

# RIBBLE VALLEY BOROUGH COUNCIL REPORT TO COMMUNITY SERVICES COMMITTEE

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Agenda Item No.

meeting date: 17 MAY 2016  
title: GENERAL REPORT  
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## 1 PURPOSE

To update on progress within the sections of Engineering, and Community Leisure and Sports Development.

## 2 WASTE MANAGEMENT

### 2.1 Removal of food waste from the green wheeled bin

It was reported to the last meeting of this Committee on 15 March 2016, of the decision by Lancashire County Council to mothball their waste treatment facilities at the Farington and Thornton Waste Recovery Parks, and to cease the composting of mixed food and garden waste, and only make facilities available for the composting of garden waste. This Council was subsequently offered an alternative solution by the County Council to continue collecting mixed food and garden waste, but this was considered unaffordable.

Furthermore, as we were under funding commitments to provide a mixed waste stream collection, we had to seek ministerial release from the terms and conditions of the funding which has now been approved.

Officers are now working on the publicity and promotional campaign to raise public awareness to the changes that we are to make to their green wheeled bin collection service, with a target date to complete this task by 30 June 2016.

The publicity and promotional campaign includes:

- (a) Changes to the Waste Management Web site pages to include front page explanation.
- (b) Sticker for the green bin lids simply explaining what can and cannot be placed in the green bin.
- (c) A series of press releases explaining the need and timetable for the changes, encouraging continued support of the continuing recycling services and possible future implications due to other changes by the County Council.

### 2.2 Recycling of Mechanical Street Sweepings

The trial into the recovery for recycling of waste from mechanical street sweepings has been a success, with over 754 tonnes of this material collected within the Ribble Valley during September 2015 to March 2016.

The trial has had little impact on the day to day Waste Transfer Station operations and, as such, will continue.

This exercise has increased our overall recycling rate performance by 3.24% and reduced the amount of residual waste by 29.14 kilos per household.

### 3 **RIBBLE VALLEY BOROUGH COUNCIL WINS AWARD FOR ADDRESS DATA**

The GeoPlace Annual Conference and Awards 2016 were held on 28 April 2016 in London. Ribble Valley Borough Council won a 'Gold Achievement Award for Address Data'. The Gold Achievement Award is "awarded to authorities that have reached, and subsequently maintained, a Gold Standard in the Improvement Schedule from any point onwards during April 2015–March 2016. The award looks to acknowledge Custodians who have achieved the highest level of address data quality".

GeoPlace maintain the National Land and Property Gazetteer (NLPG) which work on the Local Land and Property Gazetteer (LLPG) here at Ribble Valley feeds in to. Gold Standard in the improvement Schedule indicates address data that is accurate, comprehensive, and up-to-date. Out of a total of 353 local authorities across England and Wales, Ribble Valley Borough Council was 1 of only 41 authorities to receive the award.

### 4 **CAR PARKING**

**Pay by phone** - The advertising stickers for the above were placed on the pay and display machines on 26 April, and the first take up of the system was on 27 April 2016.

### 5 **RIBBLESDALE POOL**

**Improvement Scheme** - The application to Sport England for funding to support refurbishment of the changing and reception areas is to be submitted in June as part of the invited bids process. The preparation of the application for submission to Round 5 of the Improvement Fund has required the production a considerable amount of evidence to demonstrate the impact, sustainability, ability to deliver and additionality. The process has taken into account the need for the facility Business Plan to be revised in supporting the application, and a June submission has been determined as an appropriate time for the project to be assessed and, if successful, for implementation in December and January 2016/17. Preparations of a tender specification are already being made by the Council's Surveying team so that identification of contactors can proceed in line with the timescale for planned delivery, should it be approved.

### 6 **SPORTS DEVELOPMENT**

**Community Club Support** - The Cricket Development Group and Ribble Valley Cycle Forum are examples of community groups supported and facilitated by Council Officers in raising participation and standards across the Borough. The revival of a Ribble Valley Football Forum group is now proposed following identified interest from clubs, and more formalised partnership working is planned with the Dolphins Swimming Club at Ribblesdale Pool. These forums are driven by the community/club volunteers, and are valuable to the objectives of increasing opportunities, quality assurance, seeking funding support, and exchanging good practice.

### 7 **PLATFORM GALLERY**

7.1 **New Exhibition** - A new exhibition 'Inside Out' is now on site for three months, and has been allocated a considerable space alongside the 'shop' area.

