

# RIBBLE VALLEY BOROUGH COUNCIL

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Dear Councillor

The next meeting of the **ECONOMIC DEVELOPMENT COMMITTEE** is at **6.30pm** on **THURSDAY, 14 NOVEMBER 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 19 September 2019 – copy enclosed.
3. Declarations of Pecuniary and Non-Pecuniary Interests (if any).
4. Public Participation (if any).
5. Presentation by Gemma Johnson and Nick Kershaw, Lancashire County Council – an update on rural broadband.

### DECISION ITEMS

- ✓ 6. Update on the Economic Plan – report of Director of Economic Development and Planning – copy enclosed.

## INFORMATION ITEMS

- ✓ 7. Tourism Update – report of Director of Community Services – copy enclosed.
- ✓ 8. Capital Monitoring 2019/20 and Capital Programme Review and New Bids – report of Director of Resources – copy enclosed.
- ✓ 9. Revenue Monitoring 2019/20 – report of Director of Resources – copy enclosed.
- 10. 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

Agenda Item No.

meeting date: THURSDAY, 14 NOVEMBER 2019  
title: THE ECONOMIC PLAN UPDATE  
submitted by: DIRECTOR OF ECONOMIC DEVELOPMENT AND PLANNING  
principal author: NICOLA HOPKINS – DIRECTOR OF ECONOMIC DEVELOPMENT AND PLANNING

## 1 PURPOSE

1.1 To update Members on the actions contained within the Economic Plan 2019-2022

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's Economic Plan was agreed by the Members of Economic Development Committee on 19 September 2019.

2.2 The aim of the Economic Plan for the Ribble Valley is to enable businesses within the Borough to be sustainable and to continue to develop. Other Lancashire authorities are seeking to grow their business infrastructure and development opportunities however Ribble Valley is unique in that its high quality landscape and environmental quality could be adversely affected by significant new development. The fact that Ribble Valley is officially the happiest place to live reflects the high quality environment and it is important that any economic strategies for the Valley enable the economy to grow whilst protecting the unique setting which the Valley offers.

2.3 To ensure that the plan acts as an enabler to the economy of the Valley the plan contains a series of suitable actions. The next stage is to identify the priorities for the Council and establish mechanisms for delivering the actions. These are set out below.

## 3 THE ECONOMIC PLAN

3.1 To reflect the Council's Corporate Strategy the overarching objective for businesses within the Borough is to be sustainable and to continue to develop in the area. The plan seeks to meet this objective via five priority action areas (People, Places, Business Support and Growth, Connectivity and Tourism) each with their own individual actions/projects.

3.2 The actions have been prioritised (and some grouped together) as follows:

### 3.3 *Short Term Priorities*

3.3.1 Action Area 1: People - Undertake a Housing and Economic Needs Assessment.

This document has been drafted and is currently out for consultation. Later this year Members will determine the Council's new housing target based upon the advice contained with the assessment and the response to the consultation.

3.3.2 Action Area 2: Places - Develop a Key Service Centre Action Plan for Longridge  
The Plan identifies the need for an Action Plan for each of the three key service centres within the Borough. As there is an existing Masterplan for Clitheroe with potential future funding streams in respect of the second round of the Future High Street fund and given recent developments within Longridge with associated S106 contributions it has been decided to undertake the action plan for Longridge first.

3.3.3 Action Area 2: Places - Deliver more choice for more modern working arrangements

Across Lancashire there are various serviced office models including:

- Blackburn Technology Management Centre which is run by Blackburn with Darwen Council and includes serviced office and industrial space with a staffed reception area and virtual office facilities. The centre offers meeting space which can be hired for meetings/ events. The facility provides onsite parking provision.
- Manor Court near Ribchester which is privately owned and offers serviced office accommodation ranging from 22sqft to 1439sqft available on flexible lease terms. The office accommodation does not have a staffed reception area and the meeting rooms are reserved for tenants in the building. The facility has on-site parking provision.
- The Landmark, Burnley is privately owned and offers a mix of hot-desking/ collaborative working space, office accommodation, conferencing and meeting space. With a staffed reception area the facility is aiming to provide a digital hub within Burnley. There is limited on-site parking at the centre however the town centre location means there is public car parks within the vicinity of the site.

3.3.4 Options for the Council to provide serviced office/ meeting space within the Valley will be explored with a report taken to Policy and Finance Committee with potential options later this year.

3.3.5 Action Area 2: Places - Undertake place branding

Officers have met with Blackburn College University Centre to identify any possible options for working with the students as 'live' projects. One option is to engage with the students to undertake a place branding exercise in respect of Economic Development within the Borough. The students would be given a scope for the work and pitch their ideas with the favoured idea chosen to undertake the place branding exercise. The panel of judges could include Ribble Valley Businesses and the College students would engage with local schools in developing their ideas.

