

RIBBLE VALLEY BOROUGH COUNCIL REPORT TO COMMUNITY COMMITTEE

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 title: GENERAL REPORT
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Agenda Item No. 24

1 WASTE MANAGEMENT

The UK has to bring in domestic legislation giving effect in England and Wales to the revised EU Waste Framework Directive (WFD) by 12 December 2010 and consultation is currently being undertaken on the draft Regulations.

The aim of the revised WFD is to promote waste prevention, increase recycling and ensure better use of resources, while protecting human health and the environment.

The revised WFD re-enacts much of the existing WFD and leaves the definition of waste unchanged. It also contains the following new features:

- To apply the "waste hierarchy" as a priority order in waste prevention and management, legislation and policy;
- To set up "separate collections" (which can be co-mingled) of waste for at least paper, metal, plastic and glass by 2015 where technically, environmentally and economically practicable. This applies to both household and business waste;
- To recycle 50% of waste from households by 2020;
- To recover 70% of construction and demolition waste by 2020.

In drafting the Regulations, Defra has sought to keep costs to businesses, local authorities, regulators and taxpayers to a minimum.

It is not anticipated that any of the proposed changes to the Regulations will have any significant impact on this Council's current waste management arrangements, however Committee will be advised should the situation change.

2 LEISURE AND SPORTS DEVELOPMENT

2.1 2012 Olympic games legacy

2.11 A strategic framework document for Lancashire has been produced which aims to assist the county and its partners in securing the unique positive effects of the London 2012 Games, as a legacy for the region.

The framework develops the themes and initiatives mapped out in the North West regional legacy framework 'Be Inspired' and has several strategic themes:

- sport
- health and wellbeing
- culture
- tourism and visitor economy
- business opportunities

- education (schools and HE/FE)
- volunteering

2.12 A number of sporting legacy opportunities are identified which Lancashire Sport along with local authority, SPAA and NGB partners need to consider further and develop action planning, including:

- cycling
- swimming
- sports facilities
- mass participation events
- enhancement and integration of the SPAA network

Through the above it is hoped to achieve:

- increased participation in 3 x 30 minutes of sport per week
- enhanced sporting infrastructure
 - (sports clubs, cultures, volunteers, key facilities)
- pre-games training camps
- More projects awarded the 'Inspire Mark'.

2.13 There are believed to be two significant links to this Lancashire-wide strategy for Ribble Valley.

Mass participation vents – this has been a clear prioritised objective of the Ribble Valley SPAA since its formation and the recently co-ordinated 'Let's Do It!' event involving sports clubs, civic halls and all kinds of voluntary organisations across the borough demonstrates the effectiveness of this approach. It is proposed to organise this event again along with others of a similar kind, in the run up to 2012.

Cycling - Cycle Pennine Lancashire is a project that aims to increase participation of residents and increase the number of visitors to the area. The Lancashire Sport Partnership has funding available to carry out a study which would thoroughly define the concept of and explore the feasibility of developing Cycle Pennine Lancashire and measuring the potential impacts on sports participation. Cycling is identified as the fifth most popular sport in Ribble Valley in respect of the percentage of population who have participated in at least 1 x 30 minute session in the past four weeks. (Data sourced from Lancashire Sport Partnership and 'sport and physical activity in Ribble Valley').

To ensure that Ribble Valley remains abreast of development maximising opportunities emerging from the 2012 games, the nominated SPAA lead officer for Ribble Valley will be representing the borough at Lancashire 2012 sports network meetings and report back on future initiatives and how we might capitalise upon these opportunities.

2.2 Report on ELFF (Enjoy Life, Food and Fitness)

Background

A gap in healthy lifestyles provision for youngsters was realised and a healthy eating/fitness project was drawn up with the use of 'Healthy Valley' funding. The project was only a pilot to establish if such future schemes were worthy of being run.

