

Public Document Pack



Ribble Valley
Borough Council

www.ribblevalley.gov.uk

Dear Councillor

The next meeting of the **ECONOMIC DEVELOPMENT** Committee will be held at **6.30 pm** on **THURSDAY, 15 JUNE 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 - 4)
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**
4. **BRIEFING ON THE WORK OF THE ECONOMIC DEVELOPMENT COMMITTEE**

Verbal Presentation

5. **APPOINTMENT TO WORKING GROUPS** (Pages 5 - 6)

Report of the Chief Executive enclosed

ITEMS FOR DECISION

6. **RIBBLE VALLEY ECONOMIC PLAN 2023-2026** (Pages 7 - 24)

Report of the Director of Economic Planning and Development enclosed

7. **CAPITAL OUTTURN 2022/23** (Pages 25 - 28)

Report of the Director of Resources enclosed.

ITEMS FOR INFORMATION

8. **CLITHEROE FOOD FESTIVAL UPDATE** (Pages 29 - 32)

Report of the Director of Economic Development and Planning enclosed

9. **THE RIBBLE VALLEY ANNUAL TOURISM GATHERING** (Pages 33 - 36)

Report of the Director of Economic Development and Planning enclosed

10. **TOURISM PROGRESS REPORT - MAJOR PROMOTIONAL EVENTS** (Pages 37 - 42)

Report of the Director of Economic Development and Planning enclosed

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

12. **EXCLUSION OF PRESS AND PUBLIC**

None.

Electronic agendas sent to members of Economic Development – Councillor Jan Alcock JP, Councillor Stephen Atkinson (Vice-Chair), Councillor David Birtwhistle (Chair), Councillor Ryan Corney, Councillor Sophie Cowman, Councillor Louise Edge, Councillor Rosemary (Rosie) Elms, Councillor Stewart Fletcher, Councillor Michael Graveston, Councillor Jonathan Hill, Councillor Stuart Hirst, Councillor Malcolm Peplow, Councillor Rachael Ray, Councillor Robin Walsh and Councillor Aaron Wilkins-Odudu.

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

Minutes of Economic Development

Meeting Date: Thursday, 30 March 2023, starting at 6.30 pm
Present: Councillor S Farmer (Chair)

Councillors:

D Berryman	J Hill
B Buller	S Hore
R Elms	G Mirfin
S Fletcher	

In attendance: Director of Economic Development and Planning, Head of Strategic Planning and Housing, Senior Accountant and Tourism Officer

878 TO APPROVE THE MINUTES OF THE PREVIOUS MEETING

The minutes of the meeting held on 26 January 2023 were approved as a correct record and signed by the Chairman.

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

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

880 PUBLIC PARTICIPATION

There was no public participation.

881 TOURISM UPDATE

The Director of Economic Development and Planning submitted a report to inform Committee of general progress on tourism activity, with particular reference to measures taken to support the visitor economy since the pandemic.

Members were reminded that a Response and Recovery Plan had been implemented during Covid and this has now been almost fully implemented. The Council will now look to develop a new Destination Management Plan for the Visitor economy, taking into consideration new challenges and opportunities.

Members were asked to note the following tourism highlights in the Ribble Valley.

- Continuing a campaign to promote the Ribble Valley as a place for all seasons.
- Attending the British Travel Trade show and providing visitors with a virtual reality tour of the Ribble Valley's best-known landmarks including Clitheroe Castle, Whalley Abbey and Browsholme Hall.

- A new ten-episode television series called 'Wedding Valley' will be launched next month and it details the wedding industry in the Ribble Valley. It was noted that the programme is incredibly complimentary about the local area.
- The Ribble Valley Tourism Association continues to collaborate closely with the Council.
- There has been an overhaul of the Ribble Valley Food Heaven website to refresh food tourism in the area.
- The film 'Greatest Days' has been set in the Ribble Valley and this offers a great platform for tourism promotion.

Members were asked to note that 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.

882 REVENUE MONITORING 2022-23

The Director of Resources submitted a report for information to let members know the position for the period April 2022 to February 2023 of this year's revenue budget as far as this Committee was concerned.

It was noted that 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. The current variations do not present any significant concern. However, members were reminded that this situation can fluctuate depending on activities that take place.

883 CAPITAL PROGRAMME 2023-24

The Director of Resources submitted a report to inform members of the schemes approved for inclusion in this Committee's 2023/24 capital programme.

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

884 REPORTS FROM REPRESENTATIVES ON OUTSIDE BODIES

There were no reports from representatives on outside bodies.

885 EXCLUSION OF PRESS AND PUBLIC

There were no items under this heading.

The meeting closed at 6.56 pm

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

RIBBLE VALLEY BOROUGH COUNCIL REPORT TO ECONOMIC DEVELOPMENT COMMITTEE

meeting date: THURSDAY, 15 JUNE 2023
title: APPOINTMENT TO WORKING GROUPS 2023/24
submitted by: MARSHAL SCOTT – CHIEF EXECUTIVE
principal author: REBECCA TAIT

1 PURPOSE

1.1 To seek Committee's views on the need for working groups under the remit of the Economic Development committee.

1.2 Relevance to the Council's ambitions and priorities:

- Community Objectives – to be a well managed Council providing effective services.
- Corporate Priorities – to protect and enhance the existing environmental quality of our area: to help make people's lives healthier and safer.
- Other Considerations – to work in partnership with other bodies in pursuit of the Council's aims and objectives.

2 BACKGROUND

2.1 Working groups are set up by a parent committee to aid them in reaching a decision on specific aspects of their remit. Working groups have no powers and decisions are always made ultimately by the parent committee.

2.2 Working groups are made up of members from the parent committee.

3 ISSUES

3.1 At present there are no active working groups under the remit of the Economic Development committee. Committee is asked to confirm if it is content to continue without any working groups at this time.

3.2 Working groups meet when there is a need to move an issue forward. For some this is on an annual basis and for others it can be as often as monthly.

3.3 Agendas, reports and minutes are done by the officers that serve on the working group. The minutes of each meeting are reported back to the parent committee once approved by the working group so that they are kept informed of progress.

4 RISK ASSESSMENT

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

- Resources – the costs associated with working groups is included in the budget for 2023/24.
- Technical, Environmental and Legal – no implications identified.

- Political – No implications identified.
- Reputation – No implications identified.
- Equality & Diversity – No implications identified.

5 RECOMMENDED THAT COMMITTEE:

- 5.1 Approve that there is currently no need for a working group under the remit of the Economic Development committee.

