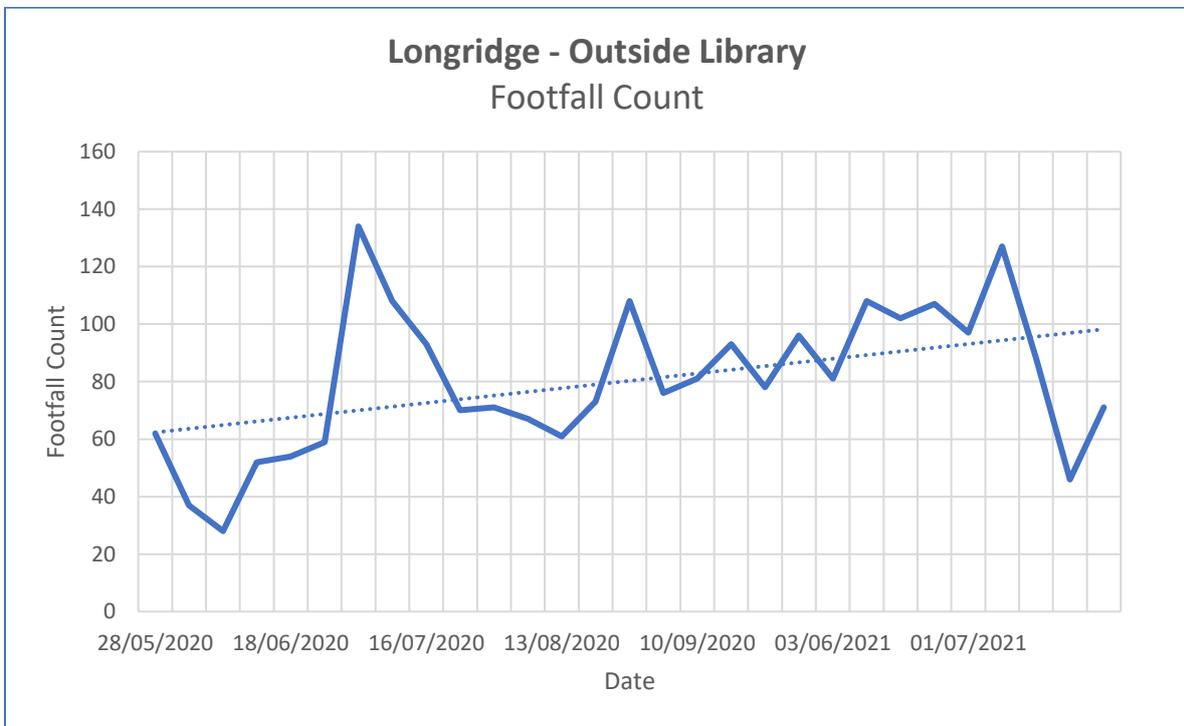
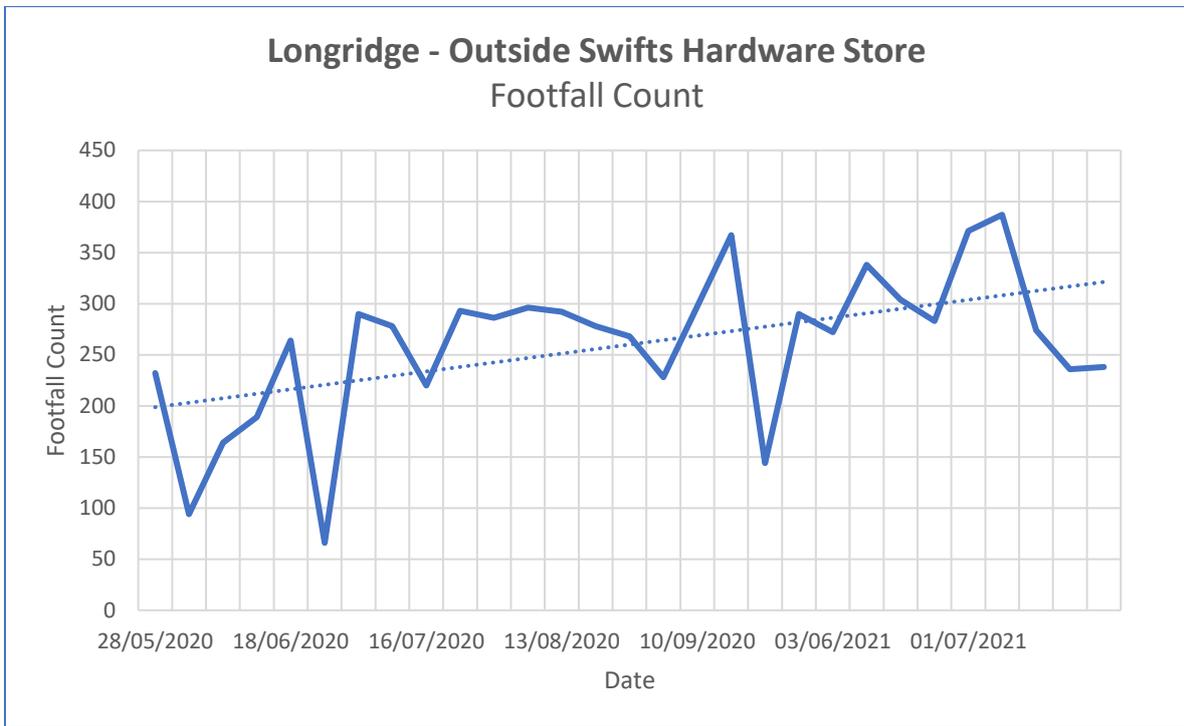
Clitheroe				
Date	Total vacancies	New Additions	Continued vacancies from last survey	Vacancies in last survey now occupied
May-20	10	N/A	N/A	N/A
Oct-20	10	7	3	7
Mar-21	10	8	2	8
Aug-21	9	3	6	4
Longridge				
Date	Total vacancies	New Additions	Continued vacancies from last survey	Vacancies in last survey now occupied
Jun-20	4	N/A	N/A	N/A
Mar-21	1	1	0	3
Aug-21	0	0	0	1
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
Aug-21	1	0	1	1

