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Ribble Valley  
Borough Council

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Dear Councillor

The next meeting of the **ECONOMIC DEVELOPMENT** Committee will be held at **6.30 pm** on **THURSDAY, 16 JUNE 2022** in the **Council Chamber, 13 Church Street, Clitheroe, BB7 2DD.**

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 - 4)
3. **DECLARATIONS OF DISCLOSABLE PECUNIARY, OTHER REGISTRABLE AND NON REGISTRABLE INTERESTS**

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

4. **PUBLIC PARTICIPATION**

### ITEMS FOR DECISION

5. **CAPITAL OUTTURN 2021/22** (Pages 5 - 10)

Report of Director of Resources enclosed.

### ITEMS FOR INFORMATION

6. **TOURISM UPDATE** (Pages 11 - 14)

Report of Director of Economic Development and Planning enclosed.

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

None.

## 8. EXCLUSION OF PRESS AND PUBLIC

### ITEMS FOR DECISION

9. **LAND AT A59** (Pages 15 - 62)  
3  
Report of Director of Economic Development and Planning enclosed.

Electronic agendas sent to members of Economic Development – Councillor Louise Edge (Chair), Councillor David Berryman, Councillor David Birtwhistle, Councillor Robert (Bob) Buller, Councillor Judith Clark, Councillor Rosemary (Rosie) Elms, Councillor Steve Farmer (Vice-Chair), Councillor Stewart Fletcher, Councillor Jonathan Hill, Councillor Mark Hindle, Councillor Simon Hore, Councillor Ged Mirfin, Councillor Robert Thompson and Councillor Robin Walsh.

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, 24 March 2022, starting at 6.30pm  
Present: Councillor S Hirst (Chair)

Councillors:

D Berryman	S Farmer
D Birtwhistle	S Fletcher
B Buller	G Mirfin
J Clark	R Thompson
R Elms	

In attendance: Director of Economic Development and Planning

### 759 APOLOGIES FOR ABSENCE

Apologies for absence were received from Councillors: S Hore, R Bennett, L Edge and M French.

### 760 TO APPROVE THE MINUTES OF THE PREVIOUS MEETING

The minutes of the meeting held on 20 January 2022 were approved as a correct record and signed by the Chairman.

### 761 DECLARATIONS OF DISCLOSABLE PECUNIARY, OTHER REGISTRABLE AND NON-REGISTRABLE INTERESTS

There were no declarations of disclosable pecuniary, other registrable or non-registrable interests.

### 762 PUBLIC PARTICIPATION

There was no public participation.

### 763 WELCOME BACK FUND

The Director of Economic Development and Planning submitted a report updating members on the Welcome Back Fund following the resolution of this committee in June 2021.

She reminded members that Ribble Valley had initially been awarded a grant of £53,771 from the fund and put plans in place to enable the high streets to reopen safely. This amount was increased when the Welcome Back Fund was announced.

At the June meeting members had approved for consultants to be appointed to develop longer term strategic action plans for the three retail areas to include engagement with stakeholders to understand emerging issues and explore options for pilot projects. They had also approved the erection of banners, the purchase of temporary gazebos, and the procurement of a local artist to beautify the high streets.

The Director of Economic Development and Planning gave an update on these actions and reported that the consultant's report had been received. She highlighted the action plan included in the report which would form the basis of the Service Centre Action Plans to be developed by the Economic Development team. She also

drew attention to other issues raised in the report and the actions that would be taken arising from these.

Members were reminded of the challenges of using the fund which was very restricted with strict procurement rules that must be adhered to, and strict branding requirements. Any work carried out also had to be done within normal working hours as the fund cannot be used to pay overtime premiums. Any activity is also undertaken at risk with quarterly claims submitted for activity already undertaken.

The report highlighted the activities that the fund had supported so far and members were asked to note that the funding received had not yet all been allocated.

764 REVENUE MONITORING 2021-22

The Director of Resources submitted a report informing committee of the position for the period April 2021 to February 2022 of this year's revenue budget as far as this committee was concerned.

The comparison between actual and budgeted expenditure showed an underspend of £4,456 for the period April 2021 to February 2022. After allowing for transfers to/from earmarked reserves the underspend was £4,454.

