

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
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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 .

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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