APPENDIX B

The following graphs show the outcomes from the monitoring of footfall counts at various points across the three service centres of Clitheroe, Longridge and Whalley. Monitoring is undertaken for an hour at each location on Thursdays.







RIBBLE VALLEY BOROUGH COUNCIL REPORT TO ECONOMIC DEVELOPMENT COMMITTEE

meeting date: 9 SEPTEMBER 2021
title: TOURISM PROGRESS REPORT
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 as well as the priorities as we continue through recovery.

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 Background

2.1 Tourism and hospitality have been amongst the hardest hit sectors by COVID-19. The resulting restrictions, had a devastating impact on all tourism-related businesses. Some businesses have not reopened, significant refunds have had to be made, and countless staff have been furloughed.

Uncertainty about the implications of social distancing and other restrictions, which to ensure the safety of visitors, presented further challenges to the viability of individual businesses, and to the retail centres.

The sectors most seriously affected were –

- Dining experiences
- Weddings
- Group travel / residential / adventure centres
- Cultural venues including theatre and cinemas
- Events

2.2 Recovery Plan for Tourism and Hospitality

The Council's tourism and promotional activity is usually guided by a destination management plan, the progress of which is reported regularly to this committee. The plan identifies the key target areas and opportunities for action. This plan was suspended, and in an immediate response to the crisis, your officers worked closely with the Ribble Valley Tourism Association to draft a 'Response and Recovery Plan', aimed at supporting tourism through good communication and marketing initiatives.

The plan sought to be positive and took into consideration the opportunities presented now and post virus. It was clear that as restrictions were lifted, post initial lockdown and people would travel more freely again, that competition, in terms of tourism marketing, would be fiercer than ever.

