

## RIBBLE VALLEY BOROUGH COUNCIL REPORT TO COMMUNITY SERVICES COMMITTEE

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meeting date: 25 MAY 2021  
title: CLITHEROE TOWN MAPS  
submitted by: JOHN HEAP DIRECTOR OF COMMUNITY SERVICES  
principal author: KATHERINE ROGERS ARTS DEVELOPMENT OFFICER

### 1 PURPOSE

1.1 To consider the acceptance of grants funding from LCC to improve Clitheroe Town Centre maps.

1.2 Relevance to the Council's ambitions and priorities

- Community Objectives – to encourage economic development with a specific focus on tourism. To improve health & wellbeing of people living and working in our area. Improve the opportunity for people to participate in recreational activity. To conserve our countryside and enhance our built environment.
- Corporate Priorities - To explore all viable options for income generation. To develop with relevant partners, additional measures to support the visitor economy. To work with other partners on local health and wellbeing needs. Promoting the installation of charging points on Council owned car parks.
- Other Considerations - None

### 2 BACKGROUND

2.1 Earlier this year a proposal by Lancashire County Council asked the Borough Council if they wished to be involved with a scheme to improve the Clitheroe Town Centre Maps. As with many things progress of this scheme was interrupted by lockdown and covid. However, it has now been brought forward once more to reach agreement on the project.

2.2 It is proposed that existing Clitheroe Town Centre Maps in poster cases in locations around the town are redesigned to improve orientation for residents and visitors. By creating visually welcoming and informative maps, we hope to create for visitors the best first impression for their visit and give them the tools needed to make the most of their stay.

2.3 Through the use of the maps to highlight sustainable transport options it is planned to promote more sustainable visits to the Ribble Valley in future. Encouraging walking and cycling will have positive effects and help to reduce congestion at some of the more popular locations in the Borough.

2.4 By giving people access to good quality information the Council can help people make transport decisions that are better for themselves and for the environment. Sustainable tourism options are becoming more of a factor for people in planning breaks away and days out, and by creating a targeted package with sustainable travel options we intend to contribute to economic growth, reduced carbon emissions, health improvements and other wider social and environmental benefits.

- 2.5 There are 9 existing maps in key visitor arrival points, including the train station, bus interchange, train park and ride & our own carparks. It is proposed the 8 RVBC owned poster cases are repaired as the Perspex is weathered impeding visibility and the keys are missing so locks need changing.

Poster Case locations:

Chester Avenue Car Park / rail park & ride  
Chester Avenue Community Rail notice board greeting rail visitors arriving at Clitheroe Platform Gallery & Visitor Centre / Interchange  
Clitheroe Market  
Lowergate  
Railway View  
North Street  
Whalley Road  
Holden Street

- 2.6 A Ribble Valley artist/illustrator and a graphic designer would be engaged to create the new artwork for the map, highlighting a list of key points of interest provided to them e.g., electric car charging points, walking and cycle routes, landmarks etc. Cycle and walking routes for people of differing abilities will be identified encouraging arrival by foot, cycle, bus, or train with a more detailed description of the routes being available via a QR code or in the Visitor Information Centre (during open hours).

The artwork will be printed onto weatherproof materials and installed by a sign company, creating one slightly larger version to be installed in the Community Rail Poster Case on Chester Avenue.

By supporting this project, we aim to:

- Make walking and cycling more convenient and attractive
- Reduce traffic congestion/emissions
- Influence travel behaviour resulting in a shift towards more active modes
- Facilitate economic growth through improved access by active modes of travel
- Improving access to information for pedestrians/cyclists
- Improved access to information and links to public transport
- Walking or cycling promotion and awareness campaign
- Highlight car charging options.

### 3 ISSUES

- 3.1 Council officers had to submit a proposal for the grant before this meeting of the Community Services committee due to the funders time frame. The Council Solicitor is currently looking into the terms of the contract agreement. Committee approval will if given be subject to these conditions being acceptable for the Borough Council to engage with.
- 3.2 There is no actual financial commitment from the Borough Council required, because officers submitted a request for 100% of the cost amounting to approximately £6k. However, there will be up to 30 hours of officer time to co-ordinate and manage the delivery of the project.

#### 4 RISK ASSESSMENT

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

- Resources – Officer time to deliver the project.
- Technical, Environmental and Legal – The Council's Solicitor will provide officers with an assessment of the implications of accepting the grant based on the T&Cs that LCC have sent.
- Political - None
- Reputation – The Borough is a popular tourist destination and the improvement to the maps will help to enhance the offer, which in turn benefits the many businesses which exist to serve visitors and residents alike.
- Equality & Diversity – Routes chosen to feature on the map will be for varied abilities.

#### 5 **RECOMMENDED THAT COMMITTEE**

5.1 Delegate the Director of Community Services to approve the grant subject to legal comments.

5.2 Approve the officer time to deliver the project.

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