

## RIBBLE VALLEY BOROUGH COUNCIL REPORT TO COMMUNITY SERVICES COMMITTEE

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Agenda Item No.

meeting date: 10 MARCH 2015  
title: GENERAL REPORT  
submitted by: JOHN HEAP, DIRECTOR OF COMMUNITY SERVICES  
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LEISURE FACILITIES & SPORTS DEVELOPMENT MANAGER

### 1 PURPOSE

To update Committee on the progress of the next Clitheroe Food Festival, and to inform on activities in the Sports Development section for the coming year.

### 2 CLITHEROE FOOD FESTIVAL 2015

The preparations for the Clitheroe Food Festival continue in collaboration with the Food Festival Company. The website has been revamped and launched for 2015, with the aim of promoting the Festival, selling demonstration tickets, and helping to attract sponsors for the event.

The number of stalls this year will be a similar number to 2014, with producers wanting to return to what is one of the top ten Food Festivals in the country. The number seeking stalls exceeds the space available, providing the organisers with the opportunity to ensure the quality standards are maintained. A number of new attractions are being developed to make it even better in 2015, and these will be announced throughout the Spring, to help make sure visitors have a range of things to do and see, in addition to the wide range of producers represented.

The Festival Board has been working hard to retain previous sponsors, and attract new companies to the festival. These will be given the opportunity to have a presence on the web site, and in the marketing material issued for the day. A successful evening event was held recently for existing and potential sponsors to come together and hear about the benefits of being involved with the Clitheroe Food Festival.

Social media will be the subject of a co-ordinated strategy this year, which is being developed by a local company on behalf of the Festival, the aim being to improve the ticket sales for the events staged on the day, and ensure the numbers attending overall grow on previous years.

### 3 LEISURE FACILITIES & SPORTS DEVELOPMENT

#### 3.1 Playing Pitch Strategy

To support the production of a Borough Playing Pitch Strategy, it is necessary for an independent audit to be undertaken in assessing all pitches currently within community and educational control. This will serve to identify the amount of playing pitches in existence, irrespective of being available for community use at present time, and the condition of the playing surfaces at each venue. To comply with Sport England

guidance, and in line with Sports' Governing Body recommendations, the Non-Technical Assessments have to be undertaken during the season of the respective sports; so Football and Rugby pitch assessments are to be undertaken by an appropriately qualified / experienced assessor, and will commence shortly, whilst Cricket pitch assessments will be undertaken this summer. Once all the audit information has been collected, it is intended to continue with the analysis and strategy writing stages, potentially with the support of funding from Sport England.

### **3.2 Funding to support an increase in physical activity at community venues**

A joint application has been submitted to Sport England's Get Healthy, Get Active funding programme by the East Lancashire Local Authorities and, if successful, it will seek to raise activity levels within local communities, and monitor uptake and personal improvement/ benefits derived from ongoing participation. If successful, it will support the provision of a health activator role in each authority.

### **3.3 Sportivate**

Local community groups and organisations can apply for funding from Sportivate funding programme, which is directed to certain target groups, including;

- Women and girls
- Young people with disabilities
- Inactive young people (3 days of physical activity or less during a 4 week period)
- Young people aged 18 to 25
- Projects that are working in partnership with a National Governing Body

There has been a tightening of the criteria in evaluating applications to ensure that funding supports new initiatives, and one of the schemes that has been identified for support in Ribble Valley is a martial arts session for young women and girls. It is a keep fit, self-defence course (8 weeks), fun system leading to participation into tae-kwon-do martial art.

Further applications across the Borough are being encouraged, and the feasibility of an aqua activity and fitness session for young girls is being considered at Ribblesdale Pool and Roefield Leisure Centre.

## **4 ARTS DEVELOPMENT FUNDING**

Requests have gone out to community groups/schools/businesses/arts organisations asking them to formally submit their request for funding from the Ribble Valley Borough Arts Development budget. This will provide an even platform for all projects to be considered for funding. By outlining clear aims and outputs, each project will be stating what they want to achieve with the activity, why it is important to Ribble Valley's development, who is the target audience, the number of people estimated to benefit, and which other partners are involved. There is a maximum amount of £2,000 per project. By having an open call out, we are hoping to encourage a varied selection of funded projects for 2015, whether it be an individual wanting to develop their creative Ribble Valley business, or a large company wanting to tour local village halls with their theatre company. The projects will be selected on the financial and social returns they will bring into the Ribble Valley. The selected projects will be asked to report their successes and failures in a report at the end of the project. This new structure will be evaluated in September 2015, which will influence how 2015/16 budget is distributed. The Arts Development Officer will advise projects leaders how to develop their ideas to

make their projects more sustainable, so that Ribble Valley's arts and culture scene will thrive in future years.

## **5 CONCLUSION**

Further information regarding aspects of Community Services will be provided to future meetings of this Committee

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