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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, 30 MARCH 2023** 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. **TO APPROVE THE MINUTES OF THE PREVIOUS MEETING** (Pages 3 - 6)
2. **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.

3. **PUBLIC PARTICIPATION**

ITEMS FOR DECISION

ITEMS FOR INFORMATION

4. **TOURISM UPDATE** (Pages 7 - 18)
Report of the Director of Economic Planning and Development enclosed
5. **REVENUE MONITORING 2022-23** (Pages 19 - 20)
For information - Report of Director of Resources
6. **CAPITAL PROGRAMME 2023-24** (Pages 21 - 24)
For Information - Report of Director of Resources

7. REPORTS FROM REPRESENTATIVES ON OUTSIDE BODIES

8. EXCLUSION OF PRESS AND PUBLIC

ITEMS FOR DECISION

ITEMS FOR INFORMATION

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

Minutes of Economic Development

Meeting Date: Thursday, 26 January 2023, starting at 6.30 pm
Present: Councillor L Edge (Chair)

Councillors:

D Berryman	J Hill
D Birtwhistle	M Hindle
B Buller	S Hore
R Elms	G Mirfin
S Farmer	R Walsh
S Fletcher	

In attendance: Director of Economic Development and Planning and Senior Accountant

656 APOLOGIES FOR ABSENCE

Apologies for absence were received from Councillors R Thompson and J Clark

657 TO APPROVE THE MINUTES OF THE PREVIOUS MEETING

The minutes of the meeting held on 3 November 2022 were approved as a correct record and signed by the Chairman.

658 DECLARATIONS OF DISCLOSABLE PECUNIARY, OTHER REGISTRABLE AND NON REGISTRABLE INTERESTS

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

659 PUBLIC PARTICIPATION

There was no public participation.

660 REVISED REVENUE BUDGET 2022/23

The Director of Resources submitted a report outlining the revised revenue budget for 2022/23 for this Committee. Members were reminded 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 estimate for the coming financial year.

Members were advised that whilst Committee income and expenditure may increase or decrease at the revised estimate, items such as our budgeted core government funding and our council tax precept remain fixed. As a result, any compensating movement is within the council's earmarked reserves and general fund balances.

It was recognised earlier in the year that the Council was facing significant increases in costs due to inflation and pay increases. For this Committee there was a small net

decrease in the budget based on the movement of items within the Consumer Prices Index (CPI).

The Committee was advised that the difference between the Revised and Adjusted Original Estimate is a further decrease in net expenditure of £26,370 after allowing for transfers to and from earmarked reserves. This means that the total movement from the true Original Estimate to the Revised Estimate is a decrease of £8,470 or a decrease of £27,470 after movements in 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.

RESOLVED THAT COMMITTEE:

Agreed the revenue revised estimate for 2022/23.

661

ORIGINAL REVENUE BUDGET 2023/24

The Director of Resources submitted a report asking Committee to agree the draft revenue budget for 2023/24 for this Committee, for consideration at Special Policy and Finance Committee.

The Council's three-year budget forecast was last presented to Policy and Finance Committee in September 2022. With regards to the Council's overall financial position, Members were reminded that the forecast had predicted the following budget gaps: £1,040,966 in 2023/24, £1,394,296 in 2024/25 and £2,412,914 in 2025/26.

Since the September 2022 forecast, there has been another new prime minister and ministerial team and further increases in inflation, interest rates and energy costs.

A comparison between the assumption made in the Budget Forecast compared with the Provisional Settlement was included for the Committee's information.

It was highlighted to Members that the significant concern is that the new Funding Guarantee is described as a one-off grant. It was noted that the forecast had assumed that the Council would receive protection via a transition grant each year. This adds considerably more uncertainty to the council's future financial position and something that will be factored in when an updated 3-year Budget Forecast is produced later in the budget cycle.

With regards to the 2023/24 draft revenue budget, the estimates have been prepared on the current levels of service, and they allow for pay increases at 5%, and price increases at 7.5% and income at 5%.

The base budget for these inflationary increases has been the Adjusted Original Estimate as referred to in the previous report on the Revised Estimate. This Adjusted Original Estimate brings in the known inflationary adjustments that have already been seen on the 2022/23 Original Estimate. For this committee, the impact of these adjustments to the base budget is minimal.