765 CAPITAL PROGRAMME 2022-23

The Director of Resources submitted a report informing members of the schemes approved for inclusion in this committee's 2022/23 capital programme.

This committee had an approved 2022/23 capital programme of £51,750 for one scheme.

Any slippage on the schemes in the 2021/22 capital programme would be reported to this committee.

766 REPORTS FROM REPRESENTATIVES ON OUTSIDE BODIES

There were no reports from representatives on outside bodies.

767 EXCLUSION OF PRESS AND PUBLIC

There were no items under this heading.

The meeting closed at 6.50pm

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**

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meeting date: 16 JUNE 2022  
title: CAPITAL OUTTURN 2021/22  
submitted by: DIRECTOR OF RESOURCES  
principal author: ANDREW COOK

### 1 PURPOSE

- 1.1 To report the 2021/22 capital programme outturn for this Committee and to seek member approval for the slippage of a capital scheme budget from the 2021/22 financial year to the 2022/23 financial year.
- 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 2020/21 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, was 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 was £101,750.
- 2.4 The revised capital programme budget of £50,000 for two schemes was then approved by the Special Policy and Finance Committee in February 2022, following a review of progress on all schemes in the capital programme. This included moving £51,750 of budget on one scheme into the 2022/23 financial year. The revised estimate budget is shown at Annex 1.
- 2.5 During the financial year this Committee has received reports monitoring the progress of schemes within the capital programme.

### 3 CAPITAL OUTTURN 2021/22

- 3.1 Annex 1 shows this Committee's capital programme outturn position by scheme, including budget approvals, actual expenditure in-year and requested slippage into 2022/23. The table overleaf summarises the final outturn position.

Original Estimate 2021/22 £	Budget Moved from 2020/21 £	Slippage from 2020/21 £	Total Approved Budget 2021/22 £	Revised Estimate 2021/22 £	Budget Moved to 2022/23 £	Actual Expenditure 2021/22 £	Requested Slippage into 2022/23 £
0	66,750	35,000	101,750	50,000	51,750	7,950	3,000

3.2 Actual expenditure on this Committee's capital programme was £7,950, which is 15.9% of the revised estimate budget.

3.3 One of the two schemes in the revised capital programme was completed in-year.

3.4 One scheme was not completed in-year, as follows:

- **Economic Development Initiatives (-£30,000):** Appraisal work on a piece of land along the A59 with a budget of £30,000 was the one scheme identified as appropriate for funding from this capital budget in 2021/22. The total estimated cost of the A59 land appraisal work at financial year-end was £27,000, with £16,528 related to work completed in 2021/22. Based on the work undertaken by the external consultants up to financial year-end, there was no certainty at that stage that the A59 land appraisal expenditure would result in the development of a capital asset.

Given the above, the A59 land appraisal estimated costs of £27,000 and associated funding from earmarked reserves are to be accounted for through the Council's revenue accounts rather than the capital programme, because at 31/3/2022 there was no certainty that the A59 land appraisal expenditure would result in the development of a capital asset. Therefore, the £16,528 actual expenditure on A59 land appraisal work in 2021/22 was charged to the Economic Development revenue cost centre and the expenditure on this capital scheme was nil.

Slippage of the remaining £3,000 Economic Development Initiatives capital budget into 2022/23 is requested to add to the £51,750 budget already moved to 2022/23 to fund any appropriate economic development opportunities that arise in 2022/23.

***Note – Members will make the final decision on whether to further consider the land potential along the A59, based on the external consultants' final report presented elsewhere on the agenda for this meeting.***

#### 4 SLIPPAGE

4.1 Where capital schemes are not complete at year-end and budget is requested to be moved into the next financial year, this is known as slippage. For this Committee slippage of £3,000 into 2022/23 is requested for the Economic Development Initiatives scheme.

4.2 Attached at Annex 2 is the individual "Request for slippage" form. This Committee is asked to consider and approve this request.

## 5 RISK ASSESSMENT

5.1 The approval of this report may have the following implications:

- Resources – There are no additional financing requirements needed for this Committee’s 2021/22 capital programme. Capital resources are already in place to fund the £3,000 requested slippage to the 2022/23 financial year.
- Technical, Environmental and Legal – None.
- Political – None.
- Reputation – Sound financial planning for known capital commitments safeguards the reputation of the Council.
- Equality and Diversity – Equality and diversity issues are examined as part of the capital bid appraisal process.

