

RIBBLE VALLEY BOROUGH COUNCIL REPORT TO COMMUNITY SERVICES COMMITTEE

Agenda Item No.

meeting date: 24 MAY 2011
 title: GENERAL REPORT
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1 PURPOSE

To update members on the progress of local flood prevention strategies, and inform members of a variety of sporting participation events leading up to the Olympics, together with tourism events planned for next year.

2 FLOOD RISK MANAGEMENT RESPONSIBILITIES MAKING SPACE FOR WATER MEETING

Reports on the responsibilities for this council arising from the recently enacted Floods and Water Management Act 2010 have been presented to previous meetings of this Committee. One such responsibility is to cooperate with the Lead Local Flood Authority (LLFA) for the area, which in our case is Lancashire County Council.

Part of the interpretation of this is that district authorities should stage local meetings involving flood partners in order to discuss and resolve local flooding issues and to contribute to local flood risk management strategies. In Lancashire these meetings are specifically called "Making Space for Water" (MSfW) meetings.

Ribble Valley BC staged its first MSfW meeting on 14 April 2011. This first meeting concentrated on this authority's input into the Preliminary Flood Risk Assessment and on the compilation of an asset register, both undertaking that the LLFA is required to complete. Items for an LCC highway drainage maintenance or works programme were also discussed.

The next meeting of the group will be on 14 July 2011. As the local flood risk management expertise for the area will be assembled for the meeting, the "Clitheroe Flood Action Group", a residents' group, are to be invited to join the meeting in order to discuss local flood issues.

3 LEISURE & SPORT

3.1 2012 Olympics

The Lancashire 2012 Sports Network Group is serving to co-ordinate the Lancashire Legacy Framework for the 2012 Games and have identified an Action Plan around the following aims:

- **Increasing participation:**
 - (a) as a direct result of the games;
 - (b) inspire more 14-19 year olds to become involved, and stay involved, in sport;
- **Sporting Infrastructure**
 - (a) develop high quality networks of clubs, coaches, pathways and volunteers
 - (b) Improved facilities and attracting mass participation events;

* To achieve a significant number of sports-related Inspire Mark projects;

* Lancashire Districts can decide upon the extent to which they participate in Sport Network themes and the Ribble Valley SPAA group has expressed intent to deliver!

Mass participation events in: Cycling, Swimming and Dance;

Open house weekend of activity that will consist of 20 activities taking place over a 12-day period, and culminating in the National Inspire Open Weekend of 23 & 24 July 2011.

- **Torch Relay**

It is understood that the Regional 2012 Torch Relay route group will be starting to communicate with those local authorities through which the Torch Relay will pass; a briefing will take place for local authorities on 21 June. LCC are looking to provide a supported package to assist local authorities with local arrangements.

3.2 **Swimming Challenge Event 2012**

A mass participation event will take place on Saturday 8 October between 1pm-4pm, and all local authorities across Lancashire are being invited to take part. The aim of the challenge is to use the 2012 Olympic Games as a catalyst to increase participation in swimming, whilst helping to raise the profile of the 2012 Olympic and Paralympic Games. Local people will be encouraged to take part by swimming lengths at their Pool (Ribblesdale Pool) and as many people as possible will aim towards swimming a total of 2012 lengths per authority. Each pool will be allowed 2 lengths, and there is an element of competition between authorities as the first authority to achieve the target and the most people to take part.

3.3 **Cycling Activity Co-Ordination**

It is proposed to deliver guidance ride events as a way of encouraging more participation in both road and off-road cycling.

A Ribble Valley Cycling forum has been formed to co-ordinate cycling development and identify cycle projects locally as part of the 2012 Olympic legacy, but also to establish and raise awareness of cycling opportunities.

Bikeability is essentially a cycling proficiency for 21st century, designed to give the next generation the skills and confidence to take their bikes on today's roads.

Having now trained, the Borough Sports Development Officer can deliver this programme, and it is proposed to promote the availability of this training to Ribble Valley primary schools.

3.4 **Sportivate**

A four year Sport England programme designed to encourage more 14-25 year olds to become active and participate in sport and physical activity. Ribble Valley have been awarded £4930 in year 1 and have to 'retain' 65 people. Sportivate Planning Group set-up as a subsidiary of the SPAA and have submitted several projects which will begin in July 2011. These include mountain biking in Gisburn Forest, New training sessions at Clitheroe Rugby Club for 16-19 year olds, 'No Strings' badminton sessions at Roefield Leisure Centre and many more. Projects will run until March 2012 whereupon year 2 will begin with more funding attached to it. Most of the activities will be subsidised in order to get more young people participating and deliverers will be responsible for keeping registers/measuring data.

Sport Unlimited ended its 3-year programme in April. Over the course of the three years, the Ribble Valley engaged with 826 young people between the ages of 5-19 and retained (ie attended at least 60% of the sessions) 633. There were over 5000 entries recorded during the three years in such sports as canoeing, mountain biking, badminton, squash and mini tennis - a fantastic amount of people!

3.5 Ribble Valley Sports, Arts and Community Awards 2011

Nominations are now open for this year's awards that will take place on Wednesday 15th June at The Grand. Both Sporting and Arts Excellence Grants will be awarded on the night, as well as eight different sport and community awards being presented. Sky Sports Peter Stevenson will be the compere on the evening for the second year running, and clubs/coaches/volunteers/parents can nominate either via post or online. All forms and criteria can be found on the sport development section of the council's website. Deadline for nominations is Friday 20th May.