The difference between the Original Estimate for 2023/24 and the Adjusted Original Estimate for 2022/23 is an increase in net expenditure of £11,770. This means that the net total movement from the true Original Estimate to the Original Estimate for 2023/24 is £10,670.

RESOLVED THAT COMMITTEE:

Approved the revenue original estimate for 2023/24 for submission to the Special Policy and Finance Committee.

662

CAPITAL PROGRAMME REVIEW AND NEW BIDS

The Director of Resources submitted a report asking for Committee to consider the future capital programme for this Committee, covering the period 2023/24 to 2027/28 for recommendation to Policy and Finance Committee.

The Council usually operates a five-year capital programme, but only a three-year capital programme for 2022/23 to 2024/25 was approved last year. This is because the Council was awaiting the outcome of the Government's fair funding review before committing to setting a longer-term five-year capital programme. Committees had however submitted capital scheme bids for 2025/26 to 2026/27 as part of last year's capital programme review.

There were no already approved capital schemes in the 2023/24 to 2024/25 capital programme for this Committee.

Members were reminded that for this Committee, one capital scheme bid, totally £55,000 was submitted in 2021 for the financial years 2025/26 to 2026/27. A review of the scheme has resulted in no change to this value.

No new capital bids were submitted for 2027/28 for this Committee.

RESOLVED THAT COMMITTEE:

Members considered and proposed a future capital programme for this Committee's services for onward recommendation to Policy and Finance Committee for the period 2023/24 to 2027/28, based on:

- The proposals included in this report; and
- Any capital bid suggestions and amendments that members wished to make, of which there were none.

663

REVISED CAPITAL PROGRAMME 2022/23

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 revised estimate for this Committee's 2022/23 capital programme is nil, which is a £54,750 reduction from the previously approved capital budget.

It was proposed to members that the budget of £54,750 on one scheme be moved to the 2023/24 financial year.

RESOLVED THAT COMMITTEE

1. Approved the 2022/23 revised estimate of nil for this Committee's capital programme.

2. Approved the move of £54,750 capital budget from 2022/23 to 2023/24 for the Economic Development Initiatives scheme.

664

CLITHEROE FOOD FESTIVAL

The Director of Economic Development and Planning submitted a report updating Members on the Clitheroe Food Festival. Various options included:

- One day food festival (same format as previous years)
- Extend the festival to two days (Saturday and Sunday)
- Hold a one-day food festival and a different offer on the Sunday.
- Relocate the food festival either within or out of Clitheroe.
- Ribble Valley Taste Fest

The Members then discussed the various options proposed.

RESOLVED THAT COMMITTEE:

Officers recommended that the Ribble Valley Taste Fest option is the preferable choice for moving the food festival forward and expanding the festival out to the whole of the Borough. The food festival will conclude the week of events on Saturday 12th August following the same format as previous years. Members agreed to this recommendation and instructed Officers to make the necessary preparations for this event.

665

REPORTS FROM REPRESENTATIVES ON OUTSIDE BODIES

There were no reports from representatives on outside bodies.

666

EXCLUSION OF PRESS AND PUBLIC

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

The meeting closed at 7.10 pm

If you have any queries on these minutes please contact the committee clerk, Jenny Martin 01200 413214 olwen.heap@ribblevalley.gov.uk.

RIBBLE VALLEY BOROUGH COUNCIL REPORT TO ECONOMIC DEVELOPMENT COMMITTEE

Agenda Item No.

meeting date: 30 March 2023.
title: TOURISM UPDATE
submitted by: NICOLA HOPKINS DIRECTOR OF PLANNING AND REGENERATION
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 since the pandemic.
- 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 WORK UNDERTAKEN

Response and Recovery Plan for Tourism and Hospitality

- 2.1 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, which identifies the key target areas and opportunities for action, was suspended, in response to the pandemic. In order to address the severe consequences resulting from the lockdowns, your officers worked closely with the Ribble Valley Tourism Association to produce a 'Response and Recovery Plan' early during the pandemic, aimed at supporting tourism businesses and marketing activity through good communication and careful targeting.
- 2.2 The 'Response and Recovery 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, with people travelling more freely again, that competition, in terms of domestic tourism marketing, would be fiercer than ever.
- 2.3 The predictions in the plan and reported to this committee in 2020 have been borne out. These included -
 - 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.
- 2.4 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'.

