

Minutes of Community Services Committee

Meeting Date: Tuesday, 22 May 2012 starting at 6.30pm
Present: Councillor R J Thompson (Chairman)

Councillors:

J E Alcock	G Mirfin
R Bennett	R Newmark
S Brunskill	L Rimmer
S Carefoot	M Robinson
J Hill (6.35pm)	G Scott
S Hore	J White
A M Knox	

In attendance: Director of Community Services, Head of Engineering Services, Head of Cultural and Leisure Services, Head of Financial Services, Waste Management Officer and Tourism and Events Officer.

8 APOLOGIES

Apologies for absence from the meeting were submitted on behalf of Councillor R Swarbrick.

9 MINUTES

The minutes of the meeting held on 13 March 2012 were approved as a correct record and signed by the Chairman.

10 DECLARATIONS OF INTEREST

Councillor A Knox declared a personal but non-prejudicial interest in agenda item 6 – Clitheroe Castle Museum Operational Review and agenda item 11 – Refuse Collection and Recycling Update.

11 PUBLIC PARTICIPATION

There was no public participation.

12 FUTURE TOURISM INITIATIVES

The Director of Community Services submitted a report briefing Members of the Committee on the current issues relating to tourism and events. A new Tourism and Events Officer had been appointed in February 2012 and the report provided an update of his work and identified some of the key opportunities for the future. Of particular note was the future priorities with regard to the promotion of tourism and raising the profile by participating in more promotional opportunities as well as working alongside the Ribble Valley Tourism Association.

Statistical information regarding the Tourist Information Centre was highlighted and priorities with regard to visitor information included promoting awareness about the centre to local tourism operators using the new centre as a focal point for activities to increase footfall, increasing projects amongst the operational staff of the centre, improving the quality of information about local events, establishing channels for brochure distribution, and refreshing the website to make it more relevant and exploring the use of social media.

The Tourism and Events Officer also felt there was a relatively under developed market with regard to the travel trade including the use of local coach companies. It was planned to develop a partnership approach to encourage this market and by developing a travel trade newsletter.

He reported that the food trail continued to showcase the Ribble Valley and many of the enquiries for short breaks and days out were a result of having read about the trail.

The report went on to outline ideas for events promotion in the future as well as highlighting several current major events that had either taken place or were underway.

Members discussed the various tourism aspects and informed the Tourism and Events Officer that there was a wealth of knowledge that could be passed on to him with regard to contacts and events that happen in the various villages.

RESOLVED: That Committee

1. note the contents of the report and the progress made by the Tourism and Events Officer and in particular the development of partnerships with the private sector; and
2. support the key issues identified in the report and the need for the co-ordination of a tourism policy document to prioritise Council resources in the future.

13 CLITHEROE CASTLE MUSEUM

The Director of Community Services submitted a report bringing Committee up to date with the performance of the facility against the original projections. This showed a steady increase over the three years that it has been opened. The report also reminded Committee that as part of the Council's budget process, the museum operation had been scrutinised with the outcome resulting in a proposal from LMS to reduce winter opening hours. It had been agreed that this would reduce from seven to five days between November and February half term and overall opening hours moving from 11am to 5pm to 12 noon to 5pm.

He also informed Committee that within the management agreement, there was a requirement to establish a local advisory forum which would have two borough councillor representatives on it. The purpose of the forum would be to monitor

the overall performance of the facility and suggest changes that would be in the interest of the overall operation.

RESOLVED: That Committee

1. recognise the ongoing performance of the museum site;
2. be aware of the changes to opening times and any issues that may arise from them; and
3. nominate Councillors Mirfin and Rimmer as the two borough representatives to sit on the Local Advisory Forum.

