

# RIBBLE VALLEY BOROUGH COUNCIL

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**Please note earlier start time  
of 6pm**

Dear Councillor

The next meeting of the **ECONOMIC DEVELOPMENT COMMITTEE** is at **6.00pm** on **THURSDAY, 13 JUNE 2019** at the **TOWN HALL, CHURCH STREET, CLITHEROE.**

I do hope you can be there.

Yours sincerely

CHIEF EXECUTIVE

To: Committee Members (copy for information to all other Members of the Council)  
Directors  
Press

## AGENDA

### Part I – items of business to be discussed in public

1. Apologies for absence.
- ✓ 2. To approve the minutes of the last meeting held on 28 March 2019 – copy enclosed.
3. Declarations of Pecuniary and Non-Pecuniary Interests (if any).
4. Public Participation (if any).
5. Briefing on the Work of the Economic Development Committee.

### DECISION ITEMS

- ✓ 6. Ribble Valley Economic Plan – report of Director of Economic Development and Planning – copy enclosed.

- ✓ 7. Capital Outturn 2018/19 – report of Director of Resources – copy enclosed.

INFORMATION ITEMS

- ✓ 8. Review of Current Tourism Activity – report of Director of Community Services – copy enclosed.
- 9. Reports of Representatives on Outside Bodies (if any).

Part II - items of business **not** to be discussed in public

None.

# RIBBLE VALLEY BOROUGH COUNCIL REPORT TO ECONOMIC DEVELOPMENT COMMITTEE

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Agenda Item No. 6

meeting date: THURSDAY, 13 JUNE 2019  
title: THE ECONOMIC PLAN 2019-2022  
submitted by: DIRECTOR OF ECONOMIC DEVELOPMENT AND PLANNING  
principal author: COLIN HIRST, HEAD OF REGENERATION AND HOUSING

## 1 PURPOSE

1.1 To consider the draft Economic Plan and the arrangements for consultation.

1.2 Relevance to the Council's ambitions and priorities

- Community Objectives – To deliver a sustainable local economy.
- Corporate Priorities – To undertake relevant economic activities to ensure economic growth and to sustain a healthy local economy.
- Other Considerations – The Economic Plan will support a range of Council activities and assist in financial planning for the local authority.

## 2 BACKGROUND

2.1 The Council places a strong local economy as a key area of activity to support the wellbeing of the area and its local economy. It has placed a strong emphasis upon driving activities that will provide the best conditions for the local economy to remain strong, maximise growth opportunities in a sustainable way, and provide a wide range of employment opportunities. The Council has sought to work more closely with the local business communities across the borough and in doing so, seeks to bring forward a plan which focuses Council activities on those areas where the Council can take steps to support the economy of the local area in a relevant way and strengthen its position from an economic viewpoint.

2.2 The Council has undertaken a number of pieces of work to ensure its plan is fully informed and these are referenced in the discussion draft. The Council has also recently formed the Ribble Valley Economic Partnership as a means to improve the Council's connections with the local business community that sits at the heart of delivering a strong and vibrant economy to the widest possible benefit. Formative meetings of the partnership have helped shape the draft plan so far and it is intended the partnership will provide a valuable vehicle to help finalise the Council's Economic Plan and support delivery.

## 3 THE DRAFT PLAN

3.1 A copy of the discussion draft is attached at Appendix 1 to this report.

3.2 The draft plan is initially intended to cover a 3 year period from 2019-2022 as this will ensure it can remain flexible to changing circumstances and priorities, whilst providing a

reasonable timeframe for the Council to plan investment and delivery against the identified key activities. Whilst the Council has previously had economic strategies in place, this plan is intended to be a more business friendly and concise series of actions that the Council can take. It will of course link with other areas of the Council's roles and responsibilities such as housing and planning policy that often deal with issues over a longer timeframe.

- 3.3 The plan is intended to establish a framework of actions that are considered will support the local economy and that can be implemented in a timely fashion. It is not written to reiterate the background research and information that exist, rather it is intended to provide a vehicle to focus the discussion and delivery against the key themes identified as important in conjunction with the Economic Partnership.
- 3.4 Subject to Members' consideration, it is intended to publish the discussion draft for a period of consultation to inform the final plan. Subject to any comments from Members during the consideration of the draft, authority is sought to produce a publication version using graphic design support which will be sourced using the Council's procurement process. It is considered that given the nature of the plan and the audience, it is important to ensure its style and format reflects the intended profile. The costs will be contained within the economic development promotions budget.
- 3.5 It is also intended to utilise the next meeting of the Economic Partnership at the end of June (26 June) to discuss the approach set out in the plan and to test proposals with the local business community for its support. The outcome of that discussion and feedback from the wider consultation will be used to prepare a final plan to be brought back to Members for further consideration. On this basis it is anticipated that the plan will be in place and fully operational by the Autumn.

#### 4 RISK ASSESSMENT

##### 4.1 The approval of this report may have the following implications

- Resources – The preparation of the document and the consultation proposed will be resourced from existing revenue budgets.

The Council also has in place an approved capital scheme project for Economic Development Initiatives which is the subject of a separate report on this Committee's agenda. This has been established to provide a general pump-priming and pre-investment fund to support the delivery of Council economic priorities. The capital bid particularly seeks to support our high growth sectors in the provision of land and premises or tourism infrastructure where applicable.

Members will note that the draft plan sets out a number of actions that will have budget implications, all of which will be the subject of individual reports to the relevant Council Committees in due course as part of the Council's budgetary process. The plan will also provide a vehicle to inform bidding rounds for external funding where relevant, which will also be subject to future reports as projects come forward.

- Technical, Environmental and Legal – The Council is expected to monitor the local economy and identify any actions required. A number of related areas of legislation

will provide the basis for delivery on differing aspects of the plan where there will be cross over with statutory duties and functions under housing and planning legislation for example using appropriate powers.

- Political – The Council has identified economic development as a key political priority.
- Reputation – This report will assist the Council in demonstrating it is a well-run Council that seeks to identify local economic aspirations.
- Equality & Diversity – The work in relation to this report supports the Council's aim in delivering a sustainable local economy to the benefit of all its community.

## **5 RECOMMENDED THAT COMMITTEE**

- 5.1 Consider and agree the draft Economic Plan be published for a 4 week period of consultation, the outcome of which is reported back to this Committee and that the Chief Executive be authorised to prepare a publication version of the draft.

COLIN HIRST

HEAD OF REGENERATION AND HOUSING

NICOLA HOPKINS

DIRECTOR OF ECONOMIC DEVELOPMENT AND PLANNING

## **BACKGROUND PAPERS**

Local Government Association Peer Challenge Position Statement – Ribble Valley Borough Council - November 2017

Economic Evidence Base – Baseline Report Ribble Valley Borough Council - May 2008

Ribble Valley Borough Council Service Centre Health Checks – August 2018

Ribble Valley Business Survey Research Report – August 2018

Ribble Valley Tourism Destination Management Plan – September 2018

For further information please ask for Colin Hirst, extension 4503.