Marshal Scott
CHIEF EXECUTIVE

Rebecca Tait
Democratic Services Officer

RIBBLE VALLEY BOROUGH COUNCIL REPORT TO ECONOMIC DEVELOPMENT COMMITTEE

meeting date: 15 JUNE 2023
title: RIBBLE VALLEY ECONOMIC PLAN 2023 – 2026
submitted by: NICOLA HOPKINS – DIRECTOR OF ECONOMIC DEVELOPMENT & PLANNING
principal author: HASSAN DITTA – SENIOR ECONOMIC DEVELOPMENT OFFICER

1 PURPOSE

- 1.1 To present the draft Economic Plan 2023 – 2026 (Appendix 1).
- 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 a specific focus on developing a new Economic Plan.
 - Other Considerations – The Economic Plan will support a range of Council activities and assist in financial planning for the Authority.

2 BACKGROUND

- 2.1 The current Economic Plan was adopted in September 2019 and covers the period 2019-2022. A copy of the existing plan is included in Appendix 2.
- 2.2 The existing Economic Plan is still a working document. Several projects identified in the Plan have been delivered and work is continuing to deliver the projects that have not yet been completed.
- 2.3 Due to Covid, not all projects have been delivered as the Council’s priorities changed during this unexpected period. Focus shifted to providing multiple rounds of grant support direct to businesses instead of continuing to deliver the Economic Plan.

3 THE ECONOMIC PLAN (2023-2026).

- 3.1 A special Ribble Valley Economic Partnership meeting was held on Wednesday 12th October 2022. The meeting was run as a workshop and allowed delegates to provide feedback to Officers on the key issues they are facing and expecting to face in the future.
- 3.2 The existing Economic Plan was used as a starting point for the session and a SWOT analysis carried out on the 5 Action areas. This format was successfully used to produce the current Economic Plan; therefore a similar approach has been adopted to produce the new Plan. The results of the workshop are provided in Appendix 3.
- 3.3 Based on the workshop and SWOT analysis, a draft Economic Plan was created and a second workshop was held on 20th February 2023 with the Ribble Valley Economic Partnership to ensure the plan reflected the challenges and issues businesses are facing. The findings of this second workshop are presented in Appendix 4.

3.4 A copy of the draft Economic Plan is attached in Appendix 1. Members will note that the plan follows a similar format of the existing Economic Plan clearly setting out the Council's proposed actions.

3.5 The plan will once again be split into the following five priority areas:

People

Focuses on those actions that will support skills development.

Place

Focuses on those actions that recognise and respect the value and character of the Ribble Valley.

Business Support

Focuses on those actions that sustain competitiveness and strengthens business networks.

Connectivity

Focuses on those actions that will act as the catalyst for better digital and public transport connectivity.

Tourism

Focuses on those actions that will promote the development of accommodation, improve hospitality and support events building on the attraction of the local area.

3.6 The actions within the plan can be delivered in a timely manner and will support the local economy as well as the Council's economic ambition to sustain the strong local economy the Borough currently has. The plan is intended to focus the delivery against key priorities identified with the Ribble Valley Economic Partnership.

3.7 For each priority area, deliverable projects that will sustain the local economy have been identified.

3.8 Priority Area 1: People

Work with partners to deliver recruitment events – businesses who attended the meetings, in particular tourism businesses raised the fact that recruitment events would be beneficial to reduce ongoing difficulties when recruiting. Delivery partners identified include DWP and Lancashire Skills Hub.

Enhance digital skills of employees – engage with partners to deliver digital upskilling sessions for employees and residents alike. Digital skills support for the workforce has been identified by businesses on a number of occasions and working with partners, specific sessions will be delivered in the Borough.

Improve connectivity between schools and businesses – build on enhancing the Enterprise Advisor scheme by increasing the engagement between schools and businesses. Opportunities for businesses to visit schools and talk about career routes will be explored.

3.9 Priority Area 2: Place

Deliver on Town Centre Action Plans – identified by the current Economic Plan and still relevant as the use and future of Town Centres is constantly evolving. Work will continue to develop and deliver Town Centre Action Plans for Clitheroe, Longridge and Whalley.

Undertake place branding exercise – having a clear identity for Ribble Valley will help promote the Borough as an area where businesses can thrive which is essential for the well-being of the Borough. The Council has successfully completed this exercise for Tourism and a similar exercise for the wider economy will result in a clear brand for the Borough.

Integrate property search onto the Council website – additional business support the Council can offer to businesses growing within the Borough. The Council will work with estate agents to ensure an up-to-date database of properties is available on our website. This will also be effective as a monitoring tool for commercial property available in the Borough and the types of businesses expanding or moving within the Borough.

3.10 Priority Area 3: Business Growth

Create networking opportunities – businesses have identified that there is a limited offering for Ribble Valley based networking which will help connect local businesses. The three service centres in Ribble Valley have successfully adopted individual networking models so a larger borough wide networking model will be explored.

Provide support to businesses in the Borough – linking with partners across Lancashire to provide workshops on business skills which will help support businesses. The Council will also help raise awareness of the support available to local businesses from our partners by improving information flow to our businesses in the format of quarterly newsletters with information on up-to-date business support.

Support businesses to reduce their carbon footprint – The Council will provide support for businesses seeking to reduce their carbon footprint by working with East Lancashire Chamber of Commerce. The support will help businesses improve energy and environmental efficiencies, introduce on site renewable energy generation and save money.

3.11 Priority Area 4: Connectivity

Explore rail Improvements – Work is ongoing to identify improvements and the Council will commit to continue to develop and implement options identified.

Develop an electric vehicle including bike charging strategy – The current infrastructure for electric vehicle charging will not be sufficient as the UK moves away from petrol and diesel engines. The Council will develop an electric vehicle charging strategy which will help ensure the Borough has sufficient coverage of charging points.

Work collaboratively with partners to improve sustainable modes of transport in the Borough – continue to work with partners at Lancashire County Council to ensure necessary services are retained and supported within the Borough.

3.12 Priority Area 5: Tourism

Develop a new Destination Management Plan – work with partners to develop a plan which will encourage the volume and diversity of visitor accommodation available in the Valley and maximise new market opportunities as they arise.

Develop a Marketing Plan including the development of an interactive website – building on the successful Love Ribble Valley Brand, develop a new coordinated, tourism marketing plan including a new interactive Visit Ribble Valley website.

Develop a coordinated approach to the promotion of new and existing events – events are organised by partners throughout the Borough and a more coordinated approach to the promotion of events will result in raising the profile of the events and the Borough encouraging more visitors to the area.