- 2.5 An important part of the plan has been a series of actions, the progress of which continues to be monitored and periodically reported to this committee. Part One, 'Response', has effectively been delivered, and so just the Part Two progress report is attached, as appendix one
- 2.6 The Council was invited to present the 'Ribble Valley Response and Recovery Plan' as an example of good practices at a national seminar on the Visitor Economy organised by the Local Government Association.
- 2.7 With the Response and Recovery Plan now almost fully implemented, we shall be developing a new Destination Management Plan for the Visitor economy, taking into consideration new challenges and opportunities, and this will be reported to this committee in due course.

Forthcoming marketing and promotional priorities

- 2.8 There continues to be a steady revival in tourism and hospitality, and moreover many new enterprises have started up, particularly in the accommodation sector. By contrast there are challenges too, in terms of rising prices and particular problems in recruiting and retaining staff. Again, these are not a local challenges, and the causes vary.
- 2.9 The following highlights, along with those in the Response and Recovery Plan, aim to help address the current challenges and opportunities.

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

- 2.10 The emergence of the staycation, albeit the long-term appeal remains uncertain, became a reality and businesses have been boosted as people keenly rediscover staycation type experiences, particularly of an outdoor nature. We are building on success with campaigns to promote Ribble Valley as 'A Place for All Seasons'. This is designed to help reduce seasonality and spread the business. The branding is used on publications and promotional activities.
- 2.11 There are several strands to our campaign, including food promotion, weddings and country walking, including our popular 'Walks with Taste' series.
- 2.12 Targeted marketing has included attending the popular Destinations Holiday Show, and summer s events including the Royal Lancashire show.
- 2.13 To mark the campaign launch, and to reduce the costs of advertising to businesses, we produced two new guides with different print runs, a general visitor guide called 'Ribble Valley - A Place for All Seasons' and a 'Staycation' (Accommodation) guide. These are available in hard print copies, virtual brochures, and downloads. These were produced instead of a main visitor guide, the viability of which would have been doubtful, in terms of advertising sales.
- 2.14 The Place for all Seasons guide has remained popular through the winter to early spring and was distributed to accommodation providers and visitor outlets. The Staycation guide is solely about accommodation and is used in response to visitor enquiries via the website and suitable visitor outlets. Both guides are available in hard print copy, virtual brochures, and downloads. The popular Visit Ribble Website is the

next priority for attention, and this will hopefully be refreshed over the next few months, potentially using grant aid. The new site will hopefully contain interactive maps and more video and live content.

- 2.15 The Tolkien Trail was relaunched and there are four new 'Walks with Taste.' New cycle routes using quiet, scenic lanes are soon to be published.
- 2.16 As part of our forward campaign to encourage year-round tourism, we also produced a series of 'Greatest Days' with promotional postcards designed to 'whet the appetite' of would-be visitors, with the full itineraries available online. Deliberately adopting the title of the recently made movie, they are designed to maximise the tourism potential arising from its launch and spread the benefits of film tourism across Ribble Valley.

British Travel Trade Show - Virtual Ribble Valley – Unique launch

- 2.17 We attended the first major tourism trade show since the outbreak of the pandemic. Visitors to the 'British Travel Trade Show', 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. Wearing an immersive headset, visitors were transported to three of Ribble Valley's best-known landmarks including, Clitheroe Castle, Whalley Abbey and Browsholme Hall. This is believed to be the first time that virtual reality of a destination has been used in this way. We partner with Lancaster Tourism and other Lancashire private sector partners to attend the British Travel and Tourism Shows following last year's success at which at least five Ribble Valley tourism business benefited.

Ribble Valley Wedding Heaven

- 2.18 Following the pandemic there was a surge in the number of weddings, and the Council, along with the support of Lancashire County Council, continues to coordinate a Ribble Valley Weddings group. Whilst no longer a 'partnership', the group provides an excellent forum for addressing mutual challenges and devising collective marketing activity.
- 2.19 During 2022, a film crew spent several months in Ribble Valley creating a new ten-episode series called 'Wedding Valley', which will be launched next month. This will not only increase awareness of the area's unique wedding appeal but generally promote Ribble Valley as an attractive welcoming visitor destination.