Linked to this piece of work would be the publication of the Economic Plan. The detail and simplified format of the Plan has been agreed by Economic Development Committee however the finalised document has yet to be published. A small piece of work with the College would involve working with the design and photography students to design the look and appearance of the Plan. The photographs taken would add to the Council's stock of photographs.

3.3.6 Action Area 3: Business Support and Growth - Work Ribble Valley

The Council already has a web-site (<http://theribblevalley.org.uk/>) which was originally created to be a promotional website but does lend itself to being an economic development website and this could be an option for creating a dedicated web-page which would enable the following actions to be implemented:

- Create a 'one stop shop' business support package
- Develop an on-line business directory
- Implement a property search function

There may be some wider regulatory issues around accessibility to satellite websites such as this. As such these matters will be fully explored before any detailed work happens in respect of re-designing this web-site and setting up the directories above.

### 3.3.7 Action Area 3: Business Support and Growth - Utilise the Ribble Valley Economic Partnership

The most recent Partnership meeting was held at Thwaite's headquarters in Mellor which is an excellent venue for meetings and events. The partnership meetings are very well attended by a mix of businesses throughout the Valley and the intention is to hold meetings at various business venues throughout the Valley to provide networking opportunities and to showcase the diverse mix of businesses which exist within the Borough.

The members of the Partnership have expressed an interest in being involved in the specific actions of the plan which is welcomed as the purpose of the plan is to assist existing businesses. All of the members have been contacted to establish which businesses would like to be involved in the following actions: developing a jobs/ careers fair, exploring options for developing a work placement plan, developing key service centre action plans, undertaking place branding exercise, developing an online business directory, setting up business advice and support web page/ site, setting up a 'One Stop Shop' business support package, quarterly meetings of the Ribble Valley Economic Partnership, developing a Digital Strategy, developing a cultural strategy, exploring options for increasing visitor stay, developing a strategy for the castle and its grounds, heritage strategy and the creation of a one stop events directory.

### 3.3.8 Action Area 4: Connectivity- Rail Improvements

Discussions have commenced with the relevant partners to identify potential improvements to the Network with a meeting arranged for early November with the relevant partners. It is envisaged that the initial stage will be to appoint consultants to undertake a feasibility study of the 3 potential options with further studies likely once the feasible options have been identified. The study will most likely consider:

- 1) Increase the frequency of trains from Clitheroe to Manchester including shortening the journey time.
- 2) The provision of a direct train from Clitheroe to Preston (removing the need to change at Blackburn).
- 3) Re-open the northern rail link to Yorkshire.

### 3.3.9 Action Area 4: Connectivity - Develop a digital strategy

The scope of this strategy will be scoped out by Officers in the first instance to agree a way forward. The External Investment and Funding Officer at Lancashire County Council and the Digital Skills Coordinator at Lancashire

Enterprise Partnership will be invited to the next Partnership meeting to present directly to the Members. Members of the Partnership have expressed an interest in being involved in the development of this strategy. Further details will be brought back to a later Committee meeting.

3.3.10 Action Area 5: Tourism - Develop a one-stop events directory

The Council has a community directory, Signpost, featuring information about events and activities in the borough which is accessed via the Council's web-site

([https://www.ribblevalley.gov.uk/info/200289/people\\_and\\_communities/1615/signpost](https://www.ribblevalley.gov.uk/info/200289/people_and_communities/1615/signpost)) and facilities for annual larger event organisers to upload events onto the Visit Ribble Valley web-site (<https://www.visitribblevalley.co.uk/events/>). It would not be possible to have one overarching events diary as given the number of events which occur within the Valley any diary style directory would be illegible. As such separating the community events and larger annual events, as currently occurs, enables as many events as possible to be included.

The Tourism Officer undertakes an annual exercise to encourage event organisers to include their events on the Council's event directory. To ensure residents, visitors and event organisers are aware of the existing facilities a promotional exercise will be undertaken by the Tourism Officer in conjunction with the Communications Officer to re-promote this facility.

3.4 *Medium Term Priorities*

3.4.1 Action Area 1: People - Develop a jobs/ careers fair/ explore the options for developing a work placement plan.

Links with the schools are being established and further work will be undertaken in respect of developing these actions

3.4.2 Action Area 2: Places - Develop a Key Service Centre Action Plan for Whalley  
Following the completion of the Longridge Action Plan a similar exercise will be undertaken within Whalley

3.4.3 Action Area 2: Places - Develop a Key Service Centre Action Plan for Clitheroe  
A second round of Future High Street Fund is expected to be released within 2020. A High Street Task Force has been created which is a consortium of experts, experienced place leaders and organisations who will work with organisations that represent Local Authorities, SMEs, big businesses, property and finance across England. It is due to launch its full range of products and services in 2020, prior to a second round of the Future High Streets Fund and The Local Authority will seek to engage with the Task Force.