Preparation

A facility was required where there was both a kitchen area as well as an indoor area which could be used for sports. Longridge Civic Hall was chosen because it has both of these areas plus the Freedom Fitness Room could be used for any gym sessions.

The proposed project was put forward to both SSCO'S in the Longridge area (Longridge High – Kat Stemp & St Cecilia's – Nigel Taylor) to see if they would be prepared to work in partnership with us, the SSCOs would be key in identifying the attendees. They were asked to publicise the project to those pupils that may have unhealthy diets, are currently disengaged with PE and may also have some weight issues.

Project Outline

The project ran over 8 weeks and covered such issues as categories of food, workshop on sugar and fat and also included some food tasting. Each week we covered a different topic on food for 45mins and then either held a fitness room session or played a different sport such as Ultimate Frisbee. Towards the end of the project we carried out a lot more kitchen work and invited all the attendees to cook either a starter, main course or a dessert in the final week.

Successes and Areas for Improvement

Initially we had 6 pupils attending on a regular basis but this increased to 8 on the final week. More pupils had been asked to attend by their respective SSCO but they never arrived.

Successes:

- The pupils attended on a consistent basis despite the fact the session was after school and not on their school site.
- Getting the pupils to talk about their eating habits
- All the pupils enjoyed both the sports and fitness sessions
- Some pupils had even joined the youth gym sessions on a Friday night as a result of our sessions
- 100% of attendees said that they "enjoyed the ELFF project"
- Half of them have stated that their physical activity had increased as a result of ELFF
- The practical sessions in the kitchen were very positive and were a constructive way of learning about food

Areas For Improvement:

- Have more of an input in which pupils attend the course
- Kitchen facility wasn't of a high standard so cooking was limited
- Reduce the number of theory sessions as these seemed to be the least liked part of the project
- Enforce the link between eating healthily and fitness more forcibly

2.3 Ribble Valley Sports, Arts and Community Awards 2010

Background

RVBC Community Development hold the annual Sports & Community awards in order to recognise and reward the voluntary sport sector as well as the work that goes into the Ribble Valley's Community Safety Partnership.

This year we added an arts element to the proceedings as all recipients of the new Arts Excellence Grants were invited along to accept their cheques along with their sporting counterparts.

The Awards

These were held this year on Tuesday 29 June at The Grand, Clitheroe with over 100 people attending the evening. Sky Sports Peter Stevenson was the official compere for the night as awards were distributed in the following categories:

Club of the year – Clitheroe Hockey Club
Coach of the Year – Don Lennon (Ribble Valley Athletics Club)
Adult Volunteer of the Year – Val Wallbank (Longridge Town JFC)
Young Volunteer – Sally Monks (Longridge Netball Club)
Rising Star – Samantha Murray (Ribble Valley Modern Pentathlon Club)
Lifetime Achievement Award – Tommy Hadwen (Read CC)
Community Engagement Award – Tony Walsh (Lancashire Constabulary)

Please find attached the official press release for the evening

http://www.ribblevalley.gov.uk/news/article/262/young_achievers_and_community_champions_honoured

All the above winners (apart from the Community Engagement award) now progress through to the Lancashire Sports Awards to be held on Friday 26 November at Blackpool Pleasure Beach.

3 TOURISM

3.1 Clitheroe Castle Museum - Winner of the Lancashire and Blackpool Tourism Small Visitor Attraction of the Year Award – 2010/2011

The winners of the 2010/11 Lancashire and Blackpool Tourism Awards were announced on 9 June, with TV wildlife presenter Michaela Strachan, host of the tourist board's most hotly contested awards ceremony to date, held at the Mercure Dunkenhalgh Hotel, near Accrington.

The Awards were supported by the Northwest Regional Development Agency (NWDA).

Clitheroe Castle Museum was announced winner of the Small Visitor Attraction of the Year Award (under 50,000 visitors) following a high quality application submission. This is a magnificent achievement and it will now proceed to the North West Regional Tourism Awards to be held on 29 September, competing against the following winners from the other tourism regions:

Chester Heritage Tours – Cheshire and Chester Tourist Board
Acorn Farm – Merseyside Tourism Board
Lake District Coast Aquarium – Cumbria and The Lakes
Stockport Airaid Shelters – Visit Manchester.