Ribble Valley  
Borough Council

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[www.ribblevalley.gov.uk](http://www.ribblevalley.gov.uk)

# **ECONOMIC PLAN 2019–2022**

## **DISCUSSION DRAFT**

## FOREWORD

The Council has prepared this discussion draft for its Economic Plan to provide an opportunity for all those with an interest in a strong local economy in Ribble Valley to contribute.

This plan is different from our previous strategies. It is being prepared with much closer working with our business community through the newly formed Ribble Valley Economic Partnership. It has been clear from our wide ranging discussions so far that business is looking for clear actions, leadership and support to help the economy grow.

The Economic Plan seeks to drive the economy forward with a series of clearly defined actions focusing on those issues which we believe will be key to our economic success and the wellbeing of all our communities. Although a great deal of preparatory work has already been undertaken and published in shaping this plan it is clear that the kind of document which our stakeholders wish to see is a concise and focused business friendly plan which allows us all to understand what our collective aspirations are and the specific actions the council will take to achieve them.

This plan is aimed at focusing on those key actions we believe will make a difference. Actions that will help the Council in its role of '*getting on with business*'.

I hope you will take this opportunity to contribute.

Stuart Hirst  
Chairman – Economic Development Committee

June 2019

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## **1. INTRODUCTION**

- 1.1 The Council has produced a number of previous economic strategies which have helped shape the local economy, guide investment and informed the work of the Council. They have been very traditional in their approach and have helped to coordinate activities with a number of partners. More recently the Council targeted its actions towards a series of key objectives contained within the Council's Corporate Strategy, which has given direction and helped steer the Council's work.
- 1.2 Supporting the local economy has always played a key role for the Council. However, it has been recognised that the economic challenges facing the borough are changing. Whilst the borough has always reflected an entrepreneurial spirit with many key sectors represented in the area, it is important to ensure the best opportunities are available for business growth and that a strong, vibrant economy lies at the heart of a wider sustainable community. With this in mind, the Council decided to create its Economic Development Committee that would bring a focus on this key area of Council activity. A key action for the Council is to put in place an Economic Plan that brings together the Council's aspirations of a strong economy and the needs of our business community to help deliver the economic success for the area.
- 1.3 The Council is keen to take forward a concise clear plan of actions. This plan has been shaped to reflect this approach which has been drawn out of consultations with the business community. This draft is presented as a vehicle for discussion where it is intended to develop the issues identified further before the final plan is agreed and implemented.

## **2. BACKGROUND**

- 2.1 The Council has always sought to work in partnership, working with many groups and organisations, however it was keen to provide an opportunity for greater communication and stronger partnerships by bringing the many wide ranging interests together. This has been achieved by bringing partners together under the umbrella of the Ribble Valley Economic Partnership which it is anticipated will help shape and allow the local economy to grow even stronger.
- 2.2 The Council has a number of roles it has to undertake through community leadership, regulatory functions and as an investor in delivering its services to the local area. There will be occasions where it will have to mitigate across the these differing roles, however it is hoped through the development of this plan and the expressed support to build collaboration with the business community and work more closely towards economic growth, that our approach will deliver successful outcomes.

## **3. THE JOURNEY SO FAR**

- 3.1 It is fair to say that many of the key themes considered in previous strategies remain relevant today. the Council has looked at issues relating to land availability, strategic communications, broadband, tourism and the health of our main service centres to name but a few. These have tended to be considered against headline activities such as planning functions, lobbying partners and through other related interventions. The Council's regular monitoring work has demonstrated progress in many of these areas, however there is a view that there is still a need to keep these issues as key actions, but to make greater progress by way of a plan such as this to maintain activity to ensure our local economy is supported.

- 3.2 The message from partners has been clear insofar as they believe the Council needs to keep a focus on core areas that will make a difference and to ensure it develops a plan that can help achieve that. This is how this plan is starting to shape.
- 3.3 The Council has undertaken a number of pieces of work to ensure it has a good understanding of the existing position with regard to the local economy, to identify the threats and opportunities that should be addressed and to ensure that the areas on which to focus are relevant to the overall aims of supporting economic growth.
- 3.4 There are a number of reports and documents that are available as background to the Council's work which can be viewed on the Council's website. As indicated it is not our intention to reproduce this material as part of this plan. These documents include the report on the Council's Peer Challenge published in November 2017, which was a starting point of reviewing the economic picture for the area. This document sets a picture of activities being undertaken and highlights a portrait of the area's economic position. It has to be acknowledged that compared to many, the Council's position of the economy in the local area appears healthy but there is a concern that this masks underlying challenges that if they are not identified and addressed now, could lead to issues in the future.
- 3.5 The Council also commissioned its consultants Turley Associates to undertake review of the economic evidence base, which was published in May 2018. This document highlighted the key characteristics of the local economy and also undertakes a SWOT analysis. Key messages from this evidence review are included as Appendix 1 to this Plan. The full report is available to view on the Council's website.
- 3.6 As indicated a number of documents provide background to the current position, in particular those listed below which can be viewed via the links to the Council's website:
1. Local Government Association Peer Challenge Feedback Report, LGA – November 2017.  
[https://www.ribblevalley.gov.uk/info/200396/performance\\_and\\_statistics/490/performance/4](https://www.ribblevalley.gov.uk/info/200396/performance_and_statistics/490/performance/4)
  2. Economic Evidence Base – Baseline report, Ribble Valley Borough Council – May 2018 – Turley Economics.  
[https://www.ribblevalley.gov.uk/download/meetings/id/6623/agenda\\_item\\_5\\_-\\_economic\\_evidence\\_base\\_-\\_consultants\\_report](https://www.ribblevalley.gov.uk/download/meetings/id/6623/agenda_item_5_-_economic_evidence_base_-_consultants_report)
  3. Ribble Valley Borough Council Service Centre Health Checks August 2018  
[https://www.ribblevalley.gov.uk/downloads/download/7789/town\\_centre\\_reports](https://www.ribblevalley.gov.uk/downloads/download/7789/town_centre_reports).
  4. Ribble Valley Business Survey Research report – August 2018.  
[https://www.ribblevalley.gov.uk/download/meetings/id/6883/agenda\\_item\\_9\\_-\\_ribble\\_valley\\_business\\_survey](https://www.ribblevalley.gov.uk/download/meetings/id/6883/agenda_item_9_-_ribble_valley_business_survey)
  5. Ribble Valley Tourism Destination Management Plan – September 2018.  
[https://www.ribblevalley.gov.uk/download/meetings/id/6753/agenda\\_item\\_6\\_-\\_rv\\_tourism\\_destination\\_management\\_plan](https://www.ribblevalley.gov.uk/download/meetings/id/6753/agenda_item_6_-_rv_tourism_destination_management_plan)