Inside Out: furniture from the Crafts Council Collection is a partnership exhibition with Platform Gallery at Habitat and features 24 pieces from the Crafts Council Collection representing significant makers spanning four decades.

The pieces cover a range of materials, including recycled plastic bottles, corrugated cardboard, acrylic, ash, glass fibre, oak, and metal with an equally diverse number of processes on display.

The exhibition offers visitors a unique insight into these pieces and their makers, through accompanying archival material, maquettes, and drawings. In-gallery interpretation will allow visitors: firstly, to hear five oral histories, with Tom Dixon, Fred Baier, Richard La Trobe-Bateman, Floris van den Broecke, and Jim Partridge courtesy of the British Library's National Life Stories Crafts Lives project: and, secondly, to watch a film of Tomoko Azumi (a Uniform commissioned by the Crafts Council) and excerpts from Jeremy Broun's film Alan Peters – The Makers' Maker.

- 7.2 **Sunday Opening** - The facility is now open on Sundays between 11am and 4pm each Sunday up to the end of summer holiday period, 4 September. There will be a break, and then Sunday opening will run through December, as normal, to serve the additional interest generated in the run up to Christmas.

## 8 TOURISM

### 8.1 Visitor Guide

Tourism is promoted through a variety of channels and, unlike many destinations, there is still strong consumer and advertiser demand for a printed visitor guide. The 2016 Guide, which was produced recently, takes the format of a coffee table style magazine, something that is used not only as a promotional tool to attract people here, but also to guide them whilst staying in the area. The dual purpose and the guide's longevity make it particularly appealing to advertisers. The publication has 25,000 print run, and half the stock is distributed from a national distribution centre, which deals with all mail outs and mail enquiries, accessing cheaper postage rates, as well as delivering to the national tourist information centre network, only on demand, thereby working to a policy of minimal wastage.

The remaining stock is distributed in this region, many of which are used by local accommodation providers as a bedroom browser. The production of the guide is subject to a competitive process, involving the submission of a print and design cost, and an evaluation of their initial design proposals, along with consideration of the sales techniques of the company. Securing the services of a company able to meet all the criteria is always very challenging, and the successful company for the 2016 edition was Planet Media of Huddersfield. The contract with Planet Media was an arrangement where profit is shared, so it is in the interest of both parties to work together to generate income, and also to design a quality of guide that will sell itself again for 2017. One of the most specific improvements to the guide in recent years has been the shift from plain advertisements to more advertorial, where adverts read like features. This makes the Ribble Valley guide particularly appealing and, moreover, engaging for visitors.

The 2016 Guide, which will be circulated at the meeting, has been well received by both customers and advertisers, and plans for the 2017 are well underway.

### 8.2 Ribble Valley Wedding Partnership

Following its successful launch last year, the Ribble Valley Wedding Partnership, which is coordinated by the Council's Tourism and Events Officer, has grown in membership and activity. The partnership, where wedding venues are working together to promote the area as a whole for weddings, is believed to be the first in

the country. It is successfully developing the reputation of the area for quality weddings, and has achieved this using a new website, along with social media and press coverage. It recently attended two major wedding shows in Manchester as a collective group, the last one involving seven wedding venues and four wedding suppliers working together with the Council. This involved staff from different venues working collectively to promote the Ribble Valley. Costs of this promotional activity were minimised by stand sharing, and by utilising the resources of partners in the stand construction and design. These events have resulted in greater awareness of Ribble Valley, and attracted new business into the area.

The partnership also hosted a successful press familiarisation visit in February 2016, which attracted interest from regional and national media. The result has been a series of high profile newspapers and magazine features, along with blogs in some of the best known wedding sites. The visit lasted almost two days, and included visiting most of the partnership venues and taking part in activities organised by suppliers. The costs of this promotional activity were borne almost entirely by the private sector partners with the coordination by the Tourism and Events Officer.

The Council recognises the economic importance and future potential of wedding tourism, the value of which goes way beyond the direct income generation to wedding venues and specialist wedding services. The impact of wedding guests staying, dining, and shopping in the area is significant. Also of note is the repeat visit business for accommodation providers that weddings are now attracting.