Ribble Valley tourism businesses achieved excellent results at these awards and those businesses that will also go on to the North West round, and hoping to then go on to the National Tourism Awards are:

Access for All Tourism Award – Sponsored by Tourism For All

Winner: Mytton Fold Hotel and Golf Complex, Langho

Sustainable Tourism Award – Sponsored by Business Link

Winner: Clough Bottom Farm Cottages, Bashall Eaves

Business Tourism Award of the Year – Sponsored by Virgin Trains

Winner: Stanley House, Mellor

Self Catering Award – The Northwest Regional Development Agency

Winner: The Old Shippon at Mellor

Furthermore, although not quite the winner but awarded Highly Commended Award for Small Hotel of the Year – Sponsored by Lancashire County Council : The Gibbon Bridge Hotel, Chipping

The results of this category and the other winners at the North West awards will be detailed in the next General Report.

3.2 Ribble Valley Food Trail

The Ribble Valley Food Trail was a tourism, regeneration and public relations initiative launched by Ribble Valley Borough Council in 2008.

Within weeks of going live, the trail, which featured 36 restaurants, inns, shops and delicatessens on a dedicated map and web site, was featured extensively in the national press, as well as on radio and television. As a result, 20,000 copies of the food trail leaflet were snapped up and the web site received an average of 21,000 hits a month.

The trail subsequently won awards from the Lancashire and Blackpool Tourist Board, Chartered Institute of Public Relations, Countryside Alliance and Good Communication Awards.

Now, the Ribble Valley Food Trail is to be re-launched. New and existing members have been invited to apply. Officers are looking for food producers, retailers and restaurateurs, who are passionate about food, particularly those with off-the-beaten-track farm shops, or who sell directly to the public.

As well as offering fabulous food, excellent customer service and championing local produce, members of the trail will now have to meet strict food hygiene standards, have a strong and coherent business philosophy and, where possible, offer customer incentives for return visits, such as loyalty cards or food festivals.

An independent panel will shortly be assembled to consider the applications for membership of the trail and it is hoped to have the new trail in place by late autumn/early New Year.

Once membership of the trail has been established, 75,000 leaflets and maps will be printed and distributed widely, including to food trail members, who will be expected to display them for their customers.

The dedicated Ribble Valley Food Trail web site, www.ribbonvalleyfoodtrail.co.uk, will also be updated and expanded.

3.3 Ribble Valley hosts Outdoor Writers & Photographers Guild (OWPG) Day Visit - 5-7 November

OWPG exists to promote its membership to publishers, commissioning editors, PR companies, picture researchers and other. The membership includes professional writers, photographers, journalists and others, specialising in all aspects of the outdoor world and sustainable activity within it.

The Awards weekend is an annual event, which takes place at a different venue each year, during which the organisation holds its AGM and presents Awards for Excellence in writing, photography and journalism.

This November the event is to be hosted in Lancaster, at Lancaster House Hotel. As part of their stay they will be visiting the two AONBs in Lancashire as they recognise that it can offer great countryside that can provide a huge amount to interest their members and thus generate resultant publicity for the area.

Therefore, working with the Ribble Valley BC tourism department, we have arranged 2 familiarisation visits to Ribble Valley. One is a cycling visit to Gisburn Forest and the other a walking tour of the Tolkien Trail in Hurst Green. It is hoped that this will generate some resultant publicity for the area and potentially some useful photography for the tourism department to use in the future.

4 ARTS DEVELOPMENT

4.1 Ribble Valley Sculpture Trail

In the last month we have seen the completion of the final phase of the Ribble Valley Sculpture Trail, the first such trail in Lancashire.

Permanent signage and freestanding information boards and maps have been designed and installed at both entrances and within the trail.