- 3.7 These reports highlight issues that need to be taken into account when progressing the economic plan. One of the key issues is that the area is not dealing with perhaps more traditional concerns around unemployment or job creation or a lack of investment and entrepreneurial will. Businesses are developing but are likely to be hindered by such issues as the availability of premises, ready availability of workforce to support their growth and competition from other areas who are also seeking skilled staff. Communication is a clear issue as more pressure is placed on strategic networks and delivery of broadband access is clearly a challenge for businesses to gain across the area, more so in the wider rural parts of the borough.
- 3.8 Not surprisingly these issues are being reiterated in the Council's business survey which was commissioned in August 2018 to gain an insight into business views. Similarly the full report is available to view as part of the background documents to this Plan. Whilst it reflects much of the sentiments expressed above, it also provides information relating to other key areas such as local retailing and the health of the high street going forward. This latter aspect is of interest as it highlights the overriding position of a relatively healthy high street by outward appearance, yet this can mask ongoing changes in how the high street is vulnerable to change in the next few years.
- 3.9 In addition to the commissioned reports which provide an extensive and valuable background to the Plan, there has also been consultation events through the Ribble Valley Economic Partnership which has helped reinforce findings of those reports and highlighted other aspects which are of relevance to the local business community and which the Council is seeking to reflect in this Plan.
- 3.10 What is key is that the partnership has provided an opportunity for a very broad spectrum of sections to input so far from manufacturing to service industries: tourism to retailing, large employers to smaller and individual business proprietors. It has embraced long established firms to new start-ups, what has been noticeable however across these differing operations, is the extent to which many concerns are common.

#### **4. WHY A DRAFT PLAN**

- 4.1 The Council wants to ensure that the Plan put in place reflects the character of the area; is aspirational and is supported by the business community. This document is provided as the vehicle to develop that Plan further through consultation and debate. It is recognised there is a need to get the Plan in place and for it to become a key part of delivering economic growth. Following the opportunity to contribute over the next few weeks, it is anticipated that a final Plan will be in place by autumn and become the operational tool by which the Council will help the business community and develop the local economy.

#### **5. THE PLAN**

##### **5.1 Background**

- 5.1.1 This plan identifies those actions and activities that the Council will seek to implement with its partners in order to support the local economy. The Plan is set out by themes, however it is recognised some of these themes are cross-cutting and may not be confined to any particular area. It is also recognised that the proposals will need to be kept under review and that whilst there is a timeframe for the Plan, the local economy is dynamic and there may be a

need to update, amend or introduce new elements as challenges and priorities change.

## 5.2 The Key Themes

5.2.1 The Plan reflects the key themes which have been chosen and then discussed with the Ribble Valley Economic Partnership to create a framework within which to develop the Plan and explore ideas. They are not intended to be exhaustive nor do they preclude new issues being considered. The core themes reflect the following:

- People
- Places
- Business Support and Growth
- Connectivity
- Tourism

5.2.2 All of these themes sit within the Council's overarching corporate objective namely, to sustain a strong and prosperous Ribble Valley.

5.2.3 People - The main elements of this theme relate to skills, education and training, employment opportunities, health and demographic mix. There are clear linkages between all these elements and there are important relationships between the Council's aspiration to see business growth, more local employment opportunities and the need to secure through education and training, the skills to support aspirational growth. There are also important demographic issues such as an ageing population and significantly the identified tendency for many younger people and graduates to move away from the area which may be due to costs of living, graduate opportunities or simply the attraction of moving to areas with a stronger, social night-time offer.

5.2.4 These issues and relationships are complex and fall across areas that the Council can only seek to influence as opposed to direct change itself.

5.2.5 Places - Within this theme is reflected the nature and characteristics of the area, the role of the main centres and their offer together with the extensive rurality of the borough that has an influence on so many factors. It relates to practical issues of ensuring the right land and premises are available as well as the impact housing policy can have upon the availability of accessible, affordable housing for people wanting to live and work in the area. The very nature of the area as an attractive environment brings issues, together with opportunities to place the attractive environment at the heart of key sectors such as tourism and hospitality. The nature of the place also creates challenges around accessibility either for longer distance commuting by way of rail services or more localised transport challenges resulting from less strategic role investment in recent times and dealing with local congestion.

5.2.6 Business Support and Growth - In a similar way as connectivity, this cross-cutting theme is an aspect that can make a real difference to businesses seeking to grow or simply consolidate or sustain their position in the borough. Good business support will help underpin all other themes. It is often specialised, however the critical thing is that it has to be accessible. A common theme from our businesses is that they are not always aware of what is available or how to access it. There is also an important role in

business support around funding and its availability. However for many businesses it is the opportunity to share experiences, learn from each other and very often join up and do business together that is a key aspect of business support. Appropriate events and networking opportunities can be a key element of this support and is a recognised strength of the nature of the business community across Ribble Valley.

- 5.2.7 Connectivity - Connectivity is one of cross-cutting themes. For business there are clearly issues around the quality and availability of reliable broadband connections, together with that of mobile telecommunications. Transport links seem increasingly challenging with growing traffic movements, not just placing strains on local highway networks but also on wider strategic corridors upon which many businesses rely upon for their clients and staff. Similarly opportunities to make greater use of established rail linkages as well as developing new travel routes that could assist with role networks, are being viewed as an opportunity explore. Connectivity is a vital theme, that will influence across all of the identified themes and a prime example of an area where wider partners such as the highway authority and rail authorities will need to be engaged.
- 5.2.8 Tourism - Our tourism theme highlights a key sector for the Council in terms of its own investment and activities. Like many local Councils tourism is an area where there is strategic investment, whether it is through supporting tourism activity or marketing or simply ensuring it operates through its approach to street cleansing, looking after open space and maintenance of an attractive street scene together with the delivery of facilities and attractions. Promoting the development of accommodation and improving hospitality, supporting events and encouraged by the attraction of the local area have been key elements of the Council's tourism work. There is of course a close relationship between this and the other key themes when you look at skills and training, employment opportunities, affordable housing, connectivity (in all its guises), the reliance of place and appropriate business support. This reflects the cross-cutting nature of the local economy.
- 5.2.9 As indicated in developing this Plan we have sought to choose themes that reflect key aspects of the local economy as headlined areas, each interconnect and each will have elements that fundamentally will contribute to the overarching Council objective to sustain a strong and prosperous Ribble Valley.
- 5.2.10 The following actions are intended to highlight a number of key activities upon which the Plan will focus. Once again it is emphasised that these are not exhaustive and do not preclude other aspects being brought into play should that be relevant. These actions are seen as a starting point to discuss and fine-tune areas of activity which the Council can implement with its partners to best support the local economy, which is the fundamental aim of this strategic plan.