The predictions reported in the plan and to this committee last year have certainly come to fruition,

These include -

- There has been a major boost in the UK domestic travel market
- Visitors like to feel and be safe – both during travel and whilst at the destination
- Huge demand to visit open space and countryside, and experience nature
- Strong interest in visiting and staying relatively locally
- Greater interest in buying locally made products and eating locally sourced produce

The Ribble Valley Borough Council 'Response and Recovery Plan for Tourism and Hospitality' was launched in June 2020 and has two parts: -

Response 'Remaining confident for the period during which closure restrictions are in place' and

Recovery 'Confidently adapting, as restrictions are relaxed'

An update on the progress of the plan will be reported to the next meeting of the committee.

3.0 Forthcoming marketing and promotional priorities

- 3.1 Ribble Valley Tourism, along with much of the country, is currently in a unique situation. Firstly, there has, and continues to be, a major resurgence in tourism and hospitality. In Ribble Valley this is further intensified by the need to clear a huge backlog of wedding business. By contrast there are challenges too, as we move forward, particularly in terms of resourcing the industry, where there are huge problems in recruiting staff. Again, this is not a local problem, and the causes vary, but Brexit, Covid and people changing occupations during furlough are all key factors.

The following priorities, along with those in the Response and Recovery Plan, aim to address these challenges, as well as maximise the opportunities presented by the current situation.

3.2 Ribble Valley – A Place for All Seasons – building on success

This is the name of our next campaign aimed at continuing the success of the summer through into next year. There are a number of strands to the campaign, including food promotion weddings and country walking, especially our popular 'Walks with Taste' series. To mark the campaign launch, we have produced two new guides, namely a general visitor guide and a staycation/accommodation guide. These will be available in hard print copy, virtual brochures, and downloads. The popular Visit Ribble Website will also be refreshed over the next few months. The Tolkien Trail has been relaunched and three new cycle routes will also be available soon.

3.3 British Travel Trade Show - Virtual Ribble Valley – Unique launch

We are attending the first major tourism trade show since the outbreak of the pandemic. Visitors to this year's British Travel Trade Show, (the 'must go to' event for

travel journalists, group operators, etc) will have the opportunity to be virtually immersed in the Ribble Valley experience, as we have teamed up with the company 'Teleport' to provide virtual reality tours on the area. Wearing an immersive headset visitors to the show will be transported to some of Ribble Valley best known landmarks including, Clitheroe Castle, Whalley Abbey, Browsholme Hall and the Trough of Bowland. This unique experience is believed to be the first time that virtual reality of named destinations has been used in this way at this event. We are partnering with Lancaster Tourism in attending the event which aims to share the message that each area and respective business are very much back in business and keen to welcome visitors.

3.4 Ribble Valley Wedding Heaven

Again, to extend business well into the next 3-5 years, an emphasis has been placed on Wedding Tourism. This recently received a boost when Ribble Valley was celebrated in the national media being hailed as 'England's new Wedding Heaven' referring to Clitheroe as 'The most romantic town in England and Wales' These were just two of many national newspaper headlines which appeared following the release of Office of National statistics figures which demonstrate Ribble Valley being one of few local authority areas to experience an increase in the number of weddings over the past 50 years. The figures illustrate Ribble Valley 'bucking the national trend' resulted in widespread media coverage.

Great PR for the area and worthy recognition of all the entrepreneurial activity undertaken by local businesses, especially wedding venues and suppliers, which make this area so appealing to 'would be' couples. Wedding tourism provides benefits to many other tourism businesses, especially dining out, accommodation and shopping, as well as providing a showcase opportunity for first time visitors, who may have never visited before, but then choose to return in subsequent years. We are also lucky to have the Ribble Valley Wedding Partnership, which includes the majority of licenced venues in its membership. Coordinated by the Council the partnership enables everyone with a stake in weddings to work together to encourage more business into area, by promoting Ribble Valley as 'a Wedding Heaven'. It is a partnership which is believed to be unique and the results of this collaborative working' and now being demonstrated.

We are about to launch the latest edition of our comprehensive wedding guide to Ribble Valley.