Ribble Valley Tourism Association

- 2.20 Since the pandemic, the membership of the association has continued to grow. It collaborated closely with the Council in organising members webinars and zoom meetings to help support members during the crisis. These events have now become 'real time' and have been extremely well attended.
- 2.21 RVTA events are used as a sounding block for new ideas, and in recent consultative meeting, Group travel and retail tourism were identified as areas to consider for new marketing campaigns. The group also highlighted the need to increase the profile for the Ribble Valley brand and to appeal to new to new, younger audiences through new media. The consultation also revealed demand for better more timely information about event taking place throughout the year. Measures are also being taken to address this.
- 2.22 In partnership with the council, the association held a major event, 'the Tourism Gathering', where it relaunched its membership offer. The event, which was attended by around 100 businesses leaders, and included guests speakers on the topical themes of recruitment and food tourism. It also resulted in the formulation of a new committee and an opportunity to restore the 'Stars in Tourism' Awards, aimed at

celebrating success in tourism. A similar event will be repeated this year on the 16th May 2023.

Ribble Valley Food Heaven

2.23 Another great tourism theme which thrives locally is Food Tourism and this campaign has been refreshed with an overhaul of the website. www.ribblevalleyfoodheaven.com and the launch of a new promotional video. It is a short video primarily for use in social media campaigns, but it illustrates the diversity of food choices available locally. 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 an extension to the Annual Food Festival to create a Ribble Valley Taste Week involving smaller satellite events across the area.

Resources.

2.24 We supported the government's Kickstart programme by taking 6-month placements and continue to take work placements from UCLAN and Chester University, along with local schools and colleges. All these work placements provided valuable support and new ideas to the Tourism Officer, particularly with respect to website and social media. Restructuring resulting in tourism joining regeneration within the Council will further boost the ability to develop support for the visitor economy.

Film and TV

2.25 Ribble Valley has always played host to film and TV media but just recently there has been a flurry of activity including the making of the movie 'Greatest Days, and a new TV series promoting Ribble Valley as a wedding destination, along with other enquiries relating to travel shows. These opportunities offer a great platform for tourism promotion.

Recruitment crisis

2.26 Whilst the recruitment of tourism and hospitality staff is a national crisis, we are keen to work with partners locally to promote employment in the industry and we are currently working on the production of positive PR highlighting individual success stories of local employees, to translate online, video and in print.

3 WAY FORWARD

3.1 The Council successfully responded to the pandemic and the changing nature of the visitor economy will be taken into consideration resulting in new markets and new opportunities. Progress in Tourism will continue to be reported to future committees.

TOM PRIDMORE
TOURISM AND EVENTS OFFICER

NICOLA HOPKINS DIRECTOR OF
PLANNING AND REGENERATION

BACKGROUND PAPERS None

For further information, please contact Tom Pridmore 01200 414496

Ribble Valley Borough Council
Response and Recovery Plan for Tourism and Hospitality
Review of Progress March 2023

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 ensuring Ribble Valley stands out	<p>Relaunch promotional video incorporating more confident key messages</p> <p>Develop follow up video containing consumer activity</p> <p>Use ‘Safe and Welcome’ narrative in all campaigns and communications</p>	Various businesses RVTA	Upon restrictions being lifted	<p>The promotional video was relaunched and has been used on websites and shared with partners.</p> <p>The new food video was launched towards the end of 2022.</p> <p>Three shopping videos were produced, one each for Clitheroe Longridge and Whalley, and the respective Christmas videos were promoted again.</p>

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 Ongoing	There have been various media contacts developed resulting in some good PR. Various national press visits have been hosted and there has been significant activity in response to various awards won by our hospitality sector
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Measure	Continue to support local businesses			
Action	Details	Partners	Timescale <small>(all subject to further restrictions)</small>	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 circulation list of Tourism related businesses receiving our regular newsletter has now increased to over 300 businesses. For which the feedback and responses rates have been excellent
Support businesses in dealing with peaks and fluctuations in visitor interest	Promote 'Love to be Open' social media campaign – celebrating individual businesses as they open up Support measures to redesign tourism, ensuring it is safe	RVTA	Upon restrictions being lifted Ongoing from restrictions being lifted	Bespoke promotion of businesses as they re-opened involved over 40 businesses and over 250 social media posts The launch of 'made in Ribble Valley' has yet to be developed