## THEME ACTIONS

THEME	ACTION	WHY	WHEN
<b>PEOPLE</b>			
	Strengthen linkages with local schools and colleges to support opportunities for targeted employment skills to be developed and to raise awareness of training opportunities.	<p>Employers often identify a mismatch between their recruitment needs and available skill sets of school leavers. Some identify difficulties in attracting young people to their industry and business sector due to a lack of awareness amongst young people of alternatives to more traditional qualifications and the range of employment sectors available.</p> <p>Developing stronger links between business and our schools and colleges is aimed at improving employment prospects for young people as well as raising awareness of career opportunities and available training routes.</p>	<p>Ongoing Activity Ensure Schools and Colleges linked to RVEP. Review in December 2019</p>
	Promote and encourage access to training and development opportunities for local business with delivery partners.	A skilled and diverse workforce is seen as key to supporting business growth and it is important to encourage employers and employees to access the opportunities that exist.	Ongoing Programme Key event by December 2019

THEME	ACTION	WHY	WHEN
	<p>Promote the delivery of Affordable Housing solutions through its Housing and Planning functions</p>	<p>The cost of housing in the Ribble Valley is comparatively high and it is recognised that access to affordable housing is a growing concern as house prices inflate. The opportunity to access affordable housing, (including starter and lower cost homes) is viewed as key to sustaining a local workforce.</p> <p>The Council will seek to address this issue through its statutory Housing and Planning functions. There is also the opportunity to consider direct delivery by the Council through its Registered Provider status which in turn can support the local construction industry and supply chain.</p>	<p>Ongoing activities. March 2020 in accord with local plan review.</p>
	<p>Encourage the delivery of starter homes as part of the mix of residential development.</p>	<p>It is important to ensure a broad mix of housing opportunities is available to meet the needs of the borough. Recent growth in housing has delivered a range of house types including affordable housing as well as larger homes but there is a concern that mid- range, starter homes and accommodation aimed at young people have been less prevalent. The Council will seek to address this issue through its statutory Housing and Planning functions.</p>	<p>Evidence and policy review by March 2020</p>

THEME	ACTION	WHY	WHEN
	Work to encourage a diverse employment market to increase local employment opportunities	Whilst it is important to support growth of business in the local area it also seen as important to ensure opportunities to diversify the business base are encouraged to ensure a mix of employment opportunities, with the aim of providing more local job opportunities for people in the Ribble Valley reducing the need to travel.	Ongoing Activities Review September 2020
<b>PLACES</b>			
	Encourage the delivery of suitable employment sites to ensure a choice of business location and requirements are planned for.	<p>The Council will use its statutory Planning Functions to ensure the availability of a choice of land and premises and will seek to ensure that the unjustified loss of employment sites to other uses is avoided.</p> <p>The Council will also keep under review opportunities for direct investment by the council in land or premises where appropriate to help facilitate economic growth.</p>	<p>Planning Policy Review December 2019</p> <p>Review of Council owned Assets by March 2020.</p> <p>Land Strategy in place by March 2020</p>



THEME	ACTION	WHY	WHEN
	Update the Town Centre Masterplan for Clitheroe	<p>As the main service centre for the Borough, the health and future of Clitheroe Town Centre has to be kept under review and appropriate plans developed to ensure its role and function is maintained with opportunities to support the local economy being maximised.</p> <p>The existing Masterplan is due for refresh and this presents the opportunity to undertake a holistic approach to the future of the centre in relation to recent investments, changing circumstances and new challenges around the High Street.</p>	<p>March 2021</p> <p>Scoping stages by March 2020</p> <p>Draft and consultations by December 2020</p>
	Prepare main centre strategies for Longridge and Whalley	<p>Both Longridge and Whalley are identified as main centres. Each of these locations have experienced strong residential growth in and around their catchments and seen changing commercial offers.</p> <p>It is important to understand these changes and the potential consequences for these centres and to develop appropriate plans and strategies to strengthen and maintain their functions as attractive places to visit, shop and access services.</p>	<p>December 2020</p> <p>Consultation with local groups by March 2020</p>

THEME	ACTION	WHY	WHEN
<b>BUSINESS SUPPORT &amp; GROWTH</b>			
	<p>Create and implement a promotional strategy to increase awareness of Ribble Valley as a business location</p> <p>Continue to develop the Ribble Valley Economic Partnership to strengthen the relationship between the Council and the business community.</p>	<p>A marketing strategy will help focus promotional activity and improve the opportunity to secure additional investment and growth. It will help direct resources and partnership working.</p> <p>The Council is keen to develop its relationship with the business community and has always sought to work with a number of groups and organisations to support the local economy. The newly created, Ribble Valley Economic Partnership is seen as a key umbrella forum that encourages more joined up working, a better understanding of business needs and the role the Council can play as well as vehicle to draw the wealth of local economic activity together.</p>	<p>Strategy in place by December 2019</p> <p>Marketing and promotional brand in place by March 2020</p> <p>Ongoing. Series of events established by September 2019.</p>

THEME	ACTION	WHY	WHEN
		<p>To be successful the partnership has to develop relationships and create a shared direction for the economy. It is recognised that the Partnership has to be more than a concept and needs to reflect both the needs of the business community and that of the Council in order to support the local economy in a relevant manner and provide a strong voice representing business in Ribble Valley.</p>	<p>Review by March 2021.</p>
	<p>Promote opportunities to access business support and growth advice through marketing and joint events with providers.</p>	<p>There is a wealth of training, development and business support that is available. It can be specialised and is generally delivered by partner agencies which can resource the necessary specialism. The aim is to seek to improve take up to help strengthen local business and support local growth.</p> <p>It has been identified that it can be difficult to identify the wide range of support available and the council working with delivery partners will put measures in place to promote and encourage take up.</p>	<p>Programme in place by December 2019</p>

THEME	ACTION	WHY	WHEN
	Create a packaged offer of business support in relation to Council Services to encourage take up.	The council provides a wide range of information and advice that can assist business. This action will seek to promote awareness and encourage greater contact.	March 2020
<b>CONNECTIVITY</b>			
	Engage with LCC and the LEP to ensure Broadband Services across Ribble Valley are improved.	The Council will undertake to increase its lobbying with the LEP and LCC on this issue which is seen as fundamental to ensuring competitiveness for the area. Good, reliable access to Broadband is essential to support the drive for growth with the needs of the wider rural area with its opportunities recognised.	Ongoing  Contacts re affirmed by September 2019
	Engage with partner agencies to secure investment in the Strategic Highway network and reduce congestion at key junctions.	The strategic road network provides vital links across the borough and to neighbouring areas. Good efficient access to these areas and in particular the motorway network is key to offering an attractive area to invest and in supporting local business. There are some recognised pinch points on the network and it is seen as vital to ensure investment to deliver improvements is secured.	Ongoing Input to Local Industrial Strategy Re-affirm LCC contacts by September 2019