3.4.4 Action Area 4: Connectivity - Sustainable Transport

The Council's Local Plan will be updated within the next few years. Discussions with the transport providers will be utilised to formulate planning policies which seek to enhance and create sustainable transport opportunities within the Borough.

3.4.5 Action Area 5: Tourism - Develop a cultural strategy for the Borough and develop a Borough wide heritage strategy

Marketing Lancashire and the Lancashire Enterprise Partnership (LEP) have confirmed they are in the early stages of putting together a submission to be the 2025 UK City of Culture. Lancashire's bid window will open at the end of 2019 and needs to be submitted in 2021. The winning entry will be announced in December 2021.

The work undertaken in respect of this bid will be awaited to identify options for a cultural strategy within the Valley. It is also considered that linking the heritage assets from a tourism and economic development perspective with the cultural aspects could be more suitable for the Ribble Valley.

3.4.6 Action Area 5: Tourism - Develop planning policies

Policies to support the provision of a mix of visitor accommodation to widen opportunities within the Borough for overnight stays will be explored as part of the Local Plan update. This will be supported by an evidence base to justify any potential schemes to be taken forward.

3.4.7 Action Area 5: Tourism - Develop a strategy for the future of the castle and its grounds

Clitheroe Castle and its grounds is owned by the Council although the museum is currently run by Lancashire County Council. Options for developing a strategy for the Castle will need to be linked to the how the museum is taken forward, options for the Bowling Green café and in conjunction with partners. This is a longer term piece of work and could line into the work undertaken as part of the Future High Street Fund.

## 4 RISK ASSESSMENT

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

- Resources – There is approximately £9,000 remaining within the budget which will be partly utilised to fund the rail study. The full cost of this study is not yet known however partners such as Community Rail Lancashire may contribute to the cost and there are grants available, such as the Northern Community Rail Seed Corn Fund, which will be explored.

There is currently a Regeneration Policy Officer post vacant within the Economic Development and Planning Directorate. This role will be advertised as a project officer position to assist in the delivery of the actions within the plan.

- 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 Approve the short and medium-term priorities set out above and specifically that officers are asked to:

1. commence the action plan programme with the Longridge Key Service Centre Action Plan;

2. progress with Blackburn College to develop a piece of work with their students in respect of an economic development place branding exercise and engage with them to develop a piece of work with their students in respect of the final design of the Economic Plan document; and
3. progress a rail study with key partners.

NICOLA HOPKINS  
DIRECTOR OF ECONOMIC DEVELOPMENT AND PLANNING



# RIBBLE VALLEY BOROUGH COUNCIL REPORT TO ECONOMIC DEVELOPMENT COMMITTEE

Agenda Item No.

meeting date: 14 NOVEMBER 2019  
title: TOURISM PERFORMANCE STATISTICS 2018 AND ACTIVITY 2019/20  
submitted by: JOHN HEAP, DIRECTOR OF COMMUNITY SERVICES  
principal author: TOM PRIDMORE, TOURISM AND EVENTS OFFICER

## 1 PURPOSE

- 1.1 To receive the latest tourism performance statistics and a general progress report on tourism 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 TOURISM PERFORMANCE FIGURES

- 2.1 Each year, the Council participates in a county-wide study to measure the performance of tourism and the visitor economy. The cost of this study is contained within this Council's annual subvention to Marketing Lancashire of £5,000.
- 2.2 The model used is called STEAM, and is applied at both county and district level, resulting in year-on-year performance measurements for employment, bed-spaces, economic growth, and visitor numbers, for both staying and day visitors. It also measures bed-spaces and direct employment.
- 2.3 Whilst tourism itself is difficult to measure, not least given the challenge of defining what is included and, moreover, what defines a tourist, the STEAM model is widely applied by local authorities, and considered to be one of the most reliable models, at least in mapping year-on-year trends.
- 2.4 The attached appendix illustrates very favourable results for Ribble Valley, especially in terms of economic growth between 2017 and 2018. The results are always measured one year in arrears. The figures show growth in the economic impact of tourism in Ribble Valley at 7.3 %, significantly higher than the Lancashire average of 3.8%.
- 2.5 The number of visitors to the borough has topped four million, an increase of 7.6%, compared to an overall Lancashire increase of 1.7%
- 2.6 The borough attracted 4.04million day-trippers last year, around 300,000 more than 2017 – an eight per cent increase, compared to two per cent across Lancashire.

The combined visitor economy – comprising day and staying visitors – generated nearly £270million in expenditure, and 3,454 full-time equivalent jobs, a six per cent increase on 2017.