	Launch 'Made in Ribble Valley' - a celebration of arts, craft, and creativity		Once sufficient relevant businesses are open	and link closely to Arts development activity.
Continue networking and knowledge sharing	Continue to host business webinar events with the RVTA Promote suitable events organised by other parties	RVTA	Gradually relaxing frequency from weekly to two monthly over time as appropriate	The webinars for local businesses which were suspended late last year when customer demand made attendance difficult have now resumed as real time events and have been well attended
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	Training events are soon to resume 'real time'

Measure	Create safe and welcoming tourism			
Action	Details	Partners	Timescale (all subject to further restrictions)	Actions taken
Review all tourism marketing to ensure positive and confident messages are portrayed	Review each of the tourism websites to ensure the content is portraying the new language and portrayal of 'safe and welcoming' tourism Invest in new imagery for online and print material		By mid-July	The RVTA, food and weddings websites have been reviewed and the next focus is now on the main site, www.wisitribblevalley.co.uk
Encourage tourism businesses to adhere to new regulations	Ensure that all businesses participating in promotional campaigns are adhering to new safety guidelines	RVTA VE	In accordance with each campaign	We promoted the two national accreditation schemes and around 50 RV businesses signed

and join accredited schemes	Actively promote and encourage participation in safe and legal type accreditation	VE, QIT HSE		up to the national 'We're good to go' scheme
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 Stars in Tourism awards, promoted with the RVTA, resumed with a highly successful event held in March 2022

Measure	Develop a programme of new tourism themes			
Action	Details	Partners	Timescale (all subject to further restrictions)	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	Ongoing August 2020	The imagery used in promotions continues to be revised to reflect new and younger markets. Three social media influencers were hosted with their work providing valuable new content for websites and social media.
Launch a new 'Love the Great Outdoors' campaign	Promote a new series of 'Trustworthy Trips' including walking cycling, driving	RVTA	Staggered programme over 12 months	The campaign was launched at the National Outdoor Expo where there was considerable interest in

	<p>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>Parish Council Neighbouring Councils</p>	<p>September 2022</p> <p>Spring 2022</p>	<p>our outdoor products, particularly country walking. Destinations Holiday shows have also been attended, these have specific geographical and socio-economic targets.</p> <p>The Tolkien Trail was relaunched and there are four new 'Walks with Taste' were published.</p> <p>New cycle routes will soon be launched.</p>
<p>Promote food and drink experiences</p>	<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 2023</p> <p>August 2023</p> <p>Summer 2023</p>	<p>The food website has been refreshed and a new food video will be launched</p> <p>This will form a new 'Taste Fest' during the week of the Clitheroe Food Festival.</p> <p>This will be incorporated into the new website.</p>
<p>Sustain the promotion of</p>	<p>Promotion of Ribble Valley as a safe and welcoming wedding destination – launch</p>	<p>RVWH</p>	<p>June 2020</p>	<p>The new virtual wedding guide was launched on schedule and</p>

<p>important longer-term markets</p>	<p>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>Resume group travel promotions</p>	<p>RVTA</p> <p>Creative businesses</p> <p>ML</p>	<p>October 2020</p> <p>January 2023</p> <p>Once sufficient businesses are open</p> <p>2023</p>	<p>has been well received. Social media promotion of venues and suppliers has continued. The new printed guide was published, and a TV series hosted here.</p> <p>The Council has also been actively involved with the government’s national consultation on new laws in relation to weddings.</p> <p>Attendance at the British Travel and Tourism Show resulted in new business being brought into the area</p> <p>This will be reviewed early 2023</p> <p>Several Group travel events have been attended</p>
<p>Promote Ribble Valley as a place for all seasons</p>	<p>Seasonal campaigns based on midweek breaks, linked to walking cycling etc</p> <p>Stronger use of seasonally themed imagery on websites and social media</p>	<p>Accommodation providers</p> <p>RVTA</p>	<p>2022</p>	<p>Initial plans for 2022 were launched with the visitor guides being the primary marketing media. This will be further developed in a new website</p>

Measure	Manage tourism responsibly			
Action	Details	Partners	Timescale (all subject to further restrictions)	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 currently no evident issues
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 2022	This continues as mentioned above
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 were incorporated into social media posts, websites, and publications such as the 'Walks with Taste'

Notes

RVTA – Ribble Valley Tourism Association

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

NFU – National Farmers Union

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 REPORT TO ECONOMIC DEVELOPMENT COMMITTEE

meeting date: 30 MARCH 2023
 title: REVENUE MONITORING 2022/23
 submitted by: DIRECTOR OF RESOURCES
 principal author: HELEN SEEDALL

1 PURPOSE

1.1 To let you know the position for the period April 2022 to February 2023 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 £3,274 on the net cost of services. Please note that underspends are denoted by figures with a minus symbol. After allowing for transfers to/from earmarked reserves the underspend is £3,274.