4 RISK ASSESSMENT

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

- Resources – Budgets are already in place for some of the priority areas identified with resources being allocated from the UK Shared Prosperity Fund, Rural England Prosperity Fund and the Council's Economic Promotions budget. Any additional work arising out of the identified actions with additional budget implications will be the subject of individual reports to the relevant Service Committees in due course as part of the Council's budgetary process. Such actions would not proceed unless adequate approved budget or external funding was in place, in line with Financial regulations.

The plan will also provide a vehicle to inform bidding rounds for external funding where relevant, which will also be subject to future reports as projects come forward.

- Technical, Environmental and Legal – Having an up-to-date Economic Plan is not a statutory requirement however it fits in with the Council's Corporate Strategy (2019-2023) Ambition 2 – to sustain a strong and prosperous Ribble Valley.
- Political – The Council has identified economic development as a key political priority.
- Reputation – This report will assist the Council in demonstrating delivery of the Corporate Strategy.
- Equality & Diversity – No equality and diversity issues. The work in relation to this report supports the Council's aim in delivering a sustainable local economy to the benefit of all its community.

5 RECOMMEND THAT COMMITTEE

- 5.1 Authorise the Director of Economic Development and Planning to carry out a public for a period of six weeks on the draft Economic Plan.

HASSAN DITTA
SENIOR ECONOMIC DEVELOPMENT
OFFICER

NICOLA HOPKINS
DIRECTOR OF ECONOMIC
DEVELOPMENT AND PLANNING

BACKGROUND PAPERS

None.

For further information please ask for Hassan Ditta, extension 4424

APPENDIX 1

DRAFT ECONOMIC PLAN – 2023-2026

Ambition

The prosperity of the economy in Ribble Valley is demonstrated through sustaining businesses and nurturing the entrepreneurial drive in the local community.

Sustainable economic prosperity is an important component to the quality of life in Ribble Valley in terms of health, housing, reduced crime and access to services. To ensure this, our objectives are;

- To support businesses throughout the Borough to remain competitive
- To support skills development including linking with schools/colleges and creating networking opportunities
- To work with our partners in the Ribble Valley to improve infrastructure including non-private transport, digital connectivity and moving towards a carbon free Borough.

People – Priority Area 1

Focuses on those actions that will support skills development.

- Work with partners to deliver recruitment events
- Enhance digital skills of employees
- Improve connectivity between schools and businesses

Place – Priority Area 2

Focuses on those actions that recognise and respect the value and character of the Ribble Valley. Enhance sustain and maintain the character environment

- Deliver on town centre action plans
- Undertake place branding exercise
- Integrate property search onto the Council website

Business Support – Priority Area 3

Focuses on those actions which sustain business competitiveness and strengthen business networks.

- Provide support to businesses in the Borough
- Support businesses to reduce their carbon footprint
- Create networking opportunities

Connectivity – Priority Area 4

Focuses on those actions that will act as the catalyst for digital connectivity and public transport connectivity.

- Explore rail improvements
- Develop an electric vehicle including bikes charging strategy
- Work collaboratively with partners to improve sustainable modes of transport in the Borough

Tourism – Priority Area 5

Focuses on those actions that improves the visitor experience and support events building on the attraction of the local area.

- Develop a new destination management plan
- Develop a marketing plan including the development of an interactive website
- Develop a coordinated approach to the promotion of new and existing events

**APPENDIX 2
ECONOMIC PLAN – 2019-2022**



Ambition

The prosperity of the economy in the Ribble Valley is demonstrated through the continuing high levels of economic growth in the area. However, there is a need to ensure that opportunities are available for businesses to continue to develop in the area. There is a need to continue to market and regenerate our market towns and villages as places to do business and to ensure that there is employment land available for development.

The issues of public transport, particularly accessibility to isolated villages, are part of a perceived need for a more flexible approach and a more accessible service.

Without economic prosperity, many other problems e.g. health, housing, crime, access to services are all much harder to address.

Our objectives

- To encourage economic development throughout the borough with specific focus on tourism, the delivery of sufficient land for business development, and supporting high growth business opportunities;
- To seek to improve the transport network, especially to our rural areas;
- To work with our partners to ensure that the infrastructure in the Ribble Valley is improved;
- To promote stronger, more confident and more active communities throughout the borough.

People:
focuses on those actions and projects that will be a catalyst for business growth, more local employment opportunities and the skills to support aspirational growth.

Places:
focuses on those actions and projects that will ensure the right land and premises are available along with opportunities to place the attractive environment at the heart of key sectors.

Business Support and Growth:
focuses on those actions and projects that will equip residents and businesses with the right information to support new and existing businesses along with enabling experience and knowledge sharing opportunities.

Connectivity:
focuses on those actions and projects that will act as the catalyst for job creation and growth.

Tourism:
focuses on those actions and projects that will promote the development of accommodation, improve hospitality and support events building on the attraction of the local area.

RIBBLE VALLEY ECONOMIC PLAN:

TO ENABLE BUSINESSES TO BE SUSTAINABLE AND TO CONTINUE TO DEVELOP IN THE BOROUGH



Action Area 1:

People

1. Develop a jobs / careers fair
2. Undertake a Housing and Economic Needs Assessment
3. Explore options for developing a work placement plan



Action Area 2:

Places

1. Develop Key Service Centre Action Plans
2. Explore options for serviced office accommodation or community business hubs
3. Undertake place branding exercise
4. Expand the property search function
5. Develop an on-line business directory



Action Area 3:

Business Support and Growth

1. Set up business advice and support web-page/ site
2. Set up 'One stop shop' business support package
3. Quarterly meetings of the Ribble Valley Economic Partnership



Action Area 4:

Connectivity

1. Explore rail improvements to Manchester and Preston
2. Develop digital strategy
3. Integrate sustainable modes of transport within developments



Action Area 5:

Tourism

1. Develop cultural strategy
2. Explore options to increase visitor stay
3. Develop strategy for the future of the castle and its grounds
4. Develop a Heritage Strategy
5. Create one-stop events directory



APPENDIX 3
People and Place

<p style="text-align: center;"><u>Strengths</u></p> <ul style="list-style-type: none"> • Location- Branding, promotion • Film opportunity- make use of it 	<p style="text-align: center;"><u>Weakness</u></p> <ul style="list-style-type: none"> • Lack of slick promotion/branding • Unloved centres • Older estates- vehicle movement • Covid- an excuse to move it on • Staff- time/cost • Branding- wider offer • Dev- advice service
<p style="text-align: center;"><u>Opportunities</u></p> <ul style="list-style-type: none"> • Youth Train incentives • Place Directory- what's on, modern • Students- link with college • Connectivity- rail • Business input to branding collaboration • Network events- lack focus • Marketing- directory • Instagram/Tiktok 	<p style="text-align: center;"><u>Threats</u></p> <ul style="list-style-type: none"> • People- Skills, capacity • Parking infrastructure- footfall driver • Need for employment sites/units • Transport costs • Cost of accommodation- entry level housing- house type • Service support for investors • Expansion sites- land needed

