

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>

<p>Engage with press and media identifying key opportunities for press promotion,</p>	<p>Target media contacts located within one hour's drive time and drip feed relevant content. e.g. new experiences, publications, and events</p> <p>Promote key themes to specialist media including food, walking, cycling etc</p>	<p>ML</p> <p>RVTA</p>	<p>After restrictions are lifted, feed over a period of weeks</p> <p>Ongoing</p>	<p>There have been various media contacts developed resulting in some good PR.</p> <p>Various national press visits have been hosted and there has been significant activity in response to various awards won by our hospitality sector</p>
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Measure	Continue to support local businesses			
Action	Details	Partners	Timescale <small>(all subject to further restrictions)</small>	Actions taken
<p>Continued promotion of government guidance and support</p>	<p>Continue to promote opportunities for support and funding to businesses in the regular 'Tourism Update' newsletter</p>	<p>RVTA</p>	<p>Every 10-14 days as continues to be relevant</p>	<p>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</p>
<p>Support businesses in dealing with peaks and fluctuations in visitor interest</p>	<p>Promote 'Love to be Open' social media campaign – celebrating individual businesses as they open up</p> <p>Support measures to redesign tourism, ensuring it is safe</p>	<p>RVTA</p>	<p>Upon restrictions being lifted</p> <p>Ongoing from restrictions being lifted</p>	<p>Bespoke promotion of businesses as they re-opened involved over 40 businesses and over 250 social media posts</p> <p>The launch of 'made in Ribble Valley' has yet to be developed</p>

	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

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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 <small>(all subject to further restrictions)</small>	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

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	<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>

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<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 <small>(all subject to further restrictions)</small>	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