3.5 Ribble Valley Food Heaven

Another great tourism theme which thrives locally is Food Tourism and this campaign is being refreshed over the next few weeks. Ribble Valley is one of the great 'the food capitals of the north' and we are revamping our popular food website www.ribbonvalleyfoodheaven.com We shall be working with partners to promote local food in a variety of ways including a new promotional video.

3.6 Media and bloggers

We have welcomed yet more press and travel bloggers into Ribble as the area becomes better known nationally as a destination. We have just welcomed yet another award-winning blogger to Ribble Valley last month, and a journalist of a national leisure magazine also spent a week here. More media visits are anticipated.

3.7 Recruitment crisis

Whilst the recruitment of tourism and hospitality staff is a national crisis, we are keen to do our bit locally to promote employment in the industry and we are currently working with partners to produce positive PR including individual success stories to translate online, video and in print.

4 ISSUES

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

5 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

6 CONCLUSION

Further progress in Tourism will be reported to future committees

TOM PRIDMORE
TOURISM AND EVENTS OFFICER

JOHN HEAP
DIRECTOR OF COMMUNITY SERVICES

BACKGROUND PAPERS None
For further information, please contact Tom Pridmore 01200 414496

RIBBLE VALLEY BOROUGH COUNCIL REPORT TO ECONOMIC DEVELOPMENT COMMITTEE

meeting date: 9 SEPTEMBER 2021
 title: CAPITAL MONITORING 2021/22
 submitted by: DIRECTOR OF RESOURCES
 principal author: ANDREW COOK

1 PURPOSE

1.1 To report the progress on this Committee’s 2021/22 capital programme for the period to the end of July 2021.

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.
- Other considerations – none identified.

2 2021/22 CAPITAL PROGRAMME BACKGROUND

2.1 One capital scheme for this Committee’s original estimate budget, totalling £66,750, was approved by the Special Policy and Finance Committee and Full Council at their meetings in February 2021 and March 2021 respectively. The scheme budget had been moved from the 2020/21 capital programme to the 2021/22 capital programme.

2.2 In addition to the original estimate budget, two capital schemes were not completed by 31 March 2021 and had unspent budget available at that date. The total unspent budget of £35,000 on those schemes, known as slippage, has been moved into the 2021/22 capital programme budget, after approval by this Committee in June 2021.

2.3 As a result of the above, the total approved budget for this Committee’s capital programme of two schemes is £101,750. This is shown at Annex 1.

3 CAPITAL MONITORING 2021/22

3.1 The table below summarises this Committee’s capital programme budget, expenditure to date and remaining budget, as at the end of July 2021. Annex 1 shows the full capital programme by scheme. Annex 2 shows scheme details, financial information and budget holder comments to date for each scheme.

Original Estimate 2021/22 £	Budget Moved from 2020/21 £	Slippage from 2020/21 £	Total Approved Budget 2021/22 £	Actual Expenditure including commitments as at end of July 2021 £	Remaining Budget as at end of July 2021 £
0	66,750	35,000	101,750	0	101,750

3.2 At the end of July 2021 there had been no spend on the two schemes, as follows:

- **Economic Development Initiatives (£81,750):** There is no spend to date in-year but the Council are continually seeking to identify economic development schemes which this budget is set aside for. Members will recall that a proportion of the budget was set aside to assess a piece of land along the A59 which is subject to a separate report on this agenda.
- **Gateway Signs for Whalley, Longridge and Clitheroe (£20,000):** No spend to date on this scheme for the installation of two new welcome signs and replacement of a damaged sign at Simonstone. At this stage, it is unclear whether installation will be completed within this financial year, as this is subject to gaining the required permissions from Lancashire County Council before work can be undertaken.

4 CONCLUSION

4.1 At the end of July 2021 there had been no spend on the two schemes in this Committee's capital programme. At this stage it is unclear whether these schemes will be completed in-year.