In addition the first full colour map and information guide has been published and distributed.

Arts Development officer, Mark Mason, has also curated the exhibition 'Art & Us', currently at The Steward's Gallery, guiding visitors through the history, art and community participation in the creation of the areas best loved free art resource.

Audience figures indicate that this has been one of The Steward's Gallery's most popular exhibitions, and has encouraged visitors to spend more time in the area and visit the trail. Publicity surrounding the current The Ribble Valley Sculpture Trail final phase completion has resulted in a spectacular feature in the Sept 2010 edition of Lancashire Magazine.

4.2 North West Sound Archive

A project based around sound recordings of 'food memories' with sound artist Laurence Kaye to increase awareness of this unique public resource within the Castle complex was successfully developed and produced.

Additional contemporary sound recordings were added to the archive, and Laurence demonstrated the value of the collection by creating a new sound installation, performed in the Castle's sensory play area. Further work to increase the profile of the archive is planned.

4.3 Inter-Departmental Projects

The Arts Development team are currently developing a second project to help the Waste and Recycling Dept promote responsible disposal of household rubbish. The first, a poster art project working with local schools and tied into the current exhibition at the Platform Gallery resulted in increased footfall through the Gallery, and the successful promotion of recycling. The second project will again see the Waste and Recycling Dept working with Arts Development and the Library Service on a book recycling initiative. We would very much like to increase the work we do with other departments to bring a creative art related solution to the communication of information and the promotion of initiatives.

4.4 The Ribble Valley Open Exhibition

We are currently organising the second Open Exhibition for Ribble Valley artists. This is the premiere art event for local artists, allowing them to exhibit their work at The Steward's Gallery, and giving the winner of the selector's prize the opportunity of a solo exhibition at the venue. In future years we will look to introducing a Schools Open Exhibition in response to requests for this kind of event.

Exhibitions of this kind are vital for the development and promotion of local artists, and of the Ribble Valley area as focal point for creative artisans and industries.

With this in mind we are looking to further develop the Ribble Valley Arts website into a fully functioning networking and event promotion resource for all the arts, and in doing so increase connections with local food producers, the Chamber of Trade, venues and other Ribble Valley artisans.

4.5 **Councillor's Special Private View: Platform Gallery 24 August**

The Arts Development Officer and Gallery staff were present at this specially arranged event, exclusively for Councillors and Heads of Department, to informally discuss the role of the arts and its relevance within the overall service provision of the area.

It was a valuable opportunity to meet and exchange ideas in a relaxed atmosphere and those who attended found it very worthwhile.

5 **PLATFORM GALLERY**

The Platform Gallery has contributed to making Clitheroe a very busy town over the spring and summer months. It has hosted two large exhibitions, which have boosted both footfall in the gallery and in the adjacent amenities/retail spaces (our gallery feedback forms indicated that individuals were commuting into Clitheroe with sole purpose to view the exhibits).

The educational workshops, held in the gallery were aimed at children wishing to create things of beauty from recycled materials, has proved hugely popular with both children and adults alike, with attendance numbers at the highest the Gallery has seen.

With the summer months brought the arrival of a new exhibition space at the Gallery, the rear platform has now been transformed into a feature summer garden display, which offers striking bespoke garden ornaments and wall decorations.

The Gallery's 'Councillor's private view', which launched in August has provided a great opportunity for Ribble Valley Borough councillors to experience first hand, the gallery's exhibits and activities, taking time out from their busy schedules to take the opportunity to relax and enjoy the best Craft Lancashire has to offer.

The Platform Gallery also expanded its exhibition space in a brand new location, on the Clitheroe Fine Food and Craft Street Market held on Saturday 14 August. This day was a huge success for the entire town and the Platform Gallery hosted a hugely busy stall on Castle Street selling the wares of many local artists boosting their income and of course showcasing the Platform Gallery to many potential new visitors.

6 **RECOMMENDED THAT COMMITTEE**

Notes the contents of this report.



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