THEME	ACTION	WHY	WHEN
	<p>Ensure opportunities are maximised for the development of digital telecommunications.</p>	<p>New technologies are bringing new opportunities for growth, diversity and strengthening of the local economy particularly in a rural setting where established communications can be constrained. As technologies develop the opportunities to position the area at the forefront of investment with delivery partners is key.</p>	<p>Review March 2020</p>
	<p>Work with relevant Rail agencies, LCC and the Community Rail Partnership to secure improved rail services to Manchester and Preston and the potential extension of services to Yorkshire.</p>	<p>The use of rail services has grown significantly in the Borough however services are constrained by issues in other parts of the network. Rail access has benefits for recruitment and more sustainable patterns of travel but relies on quality services. Working with the relevant agencies the Council will work to secure further improvements to services in particular half hourly services to and from Clitheroe.</p> <p>The lack of direct service to Preston with its access to principle main line destinations needs to be addressed. There are also opportunities to create access through to Yorkshire by extending services beyond Clitheroe.</p>	<p>Ongoing liaison Input to franchise review by March 2022</p>

THEME	ACTION	WHY	WHEN
<b>TOURISM</b>			
	Improve our understanding of accommodation needs and identify key gaps	This key information will assist with delivery of the Councils Destination Management Plan and ensure that the opportunity to grow visitor sectors by extending the supply of accommodation is appropriately matched to requirements.	Study December 2020.
	Promote the Ribble Valley as a destination through clear branding targeted marketing and collaborative working with partners.	This is a key activity to support the growth of the Tourism sector.	Ongoing Review by March 2022.
	Work to encourage the seasonal spread of visitors who stay longer and generate an increasing per capita spend.	It is important to ensure the pattern of trade is smoothed across the year to help sustain businesses and that visitors are encouraged to increase spend primarily from staying in the area longer. This help support a wide range of visitor based business, improve employment stability and longer term investment.	Ongoing

THEME	ACTION	WHY	WHEN
	Work to enhance skills development in the tourism and hospitality sector	There are concerns that availability of skilled staff in tourism and hospitality is a threat to the growth and development of the sector and needs to be addressed. There are a number of challenges facing business growth in terms of recruitment and retention and it is held to be vital to address this issue with relevant partners.	Ongoing

# Economic Evidence Base – Baseline Report

## Key Messages

### Employment and Productivity

#### Key Messages

- Although total employment in Ribble Valley fell by roughly 2,000 between 2009 and 2016, the most **recent data indicates rising employment**. The **rate of employment growth** in the borough was, however, **consistently slower than that recorded at wider comparator geographies** over this period;
- Between 2011 and 2016 the **fastest-growing sector of employment** in Ribble Valley was **accommodation & food services**. As of 2016, however, **manufacturing remained the largest sector of employment**, supporting the jobs of 7,000 workers, 25% of the workforce;
- Ribble Valley's **economic output**, measured in GVA, has **increased steadily** since 1997, and **at a faster rate than wider comparator geographies**;
- Again, the **manufacturing sector** makes the **largest contribution to the borough's economic output**, accounting for 38.2% of Ribble Valley's estimated £1.67 billion GVA in 2018. The sector's GVA output also grew by 37.2% in the 5 years to 2018;
- **Job density is higher in Ribble Valley than in all wider comparator geographies**, including the average national rate;
- **Local specialisms** in terms of employment levels include, manufacturing, accommodation & food services, agriculture, forestry & fishing;
- **Employment is clustered to the southern and eastern edges of the authority**, close to nearby major settlement and connecting transport links; and
- **The majority of employed residents live in rural areas.**

### Business Base

#### Key Messages

- **Agriculture, forestry & fishing** is the sector with the **most individual businesses**, followed by the professional, scientific & technical sector;
- **The vast majority of businesses in Ribble Valley are micro-businesses**, with this businesses size being proportionally slightly more prominent in the authority than in wider comparator geographies;
- Between 2011 and 2016, the **number of businesses in Ribble Valley grew at a slower rate** than in all other comparator areas. However, if measuring the number of businesses against the size of the working-age population, **Ribble Valley has a higher business density** than these wider areas; and



- In addition, **the survival rate for new businesses has been consistently higher in Ribble Valley** than at these comparator geographies. Similarly, over the past five years, **Ribble Valley has seen lower closure rates amongst its overall business base.**

## Population and Labour Force

### Key Messages

- Whilst over the past decade Ribble Valley's population grew at a greater rate than in Pennine Lancashire and Lancashire LEP area, this rate of growth was slower than in the North and in England as a whole;
- In comparison with wider geographies, a lower proportion of Ribble Valley's population are of working age – over the past decade the authority has experienced strong growth in the number of residents over the age of 65s and a reduction in the number of 25-29 year olds;
- Ribble Valley records high economic activity and employment rates relative to wider areas. The number of people who are self-employed in the area also outstrips the sub-regional and Northern rates, broadly aligning with national rates;
- A Low proportion of people in Ribble Valley are claiming jobseekers allowance at latest count;
- The agriculture, forestry & fishing, information and communication, wholesale & retail trade and professional, scientific & technical activities sectors are those in which significant levels of workers work mainly from home;
- Ribble Valley residents are more likely to be educated to degree level and above than wider comparator authorities, with latest evidence suggesting that this position has further strengthened in recent years;
- Ribble Valley residents are more likely to be employed in typically higher- earning occupations than in comparator geographies, particularly in comparison with the wider sub-region; and

As such, resident earnings in Ribble Valley are higher on average than in the sub-region and North as a whole. Workplace-based earnings are higher still (and above the national average), indicating that people commute into the authority for higher-paid jobs.

## Property Market and Employment Land

### Key Messages

- Whilst Industrial uses account for the majority of total b-class floorspace in Ribble Valley, there is a fairly even split between the number of office and industrial premises;
- Roughly half of Ribble Valley's employment floorspace was constructed during the 1970s;
- Business floorspace availability is currently at a lower level than seen for a number of years, with a slightly higher proportion of the borough's industrial floorspace being available than its office floorspace;

- Take up of both office and industrial property has been particularly high over the past year;
- Past completion of employment floorspace has fluctuated, with the greatest annual total completion being recorded in 2007/08 (of which just under half was for industrial use);
- Over half of completed floorspace since 2007/08 has been for B1 uses;
- Industrial floorspace represents over half of the lost floorspace since 2007/08;
- No B-class floorspace has been lost over the past three years; and
- Despite the fact that the borough maintains a higher quantity of industrial than office floorspace, over half of employment land with planning permission is for B1a use, with this figure being over double than that coming forward for B2 uses.