## 6 CONCLUSION

6.1 Actual expenditure on this Committee’s capital programme was £7,950, which is 15.9% of the revised estimate budget.

6.2 One of the two schemes in the revised capital programme was completed in-year.

6.3 There was no capital expenditure in 2021/22 on one scheme. Slippage of £3,000 has been requested to fund expenditure on that scheme in 2022/23.

## 7 RECOMMENDED THAT COMMITTEE

7.1 Approve the slippage of £3,000 budget into the 2022/23 capital programme for the Economic Development Initiatives scheme.

SENIOR ACCOUNTANT

DIRECTOR OF RESOURCES

ED3-22/AC/AC  
24 May 2022

For further information please ask for Andrew Cook.

BACKGROUND PAPERS: None

## ECONOMIC DEVELOPMENT COMMITTEE – CAPITAL PROGRAMME OUTTURN 2021/22

Cost Centre	Scheme	Original Estimate 2021/22 £	Budget Moved from 2020/21 £	Slippage from 2020/21 £	Additional Approvals 2021/22 £	Total Approved Budget 2021/22 £	Revised Estimate 2021/22 £	Budget Moved to 2022/23 £	Actual Expenditure 2021/22 £	Requested Slippage into 2022/23 £
ECDVI	Economic Development Initiatives	0	66,750	15,000	0	81,750	30,000	51,750	0	3,000
GWSGN	Gateway Signs for Whalley, Longridge and Clitheroe	0	0	20,000	0	20,000	20,000	0	7,950	0
<b>Total Economic Development Committee</b>		<b>0</b>	<b>66,750</b>	<b>35,000</b>	<b>0</b>	<b>101,750</b>	<b>50,000</b>	<b>51,750</b>	<b>7,950</b>	<b>3,000</b>

**ECONOMIC DEVELOPMENT COMMITTEE – CAPITAL PROGRAMME  
OUTTURN 2021/22**

**ANNEX 2**

**Request for slippage into 2022/23**

<b>Cost Centre and Scheme Title</b>	ECDVI: Economic Development Initiatives
<b>Scheme Description</b>	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.
<b>Head of Service</b>	Colin Hirst
<b>Year Originally Approved</b>	2021/22 (Annual recurring scheme)
<b>Revised Estimate 2021/22 for the Scheme</b>	£30,000
<b>Actual Expenditure in the Year 2021/22</b>	£0
<b>Variance - (Underspend) or Overspend</b>	(£30,000)
<b>Please provide full reasons for the (under) or over spend variance shown above?</b>	<p>Appraisal work on a piece of land along the A59 with a budget of £30,000 was the one scheme identified as appropriate for funding from this capital budget in 2021/22. The total estimated cost of the A59 land appraisal work at financial year-end was £27,000, with £16,528 related to work completed in 2021/22. Based on the work undertaken by the external consultants up to financial year-end, there was no certainty at that stage that the A59 land appraisal expenditure would result in the development of a capital asset.</p> <p>Given the above, the A59 land appraisal estimated costs of £27,000 and associated funding from earmarked reserves are to be accounted for through the Council's revenue accounts rather than the capital programme, because at 31/3/2022 there was no certainty that the A59 land appraisal expenditure would result in the development of a capital asset. Therefore, the £16,528 actual expenditure on A59 land appraisal work in 2021/22 was charged to the Economic Development revenue cost centre and the expenditure on this capital scheme was nil.</p> <p><b><i>Note – Members will make the final decision on whether to further consider the land potential along the A59, based on the external consultants' final report presented elsewhere on the agenda for this meeting.</i></b></p>

**Slippage Request**

<b>Please grant the amount of Budget Slippage from 2021/22 to 2022/23 requested.</b>	£3,000
<b>Please give detailed information on the reasons for any request for slippage. Please provide as much information as possible in order to allow the request to be fully considered.</b>	The 2021/22 revised estimate budget for this scheme was £30,000, but £27,000 of that budget and associated funding are to be accounted for through the Council's revenue accounts. It is requested that the remaining £3,000 unspent capital budget from 2021/22 is moved to 2022/23 to help fund any appropriate development opportunities in 2022/23.
<b>By what date would the work or services related to any requested slippage be completed, if it were to be approved.</b>	Within the 2022/23 financial year, dependent on any appropriate economic development initiatives being identified.