- 2.7 The only decreases in the figures, are those of accommodation stock, and, subsequently, staying visitors, but this may be attributed to a more robust calculation of bed-spaces in the Borough, which had been previously included premises just over the border, plus some duplication in the holiday home park sector.
- 2.8 The figures do not include the ‘sharing economy’ e.g. Airbnb, which is believed to be growing in this area.
- 2.9 A press release on this success has already been issued.

### **3 OTHER TOURISM ACTIVITIES**

#### **3.1 Working in Partnership**

- The Council has a subvention agreement with Marketing Lancashire, which is County wide body which seeks to promote the County both nationally and internationally. The subvention for 2019/20 is currently under review after the council withheld part of the payment for 2018/19.
- The Ribble Valley Tourism Association continues to flourish and has held a number of members meetings. The association also recently agreed to invite the Council to nominate a representative to its executive committee, and this will be considered in due course.

#### **3.2 The Ribble Valley Wedding Partnership**

- This pioneering tourism programme recently celebrated its fifth anniversary. The partnership, comprising licenced wedding venues in Ribble Valley, is believed to be unique in the UK, where venues work together, with the local authority, to develop a brand, based on the reputation as ‘the perfect place to be married’. The Ribble Valley Wedding Heaven Partnership has in its membership, the majority of licenced venues in the area, together with numerous supplier members.
- 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 may 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.
- In addition to its promotional activities, including website brochures and social media activity, the group has been meeting with Lancashire County Council’s registry officers, which has resulted in major changes to the way in which wedding bookings are made by couples, along with changes to the way outdoor weddings are approved.

- Furthermore, the work of the partnership has been recognised at a national level, with the Council's Tourism Officer being invited to participate a small team of experts providing advice to the Law Commission, which will be making recommendations the Government on a review of wedding law.
- As well as providing a 'Ribble Valley Wedding Heaven website, the partnership produces a high-quality publication, which is particularly popular with potential customers, as it offers a one-stop-shop for Ribble Valley venues. It is about to be reprinted to reflect recent changes to membership.
- 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 visits. Having enjoyed their time, experiencing the fantastic hospitality, great countryside and amazing dining experiences, wedding guests are returning for independent holidays.

### 3.3. Promoting Careers in Tourism and Hospitality

- 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 continually work with Springboard, a national organisation, to promote work in the industry. We are keen to improve the image of the sector, and to work more closely with young people studying at local schools and colleges, to help them launch their career in this sector. We are also keen to raise the profile of specific skilled roles and occupations.
- In the first instance we are promoting three programmes locally –
  - 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
  - Springboard Ambassador: In order to highlight the importance of the Tourism and Hospitality sector, we are trying to identify champions to promote the industry. We are, therefore, supporting the Springboard Ambassador Programme.

### 3.4 Visitor Guide 2020

- The 2020 Love Ribble Valley Visitor Guide, which will be available printed, online and as a download, is currently being produced. The Guide will be in a full colour quality format, which very much reflects the quality of Ribble Valley. It will be distributed nationwide to targeted tourist information centres and sent out direct mail on request. It is also distributed locally, as well as at numerous promotional events, and many local accommodation providers now use it as a bedroom browser.

- Work on the Guide is largely delivered inhouse, including advertising sales and writing editorials. The contract for design and print was won by Burnley Borough Council's 'Creative Council' team. We are part way through production, sales are going well, and it is anticipated that production will meet the deadline of printing at Christmas, and delivery in the new year.
- The photographic content has improved greatly over recent years and, once again, will include the work of many local photographers who took part in a competition, in addition to some professionally commissioned work.

### 3.5 Promoting in Partnership

Each year, Ribble Valley is promoted at a number of key events and, wherever possible, the Council works with businesses keen to support our promotional activities. Such involvement may come in the form of practical help, such as loan of equipment and, in some cases, shared investment, but we are always particularly keen to have the involvement of staff from local businesses, whose product knowledge is always invaluable when dealing with customers visiting our stand. Here are the events attended: -

- Great Harwood Show - May
- Ribble Valley Wedding Show at Stonyhurst - June
- Myerscough College Country Fair - June
- Longridge and Goosnargh Show - July
- Garstang Show - August
- Clitheroe Food Festival - August
- Lancashire Game and Country Festival - September
- Group Leisure and Travel Show - October (with Fylde/West Lancashire Councils)
- Ribble Valley Wedding Fair - October 2019

And still to come this financial year –

- The Times Destinations Holiday Show 16th–19th January 2020

### 3.6 Walks with Taste

Walks with Taste is a series of walks through some of the area's most spectacular countryside, taking in some of its best inns and hostelries. The walks were initially developed in partnership with seven local businesses, namely: the Assheton Arms, Downham; Aspinall Arms, Mitton; Foxfields Country Hotel, Billington; Higher Trapp Hotel, Simonstone; Holmes Mill, Clitheroe; Spread Eagle, Sawley; and Waddington Arms. There are three new walks about to be launched: Calf's Head, Worston; the Inn at Whitewell; the Shireburn Arms, Hurst Green; with four more anticipated in the months to come.