## RIBBLE VALLEY BOROUGH COUNCIL REPORT TO ECONOMIC DEVELOPMENT COMMITTEE

Agenda Item No 7

meeting date: 13 JUNE 2019  
 title: CAPITAL OUTTURN 2018/19  
 submitted by: DIRECTOR OF RESOURCES  
 principal author: ANDREW COOK

### 1 PURPOSE

- 1.1 The purpose of this report is to review the final outturn of the 2018/19 capital programme for this Committee and to seek member approval for the slippage of part of the capital scheme budget from the 2018/19 financial year to the 2019/20 financial year.
- 1.2 Relevance to the Council's ambitions and priorities:
- Community Objectives – none identified.
  - Corporate Priorities - to continue to be a well-managed council providing efficient services based on identified customer need.
  - Other Considerations – none identified.

### 2 BACKGROUND

- 2.1 No new capital schemes were planned for this Committee as part of the original estimate capital programme. However, the Economic Development Initiatives scheme budget of £100,000 was moved from the 2017/18 capital programme to the 2018/19 capital programme, because there were no appropriate development opportunities that required funding from this scheme in 2017/18.
- 2.2 Consequently, the 2018/19 capital programme for this Committee is made up of one scheme with a total budget of £100,000.
- 2.3 Following on from the above, the revised estimate budget was approved as £100,000 by this Committee in January 2019.
- 2.4 During the financial year this Committee has received reports monitoring the progress of this scheme.

### 3 CAPITAL OUTTURN 2018/19

- 3.1 The table below summarises the final outturn position on the capital scheme for this Committee. It shows budget approvals, expenditure and requested slippage into 2019/20.

Cost Centre	Scheme	Original Estimate 2018/19 £	Budget Moved from 2017/18 £	Revised Estimate 2018/19 £	Actual Expenditure 2018/19 £	Slippage requested into 2019/20 £
ECDVI	Economic Development Initiatives	0	100,000	100,000	0	81,750

3.2 There was no expenditure on this Committee's capital scheme in 2018/19, because no appropriate development opportunities have arisen in-year which have required funding from this capital scheme.

3.3 However, there has been spend of £18,249 charged to the revenue budget in respect of the abortive Clitheroe Market Development scheme. Had the scheme come to fruition, such costs would have been charged to the developer or alternatively would have been able to be capitalised. As the scheme was abortive we are required to charge the expenditure to the revenue budget. As such the capital scheme has been reduced by the value charged to the revenue budget. The remaining balance of £81,750 has been included here as slippage into 2019/20.

#### 4 SLIPPAGE

4.1 Where capital schemes are not complete at year-end and budget is requested to be moved into the next financial year, this is known as slippage. For this Committee slippage of £81,750 is requested into 2019/20 for the Economic Development Initiatives scheme.

4.2 Attached at Annex 1 is the "Request for slippage" form. This Committee is asked to consider and approve the request.

#### 5 RISK ASSESSMENT

5.1 The risks associated with this report are set down below:

- Resources – There are no additional financing requirements needed. A sum of £81,750 has been set aside in the Council's capital resources to fund the scheme slippage requested.
- Technical, Environmental and Legal – None.
- Political – None.
- Reputation – Sound financial planning for known capital commitments safeguards the reputation of the Council.
- Equality and Diversity – Equality and diversity issues are examined as part of the capital bid appraisal process.

#### 6 CONCLUSION

6.1 There was no expenditure on this Committee's capital scheme in 2018/19.

6.2 Slippage of £81,750 into 2019/20 is requested to allow the Economic Development Initiatives scheme to be available to fund any appropriate development opportunities in 2019/20.

#### 7 RECOMMENDED THAT COMMITTEE

7.1 Consider the request for slippage shown at Annex 1 and approve the slippage of £81,750 into the 2019/20 financial year for the Economic Development Initiatives scheme.

SENIOR ACCOUNTANT

DIRECTOR OF RESOURCES

ED6-19/AC/AC  
3 June 2019

For further information please ask for Andrew Cook.

# ECONOMIC DEVELOPMENT COMMITTEE

**Annex 1**

## Request for slippage into 2019/20

<b>Cost Centre and Scheme Title</b>	ECDVI: Economic Development Initiatives
<b>Scheme Description</b>	The project is to establish a general source of pump-priming and pre-investment funding to support the delivery of the Council's economic priorities. The bid particularly seeks to support our high growth sectors in the provision of land and premises or tourism infrastructure where applicable.
<b>Head of Service</b>	Colin Hirst
<b>Year Originally Approved</b>	2018/19 (Annual recurring scheme)
<b>Revised Estimate 2018/19 for the Scheme</b>	£100,000
<b>Actual Expenditure in the Year 2018/19</b>	£0
<b>Variance - (Underspend) or Overspend</b>	(£100,000)
<b>Please provide full reasons for the (under) or over spend variance shown above?</b>	No appropriate development opportunities have arisen in-year which have required funding from this capital scheme.

### Slippage Request

<b>Please grant the amount of Budget Slippage from 2018/19 to 2019/20 requested.</b>	£81,750
<b>Please give detailed information on the reasons for any request for slippage. Please provide as much information as possible in order to allow the request to be fully considered.</b>	<p>To allow the Economic Development Initiatives scheme to be available to fund any appropriate development opportunities in 2019/20.</p> <p>NOTE – The amount of slippage requested is £18,250 less than the scheme underspend in 2018/19. This is because £18,249 of the financial resources previously set aside to finance this capital scheme have been used to finance the costs of the abortive Clitheroe Market Development scheme that were charged to the Economic Development revenue budget in 2018/19.</p>
<b>By what date would the work or services related to any requested slippage be completed, if it were to be approved.</b>	2019/20 financial year.

# RIBBLE VALLEY BOROUGH COUNCIL REPORT TO ECONOMIC DEVELOPMENT COMMITTEE

Agenda Item No. 8

meeting date: THURSDAY, 13 JUNE 2019  
title: REVIEW OF CURRENT TOURISM MARKETING ACTIVITY  
submitted by: JOHN HEAP, DIRECTOR OF COMMUNITY SERVICES  
principal author: MARK BEVERIDGE, HEAD OF CULTURAL AND LEISURE SERVICES

## 1 PURPOSE

1.1 To receive an update on current tourism marketing activity.

1.2 Relevance to the Council's ambitions and priorities

- Community Objectives – To sustain a strong and prosperous Ribble Valley
- Corporate Priorities – To encourage economic development throughout the borough, with specific focus on tourism
- Other Considerations – To develop, with relevant partners, measures to support the visitor economy

## 2 BACKGROUND

2.1 The Council views Tourism as a primary strand of its economic development and that has been the case for many years. Tourism has many different facets ranging from day trips and attendance at events, to weddings and short breaks. All contribute in some way substantially to the economy of the Borough.

