

RIBBLE VALLEY BOROUGH COUNCIL REPORT TO ECONOMIC DEVELOPMENT COMMITTEE

meeting date: THURSDAY 28 SEPTEMBER 2023
title: MEMBER REPRESENTATION ON RIBBLE VALLEY TOURISM ASSOCIATION
submitted by: DIRECTOR OF ECONOMIC DEVELOPMENT AND PLANNING
principal author: TOM PRIDMORE

1 PURPOSE

1.1 For Committee to consider an invitation from the Ribble Valley Tourism Association for an elected member to join their Executive Committee and make their recommendations to Full Council.

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 BACKGROUND

2.1 The Ribble Valley Tourism Association (RVTA) is a membership organisation for businesses involved with tourism and the visitor economy in the Borough. The association provides a forum for discussion and debate and holds open meetings to which members are invited to attend.

2.2 RVTA work closely with the Council on tourism promotional and development activities, often being an additional resource to the Council's Tourism Officer.

2.3 Membership activities of RVTA include-

- Networking events
- Promotional campaigns
- Joint marketing opportunities
- Familiarisation visits which provide an insight into the local tourist economy
- Discounted / subsidised on training courses
- A network of advice and support
- Mentoring for new or developing member businesses

2.4 The RVTA works closely with the Council, including producing a regular E-Newsletter – to keep members up to date with industry news, events, legislation, PR, networking, marketing opportunities and membership offers. There is also very close collaboration in the organisation of the annual 'Ribble Valley Stars in Tourism' awards which take place during the annual Tourism Gathering organised by the Council.

- 2.5 Part of the collaborative working also involves the Council's Tourism Officer assisting the association, especially with events and managing their website. This is mutually beneficial as the association provides an excellent forum for consultation in the development of tourism, as well as in the delivery of promotional activities.

RVTA Executive Committee

- 2.6 In order to facilitate joint working with the Council, the RVTA has always included representation on their Executive Committee of an elected member from the relevant committee of the Council, together with a place for the Council's Tourism Officer. Since the pandemic, when meetings were suspended for a considerable period, the position held by an elected member has not been taken and is therefore vacant.
- 2.7 Aside of Council representation, the RVTA Executive Committee are members elected biannually by the membership. The committee normally meets in person, and occasionally virtually. There are usually three to four committee meetings per annum, plus the annual meeting. The meetings are daytime, and 1-2 hours in duration.

3 PROPOSAL

- 3.1 Earlier this month the Chair of Ribble Valley Tourism Association emailed the Chief Executive to formally invite an elected Council member to join their Executive Committee. The purpose being to enable effective joint working in the promotion and development of tourism.
- 3.2 Committee are asked to nominate a member of this Committee to join the RVTA Executive Committee and recommend the appointment of that member to this outside body to Council.

4 RISK ASSESSMENT

The approval of this report may have the following implications.

- Resources – None
- 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 RECOMMENDED THAT COMMITTEE

- 5.1 Nominate a representative for the RVTA Executive Committee and recommend to Council the appointment of that member to this outside body.

TOM PRIDMORE
TOURISM AND EVENTS OFFICER

NICOLA HOPKINS
DIRECTOR OF ECONOMIC DEVELOPMENT
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BACKGROUND PAPERS

None

For further information, please contact Tom Pridmore 01200 414496

REF: NH/ECONOMICDEVELOPMENT/28 September 2023