Connectivity

<p style="text-align: center;"><u>Strengths</u></p> <ul style="list-style-type: none"> • A59 Infrastructure • Railways • Dog Friendly 	<p style="text-align: center;"><u>Weakness</u></p> <ul style="list-style-type: none"> • Too much reliance on cars • Cost- bus • Lack of Uber • Lack if buses/direct transport/timings • Parking • Sunday opening • A59 • Pedestrian connectivity • Quality of roads-cyclists • Lack of coordination between centres • Road closures • Improve infrastructure- schools and transport links • Signage • Lack of fibre connectivity
<p style="text-align: center;"><u>Opportunities</u></p> <ul style="list-style-type: none"> • Could be a central hub • Assets 'Castle' • Collaborate- coach trips • Sunday opening • Dog friendly • Park and ride • Improve road links • Cycle transport- electric bike hire- scooters • Collaborate with schools and understand issues • Joined up when get to destination • Direct people where to go • Pull traffic out of centre • Events • Point of contact for works being undertaken 	<p style="text-align: center;"><u>Threats</u></p> <ul style="list-style-type: none"> • Safe- pandemic- buses and shopping • Nearby competiton

<ul style="list-style-type: none"> • Mike Cliffe (LCC) Connect with businesses/ involve LCC • Send updates to Chambers 	
--	--

Tourism

<p style="text-align: center;"><u>Strengths</u></p> <ul style="list-style-type: none"> • RV tourism association • AONB • Ribble Valley Brand • Historical assets • Country side • Walking • Restaurants- Michelin star • Weddings • Hotels • Steady flow of tourists- could be better • Craft production- local food and drink • Events- mod weekender • Food Festival 	<p style="text-align: center;"><u>Weakness</u></p> <ul style="list-style-type: none"> • Facing potential recession • Could be seen as non-essential spend • Staffing crisis- image, skills • Transport- diesel/ petrol prices increasing • Public Transport • Inaccessible Heritage site e.g. Stonehurst can't open all year round due to school/safeguarding • Lack of accommodation/beds • Our online promos/websites arent as user friendly compared to other sites like visit Lancashire • Clitheroe has great potential but lacks the tourism infrastructure • Skipton vs Clitheroe- Skipton feels more like a tourist destination • Sign posting- should bring digital advertising boards into centre
<p style="text-align: center;"><u>Opportunities</u></p> <ul style="list-style-type: none"> • Marketing could improve- Encourage businesses to pass over dates+ event info for us to promote • Create itineraries e.g. 72hrs in the Ribble Valley... • Promotional videos highlighting the RV offer • Curb appeal- could be more edgy+ work collaboratively to promote our offer • Collaborative advertising for businesses- mix of online and offline • Create a '5 year marketing strategy'- look at what other areas are undertaking • Gap in family offering • Staycations • Longer breaks/ shorter breaks more frequent as people can't go abroad due to lack of funds • Growth in Air BnB • Population increase in the valley • Outdoor venue space • Need to have a clear collective but also independent promotional offer for Whalley, Longridge and Clitheroe 	<p style="text-align: center;"><u>Threats</u></p> <ul style="list-style-type: none"> • Being able to travel abroad • Finances • Customers from outside the Ribble Valley won't travel • Air BnB- unregulated/ non insured/fire/ food hygiene etc • Public transport is bad but could actually get worse • People weren't going abroad this year- could good profits this year be "artificially inflated" because of this? • Supermarkets threaten independent shops • Shop closures/ vacancies are creeping in, reducing the offer

Business support and growth

<p style="text-align: center;"><u>Strengths</u></p> <ul style="list-style-type: none"> • Independent businesses have a strong voice • Experienced local business leaders 	<p style="text-align: center;"><u>Weakness</u></p> <ul style="list-style-type: none"> • Historically weak business support • Other authorities help whereas it feels like RV actively hinder and lose businesses money • Needs to be more communication between RV and LCC • Signage issues • Talent into the borough through school open days hindered by signage issues • Inconsistency on signage removals e.g. crafty vintage/ food festival • Welcome back funding was poorly spent- spent on consultants in Birmingham and the findings from the Ark report haven't been acted on • Marketing • Skilled staff • Improve communication- need to hear from us more often • Need more business visits • Social media needs improving but connection also requires a personal touch • Need to see results from the economic plan or people will stop turning up to meetings • Need the right people to come to meetings and the meetings need to have clear direction.
<p style="text-align: center;"><u>Opportunities</u></p> <ul style="list-style-type: none"> • Links with schools for staff/ apprentices- fences to jump, too difficult, colleges/training, not the money it's the ease of access • Solar • Biomass knowledge- empress fencing has knowledge • Other alternative fuel systems make more efficient • Business Liaison Office to communicate frequently with businesses and be their first point of call • Chamber and Council need to meet frequently • Proactive officers- networking and facilitating conversations between other businesses • Networking- could be a separate strand of the Economic Partnership meetings • Make meeting venues more interesting • Push current businesses to keep growing and moving forward • UKSPF 	<p style="text-align: center;"><u>Threats</u></p> <ul style="list-style-type: none"> • Energy bills • Universally rising costs • Interest rates • Inflation cost of doing business • Electric

<ul style="list-style-type: none">• Capturing passion of local businesses• Local manufacturing consultants need an input• Business climate- opportunity for a plan to be put in place to support new+ current businesses• Digital screens on highstreet to promote business	
--	--

APPENDIX 4

Place

Integrate evolutive property search onto RVBC website

- Advertise vacant properties across RV
- This needs a resource for council or chambers of trade to keep it up to date
- Right move style/commercial
- Old fashioned

Develop business directory

- Old fashioned approach
- e.g. love Ribble Valley
- Towns underneath
- Needs interactive map for visual learners too (not just wordy folks)
- Comprehensive and simple to navigate/find
- Needs to be constantly monitored and kept up to date
- Businesses could update themselves?
- How do you tell businesses about it?
- Who is it for? Visitors? Residents? Local businesses?
- Scope far too wide
- QR code – shop Whalley/shop Clitheroe/shop Longridge etc.
- Offers/news can be easily updated, e.g. restaurants offers
- Who does SM now? Fund vacancy?
- Better SM (TikTok)

