

## RIBBLE VALLEY BOROUGH COUNCIL REPORT TO PLANNING & DEVELOPMENT COMMITTEE

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Agenda Item No.

meeting date: 17 JUNE 2010  
title: ECONOMIC ACTION PLAN FOR LONGRIDGE  
submitted by: DIRECTOR OF DEVELOPMENT SERVICES  
principal author: CRAIG MATTHEWS

### **1 MATTER FOR CONSIDERATION**

1.1 To agree the draft economic action plan for Longridge.

1.2 Relevance to the Council's ambitions and priorities

- Council Ambitions – In addition to Ribble Valley Borough Council striving to meet its three ambitions, the importance of securing a diverse sustainable economic base in the borough is also recognised.
- Community Objectives – The issues identified in this report will contribute to objectives of a sustainable economy and thriving market towns.
- Corporate Priorities – Delivery of service to all.
- Other Considerations – The proposals support the Council's headline activities for the year of supporting regeneration in Longridge.

### **2 BACKGROUND**

2.1 The Council has previously identified in its economic strategy the need to work with businesses and local groups to formulate area focused action plans to help in particular the key service centres to create a range of activities that would assist improvements in the local economy, and steer both private and public resources and to act as a catalyst for further activities at the local level.

2.2 Officers from the regeneration team have been working in conjunction with local interest groups and have helped produce an action plan for Longridge. The issues have been explored and agreed for inclusion in the document by a working group made up of representatives from Ribble Valley Borough Council (RVBC), Longridge Town Council (LTC), Longridge Business Group (LBG), Longridge Social Enterprise Company (LSEC), Longridge Partnership (LP), Lancashire County Council (LCC) and Business Link North West (BLNW) will contribute to a number of the actions within the plan. , however by drawing the issues together in a single plan, it is considered that there is a better opportunity for co-ordinated activities.

### **3 INFORMATION**

- 3.1 The action plan deals with a range of issues, some of which local groups and organisations will develop and carry forward and there are a number of proposals that will relate to the specific support from the regeneration team and also linked with a range of Council activities such as community development and the progression of the local development framework. Other activity will also be carried out through the auspices of the local strategic partnership and by drawing the issues together in a single plan, it is considered that there is a better opportunity for co-ordinated activities.
- 3.2 It can be seen from the action plan attached at appendix A to this report that the programme sub-divides into four broad themes of:
- Supporting and sustaining new and existing businesses in Longridge
  - Improving the environment and appearance of Longridge and the overall visitor experience
  - Enhancing the role of Longridge as a key rural service centre
  - Strengthening economic opportunities and relationships between the town and the wider area
- 3.3 At the present stage the actions within these themes would be met from existing regeneration resources where applicable, however detailed proposals and specific projects that would be developed from the programme would be considered individually and where appropriate funding bids drawn up and co-ordinated to enable their delivery in due course via a range of partners.

### **4 RISK ASSESSMENT**

- 4.1 The approval of this report may have the following implications
- Resources – None at present, however some projects may be identified as the plan progresses and in such matters, a report will be presented to the appropriate Committee.
  - Technical, Environmental and Legal - None
  - Political – None
  - Reputation - The matters covered in this report link with the Council's objectives of a sustainable economy and thriving market towns.

## **5 RECOMMENDED THAT COMMITTEE**

- 5.1 Endorse the Economic Action Plan for Longridge and form a Longridge Town Team to work in partnership to assist in the delivery, monitoring, reviewing and development of the plan.
- 5.2 Instruct the Director of Development Services to report back to Committee, where appropriate, with regard to detailed projects and progress as they arise and keep this Committee informed on the actions.

DIRECTOR OF DEVELOPMENT SERVICES

BACKGROUND PAPERS:

Ribble Valley Economic Strategy

For further information please ask for Craig Matthews, extension 4531.