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.

- 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.

- 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 Visitor Information Centre in Clitheroe, Whalley Warm and Dry, or may be downloaded from [visitribblevalley.co.uk](http://visitribblevalley.co.uk).

### 3.7 **Media activity**

There has been steady national, regional, and local media coverage, and we have hosted TV, national press, and an award-winning blogger.

### 3.8 **Destination Management Plan**

The Council's tourism and promotional activity is guided by a destination management plan, which identifies the key target areas and opportunities. It is due to be refreshed and will be reported back to this committee

## 4 **ISSUES**

The main issue to note is the significant growth in the Ribble Valley visitor economy, amongst the best performing across Lancashire in terms of economic growth and believed to be top in terms of growth in visitor numbers. The success of the wedding partnership is also noteworthy, with the group's work now influencing county wide policies, as well as being invited to be part of a government wedding consultative group.

## 5 **RISK ASSESSMENT**

The approval of this report may have the following implications;

- Resources – The cost of the STEAM report is contained within the annual subvention made to Marketing Lancashire and all marketing activity is contained within existing budgets and, where opportunities arise, matched by other public and private sector support
- Technical, Environmental and Legal – None in the context of this report
- Reputation – The Council is an active contributor in terms of strategic and operational tourism service.
- Equality and Diversity – None

## 6 **CONCLUSION**

Further progress will be reported to future committees, including the submission of refreshed Destination Management Plan.

TOM PRIDMORE  
TOURISM AND EVENTS OFFICER

JOHN HEAP  
DIRECTOR OF COMMUNITY SERVICES

BACKGROUND PAPERS None

For further information, please contact Tom Pridmore 01200 414496

# RIBBLE VALLEY'S VISITOR ECONOMY 2018

**4.40 million**

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

**359,000 visits** were made by visitors **staying in the Ribble Valley** as part of a holiday or short break, generating **1.371 million nights** in accommodation across the county

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



**Total bedstock in the Ribble Valley is 7,355 beds**

Comprising 5,452 non-serviced and 1,903 serviced beds



A total of **£260.777 million** was generated within the local economy through visitor and tourism business expenditure

**Day Visits** generated **£145.595 million** for the local economy of Ribble Valley in 2018

In total, **staying visitors** generate a **total economic impact of £115.182 million** for the businesses and communities of the Ribble Valley



Visitors to the Ribble Valley support **3,454 full time equivalent jobs**



More than **5 million Visitor Days and Nights** generated by visitors in 2018



**Economic Impact rose by 7.3%** between 2017 and 2018

**Visitor Numbers increased by 7.6%** between 2017 and 2018

# RIBBLE VALLEY'S VISITOR ECONOMY 2018

	2018	2017	YOY Variance
Total Visitor Numbers (000s)	4,403	4,094	+7.6%
Day Visitors (000's)	4,044	3,728	+8.5%
Staying Visitors (000's)	359	365	-1.7%
Total Visitors Days (000's)	5,415	5,183	+4.5%
Visitor Days – staying visitors (000's)	1,371	1,455	-5.7%
Total Economic Impact (£000's)	260,777	243,031	+7.3%
Economic Impact day visitors (£000's)	145,595	129,188	+12.7%
Economic Impact staying visitors (£000's)	115,182	113,842	+1.2%
FTE Jobs supported	3,454	3,262	+5.9%
Accommodation Stock	7,355	7,709	-4.6%
Serviced Accommodation Stock	1,903	1,804	+5.5%
Non-serviced accommodation stock	5,452	5,905	-7.7%



# RIBBLE VALLEY BOROUGH COUNCIL REPORT TO ECONOMIC DEVELOPMENT COMMITTEE

INFORMATION

Agenda Item No 8

meeting date: 14 NOVEMBER 2019  
 title: CAPITAL MONITORING 2019/20 AND CAPITAL PROGRAMME REVIEW  
 AND NEW BIDS  
 submitted by: DIRECTOR OF RESOURCES  
 principal author: ANDREW COOK

## 1 PURPOSE

- 1.1 To provide members with information on the progress of this Committee's 2019/20 capital programme, for the period to the end of September 2019.
- 1.2 In addition, the outcome of the review of this Committee's capital programme for 2020/21 to 2024/25 is reported to members.
- 1.3 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 One new capital scheme for this Committee, totalling £20,000, was approved by the Special Policy and Finance Committee and Full Council at their meetings in February 2019 and March 2019 respectively.
- 2.2 In addition to the original estimate budget, there was one 2018/19 capital scheme that was not completed by 31 March 2019 and had unspent budget of £81,750 available at that date. The unspent budget is known as slippage. This slippage was transferred into the 2019/20 capital programme budget, after approval by this Committee in June 2019.
- 2.3 As a result of the above, the total approved budget for this Committee's capital programme of two schemes is £101,750. This is shown at Annex 1.