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## RIBBLE VALLEY BOROUGH COUNCIL REPORT TO ECONOMIC DEVELOPMENT COMMITTEE

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meeting date: 16 JUNE 2022  
title: TOURISM PROGRESS REPORT  
submitted by: NICOLA HOPKINS  
DIRECTOR OF ECONOMIC DEVELOPMENT & PLANNING  
principal author: TOM PRIDMORE, TOURISM AND EVENTS OFFICER

### 1 PURPOSE

1.1 To receive a general progress report on tourism activity, including measures taken to support the visitor economy following the pandemic, and the priorities as we continue through to 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 INFORMATION

#### 2.1 Background

Tourism and hospitality businesses were amongst the hardest hit by the pandemic, with the resulting restrictions, having a significant impact on trade. The Council's tourism and promotional activity is usually guided by a 'Destination Management Plan,' the progress of which was reported regularly to this Committee. However, the plan, which identified the key target areas and opportunities for action, was suspended, in response to the pandemic, and your officers worked closely with the Ribble Valley Tourism Association to launch a 'Response and Recovery Plan,' aimed at supporting tourism, through effective communication and forward-thinking marketing initiatives.

#### 2.2 Recovery Plan for Tourism and Hospitality

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

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

**Recovery 'Confidently adapting, as restrictions are relaxed'**

The 'Response and Recovery Plan' sought to identify positive opportunities, within a very different tourism environment.

The predictions in the plan, as reported to this Committee in 2020 were borne out, namely:

- A major boost in the UK domestic travel market
- Visitors seeking 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 locally
- Greater interest in buying locally made products and eating locally sourced produce

An important part of the plan is the associated action plan which is regularly reported to this Committee.

### 2.3 Forthcoming marketing and promotional priorities

There has, and continues to be, a major resurgence in tourism and hospitality albeit some sectors have levelled out with the return of overseas tourism. There are new challenges too, as we move forward, particularly in terms of resourcing the industry, where there are huge problems in recruiting staff. This is not just a local problem, and the causes vary, with Brexit, public transport and the pandemic, particularly people changing occupations during furlough, being the contributing factors mentioned by business leaders.

The sustainability of staycation tourism, whilst currently buoyant, remains hard to predict not least with new pressures being experienced in the economy, including fuel and travel prices, along with the continued uncertainty of overseas travel, particularly flying.

In this report we highlight some of the successful tourism promotional activities, both from the plan, as well as arising from other opportunities.

### 2.4 Ribble Valley – A Place for All Seasons – building on success

There remains unprecedented demands and opportunities which we are addressing with targeted campaigns to promote Ribble Valley as 'A Place for All Seasons', designed to help reduce seasonality and spread the business.

There are a number of strands to our campaigns, including food promotion, cycling and country walking. We are just launching six new 'Walks with Taste' to add to the existing series of eleven. The walks are all based from businesses with a notable food offer, where walkers are encouraged to visit. The starting points for the walk are invariably the host business car park, which reduces potential parking congestion in rural lanes. Each walk is designed to be easy to follow with map and description, with each walk also available as a download. The production of the walks is partially funded by the host venues as and the project also receives sponsorship from a relevant private sector partner. The Tolkien Trail has also been relaunched.

Four new cycle routes have also been launched, providing options to explore Ribble Valley, using, wherever possible, quieter scene routes. The routes are also designed to bring opportunities for private sector businesses along the way.

In 2020, in response to the circumstances created by the pandemic, rather than one annual visitors guide, we produced two new guides, a general visitor guide called 'Ribble Valley - A Place for All Seasons' and a 'Staycation' (Accommodation) guide. Given the uncertainty of advertising uptake and changes to the way in which visitors access information, we have continued this approach for 2022 and moreover, changed our design and production to enable the guide an extended shelf life to cover 2023. Therefore, in July, two different publications will be produced, a main visitor guide and a bespoke accommodation guide.

The reasons to change our approach

- To keep costs down for businesses

- To be able to facilitate growing number of new businesses
- A recognition that much business has gone 'online'
- Give customers the information they need to minimise waste

The publications will have a more attractive advertising format and a longer shelf life. Resulting in ability to dramatically reduce the cost of advertising to businesses.