SENIOR ACCOUNTANT

DIRECTOR OF RESOURCES

ED8-21/AC/AC
31 August 2021

For further background information please ask for Andrew Cook
BACKGROUND PAPERS – None

Economic Development Committee - Capital Programme 2021/22

Cost Centre	Scheme	Original Estimate 2021/22 £	Budget Moved from 2020/21 £	Slippage from 2020/21 £	Total Approved Budget 2021/22 £	Actual Expenditure including commitments as at end of July 2021 £	Remaining Budget as at end of July 2021 £
ECDVI	Economic Development Initiatives	0	66,750	15,000	81,750	0	81,750
GWSGN	Gateway Signs for Whalley, Longridge and Clitheroe	0	0	20,000	20,000	0	20,000
Total Economic Development Committee		0	66,750	35,000	101,750	0	101,750

Economic Development Committee – Capital Programme 2021/22

Economic Development Initiatives (Budget Moved from 2020/21 and Slippage from 2020/21)

Service Area: Regeneration and Housing

Submitted by: Colin Hirst

Brief Description of the Scheme:

The project is to establish a general source of pump-priming and pre-investment funding to support the delivery of the Council's economic priorities. The bid particularly seeks to support our high growth sectors in the provision of land and premises or tourism infrastructure where applicable. The Council needs to be able to develop and respond to initiatives that will support delivery of business growth. In order to develop schemes, funding needs to be available to undertake works in areas such as valuation and feasibility assessments, due-diligence, initial planning and design work. As projects progress funding needs to be available to support acquisition, marketing and development. Specific funding for land or premises would be the subject of separate bids as required.

Projects include identifying options to deliver employment land, schemes to support high growth business opportunities and necessary infrastructure to support our rural business base including tourism.

Revenue Implications:

Unspecified – general revenue costs would be anticipated to be contained within existing budgets.

Timescale for Completion:

Key milestones will depend upon the individual projects developed.

Capital Cost:

	£	Actual Expenditure including commitments as at end of July 2021 £	Remaining Budget as at end of July 2021 £
Original Estimate 2021/22	0		
Budget Moved from 2020/21	66,750		
Slippage from 2020/21	15,000		
Total Approved Budget 2021/22	81,750	0	81,750
Actual Expenditure in 2020/21	0		
ANTICIPATED TOTAL SCHEME COST	81,750		

Progress - Budget Holder Comments

July 2021: There is no spend to date in-year but the Council are continually seeking to identify economic development schemes which this budget is set aside for. Members will recall that a proportion of the budget was set aside to assess a piece of land along the A59 which is subject to a separate report on this agenda.

Economic Development Committee – Capital Programme 2021/22

March 2021: One appropriate scheme for funding from this capital budget, re improving employment land site access at Salthill, was identified as possibly taking place in early 2021. However, the scheme did not take place in 2020/21 because there was no further progress by the landowner before year-end. Slippage of £15,000 into 2021/22 is requested to add to the £66,750 budget already moved to 2021/22 to fund any economic development schemes that would be appropriate to fund from this capital budget in 2021/22.

December 2020: There is currently just one development initiative scheme being considered that, if given the go ahead, would incur expenditure in 2020/21. That scheme is a joint-funded site investigation and development modelling scheme for improving employment land site access at Salthill. If that scheme is approved to go ahead the Council's expenditure is estimated to be no more than £15,000 in 2020/21. Therefore, it is recommended that the 2020/21 revised estimate for the overall scheme is reduced to £15,000 and £66,750 of the overall scheme budget is moved to the 2021/22 financial year.

September 2020: There are no current schemes in progress which are likely to be funded from this economic development capital pot. Therefore, at this stage there is the possibility that not all of the budget will be committed by year-end. Officers will consider whether any of the scheme budget will be moved to 2021/22 when the revised estimate capital programme is presented for approval in January 2021.

December 2019: There are currently no development opportunities earmarked to draw on the funds from the Economic Development Initiatives scheme budget at this stage in the year. Therefore, it is recommended that the 2019/20 revised estimate for this scheme is reduced to nil and the £81,750 scheme budget is moved to the 2020/21 financial year.

September 2019: No change - There are no current schemes in progress which are likely to be funded from this economic development capital pot. Therefore, at this stage there is the possibility that not all of the budget is committed by year-end. However, a number of site opportunities are being explored and will be the subject of future reports.