Promote existing businesses – e.g. hotdesking

- Social media online portal to advertise offers/business events
- YouTube
- QR Codes
- Hashtags

Deliver on town center action plan

- Collective utilities for each location to enable businesses to benefit from cheaper unit prices
- Collective renewable energy incentives – grants for solar/wind etc
- Clitheroe – pedestrianize castle street, Sunday road closures for cyclists
- Parking spaces – in other towns as well as Clitheroe
- Repair paving slabs that are broken

Undertake place branding exercise

- Identify the specialisms i.e. food/rural/historic etc
- Food trail
- Promote individuality
- Clitheroe/RV Finest on FB like “Manchester Finest” reviews food establishments (cafes/restaurants/mobile)
- Highlight varieties available
- Promote market with pop up events – covered area (new opportunities)

- Tenant/retail mix – make sure new, different businesses are entering the high street
- Encourage businesses to support and promote each other. E.g. social media/carry flyers for each other/ stock each others products (many do as it works really well for them in Longridge and Clitheroe)
- Specialists events

People

Work with partners

- Excellent
 - Link across Lancashire
 - Businesses
 - Colleges
 - Online and face to face
- Skills hub link
- Centralise job vacancies for Lancashire
- Link to college – advertise vacancies direct to students
- Support grown your own
- Which careers
 - Hospitality
 - Cyber security
 - Health and wellness

Host focused networking sessions

- Geography
- Sector
- Range of networking (Lancashire wide/NW/Regional)
- Whose doing it already – Chamber/FSS/Growth Hub/Shout/Love Local
- Goals/aims – objectives

Improve digital connectivity

- Digital Lancashire
- Upskilling Lancashire
- Skills support for workforce
- Boost
- Digital hub –
 - high connectivity/hot desking
 - interaction between occupiers
 - Link to education/UCLan
- Banking hub – combine presence of more high street branches under one roof
- Young people lead digital/promotions of local business and facilities
- Man shed – retirees using skills like repair shop
- Wigan Tech Mates – buddy system for digital upskilling
- In general – skills connect businesses to with all 3 unis. So much funded support available

Enterprise advisor

- This already exists – Lancashire Skills HUB

- Help small businesses with paperwork with apprenticeship schemes for school leavers/employment
- Link with skills hub
- Link vacancies directly with colleges – advertise direct to students. Support businesses to grow your own
- Improved/cheaper transport links to connect more rural areas to employers/businesses
- Encourage businesses to sign up to Lancashire Skills Pledge – promote “Give an Hour”
- Schools and businesses – opportunities for businesses to visit schools and talk about careers routes. E.g. brag at the Grand
- Use people to deliver what they are already doing – no need to reinvent the wheel

Business

Support local businesses

- Monthly RVBC newsletter about all business support
- Discount business rates for the right type of retailers to encourage interesting tenant/retailer mix – not just coffee shops and charity shops
- BIDs
- Incentives and discounts such as loyalty schemes
- Workshops on business skills such as marketing/productivity/sales/import/export
- BOOST
- UKSPF is also supporting exporting
- Blanket refurbishment of shop fronts – uniformity within areas

Carbon footprint

- Not to add pressure to businesses
- Reduce energy bills and to open up new customers
- Chamber low carbon initiative/UKSPF
- Needs to be signposted to RV Businesses – all support should have dedicated website page for business support
- Support implementation and installation initiatives
- Reduced rates for lower emissions
- Signpost businesses to things that are already available (low cost)

Explore networking

- Aims?
- Burnley bondholders – brilliant but has 2/3FT employees and large investment
- RVEP networking quarterly?
- Regular events without the pressure of cross selling membership
- NWST focus on ID problems for business and solve
- Sporting events and sponsorship
- Council to buy sites and develop infrastructure for an industrial estate of the A59 to encourage development of industrial units in the right area

Connectivity

Rail

- Improve rail links to Manchester and shorter travel times, more frequent, every 30 mins such as a the Witch way bus
- Open Helifield line
- Rail links to North – Lancaster/Preston/Morecambe/Eden project
- Use railways or bus to market specific RV “excursions” e.g. gin trail or food
- Needs marketing
- Heavy rail, not light rail so enables freight movement

Develop EV charging

- Changing planning policy
- Do we want town center charging points? Where would they be
- Grants available for businesses
- Put them on public car parks?
- Central govt. policy issue?
- Electric supply inefficient for current needs now let alone for ev/electric heating

Sustainable travel

- Private companies?
- Circular hop on/off constant bus service between 3 service centers and points of interest/local businesses
- Connect local villages
- Electric bikes to hire – app based like Manchester
- Who are the partners?

Tourism

New visitor economy strategy

- Need tangible actions associated with strategy and measurable success factors
- What are the key campaigns?
- Develop new areas – retail/heritage etc
- Maintain historic appeal/look of buildings
- Events in market area
- Events calendar/regular
- More funding for events
- Make more use out of Castle Grounds
- Closed road cycling event – family event like sky ride
- Open Sundays, close Mondays?

Work with partners

- Integrate online communication to plan whole day – journey in/out – lunch dinner etc
- Identify key events e.g. Take That film launch
 - Action plan required to promote RV using these events
- Support promotional videos
- Website improvements (main RVTA website and links to Whalley/Longridge etc)
- Coordinated discounts
- Encourage staying on for dinner etc.

Educational establishments

- Multi business job fayres
- Council to organize and hold event?
- Produce promotional videos/media for schools/colleges (students can produce – UCLan)
- Favorable rates for those who offer education/training opportunities.

RIBBLE VALLEY BOROUGH COUNCIL REPORT TO ECONOMIC DEVELOPMENT COMMITTEE

meeting date: 15 JUNE 2023
title: CAPITAL OUTTURN 2022/23
submitted by: DIRECTOR OF RESOURCES
principal author: LAWSON ODDIE

1 PURPOSE

1.1 The purpose of this report is to review the final outturn of the 2022/23 capital programme for this Committee and to seek member approval for the slippage of capital scheme budget on one scheme from the 2022/23 financial year to the 2023/24 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 2022/23 CAPITAL PROGRAMME BACKGROUND

2.1 There was 1 capital scheme (ECDVI: Economic Development Initiatives) for this Committee's original estimate budget, totalling £51,750. This was approved by the Special Policy and Finance Committee and Full Council at their meetings in February 2022 and March 2022 respectively. The scheme was moved from the 2021/22 financial year to 2022/23.

2.2 In addition, at the end of the 2021/22 financial year a further residual budget of £3,000 in respect of the above scheme was moved to the 2022/23 financial year. This unspent budget that was moved is known as slippage and was moved into the 2022/23 capital programme budget after approval by this Committee in June 2022.