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	-1,630	4,385	2,528	-1,857	G
CFDFT	Clitheroe Food Festival 2022	12,970	12,970	13,252	282	G
INDDV	Economic Development	204,120	18,557	18,697	140	G
RHSSF	Reopening High Streets Safely Fund	0	0	254	254	G
TURSM	Tourism and Events	133,960	36,948	34,855	-2,093	A
	Total	349,420	72,860	69,586	-3,274	
Movements in Earmarked Reserves						
	Clitheroe Food Festival Reserve	-8,530	-8,530	-8,533	-3	
	Capital Reserve	-10,470	-10,470	-10,467	3	
	Total after Transfers to/from Earmarked Reserves	330,420	53,860	50,586	-3,274	

- 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.

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

- 2.3 For this committee all individual ledger code variances are less than £2,000 in the period April 2022 to February 2023 and are not currently of significant concern.

3 CONCLUSION

- 3.1 The comparison between actual and budgeted expenditure shows an underspend of £3,274 for the period April 2022 to February 2023. After allowing for transfers to/ from earmarked reserves the underspend is £3,274.
- 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

ED6-23/HS/AC
22 March 2023

RIBBLE VALLEY BOROUGH COUNCIL REPORT TO ECONOMIC DEVELOPMENT COMMITTEE

meeting date: 30 MARCH 2023
 title: CAPITAL PROGRAMME 2023/24
 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 2023/24 capital programme.

2 BACKGROUND

2.1 All committees were asked to put forward proposals for any new capital schemes for inclusion in a five-year capital programme for 2023/24 to 2027/28. At its meeting on 26 January 2023, members considered schemes that had been put forward for this Committee.

2.2 In addition to the above, at its meeting on 26 January 2023, this Committee also considered the progress on the scheme in the 2022/23 capital programme and approved the move of the capital scheme budget from 2022/23 to 2023/24.

2.3 Following recommendation by Special Policy and Finance Committee on 14 February 2023, Full Council approved the five-year capital programme for 2023/24 to 2027/28 on 7 March 2023.

2.4 The Council's overall capital programme for the five-year period 2023/24 to 2027/28 totals £10,126,410 for all committees. The total for this Committee is £54,750 over the five-year life of the programme. All of this £54,750 relates to the 2023/24 financial year.

3 CAPITAL PROGRAMME 2023/24 – APPROVED SCHEMES

3.1 For this Committee there is one scheme approved in the 2023/24 capital programme, totalling £54,750. This is shown in the table below and the detailed information for the scheme is shown in **Annex 1**.

Cost Centre	Scheme	Budget for 2023/24 £
ECDVI	Economic Development Initiatives <i>(Budget moved from 2022/23)</i>	54,750
	Total – Economic Development Committee	54,750

3.2 The responsible officer will complete and update the capital monitoring sheet for the scheme, which will be reported regularly to members to give an indication of progress.

4 CONCLUSION

- 4.1 This Committee has an approved 2023/24 capital programme of one scheme, totalling £54,750.

SENIOR ACCOUNTANT

DIRECTOR OF RESOURCES

ED5-23/AC/AC
13 March 2023

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

ECONOMIC DEVELOPMENT COMMITTEE
Schemes Approved for the 2023/24 Capital Programme

Economic Development Initiatives

Service Area: Regeneration and Housing

Submitted by: Head of Strategic Planning and Housing

Budget moved from 2022/23:

This capital scheme is to establish a general source of pump-priming and pre-investment funding to support the delivery of the Council's economic priorities. It is used when any relevant economic development opportunities are identified for initial financial support.

At the stage of setting the 2022/23 capital programme revised budget, there had been no spend on the scheme in 2022/23 to that date and no spend was expected for the rest of the financial year. This was because there were no appropriate economic development opportunities identified which were likely to be funded from this economic development capital budget.

Therefore, in January 2023 this Committee approved the move of the £54,750 scheme budget to the 2023/24 capital programme.

Capital Cost:

2023/24
£
54,750

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