

## 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](mailto:olwen.heap@ribblevalley.gov.uk).