2.3 As a result of the above elements, the approved budget for this Committee consisted of 1 scheme totalling £54,750.

2.4 Later in the year the capital programme budget was revised to £55,000. The full budget for the Economic Development Initiatives scheme was moved to the 2023/24 financial year and a new scheme was approved – TNSCP: Clitheroe Townscape Scheme for £55,000.

2.5 The revised estimate budget is shown at paragraph 3.1, together with the other aforementioned changes.

2.6 During the financial year this Committee has received reports monitoring the progress of schemes within the capital programme.

3 CAPITAL OUTTURN 2022/23

3.1 Shown below at paragraph 3.1 is this Committee's capital programme outturn position by scheme, including budget approvals, actual expenditure in-year and requested slippage into 2023/24.

Cost Centre	Scheme Name	Budget Moved from 2021/22 £	Slippage from 2021/22 £	Total Approved Budget 2022/23 £	Revised Estimate 2022/23 £	Budget Moved to 2023/24 £	Actual Expenditure 2022/23 £	Requested Slippage into 2023/24 £
ECDVI	Economic Development Initiatives	51,750	3,000	54,750		54,750		0
TNSCP	Clitheroe Townscape Scheme				55,000		0	55,000
	Totals	51,750	3,000	54,750	55,000	54,750	0	55,000

3.2 There was no spend within the year on the capital programme, and slippage is requested on the Clitheroe Townscape scheme, as detailed below. In practice the scheme will now be funded from our UK Shared Prosperity Fund:

Cost Centre	Scheme Title	Latest Position	Slippage Requested £
TNSCP	Clitheroe Townscape Scheme	Discussions are ongoing with LCC in respect of highway improvement works in Clitheroe which will be funded from our 2023/34 UKSPF allocation following receipt. Slippage for the Townscape Scheme is requested into the 2023/24 financial year whilst resources are focused on assisting LCC with their scheme.	55,000
	Total Slippage Requested		55,000

4 RISK ASSESSMENT

4.1 The risks associated with this report are set down below:

- Resources – Capital resources are already in place to fund the £55,000 requested slippage to the 2023/24 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.

5 CONCLUSION

5.1 There has been no spend on the capital programme in 2022/23 for this committee.

5.2 Slippage totalling £55,000 from the 2022/23 financial year in to the 2023/24 financial year is requested on the Clitheroe Townscape Scheme.

6 RECOMMENDED THAT COMMITTEE

6.1 Approve the slippage of £55,000 as set out at paragraph 3.2.

HEAD OF FINANCIAL SERVICES
HH7-23/LO/AC
6 June 2023

DIRECTOR OF RESOURCES

For further information please ask for Lawson Oddie.

This page is intentionally left blank

RIBBLE VALLEY BOROUGH COUNCIL REPORT TO ECONOMIC DEVELOPMENT COMMITTEE

meeting date: 15 JUNE 2023
title: CLITHEROE FOOD FESTIVAL
submitted by: NICOLA HOPKINS – DIRECTOR OF ECONOMIC DEVELOPMENT & PLANNING
principal author: HASSAN DITTA – SENIOR ECONOMIC DEVELOPMENT OFFICER

1 PURPOSE

- 1.1 To provide an update on the Clitheroe Food Festival 2023
- 1.2 Relevance to the Council's ambitions and priorities
 - Community Objectives – To sustain a strong and prosperous Ribble Valley
 - Community Ambitions – Provide an opportunity for local businesses to develop their market share with exposure to new customers.

2 BACKGROUND

- 2.1 The Clitheroe Food Festival was last held on Saturday 30 July 2022 with over 100 businesses and organisations attending. The festival was the first post covid Food Festival held and was just as large as the 2019 event.
- 2.2 At the meeting of this committee in November 2022 it was agreed that the food festival would be held again this year on 12th August. At a subsequent meeting of this Committee in January 2023, it was agreed to hold a new event – 'Ribble Valley Taste Fest' which would be held on the run up to the Food Festival. A week of events of rom 5th August will be held across the Borough with Clitheroe Food Festival concluding the week. It was considered that this would increase the benefits of the Food Festival and allow them to be felt throughout the Borough.

3 FOOD FESTIVAL

- 3.1 As of 18th May 2023, there have been 85 trader applications for stalls at this year's Food Festival. This is a stronger position than at this stage last year. In addition to completed applications received, numerous enquiries have been received from traders wishing to apply but who have not yet done so. These enquiries will be followed up with a call in the coming weeks.
- 3.2 Officers will also be contacting food and drink producers trading from Clitheroe town centre who have not yet applied, encouraging them to be involved in this year's Festival. Officers will also contact popular traders from last year's festival what not yet applied.
- 3.3 The 'Bullring' area of Clitheroe Market is now fully allocated with pitches still available on the street and in the Market Car Park.

- 3.4 The music acts for this year's event are once again being arranged by Duncan Sykora and Ivana Douglas. They are both involved in Ribble Valley Arts so are well placed to suggest local talent.
- 3.5 In previous years, there has been a music stage on Castle Street and a stage outside Harry Garlick, where King Street meets Railway View Avenue. Due to pavement widening works on King Street, there is no longer enough space to fit a stage whilst still allowing emergency vehicles to pass through. As a result, for this year's Festival, audio equipment will play music in this area to maintain the atmosphere.
- 3.6 There are numerous sponsorship opportunities available for this year's Food Festival (Appendix 1). All three headline sponsorship packages have been sold.
- 3.7 Marketing for the Food Festival has commenced consisting of a marketing campaign in Lancashire Life and on social media.
- 3.8 Given the size of the festival, there are many elements that need procuring. Procurement of traffic management for road closures, security and first aid, marquee and table hire, and signage has been completed.

4 TASTE FEST

- 4.1 Taste Fest will take place in the lead up to Clitheroe Food Festival. Taking place from 5th – 11th August, Taste Fest will feature a series of themed 'walks with taste' - incorporating cheese-making demonstrations, brewery tours and gin-tasting sessions - at farms and food venues throughout the borough.
- 4.2 Numerous businesses from throughout the Borough have now signed up for Taste Fest which will spread the positive economic impact of the Food Festival beyond Clitheroe. Various social media posts on the businesses taking part in Taste Fest will be published in the coming weeks.

5 CONCLUSION

- 5.1 Note the report.

HASSAN DITTA
SENIOR ECONOMIC DEVELOPMENT
OFFICER

NICOLA HOPKINS
DIRECTOR OF ECONOMIC
DEVELOPMENT AND PLANNING

BACKGROUND PAPERS

None.