2.2 In order to best achieve this, the Council works primarily through the private sector via a variety of partnership arrangements. In addition, the Council itself provides the Tourism Information Centre at the Platform Gallery, the museum and the many public open spaces, including Clitheroe Castle, and Edisford River Bank.

2.3 The other aspects of the work the Council does to contribute to the general environment which is a significant attraction for visitors as well as residents includes the amenity cleansing to remove litter and fly tips for example, as well as grounds maintenance of Council-owned land, some parish council land, and work on the highway verges for the County Council.

2.4 Overall this variety of work contributes to and enhances the natural environment which is such a feature and an attraction for the many visitors which Ribble Valley enjoys annually.

## 3 ISSUES

3.1 Tourism is flourishing in Ribble Valley and the number of visitor-related businesses achieving recognition, awards and accreditation, increases each day. These successes are not just in dining but also attractions, accommodation and retail. Visitor awareness continues to grow, with some recent examples of media coverage being achieved in national newspapers and magazines. Public interest levels are

high, and at the recent 'Times Destination Holiday Show' in Manchester, the Ribble Valley stand was once again one of the most popular destinations at the whole event. Tourism businesses are refurbishing and reinvesting, and there are a many exciting new developments locally.

- 3.2 Latest statistics show that the value of the tourism and hospitality to the local economy is growing steadily, and what is particularly heartening is that, whilst economic income is showing rapid growth, visitor numbers remain manageable; thereby ensuring that tourism doesn't have a negative impact on the landscape and on the local communities living here. Moreover, Tourism is providing new opportunities and employment.
- 3.3 The work of the Council is carefully managed through a 'Destination Management Plan' which clearly states priorities in tourism promotion and a programme for future development of target markets. Copies of the plan are available on request. A major part of this Ribble Valley success story is the result of businesses working together, and with the Council.
- 3.4 The nationally recognised model for tourism figures and the economic impact is STEAM (Scarborough Tourism Economic activity Monitor). These are produced annually in arrears and the latest set we have are for 2017. The day visitor market remains constant, as we would hope, but significant growth is evident in the number of 'staying visitors' at +9.3%, also of 'staying visitor days' at +13.3% and in 'overall economic impact' at +14.2%. These all suggest a successful strategy for tourism, and in some cases, the performance increases are in excess of Lancashire averages. A growth of 4.9% in tourism jobs locally is also welcome news, showing that the tourism economy continues to perform strongly as it has for the past decade and more.

## 4 CURRENT INITIATIVES

### 4.1 Supporting External Marketing Activity

4.1.1 The Council has a subvention agreement with Marketing Lancashire, which is County wide body which seeks to promote the County both nationally and internationally. They receive a payment annually from us which is a contribution to the wider work they do, to promote Lancashire (they have a website which has links to our own) as well as booklets promoting different aspects of the tourism offer in Lancashire, for example food and drink. The subvention for 2019/20 is currently under review after the council withheld part of the payment for 2018/19

### 4.2 Working in Partnership

#### A. Ribble Valley Tourism Association

4.2.1 The Ribble Valley Tourism Association held its Annual General Meeting at Holmes Mill Clitheroe, during which the annual 'Stars in Tourism' Awards were presented.

4.2.2 The awards celebrate innovation and achievement in tourism and hospitality in Ribble Valley, and specifically aim to shine a light on some of the lesser known 'Stars of Tourism'. Earlier this year, members of the public and local businesses were invited to submit nominations. The popularity of the Stars in Tourism awards grows each year. They do not necessarily celebrate 'the best

of sector categories, as other schemes, like the Lancashire Tourism awards; the Ribble Valley Tourism Awards recognise a number of very specific areas for example, 'Rising Stars', being young people who show great promise and potential in the hospitality sector. Another important award is 'Unsung Heroes', whose contribution can be very important to the success of any business. Other areas targeted for awards are for new enterprises, innovation and voluntary contribution.

- 4.2.3 The awards also recognise individuals who have overcome particular challenges, or who, over the past twelve months, have made a significant contribution in their sectors. This year's awards were kindly sponsored by Harrison and Drury Solicitors and the Council helped organise the event.

#### B. Ribble Valley Wedding Partnership

- 4.2.4 This pioneering tourism programme, celebrates its fifth anniversary this year. The partnership of licenced wedding venues in Ribble Valley is believed to be the first of its kind in the UK, where venues work together, with the local authority, to develop a brand, based on the reputation as 'the perfect place to get married'. The Ribble Valley Wedding Heaven Partnership has in its membership, the majority of venues in the area together with numerous supplier members.
- 4.2.5 The success of the group may be attributed to a number of factors. Firstly, the strong brand identity of Ribble Valley, a place with great landscapes and a reputation for quality. Next, a local authority committed to partnership working. Then, the group has recognised that, by working together, any wedding in Ribble Valley could potentially benefit any partner, whether that be through dining experiences or overspill accommodation, and that working collaboratively has great potential. Finally, each wedding venue in the partnership is different; therefore the options available to customers are very wide from castles to abbeys, country house hotels to barns. Whilst each is unique, they share values of quality and outstanding customer service.
- 4.2.6 Since its inception, the group has launched a new website, hosted a visit by specialist wedding journalists, and attended many national wedding fairs. It has organised the first valley-wide wedding fair, as well as hosting joint open wedding evenings, called 'One Night in Heaven' enabling prospective customers to be able to visit several venues in one visit. Most recently the group have met with Lancashire County Council's registry officer.
- 4.2.7 As well as its website, the Partnership produces a high quality publication, which is particularly useful to potential customers, as it offers a one stop shop for Ribble Valley venues.
- 4.2.8 Weddings are a powerful tool in stimulating tourism, as they not only provide a significant number of first time visitors to stay in the area, but evidence also suggests that many such visits are converting to repeat visitors. Having enjoyed their time, experiencing the fantastic hospitality, great countryside and amazing dining experiences, wedding guests are returning for independent holidays.

#### 4.3 Promoting Careers in Tourism and Hospitality



4.3.1 For many, working in the tourism and hospitality sector can bring a fulfilling and successful career path, whilst for others it can provide the opportunity to acquire valuable life skills for other occupations. Given its importance to the local economy, we are keen to raise the profile of working in the tourism and hospitality sector and we have teamed up with Springboard, a national organisation to pursue a number of initiatives. We are keen to improve the image of the sector and to work more closely with young people studying at local colleges, to help them launch their career in this sector. We are also keen to raise the profile of specific skilled roles and occupations.

