

RIBBLE VALLEY BOROUGH COUNCIL REPORT TO COMMUNITY SERVICES COMMITTEE

Agenda Item No.

meeting date: 22 MAY 2012
 title: GENERAL REPORT
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 PETER McGEORGE – WASTE MANAGEMENT OFFICER

1 PURPOSE

To inform members on progress in Sports Development, including Olympic-inspired activities, on the opening of the refurbished Platform Gallery, and an update on Waste Management.

2 LEISURE AND SPORTS DEVELOPMENT

2.1 Beginner Running Groups

Ribble Valley Borough Council has secured funding from Lancashire Sport to increase the number of beginner runners taking part in recreational running groups.

In partnership with Run England, the project aims to increase the number of trained Leaders in Running Fitness and, subsequently, increase the number of registered beginner running groups.

Upon completion of the Leadership in Running Fitness (LIRF) course our run leaders will lead different groups across the borough in Clitheroe, Whalley and Longridge and run weekly sessions/runs for beginner runners.

2.2 Ribble Valley Sports & Community Awards 2012

The awards will take place on Friday 27 July at The Grand, Clitheroe.

Nominations can be made in the following categories: Club of the Year, Coach of the Year, Adult Volunteer of the Year, Young Volunteer of the Year and School of the Year. There are also special awards for Rising Star and Lifetime Achievement.

The awards are a fantastic opportunity to recognise and reward the commitment and dedication of local sports volunteers, coaches and clubs in the Ribble Valley. The awards form a part of a county programme of awards, with all the Ribble Valley winners being invited to the Lancashire Sports Awards as the borough's representatives.

All nomination details can be found on www.ribblevalley.gov.uk/sportsawards

2.3 Olympic Weekend 2012

Letters have been sent out to all local sports clubs, organisations and instructors inviting them to be a part of the Ribble Valley Olympic Weekend on Friday 20th – Sunday 22nd July. Local clubs are being invited to 'open up' their facilities for people to come and try out their sport for free. In 2011 the event drew over 350 to our local clubs and was an excellent way to attract new members and increase participation in sport and physical activity.

Clubs and organisations in the Longridge area can use Longridge Sport and Art Centre's facilities free of charge.

The Olympic Weekend programme will be promoted and advertised in the Summer Activities booklet which is produced and distributed in partnership with the Ribble Valley Engagement Group (Sub group of the RV Children's Trust).

3 OPENING OF PLATFORM GALLERY VISITOR INFORMATION CENTRE

Thanks to the well-coordinated plan of the Platform Gallery refurbishment, Dave Johnston's Builders completed their work on time, allowing the team at the Gallery to set up the new exhibition, shop and visitor centre for the unveiling of the new look centre on 5 May. Great teamwork from most departments in Community Services meant that the building was looking its best for the reopening.

Over three hundred people joined us in our celebrations on the day, with the Ribble Valley mayor officially cutting the ribbon of the new merged service and the opening of the new exhibition at the Platform Gallery, the "Open Craft Exhibition 2012".

Many of the 60 artists participating in the exhibition joined us at the opening, with their family and friends. Two awards were presented, the selectors' prize for innovation went to Julie Bull for her inspiring quilt work, and the Ribble Valley prize went to ceramic artist, Jenny Eaton from Cow Ark. As a Ribble Valley-based artist, she has won the opportunity to have a solo show in the Education Gallery in the 2013 exhibition programme.

The comments from the public have been extremely positive, with the majority of them commenting on how the changes have opened up the gallery space, making it more welcoming, airy and versatile. Both sales and visitors numbers have been higher than predicted in the first week of opening.

Over the next few weeks, the new merged staff team will be working together to learn about both services, focusing on the content and layout of the visitor information and craft shop area, to ensure we make the most of the new space. New signage and literature will be created to reflect the changes in the building and the services. Radio Lancashire has helped us get the message out to the wider audience, with Chris Hughes being interviewed on the opening day, and their roaming presenter being based in the Platform Gallery and Visitor Centre for the full prime time Saturday morning slot on the second Saturday we were open.

This is a very exciting time, and we feel the building can now help the services reach their full potential.

4 WASTE MANAGEMENT

Education and Waste Awareness Programme for 2012

4.1 Schools

There are a number of different messages officers will be attempting to raise this year using a variety of initiatives.

As Members will be aware, the co-mingled recyclate we collect is taken to the Farington Waste Technology Park, where it is sorted through a material recycling facility (MRF), along with co-mingled waste from other districts in Lancashire. Lancashire County Council is claiming that, collectively, there is a high level of rejected materials being delivered to this facility, the consequences of which reduce both our recycling credit payments and recycling performance.

To improve awareness of the types of material that can be placed in the blue wheeled bin, improvements have been made to the annual 3 stream collection calendar.

Using the wheeled bin characters developed for the signage of the recycling and refuse collection vehicles, a short animated film has been produced that will be played during the presentation of this report. (Please note that the company that produced the film has displayed it on Vimeo and, to date, it has been viewed by over 530 people, many of whom have left extremely positive feedback.)

Whilst the animation has been put on the Council's website under "Recycling and Refuse Collection", copies are to be issued to the local primary schools, along with a seasonal programme of information fun sheets. Storylines have already been set for the autumn, winter and spring editions.

Initial consultation with local schools has provided lots of positive feedback and support.

4.2 Awareness and Promotion

Paper/Card

Officers are working with Viridor to raise awareness on the types of paper and card that can be put out for collection in the white sack, and to increase public participation in the service.

`Big Heaps`

During 2011/2012, 10 tonne of compost produced through the `in vessel` composting process was given away to residents in the Ribble Valley in a single event held on Edisford Car Park, Clitheroe.

Following requests by residents from several villages, officers are to organise a series of smaller more localised `Big Heap` events, supporting both residents and local allotment organisations.

`Love Food Hate Waste` Roadshow

To promote waste minimisation and re-use, your officers have arranged for the `Love Food Hate Waste` national roadshow to give exhibitions during the Ribble Valley Food Festival on 4 August 2012.

5 CONCLUSION

That the contents of the report be noted.

JOHN C HEAP
DIRECTOR OF COMMUNITY SERVICES

For further information, please ask for :

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