## 3 CAPITAL MONITORING 2019/20

- 3.1 The table below summarises this Committee's capital programme budget, expenditure to date and remaining budget, as at the end of September 2019. Annex 1 shows the full capital programme by scheme. Annex 2 shows scheme details, financial information and budget holder comments to date for each scheme.

BUDGET					EXPENDITURE	
Original Estimate 2019/20 £	Budget Moved from 2018/19 £	Slippage from 2018/19 £	Additional Approvals 2019/20 £	Total Approved Budget 2019/20 £	Actual Expenditure including commitments as at end of September 2019 £	Remaining Budget as at end of September 2019 £
20,000	0	81,750	0	101,750	0	-101,750

3.2 At the end of September 2019 there had been no spend on the two schemes, as follows:

- **Gateway Signs for Whalley, Longridge and Clitheroe (-£20,000):** The Council is still in dialogue with Lancashire County Council (LCC) to provide site locations for LCC to assess and grant site permissions. Following this, quotes will be obtained for the signs and they can be purchased and installed. At the present time, the aim is still to complete the scheme by March 2020.
- **Economic Development Initiatives (-£81,750):** There are no current schemes in progress which are likely to be funded from this economic development capital pot. Therefore, at this stage there is the possibility that not all of the budget is committed by year-end. However, a number of site opportunities are being explored and will be the subject of future reports.

#### 4 REVIEW OF THE CAPITAL PROGRAMME AND NEW BIDS

4.1 In the current cycle of meetings service committees are receiving reports on the review of the existing capital programme and on any new bid submissions that have been received. The reports cover the period 2020/21 to 2024/25.

4.2 For this Committee there is no existing capital programme and also to date no new bids have been submitted. As a result, this Committee has not received a separate report on the future capital programme.

4.3 However, members may wish to consider any capital bid suggestions that they may wish to make at this stage.

#### 5 CONCLUSION

5.1 At the end of September 2019 there had been no spend on the two schemes in this Committee's capital programme.

5.2 At this stage:

- the aim is to complete the Gateway Signs scheme by March 2020, dependent on the time taken to obtain the site permissions required from LCC; and
- there is the possibility that not all of the Economic Development Initiatives scheme budget is committed by year-end, but a number of site opportunities are being explored.

5.3 For this Committee there is no existing capital programme for 2020/21 to 2023/24 and also to date no new bids have been submitted for 2024/25.

SENIOR ACCOUNTANT

DIRECTOR OF RESOURCES

ED11-19/AC/AC  
1 November 2019

For further background information please ask for Andrew Cook.  
BACKGROUND PAPERS – None

## Economic Development Committee - Capital Programme 2019/20

Cost Centre	Scheme	Original Estimate 2019/20 £	Budget Moved from 2018/19 £	Slippage from 2018/19 £	Additional Approvals 2019/20 £	Total Approved Budget 2019/20 £	Actual Expenditure including commitments as at end of September 2019 £	Remaining Budget as at end of September 2019 £
GWSGN	Gateway Signs for Whalley, Longridge and Clitheroe	20,000	0	0	0	20,000	0	-20,000
ECDVI	Economic Development Initiatives	0	0	81,750	0	81,750	0	-81,750
<b>Total Economic Development Committee</b>		<b>20,000</b>	<b>0</b>	<b>81,750</b>	<b>0</b>	<b>101,750</b>	<b>0</b>	<b>-101,750</b>

## Gateway Signs for Whalley, Longridge and Clitheroe

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Service Area: Tourism and Events

Submitted by: Mark Beveridge

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### Brief Description of the Scheme:

The Economic Development Committee has requested that a bid be submitted for gateway signs to be erected on the major roads into the three settlements. These signs are approx 1.5m high x 1m wide, they can have an iconic image which represents an area plus a tag line, such as "Welcome To..". The exact number of signs would need to be determined following a site visit by an approved contractor. The signs have to meet Highway Authority regulations which mean that some smaller roads would not be suitable for these large signs. Costs include the cost of the signs, fitting of the signs, foundations work, making good the ground and traffic management.

The £20,000 budget will be used to fund as many signs as can be accommodated within budget. Budget Working Group and Corporate Management Team recommended that an external quote be sought for this work, including installation.

### Revenue Implications:

These signs would be RVBC responsibility and cleaning and maintenance would fall to the Council, approx £1,000 per annum broad estimate.

### Timescale for Completion:

2019/20.