4.3.2 In the first instance we are promoting three programmes –

- GEMS: a mentoring scheme to support young people who aspire to work in the industry
- Future Chef - Ribble Valley: Given the importance of food tourism in Ribble Valley we have chosen to highlight the valuable role that Chefs provide in the locality, and to support Springboard's Future Chef Competition and need your help.
- Springboard Ambassador: In order to highlight the importance of the Tourism and Hospitality sector we need champions to promote the industry. We are therefore supporting the Springboard Ambassador programme'

#### 4.4 Visitor Guide 2019 and 2020

4.4.1 The 2019 Love Ribble Valley Visitor Guide was launched recently. The popular self-funded guide has grown in size once again by eight pages, and it is also available on line and as a download. The photographic content has improved greatly over recent years and now includes the work of many local photographers who took part in a competition, in addition to some professionally commissioned work.

4.4.2 The new guide has been produced in a full colour quality format which very much reflects the quality of Ribble Valley. The guide is distributed nationwide to targeted tourist information centres and sent direct mail to regular valley visitors. It is also distributed locally, as well as at numerous promotional events, and many local accommodation providers now use it as a bedroom browser.

4.4.3 The guide showcases Ribble Valley's many attractions, including its award-winning food and drink, art, heritage, weddings, countryside and even its night skies. The Guide, called Love Ribble Valley focuses on businesses with a real story to tell offering authentic visitor experiences around themes for which the borough is famed, such as food, outdoor pursuits and weddings'.

4.4.4 The guide has been enthusiastically received and is distributed locally to tourism outlets as well as throughout the UK using a targeted distribution service, where demand has been very high. Work has now begun on the 2020 edition.

#### 4.5 Promoting in Partnership

4.5.1 Each year Ribble Valley is promoted at a number of key events and wherever possible the Council works with businesses keen to get involved in our promotional activities. Such involvement can come in the form of practical help, such as loan of equipment and in some cases shared investment, and we are always keen to have the involvement of staff, whose product knowledge is always invaluable when dealing with customers visiting our stand. Here is what is currently planned or taken place:-

- Great Harwood Show 27th May 2019
- Ribble Valley Wedding Show at Stonyhurst 2nd June 2019
- Myerscough College Country Fair 9th June 2019
- Longridge and Goosnargh Show 6th July 2019
- Garstang Show August 3rd 2019
- Clitheroe Food Festival 10th August 2019
- Lancashire Game and Country Festival 7th 8th September 2019
- The Times Destinations Holiday Show 16th – 19th January 2020

#### 4.6 Walks with Taste

4.6.1 Walks with Taste, have been developed in partnership with several local businesses, and feature a series of walks through some of the area's most spectacular countryside taking in some of its best inns and hostelries. The walks feature self-guided routes with maps and descriptions, and are different in distance, duration and terrain, ensuring there is something for all tastes and abilities.

4.6.2 Walking is a great way to keep fit and work up a healthy appetite, and visitors to the area frequently enquire about the best walks and food. Walks with Taste have other benefits, too. By using the car parks of featured hostelries as a starting point, parking congestion in country lanes is minimised and businesses along the walks are also showcased.

4.6.3 The walks have been co funded with each participating venue and walking footwear specialist Whalley Warm and Dry, which sponsored the folders. Individual walks are available from participating businesses, and whole sets are available from the Platform Gallery and Information Centre in Clitheroe, Whalley Warm and Dry, or can be downloaded from [visitribblevalley.co.uk](http://visitribblevalley.co.uk).

4.6.4 Current walks feature the Assheton Arms, Downham; Aspinall Arms, Mitton; Foxfields Country Hotel, Billington; Higher Trapp Hotel, Simonstone; Holmes Mill, Clitheroe; Spread Eagle, Sawley; and Waddington Arms.

4.6.5 Four more walks, the Calf's Head, Worston; the Inn at Whitewell, the Shireburn Arms, Hurst Green; and the Derby Arms, Longridge, are in the pipeline and it is hoped to eventually increase the number to around twenty, so we are keen to hear from any new venues. We are also looking at the possibility of creating bespoke walks from accommodation venues such as campsites and cottages and are keen to hear from suitable operators.

## 5 RISK ASSESSMENT

The approval of this report may have the following implications:

- Resources – The cost of marketing activity is contained within existing budgets, but boosted significantly through the gearing achieved by partnerships formed with the private sector.
- Technical, Environmental and Legal – None in the context of this report.
- Reputation – The partnership activity significantly enhances the work of the Council.
- Equality and Diversity – None.

## 6 **CONCLUSION**

The Committee is asked to note the report, and further progress will be reported to future meetings of the Committee.

MARK BEVERIDGE  
HEAD OF CULTURAL AND LEISURE SERVICES

JOHN HEAP  
DIRECTOR OF COMMUNITY SERVICES

BACKGROUND PAPERS None

For further information, please contact Mark Beveridge 01200 414479.

# RIBBLE VALLEY'S VISITOR ECONOMY 2017

**4.09 million**

**Tourism Visits**, equating to 6% of all tourism visits to Lancashire

**365,000 visits** were made by visitors **staying in the Ribble Valley** as part of a holiday or short break, generating **1.455 million nights** in accommodation across the county

**3.728 million tourism visits** made by **Day Visitors** to the district



**Total bedstock in the Ribble Valley is 7,709 beds**

Comprising 5,905 non-serviced and 1,804 serviced beds



A total of **£243.031 million** was generated within the local economy through visitor and tourism business expenditure

**Day Visits** generated **£129.188 million** for the local economy of Ribble Valley in 2017

In total, **staying visitors** generate a **total economic impact of £113.842 million** for the businesses and communities of the Ribble Valley



Visitors to the Ribble Valley support **3,262 full time equivalent jobs**



More than **5 million Visitor Days and Nights** generated by visitors in 2017



**Economic Impact rose by 7.6%** between 2016 and 2017

**Visitor Numbers increased by 0.6%** between 2016 and 2017

# RIBBLE VALLEY'S VISITOR ECONOMY 2017

	2016	2017	YOY Variance
Total Visitor Numbers (000s)	4,070	4,094	0.6%
Day Visitors (000's)	3,736	3,728	-0.2%
Staying Visitors (000's)	334	365	9.3%
Total Visitors Days (000's)	5,020	5,183	3.2%
Visitor Days – staying visitors (000's)	1,284	1,455	13.3%
Total Economic Impact (£000's)	225,914	243,031	7.6%
Economic Impact day visitors (£000's)	126,189	129,188	2.4%
Economic Impact staying visitors (£000's)	99,726	113,842	14.2%
FTE Jobs supported	3,109	3,262	4.9%
Accommodation Stock	6,763	7,709	14%
Serviced Accommodation Stock	1,683	1,804	7.2%
Non-serviced accommodation stock	5,080	5,905	16.2%