July 2019: There are no current schemes in progress which are likely to be funded from this economic development capital pot. A number of site opportunities are being explored and will be the subject of future reports.

March 2019: There was no expenditure on this Committee's capital scheme in 2018/19, because no appropriate development opportunities have arisen in-year which have required funding from this capital scheme.

December 2018: A number of site opportunities are being explored in more detail, as per the report elsewhere on this agenda. At this stage, no specific scheme costs are being charged to this Economic Development Initiatives capital budget, but there is always the possibility that a valuation or assessment in-year may require expenditure in relation to acquisition at short notice.

September/October 2018: A number of site opportunities are under preliminary investigation and will be reported to this Committee in due course. It is anticipated that this capital scheme be considered to help support any emerging initiatives that arise as a result of that report.

August 2018: Development opportunities to bring forward land for employment will be reported to this Committee in due course. It is anticipated that this capital scheme be considered to help support any emerging initiatives that arise as a result of that report.

December 2017: There has been no spend on the scheme in-year, with costs for support work being charged to revenue budgets rather than capital. Development opportunities to bring forward land for employment are being reviewed and will be reported to this Committee in due course. It is anticipated that this capital scheme be considered to help support any emerging initiatives that arise as a result of that report. It is recommended that the 2017/18 revised estimate is reduced to nil and the £100,000 budget is moved to 2018/19.

July 2017: Development opportunities to bring forward land for employment are being reviewed and will be reported to this Committee. It is anticipated that this capital scheme be considered to help support any emerging initiatives that arise as a result of that report.

Economic Development Committee – Capital Programme 2021/22

December 2016: There are no appropriate economic development opportunities in progress currently which are likely to be funded from this economic development capital pot before the year-end. It is recommended that the revised estimate is reduced to nil and the £100,000 budget is moved to 2017/18.

September/October 2016: No change from July 2016 comments - There are no appropriate economic development opportunities in progress currently which are likely to be funded from this economic development capital pot.

July 2016: There are no appropriate economic development opportunities in progress currently which are likely to be funded from this economic development capital pot.

May/June 2016: The one site acquisition proposal being seriously considered will not now go ahead, as resolved by Policy and Finance Committee. There are no other appropriate economic development opportunities in progress currently which are likely to be funded from this economic development capital pot.

March 2016: One site acquisition investment was being considered in 2015/16, but no confirmation was in place for the acquisition to go ahead at year-end. Slippage of the 2015/16 underspend is requested to fund both the pump prime costs associated with the site acquisition being considered and any further economic development opportunities that may arise.

January 2016: The site acquisition approved by this Committee in October 2015 is the one economic development opportunity in progress currently that will require investment support funding from the Economic Development Initiatives budget. At this stage, the actual timing of the site acquisition and any support costs to be funded from this budget is not confirmed. Any unused budget from 2015/16 will be moved into 2016/17 as slippage.

September 2015: The District Valuer has secured initial agreement with land owners on values and details are being progressed to acquire a site. Expenditure has been drawn from other revenue budgets to fund pre-investment works so far.

July 2015: The Council has instructed the District Valuer to negotiate the purchase of some land on one scheme and we are currently awaiting the outcome of this. Expenditure has been drawn from other revenue budgets to fund pre-investment works so far.

September 2014: The Council continues to seek land for potential economic development. Expenditure has been drawn from revenue budgets to fund pre-investment works to date.

July 2014: The Council continues to seek land for potential economic development.

March 2014: Projects have not reached a stage where capital is required. Expenditure has been drawn from other revenue budgets to fund pre-investment works.

September 2013: Work on the scheme has been undertaken, however expenditure has been revenue based rather than capital.

July 2013: An area of land has been identified and measures are being taken to secure the land for industrial development.

March 2013: The Council is continuing pursuing the acquisition of land for employment purposes.

September 2012: No further progress since June 2012.