4 TOURISM

4.1 Lancashire 2012

2012 is an important year for Lancashire in terms of the potential impact to the visitor economy. Despite the London Olympics taking place, Lancashire can boast a number of activities events and anniversaries that have the potential to attract national press and an alternative to the Olympics.

Preston Guild, The British Open at Royal Lytham and St Anne's Golf Club, and the Lancashire Witches 1612 – 2012 anniversary. There are also a number of significant anniversaries falling next year, including Blackpool Illuminations 100 years.

Therefore, working with all the districts, the Lancashire and Blackpool Tourist Board are planning a major marketing campaign for the whole of 2012 that will be focused on promoting all these events under their 'What's On' theme. They are also working with Lancashire Sport on the promotion of Sporting activities in that year.

4.2 Lancashire Witches 1612 – 2012

2012 will be the 400th Anniversary of the trial and execution of the Lancashire Witches and, therefore, planning is currently underway to promote this significant anniversary and put Lancashire, and the areas involved in the Lancashire Witch trials – Ribble Valley, Pendle, South Ribble and Lancaster – on the map.

Pendle Hill and the Witches story already attract a significant amount of interest and numbers of visitors to the area and, therefore, a commemoration of this event has the potential to create enormous opportunities for the area. This is in terms of increasing the visitor economy, gaining national publicity whilst raising awareness of the various and serious issues that still affect our modern society.

A Lancashire district council-led marketing group has been formed to co-ordinate the marketing activity for this anniversary year, with regular meetings planned for the coming year.

The RVBC Tourism & Arts Officer has recently sent an invitation to all known organisations and event organisers to get involved and start thinking about the anniversary year in order to begin building up a programme for Ribble Valley.

This offer is available to anyone interested, from groups, attractions and venues, whilst the main steering group will also be looking at other areas besides tourism,

to get as much interest within the local communities and schools to learn about and commemorate some aspect of the true Lancashire Witch story.

4.3 2011 Exhibitions

- Great Days Out Fair

The Council's Tourism Department attended the Great Days Out Fair, which for the first time took place at the Museum of Museums at the Trafford Centre on Saturday 5 March.

Promoting Ribble Valley attractions, activities and events, this was quite well attended by group organisers however, the show has seen a change in types of stall holders and interested parties over the last few years, with fewer Borough Councils being represented.

- Nigel Haworth's Fantastic Food Show

This event will take place on Sat 11 – Sun 12 June and along with other Ribble Valley businesses, we have organised a stand to promote the whole of Ribble Valley but in particular its food related activities, namely the Ribble Valley Food Trail, Clitheroe Food Festival and other food related events in the borough.

Ribble Valley will have a larger presence this year at the show with food producers from the borough being located together in one area. Last year this event attracted over 5000 visitors on just one day, so it is hoped that this will be fantastic exposure for the borough over the course of the weekend this year.

4.4 Ribble Valley Food Trail

The trail is currently in production and will be re-launched in June, in time for the Food Show at Ewood Park.

It has already sparked new interest from national and regional press already and therefore it is hoped that renewed interest in the area's food offer will be gained.

This time new forms of social media have been used to help promote the trail alongside the current website www.ribbonvalleyfoodtrail.co.uk, in that a video about the trail has been created, of which will be made available to the press and online, and the Ribble Valley Food Trail is now on Twitter. You can follow the project's progress on @RVFood now on Twitter, and updates will be posted up until the launch and beyond.

4.5 Ribble Valley Golf Breaks

The project to develop an affordable Golf Break Package, incorporating a round of golf at 3 Ribble Valley courses along with 2 nights' accommodation in a Ribble Valley hotel, inn, B&B or guest house, has now been launched.

For more information please visit www.ribbonvalleygolfbreaks.co.uk

4.6 Clitheroe Food Festival

Whilst the social enterprise company for the Food Festival is currently being formed, organisation for this year's first festival is well underway with the support of RVBC.

Bookings are now being taken for Food and Drink stalls. There will be celebrity chef demonstrations, top local food and food-related craft stalls, a real ale and wine tasting area, a pudding feast, tasty food trails and lots more besides.

The food and drink offer will be complemented by an extensive array of entertainment and activities over the course of the day throughout the town, as

well as into the evening, incorporating historical tours, archery, falconry, young people's cookery demonstrations and competitions.

Clitheroe's local retailers, market traders, pubs, cafes and restaurants are all being encouraged to become involved, to truly make this a flagship market town event that will bring people from all over the country to Ribble Valley.

This event is also closely linked with the Rock at the Castle and Last Night of the Proms concerts at the castle, making this an even more attractive weekend for visitors to come to Clitheroe.

Regular meetings involving various organisations are being held and sponsorship is being sought – funding and in-kind support – to help make sure that the event is successful and becomes self-sustaining in future years.

A website was launched on 21 April www.clitheroefoodfestival.co.uk and it also has a Twitter account @ClitheroeFood so please feel free to follow and keep up to date with the news.

5 RECOMMENDED THAT COMMITTEE
Notes the contents of this report.

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