### Capital Cost:

	£	Actual Expenditure including commitments as at end of September 2019 £	Remaining Budget as at end of September 2019 £
Total Approved Budget 2019/20	20,000	0	-20,000
ANTICIPATED TOTAL SCHEME COST	20,000		

### Progress – Budget Holder Comments:

**September 2019:** The Council is still in dialogue with Lancashire County Council (LCC) to provide site locations for LCC to assess and grant site permissions. Following this, quotes will be obtained for the signs and they can be purchased and installed. At the present time, the aim is still to complete the scheme by March 2020.

**July 2019:** The Council is engaged in a dialogue with Lancashire County Council (LCC) regarding the process and the permissions required which will determine the number and location of the signs. Following this, quotes will be obtained for the signs and they can be purchased and installed. The aim is to complete the scheme by March 2020, dependent on the time taken to obtain permissions from LCC.

## Economic Development Initiatives

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Service Area: Regeneration and Housing

Submitted by: Colin Hirst

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### Brief Description of the Scheme:

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. The Council needs to be able to develop and respond to initiatives that will support delivery of business growth. In order to develop schemes, funding needs to be available to undertake works in areas such as valuation and feasibility assessments, due-diligence, initial planning and design work. As projects progress funding needs to be available to support acquisition, marketing and development. Specific funding for land or premises would be the subject of separate bids as required.

Projects include identifying options to deliver employment land, schemes to support high growth business opportunities and necessary infrastructure to support our rural business base including tourism.

### Revenue Implications:

Unspecified – general revenue costs would be anticipated to be contained within existing budgets.

### Timescale for Completion:

Key milestones will depend upon the individual projects developed.

### Capital Cost:

	£	Actual Expenditure including commitments as at end of September 2019 £	Remaining Budget as at end of September 2019 £
Original Estimate 2019/20	0		
Slippage from 2018/19	81,750		
<b>Total Approved Budget 2019/20</b>	<b>81,750</b>	<b>0</b>	<b>-81,750</b>
Actual Expenditure in 2018/19	0		
<b>ANTICIPATED TOTAL SCHEME COST</b>	<b>81,750</b>		

### Progress - Budget Holder Comments

**September 2019:** No change - There are no current schemes in progress which are likely to be funded from this economic development capital pot. Therefore, at this stage there is the possibility that not all of the budget is committed by year-end. However, a number of site opportunities are being explored and will be the subject of future reports.

**July 2019:** There are no current schemes in progress which are likely to be funded from this economic development capital pot. A number of site opportunities are being explored and will be the subject of future reports.

**Economic Development Committee – Capital Programme 2019/20**

**March 2019:** 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.

**December 2018:** A number of site opportunities are being explored in more detail, as per the report elsewhere on this agenda. At this stage, no specific scheme costs are being charged to this Economic Development Initiatives capital budget, but there is always the possibility that a valuation or assessment in-year may require expenditure in relation to acquisition at short notice.

**September/October 2018:** A number of site opportunities are under preliminary investigation and will be reported to this Committee in due course. It is anticipated that this capital scheme be considered to help support any emerging initiatives that arise as a result of that report.

**August 2018:** Development opportunities to bring forward land for employment will be reported to this Committee in due course. It is anticipated that this capital scheme be considered to help support any emerging initiatives that arise as a result of that report.

**December 2017:** There has been no spend on the scheme in-year, with costs for support work being charged to revenue budgets rather than capital. Development opportunities to bring forward land for employment are being reviewed and will be reported to this Committee in due course. It is anticipated that this capital scheme be considered to help support any emerging initiatives that arise as a result of that report. It is recommended that the 2017/18 revised estimate is reduced to nil and the £100,000 budget is moved to 2018/19.

**July 2017:** Development opportunities to bring forward land for employment are being reviewed and will be reported to this Committee. It is anticipated that this capital scheme be considered to help support any emerging initiatives that arise as a result of that report.

**December 2016:** There are no appropriate economic development opportunities in progress currently which are likely to be funded from this economic development capital pot before the year-end. It is recommended that the revised estimate is reduced to nil and the £100,000 budget is moved to 2017/18.

**September/October 2016:** No change from July 2016 comments - There are no appropriate economic development opportunities in progress currently which are likely to be funded from this economic development capital pot.

**July 2016:** There are no appropriate economic development opportunities in progress currently which are likely to be funded from this economic development capital pot.

**May/June 2016:** The one site acquisition proposal being seriously considered will not now go ahead, as resolved by Policy and Finance Committee. There are no other appropriate economic development opportunities in progress currently which are likely to be funded from this economic development capital pot.

**March 2016:** One site acquisition investment was being considered in 2015/16, but no confirmation was in place for the acquisition to go ahead at year-end. Slippage of the 2015/16 underspend is requested to fund both the pump prime costs associated with the site acquisition being considered and any further economic development opportunities that may arise.