14 FUTURE PLAY PROVISION

The Director of Community Services submitted a report advising Committee of the current condition of its play areas and the issues facing the Borough Council in maintaining current standards and meeting future community needs/aspirations. The Borough Council is currently responsible for 18 facilities spread throughout the borough varying in size and target age group. It had now been recognised that the maintenance of these sites would present a major challenge for the future. The Core Strategy had also identified a potential increase in developments over its 20-year life that would increase demand in open space provision for children and young people. In order to address future provision, three priority areas had been identified:

- within large scale developments the responsibility of provision and ongoing maintenance sits with the developer;
- within small scale developments there would be an expectation for developers to make a contribution to the nearest existing facility; and
- current provision is heavily biased towards younger children so future investment needs to include teenage facilities.

It was felt therefore that it was important to develop an investment rationale for the play areas to identify where and when investment would be required rather than continue with the current reactive approach and as such, a detailed assessment of the play area stock would need to be carried out.

Committee discussed play provision within the borough and agreed that developers should be encouraged to contribute in some way towards the provision but that exactly what provision should be investigated further in order to cover all age groups.

RESOLVED: That Committee reappoint the Play Provision Working Group to review the current provision to support a rationale for future investment.

15 CLITHEROE FOOD FESTIVAL UPDATE

The Director of Resources submitted a report updating Committee on the changes that had taken place with regard to the provision of the Clitheroe Food

Festival 2012. The Clitheroe Food Festival Co Ltd had successfully sought a number of sponsors for the event to date and continued to seek further financial support in the form of sponsorship. They had also been working on the development of a bid to the Rural Development Programme for England which would see substantial funding towards summer festivals in both 2012 and 2013, and also a Christmas 2012 festival. However, preliminary discussions with the Lancashire County Council who administer the RDPE locally, had shown that the grant would not be approved for the Clitheroe Festival Food Co Ltd unless they secured a substantial loan to support its cash flow forecast. As this would not be possible, it had been agreed that the most beneficial manner in which to operate the future 2012 and 2013 festivals, would be for them to be commissioned by the Council. This would allow the Council to apply for the RDPE funding for the events and would remove the cash flow concerns that had been raised by LCC in their grant administer role. The Clitheroe Festival Food Co Ltd would however continue to play a very important role in the provision of the festival. Should the RDPE funding be unsuccessful, then the proposals for the provision of the planned future food festival would be revisited, in partnership with the Clitheroe Festival Food Co Ltd as would the budgets. Financial information from the RDPE bid was included in the report for Committee's information.

RESOLVED: That Committee endorse the new arrangements for the provision of the food festival.

16 REPRESENTATIVES ON OUTSIDE BODIES 2012/2013

The Chief Executive submitted a report for Committee's information on the Outside Bodies that come under the remit of the Community Services Committee and their membership.

RESOLVED: That the report be noted.

17 CHILDREN'S TRUST UPDATE

The Director of Community Services submitted a report for Committee's information on the work of the Ribble Valley Children's Trust and the Borough Council's role/involvement in its work.

RESOLVED: That the report be noted.

18 REFUSE AND RECYCLING SERVICE UPDATE

The Director of Community Services submitted a report updating Committee on the current issues and directions within the Council's recycling, refuse and collection service. This included issues relating to the inclusion of selected food wastes into the garden waste collections, the weekly collection support bid which had been made to the Department for Communities and Local Government, an update on the future arrangements for the collection of paper and cardboard recycling, and information as to how the introduction of a charge being made to householders for the collection of special or bulky items was going.

RESOLVED: That the report be noted.

19 GENERAL REPORT OF THE DIRECTOR OF COMMUNITY SERVICES

The Director of Community Services submitted a report informing Committee on progress with regard to sports development including Olympic inspired activities, the opening of the refurbished Platform Gallery and an update on waste awareness and education programmes. Committee were shown a short animated DVD that had been made titled 'keep your bins happy' that would be given to all schools in an attempt to raise awareness as to the types of material that could be placed in the various bins.

Committee were also issued with the first edition of 'fun with recycling' which will be used to support the DVD in schools.

RESOLVED: That the report be noted.

The meeting closed at 8.15pm.

If you have any queries on these minutes please contact John Heap (414461).