Both guides made available in hard print copies, virtual brochures, and downloads.

The popular Visit Ribble Website is the next marketing tool requiring attention, and this will be refreshed over the next few months.

## 2.5 Promotional events

We attended the first major tourism consumer show since the outbreak of the pandemic. Visitors to the 'National Outdoors Expo,' had the opportunity to be virtually immersed in the Ribble Valley experience, as we teamed up with 'Teleport' to provide virtual reality tours of the area. The Coach travel event at Samlesbury Hall was also attended, resulting in good interest in Ribble Valley.

## 2.6 Ribble Valley Tourism Association

Membership of the association has continued to grow, and it now has around one hundred members across the sphere of tourism businesses. The association is a separate body to the Council, but we support its activities as it provides an ideal forum for consultation and a good partner in promotional activities. The Council has two places on their executive Committee.

RVTA members worked closely with the Council in organising members webinars and zoom meetings to help support members during the pandemic. These took the form of practical advice sessions along with more targeted events to address some of the serious issues of finance and human resource management.

## 2.7 The Tourism Gathering

The Council joined forces with the Ribble Valley Tourism Association to host an event called 'the Tourism Gathering' which attracted more than one hundred participants from local tourism and hospitality businesses.

The event, a showcase for Ribble Valley tourism, has a morning business seminar with presentations on food tourism, and recruitment, along with an information exchange. In the afternoon, the 'Stars in Tourism' awards were presented. These awards not only recognised excellence and creativity in tourism but specifically focused on people working in the industry, including unsung heroes, teams and rising stars. This year special awards were also made to those businesses that had supported communities and essential services during the pandemic, or successfully changed their business models to survive and retain jobs during extremely challenging circumstances.

## 2.8 Ribble Valley Food Heaven

Another great tourism theme which thrives locally is Food Tourism and this campaign has been refreshed with an overhaul of the website. [www.ribbonvalleyfoodheaven.com](http://www.ribbonvalleyfoodheaven.com) Ribble Valley is one of the great 'the food capitals of the north' and we are collaborating with partners to promote local food in a variety of ways including a new promotional video which will be launched in a few weeks. It is a short video primarily for use in social media campaigns, but it illustrates the diversity of food choices available locally.

Clitheroe Food Festival, a showcase event for local food, returns to the events calendar this year. Officers are keen to restore it to its' pre pandemic popularity, and moreover, in future years, explore ways in which the event might expand in order to benefit the wider Ribble Valley area.

## 2.9 Media and bloggers

More press and travel bloggers have been welcomed into Ribble Valley, as the area becomes better known nationally as a tourism destination. In the last year we have hosted visits from an award-winning blogger, and the journalist of a national leisure magazine. In September award winning influencers will visit Ribble Valley. Their previous visit can be viewed on line on many social media platforms.

## 2.10 Film and TV

Ribble Valley continues to host film and TV media activity, not least with the filming of 'Greatest Days' which brought immediate economic benefits to the area during filming and moreover, if successful will provide major promotional opportunities in the future. We have already launched a series of 'Greatest Days' – suggested itineraries for different Ribble Valley locations, maximising on the title of the film. Once the Film has premiered, more promotional and thematic activities will be developed.

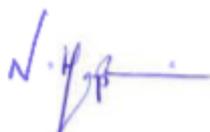
There are a number of other media and filming activities currently progressing, including a film crew who are here for most of the summer making a documentary about weddings called 'Wedding Valley'.

## 2.11 Recruitment crisis

Whilst the recruitment of tourism and hospitality staff is a national crisis, we are keen to collaborate with partners locally to promote employment in the industry. We are currently working on the production of some positive PR which will promote case studies and individual success stories, and these will be shared online, video and in print.

## 3. ISSUES

- 3.1 The main issue to note is the way in which the Council continues to respond to the pandemic and other economic and environmental influences. Our strategy evolves with the changing circumstances and this change is currently reflected in the Response and Recovery Plan, but in the near future there will need to be a more comprehensive tourism strategy developed.



TOM PRIDMORE  
TOURISM AND EVENTS OFFICER

NICOLA HOPKINS  
DIRECTOR OF ECONOMIC DEVELOPMENT &  
PLANNING

For further information, please contact Tom Pridmore 01200 414496

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