**January 2016:** The site acquisition approved by this Committee in October 2015 is the one economic development opportunity in progress currently that will require investment support funding from the Economic Development Initiatives budget. At this stage, the actual timing of the site acquisition and any support costs to be funded from this budget is not confirmed. Any unused budget from 2015/16 will be moved into 2016/17 as slippage.

**September 2015:** The District Valuer has secured initial agreement with land owners on values and details are being progressed to acquire a site. Expenditure has been drawn from other revenue budgets to fund pre-investment works so far.

**Economic Development Committee – Capital Programme 2019/20**

**July 2015:** The Council has instructed the District Valuer to negotiate the purchase of some land on one scheme and we are currently awaiting the outcome of this. Expenditure has been drawn from other revenue budgets to fund pre-investment works so far.

**September 2014:** The Council continues to seek land for potential economic development. Expenditure has been drawn from revenue budgets to fund pre-investment works to date.

**July 2014:** The Council continues to seek land for potential economic development.

**March 2014:** Projects have not reached a stage where capital is required. Expenditure has been drawn from other revenue budgets to fund pre-investment works.

**September 2013:** Work on the scheme has been undertaken, however expenditure has been revenue based rather than capital.

**July 2013:** An area of land has been identified and measures are being taken to secure the land for industrial development.

**March 2013:** The Council is continuing pursuing the acquisition of land for employment purposes.

**September 2012:** No further progress since June 2012.

**June 2012:** Initial discussions have been held with relevant landowners. The District Valuer has been instructed to prepare valuation advice on potential sites. This advice has been received and is being given further consideration. The Asset Management Group has considered site options. An options report will be prepared once options are determined. Expenditure will be required on feasibility reports once an option is agreed and on pre-acquisition and due diligence processes.

# RIBBLE VALLEY BOROUGH COUNCIL REPORT TO ECONOMIC DEVELOPMENT COMMITTEE

Agenda Item No 9

meeting date: 14 NOVEMBER 2019  
 title: REVENUE MONITORING 2019/20  
 submitted by: DIRECTOR OF RESOURCES  
 principal author: HELEN SEEDALL

## 1 PURPOSE

1.1 To let you know the position for the period April to September 2019 of this year's revenue budget as far as this committee is concerned.

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. To meet the objective within this priority, of maintaining critical financial management controls, ensuring the authority provides council tax payers with value for money.

Other Considerations – none identified.

## 2 FINANCIAL INFORMATION

2.1 Shown below, by cost centre, is a comparison between actual expenditure and the original estimate for the period to the end of September. You will see an overall underspend of -£765 on the net cost of services. Please note that underspends are denoted by figures with a minus symbol.

Cost Centre	Cost Centre Name	Net Budget for the full year	Net Budget to the end of the period	Actual including commitments to the end of the period	Variance	
ALBNM	Albion Mill	130	8,763	9,004	241	G
INDDV	Economic Development	171,990	4,618	1,659	-2,959	A
TURSM	Tourism and Events	116,870	15,999	17,952	1,953	G
	<b>Sum:</b>	<b>288,990</b>	<b>29,380</b>	<b>28,615</b>	<b>-765</b>	

2.2 The variations between budget and actuals have been split into groups of red, amber and green variance. The red variances highlight specific areas of high concern, for which budget holders are required to have an action plan. Amber variances are potential areas of high concern and green variances are areas, which currently do not present any significant concern.

Key to Variance shading	
Variance of more than £5,000 (Red)	<b>R</b>
Variance between £2,000 and £4,999 (Amber)	<b>A</b>
Variance less than £2,000 (Green)	<b>G</b>



2.3 For this committee there are no variations which fall within the red variance category in the period April to September 2019.

2.4 There is one variation in the amber variance category which is shown with the budget holder's comment at Annex 1.

### 3 CONCLUSION

3.1 The comparison between actual and budgeted expenditure shows an underspend of - £765 for the first six months of the financial year 2019/20.

3.2 One amber variation has been flagged for reporting with all other variations being of low value. Assurances can be given that there are no areas of spend that present any significant concern.

3.3 It is too early in the year to predict any likely outturn position, and the current situation may fluctuate as the year progresses.

SENIOR ACCOUNTANT

DIRECTOR OF RESOURCES

ED10-19/HS/AC  
30 October 2019

## Economic Development Committee Budget Monitoring – Amber Variances

Ledger Code	Ledger Code Name	Budget for the Full Year	Budget to the end of the period	Actual including commitments to the end of the period	Variance	Reason for Variance
TURSM/3263	Tourism and Events/Publicity	19,780	11,537	15,297	<b>3,760</b>	A payment has been made in advance to secure a stand at the Destinations Holiday and Travel Show that is being held in January 2020 (£2,862).