For further information please ask for Hassan Ditta, extension 4424

APPENDIX 1

Main Sponsorship Package (x3)

£2,500

- Opportunity to promote your company to all our exhibitors directly via Clitheroe Food Festival website and press releases with photographs out to local press
- Company logo on all materials produced including Clitheroe Food Festival map (5,000 copies produced and distributed) and banners
- Company logo on social media promotion
- Company logo and narrative on Clitheroe Food Festival website
- Car park passes for the Food Festival
- Reception with the Mayor

Stage Sponsorship (x2)

£500

- Stage named after company
- Stage name on map (5,000 copies produced and distributed)
- Opportunity to promote your company to all our exhibitors directly via Clitheroe Food Festival website and press releases with photographs out to local press.
- Promotion on social media posts related to entertainment
- Reception with Mayor

Producer of the Festival

£500

- Opportunity to promote your company to all our exhibitors directly via Clitheroe Food Festival website and press releases with photographs out to local press
- Company logo and narrative on Clitheroe Food Festival website
- A trophy presented to the winner of the 'Producer of the Year Award'
- Reception with the Mayor

Car Park sponsorship

£500

- Car park named after company
- Company name and logo on banner outside car park (used by 376 vehicles last year).
- Company name on map (5,000 copies produced and distributed)
- Company logo on Clitheroe Food Festival website
- Reception with Mayor

This page is intentionally left blank

RIBBLE VALLEY BOROUGH COUNCIL REPORT TO ECONOMIC DEVELOPMENT COMMITTEE

meeting date: 15 JUNE 2023
title: THE RIBBLE VALLEY ANNUAL TOURISM GATHERING
submitted by: NICOLA HOPKINS DIRECTOR OF ECONOMIC DEVELOPMENT & PLANNING
principal author: TOM PRIDMORE, TOURISM AND EVENTS OFFICER

1 PURPOSE

1.1 To present an update on the 'Annual Tourism Gathering' event and the Ribble Valley Tourism Association, (RVTA)

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 ISSUES

2.1 Background

2.2 The Ribble Valley Tourism Association (RVTA) is a voluntary membership organisation of businesses and individuals with an interest in furthering the economic, community and environmental benefits of tourism in Ribble Valley. It is independent of the Council but receives non-financial support in its organization, as it provides an excellent networking group and a channel for effective consultation. Moreover, the RVTA regularly provides financial support to Council promotional campaigns.

2.3. Each year the Council, in conjunction with the RVTA, hosts an event most latterly called the 'Tourism Gathering' which includes a mini business seminar, the RVTA Annual General Meeting, and the 'Stars in Tourism' awards. This year's event took place at Bashall Barn on the 16th of May 2023 and was attended by around 120 local business representatives. Attendance is open to any tourism related business and not exclusive to RVTA members.

The purpose of the event is a combination of networking and celebration. It is also attended by university and college representatives, keen to forge closer links with prospective employees. Students from UCLAN and Chester university helped coordinate the day and this provided valuable work experience. There were also twelve promotional stands offering visitor and business information to attendees. This included literature exchange for attractions.

2.2 Business Mini Seminar

There were three presentations, each designed to address a topical challenge.

- Protecting your business - Kerry Henry, Regional Cyber Protect Officer

- Social media- what's trending - Jo Ogle Toggle Switch Consulting
- Perfect Recruitment - Lisa Brady Company Director - Perfect Recruitment

2.3 **Ribble Valley Tourism Association - Annual General Meeting**

The event also included the RVTA annual general meeting at which committee members were elected. The RVTA constitution includes a provision for one elected member of Ribble Valley Borough Council to become a member of their executive committee. There hasn't been a formal nomination to RVTA at Annual Council in recent years. It is the intention that the RVTA writes formally to the Council to request that an elected Member be nominated to sit on the RVTA Executive Committee.

2.4 **Ribble Valley 'Stars in Tourism' Awards**

The awards, which are sponsored, are unlike most tourism awards in that they focus on people, not places, and are designed to celebrate achievement, creativity, and innovation. The nomination process is intentionally simple, and nominations can be made by anyone, including the general public, which is actively encouraged through social media promotion. The results of this year's award are summarised at Appendix 1, with more information on this and previous years on the RVTA website at www.rvta.co.uk.

3 **ISSUES**

There no issues arising from the Report. The purpose of the Report is to highlight the progress being made in promoting and celebrating tourism in collaboration with the RVTA.

4 **RISK ASSESSMENT**

The approval of this report may have the following implications.

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

5 **CONCLUSION**

The committee note the progress in promoting and celebrating tourism with the Ribble Valley Tourism Association .

TOM PRIDMORE
TOURISM AND EVENTS OFFICER

NICOLA HOPKINS
DIRECTOR OF ECONOMIC DEVELOPMENT &
PLANNING

BACKGROUND PAPERS None

For further information, please contact Tom Pridmore 01200 414496

Appendix 1
Stars in Tourism 2023 Summary of Awards

Business/organisation	Award
Shop of Hope	Ethical Tourism
The Old Station Cafe	Tourism in the Community
Coach and Horses	Digital Excellence
Oakdean Cottages	Quality Tourism
Soapbox Derby	Inspiring Event
Everything Retreat	Tourism Innovation
Wood End Farm	Creative Diversification
Stirk House Hotel	Transformational Tourism
The Rum Fox	Transformational Tourism
Ribble Valley Holiday Homes	Environmental Excellence
Fiona Clarke	Excellence in Customer Service
Kyle Jeffers	Excellence in Customer Service
Higher Buck	Team Excellence in Customer Service
Maxwells Café Bar	Team Excellence in Customer Service
Maurizio Bocchi	Food Champion
Flavours Cookery School	Food Champion
Anders Giles	Unsung Hero
Olivia Hartley	Unsung Hero
Ashley Prince	Apprentice
Hannah Twedde	Rising Star
Lauren Woods	Rising Star
Stirk House Hotel Housekeeping	Tourism Team

Business/organisation	Award
DKD Cleaning and Maintenance	Tourism Team
Charlotte Eccles, Raffia	Retail Excellence
Tom's Table	Inspirational Tourism
BBC Radio Lancashire	Special Recognition
Pauline Smith, Gibbon Bridge	Special Recognition
Tammy Hale	Outstanding Achievement
Little Gem TV	Special Recognition

RIBBLE VALLEY BOROUGH COUNCIL REPORT TO ECONOMIC DEVELOPMENT COMMITTEE

meeting date: 15 JUNE 2023
title: TOURISM PROGRESS REPORT – MAJOR PROMOTIONAL EVENTS
submitted by: NICOLA HOPKINS DIRECTOR OF ECONOMIC DEVELOPMENT & PLANNING
principal author: TOM PRIDMORE, TOURISM AND EVENTS OFFICER