The partnership website can be found at [www.ribbonvalleyweddingheaven.co.uk](http://www.ribbonvalleyweddingheaven.co.uk) and there is also an active Facebook site which focuses on venue and events

### **8.3 Ribble Valley Food Heaven**

Following on from the success of the Ribble Valley Wedding Heaven initiative and recognising its achievements working together as a partnership, the Tourism and Events Officer is currently investigating ways in which the area's valuable food offer might similarly be promoted. A new website is being created, again with the support of the University of Central Lancashire, and at some stage a partnership will be formed with the private sector to develop new initiatives. Mindful of the success of the food trail, which has since become a popular concept used in other destinations locally, new ways of promoting Ribble Valley food and the produce made or grown locally need to be identified.

### **8.4 Group Travel**

Working closely with Ribble Valley Tourism Association members, the new travel trade pack promotes the locations and facilities that welcome groups, and enables them to fully maximise their time in the area. In addition, a promotional leaflet has been produced to suggest group itineraries based around food and heritage. Further itineraries are to be produced, and a bespoke service is offered for individual group requirements. The council has attended a number of travel trade events at which the new publications have proved both popular and useful in describing the area's potential to group travel organisers, coach operators, and others interested in bringing people in to discover the area. In 2015, visitor attractions in Ribble Valley reported a growth in group visits into the area, and it is anticipated that interest will continue to grow. The Tourism and Events Officer is currently following up from promotional activities, and encouraging group operators to come and discover the area for themselves. This involves familiarisation visits, which are being enthusiastically supported by the private sectors.

## 8.5 Ribble Valley Tourism Association

The Tourism and Events Officer is involved in providing advice and assistance to tourism businesses, and one of the main ways this is achieved is by providing administrative support and advice to the Ribble Valley Tourism Association, which is growing in membership and influence.

The Ribble Valley Tourism Association (RVTA) recently organized the Ribble Valley Stars in Tourism awards, which is an opportunity to celebrate the success of local tourism enterprises, such as restaurants, hotels, and attractions. They also provide the chance to reward the special efforts of individuals in making visitors and guests welcome into the borough. One of the reasons for the success of these awards is that anyone can make nominations of any stars of the past twelve months of tourism in the Ribble Valley. The panel, including sponsors, considered a large number of submissions, and chose whom they believed to be the most deserving winners.

The awards are very popular because they are not necessarily designed to determine the 'best of' but more to recognize achievement, innovation, quality design, creativity and, most of all, individual people. They consider people both as individuals and as teams, as it is the people that work so hard to make visitors welcome and make tourism in the Ribble Valley so special.

The Council was congratulated for the success of the Tour of Britain 2015, and was presented with the award for 'Event of the Year'.

### *List of the winners:*

**Individual Excellence in Customer Care:** Lucy Allen (Eaves Hall)

**Individual Excellence in Customer Care:** Clare Tauber (Stanley House)

**Individual Excellence in Customer Care:** Jen Wilkinson (James Place)

**Team Excellence in Customer Care:** Gibbon Bridge Hotel

**Team Excellence in Customer Care:** Fuss Pots and Flowers

**Tourism in the Community:** Ribcaged Productions

**The Team of the Year:** Chipping Steam Fair Committee

**Creativity in Food and Hospitality:** Parkers Arms

**Creativity in Food and Hospitality:** Garden Kitchen

**Tourism Unsung Hero Award:** Karen Eteson and Team (James Place)

**Quality in Tourism Award:** Dale Hey Touring Park

**Quality in Tourism Award:** Assheton Arms

**New Event of the Year:** Ribble Valley Cycling Festival

**Creativity in Tourism:** Art Décor Gallery

**Excellent Website Award:** Northcote

**The Social Media Star:** Melt

**Event of the Year:** Tour of Britain (Ribble Valley Borough Council)

**New Tourism Business of the Year:** Crimpton Cottages

**Transformational Tourism Award:** The Red Pump

**Innovation in Food and Hospitality:** Seafood Pub Company

**Ribble Valley Tourism Champion:** Wendy Hope (Stanley House)

**Tourism Heroes Award:** Whalley Lions Club

**RVTA Honorary Life Member:** Lilian Hargreaves (Mytton Fold Hotel and Golf Club)

More details and photographs of each category can be found on the Ribble Valley Tourism Association Facebook.

## 9 **CONCLUSION**

This concludes the round-up of progress within Community Services, and Committee will be informed of further relevant developments.

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BACKGROUND PAPERS - none

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