June 2012: Initial discussions have been held with relevant landowners. The District Valuer has been instructed to prepare valuation advice on potential sites. This advice has been received and is being given further consideration. The Asset Management Group has considered site options. An options report will be prepared once options are determined. Expenditure will be required on feasibility reports once an option is agreed and on pre-acquisition and due diligence processes.

Economic Development Committee – Capital Programme 2021/22

Gateway Signs for Whalley, Longridge and Clitheroe (Slippage from 2020/21)

Service Area: Tourism and Events

Submitted by: Mark Beveridge

Brief Description of the Scheme:

The Economic Development Committee has requested that a bid be submitted for gateway signs to be erected on the major roads into the three settlements. These signs are approx 1.5m high x 1m wide, they can have an iconic image which represents an area plus a tag line, such as "Welcome To..". The exact number of signs would need to be determined following a site visit by an approved contractor. The signs have to meet Highway Authority regulations which mean that some smaller roads would not be suitable for these large signs. Costs include the cost of the signs, fitting of the signs, foundations work, making good the ground and traffic management.

The £20,000 budget will be used to fund as many signs as can be accommodated within budget. Budget Working Group and Corporate Management Team recommended that an external quote be sought for this work, including installation.

Revenue Implications:

These signs would be RVBC responsibility and cleaning and maintenance would fall to the Council, approx £1,000 per annum broad estimate.

Timescale for Completion:

2019/20.

Capital Cost:

	£	Actual Expenditure including commitments as at end of July 2021 £	Remaining Budget as at end of July 2021 £
Original Estimate 2021/22	0		
Slippage from 2020/21	20,000		
Total Approved Budget 2021/22	20,000	0	20,000
Actual Expenditure in 2019/20	0		
Actual Expenditure in 2020/21	0		
ANTICIPATED TOTAL SCHEME COST	20,000		

Progress – Budget Holder Comments:

July 2021: No spend to date on this scheme for the installation of two new welcome signs and replacement of a damaged sign at Simonstone. At this stage, it is unclear whether installation will be completed within this financial year, as this is subject to gaining the required permissions from Lancashire County Council before work can be undertaken.

Economic Development Committee – Capital Programme 2021/22

March 2021: There was no spend in 2020/21 on this scheme because officers are still to obtain permissions from Lancashire County Council to allow installation of the signs. Slippage of £20,000 into 2021/22 is requested to fund the planned installation of the two new welcome signs and replacement of a damaged sign at Simonstone.

December 2020: No spend to date on this scheme to fund the installation of two new welcome signs and the replacement of a damaged sign at Simonstone. At this stage, it is hoped that installation will be completed within this financial year. However, this is subject to gaining the required permissions from Lancashire County Council, supplier delivery timescales and any impact from the on-going Covid-19 restrictions.

September 2020: No spend to date on this scheme. As reported to members in January 2020, the budget will be used to fund the installation of two new welcome signs and replacement of a damaged sign at Simonstone. At this stage, it is expected that installation will be completed within this financial year, but this is subject to gaining the required permissions from Lancashire County Council and supplier delivery timescales.

March 2020: The signs installation work was still to be undertaken and it is subject to gaining the required permissions from Lancashire County Council. Slippage of £20,000 into 2020/21 will fund the signs installation work in that year.

December 2019: A proposal for two Gateway Signs and replacement of one existing sign has been reported to this Committee, elsewhere on this agenda. If the proposal is approved by Committee, the aim is to complete the work by the end of March 2020, subject to gaining the required permissions from LCC and supplier delivery timescales.

September 2019: The Council is still in dialogue with Lancashire County Council (LCC) to provide site locations for LCC to assess and grant site permissions. Following this, quotes will be obtained for the signs and they can be purchased and installed. At the present time, the aim is still to complete the scheme by March 2020.

July 2019: The Council is engaged in a dialogue with Lancashire County Council (LCC) regarding the process and the permissions required which will determine the number and location of the signs. Following this, quotes will be obtained for the signs and they can be purchased and installed. The aim is to complete the scheme by March 2020, dependent on the time taken to obtain permissions from LCC.

By virtue of paragraph(s) 3 of Part 1 of Schedule 12A of the Local Government Act 1972.

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