1 PURPOSE

- 1.1 To present a follow up report to the Tourism Update, presented to the last committee on the promotional events attended.
- 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 UPDATE

Background

- 2.1 At the last meeting of this committee members requested a follow up report on tourism promotional activity, with specific reference to events attended, the way the Council works with others and the type of leads collected.
- 2.2 This past year the Council has had representation at three major tourism events, each with a different purpose to reach different target markets - 'Destinations Holiday Show' at Manchester, 'National Outdoor Expo' at NEC Birmingham and 'British Travel and Tourism Show' at NEC Birmingham.
- 2.3 In summary, 'Destinations Holiday Show' in Manchester is a consumer show which attracts an audience of direct profile of relevant customers in our existing market, i.e., people seeking quality day or short breaks, with walking and food appeal. The 'National Outdoor Expo' is more aspirational seeking to strengthen our market presence in relation to consumers seeking holidays based around outdoor experiences, walking, cycling etc. Finally, the 'British Travel and Tourism Show' is a trade show attracting business representatives such as group travel organisers, coach operators, travel writers, bloggers etc. – i.e., a more complementary professional audience.
- 2.4 The ability for the council's tourism promotion team to be able to attend such major tourism promotion events is reliant on collaborations with others, firstly to make attendance cost effective but also to add value to the product. Collaboration can take many forms dependant on the event. For example, the National Outdoor Expo is ideal for Ribble Valley businesses with an interest in expanding into the fast-growing market of environmentally aware consumers seeking countryside experiences. By contrast 'the British Travel Tourism Show is about working across boundaries with other private and public sector partners recognising that group travel organisers usually plan itineraries beyond administrative boundaries. For example, coach parties staying in

Leyland, where there might be preferable accommodation will visit Ribble valley as one of their day visits whilst conversely a group staying in Ribble Valley will not want to be restricted in spending every day of their itinerary here.

- 2.5 In recent years, and in the absence of any county base organisation taking the lead, Ribble Valley has led on some of these promotions, funded by private sector businesses and public sector neighbours. The following is a summary of the three aforementioned events with an indication of the collaborations as well as the results.

British Travel Trade Show - March 2023

2.6 Attendance at this event involved funding/collaboration with –

- Ribble Valley Tourism Association
- Lancaster City Council
- Two independent Ribble Valley tourism operators
- Four Lancashire based tourism businesses.
- One Craven based attraction

- 2.7 Attached at Appendix One is a summary of contacts made which are currently being followed up. There were a further twenty-three leads where the business/interest is not identifiable but still merits follow up.

National Outdoor Expo - March 2023

2.8 Attendance at his event involved funding/collaboration with -

- Eco – Escapes Initiative (Forest of Bowland AONB)
- Four independent Ribble Valley attractions/retail
- One Ribble Valley country house hotel
- Three Ribble Valley country Inns
- Three Ribble Valley glamping/camping sites

Destinations - January 2023

- 2.9 As mentioned previously, Destinations is a public show, high volume, and high relevance. It was attended in collaboration with one major Ribble Valley business which provided funding and manpower. At the event more than 1,000 consumer requests were received for more information.

Data collection and sharing

- 2.10 Collaborations begin with an open invitation to potential partners, via the Ribble Valley Tourism business newsletter or direct communications. As part of the collaboration, public and private sector partners feature in a bespoke brochure produced for the event and are also included in display material. They also receive copies of all data of contacts / potential visitors, which is gathered and shared in accordance GDPR regulations.

3 ISSUES

There are no issues to note. The purpose of the report is to note the progress being made in promoting tourism.

4 RISK ASSESSMENT

The approval of this report may have the following implications.

- Resources – The cost of promotional activities are contained within existing budgets, supported by private and other Local Authorities contributions.

- Technical, Environmental and Legal – None in the context of this report
- Reputation – The Council is an active contributor in terms of strategic and operational tourism service.
- Equality and Diversity – None

5 **CONCLUSION**

Progress in Tourism will continue to be reported to future meetings of this committee.

TOM PRIDMORE
TOURISM AND EVENTS OFFICER

NICOLA HOPKINS
DIRECTOR OF ECONOMIC DEVELOPMENT &
PLANNING

BACKGROUND PAPERS None

For further information, please contact Tom Pridmore 01200 414496

Appendix 1 Summary of leads

Company	Trade interest in Ribble Valley
Independent Operator	Brings groups to Blackpool and wants new day ideas for day trips
Bolton attraction	Keen for local content for tourism website
Independent Operator	Organises trip for real ale enthusiasts
Independent Operator	Organises residential training experiences for companies
Voyage Content	Digital content agency and travel influencer
Group organiser	Group organiser seeking packages itineraries and prices
Group organiser	Group organiser seeking packages itineraries and prices
Doncaster TIC	Doncaster TIC seeking brochures for area
Coach company Derbyshire	Coach Company seeking packages itineraries and prices
Coach travel company	Company already using area, seeking itineraries for days out
Care group from Wirral	Itineraries for days out
Luxury travel agent	Seeking luxury breaks
Cardiff University	Seeking ideas for authentic English short breaks for overseas students
Airway company	Airport Manager
Tourist Network	Videographer
Independent organiser of days out for children	Website manager seeking content for family attractions
Tourism website manager	Website manager seeking content for popular tourism website
Lancashire Transport	Bus company selling days out
Group organiser for rail enthusiasts	Seeking rail excursions
Independent travel agent	Tour operator for inbound groups from China seeking authentic English experiences
Independent	Exchange company

Travel blogger	Would like more information to be able write about the area
Independent	Specialist tour operator for Chinese groups
Tour company	Group organiser seeking packages itineraries and prices, including accommodation
Yorkshire Coach company	Keen to have specific information on bluebell/snowdrop visits plus heritage attractions
Cumbrian Coach company	Wants to start bringing day trips from town in Cumbria – various ages
Group Organiser Birmingham	Requests group rates at hotels plus ideas for day trips in the area
Luxury travel agent (domestic)	Purveyors of Luxury Experiences looking for new locations
Independent Operator	Bespoke Chinese tour company seeking English destination experiences for small luxury groups
Lodge Park Chorley	Would like days out itineraries in Lancashire and promotional literature for hotel
Walking website	Requests all walking routes to post on their website
Independent Operator	Organises walking breaks for small Chinese groups
Independent Operator	Seeking ideas for days out for children

This page is intentionally left blank