A LOAF of bread cost 15p and a gallon of petrol set you back 42p. The first McDonalds opened in London, the BBC launched Ceefax and Abba won the Eurovision Song Contest with Waterloo, while the two Robbies – Williams and Savage – were born.

The year 1974 was also marked by a three-day week, two general elections and the biggest shake-up in local government for over a century.

The reorganisation saw the country divided into ‘districts,’ one of which, Ribble Valley, at 225 square miles, was the largest geographically in Lancashire, but with the smallest population: 53,000 residents.

The borough would go on to become one of the most successful in the country, with high customer satisfaction and low crimes rates, and at the forefront of several nationally-acclaimed projects.

Join us for a journey through 40 successful years of the borough of Ribble Valley.

Our thanks go to the Clitheroe Advertiser and Times for access to its archives and former staff for sharing their memories during the compilation of this supplement.

Why not visit us on the web? www.ribblevalley.gov.uk
CATTLE being driven to market through the centre of Clitheroe was a regular sight when Ribble Valley Borough Council opened its doors in 1974.

And one of the most long-lasting sights facing the new council was the allocation of the town centre market hall, or auction mart, and redevelopment of the vacant site.

An initial scheme entailed three options for town traders and a revised version featuring 19 market units and 71-space car park and 20 bins, eventually went ahead in 1993, 15 years after the original scheme featuring underground parking and a community centre was put forward.

The scheme saw the auction mart and several bespoke operations move to the Salthill Industrial Estate, which subsequently became a hub of commercial and high industrial activity. It is now the site of the council’s direct waste disposal, as well as a flagship transfer station that opened in 2006 at the site for the main management in Lancashire ever since.

The development further the decontamination of the former Clitheroe Gasworks in a groundbreaking £800,000 project led by the council and funded by the Department of the Environment.

The 14-cornered gasholder was so toxic that it rotted the basement and the topsoil so contaminated that a cutting-edge microbiological process was used to reclaim the site. The so-called superbugs broke down the contamination in 12 months, instead of 1,000 years, and the process became nationally acclaimed, as well as the first reclad gasholder site in the country to be used on reclaimed contaminated land.

Ribble Valley Borough Council also quadrupled the responsibilities of the nearby semi-detached Clitheroe Rail Station, following an impressivecampaign by local rail enthusiasts to have the station in Clitheroe re-chosen.

The station building was turned into a multi-storied waiting train and bus hub, called the Clitheroe Interchange and Platform Gallery, which was seen as a triumph for urban revitalisation and received an official opening by His Royal Highness Prince Charles in 2002.

The new Clitheroe Market went on to house the monitoring station for Ribble Valley CCTV, revamped in 2005 with a £260,000 grant from the Home Office. The scheme was the first of many projects led by Ribble Valley Crime and Disorder Reduction Partnership, now the Ribble Valley Community Safety Partnership, which was driven by Ribble Valley Borough Council.

Most notable community valley initiatives have Ribble Valley is the second safest place in the UK, according to Government statistics.

The Ribble Valley Borough Council was also at the forefront of the North West Water Authority announced in 1982 that the Ribble would be the first river in Lancashire to have a radar flood warning system.

Clitheroe Castle has dominated the Ribble Valley skyline since its construction in the 13th Century by Robert de Lucy to protect the administrative centre of his estates and housed the office of the council’s chief executive, Michael Jedon.

When the castle was subject of a £3.5 million refurbishment spearheaded by the council in partnership with the Heritage Lottery Fund and several public and private sector partners that saw a glass atrium linking the museum and North West Sound Archives on two levels, a café, exhibition space, interactive display facilities, education suite and several multi-media exhibitions depicting the history of Ribble Valley.

The scheme, officially opened by His Royal Highness the Duke of Gloucester in 2009, went on to win a raft of heritage awards for the Ribble Valley.

And when it comes to the provision of sport and recreation facilities Ribble Valley Borough Council has also been a winner.

The council led a community campaign for a £250,000 synthetic sports pitch next to Longridge Sports Centre that was officially opened by international hockey player Willem van Beek in 1995. In 1996, it funded a £120,000 refurbishment of Longridge Sports Centre, including new changing rooms, improvements to the reception, disabled access and a fitness room. And in 2008 Longridge Cricket Club opened a community hub featuring a children’s centre and main club, which saw a glass atrium linking the museum and North West Sound Archives on two levels, a café, exhibition space.

The council’s Salthill Depot and flagship waste transfer station at Woone Lane, which substantially reduced the risk of future flooding. The redevelopment facilitated the decommissioning of the largest ‘thrust bored tunnel’ in the country at Woone Lane, which substantially reduced the risk of future flooding.

Ribble Valley Borough Council also replaced the sewerage and drainage system in several key areas of Clitheroe, including the installation of the largest ‘thrust bored tunnel’ in the country at Woone Lane, which substantially reduced the risk of future flooding.

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A MERGER of proud towns and villages was how the new Ribble Valley District Council, later to be called Ribble Valley Borough Council, was described.

Ribble Valley was formed on April 1 1974 under the 1972 Local Government Act, which saw the country divided into ‘districts.’ At 225 square miles, the new district was the largest geographically in Lancashire, stretching from Mellor in the south to Easington in the north, Longridge in the west to Horton and Middop in the east, but had the smallest population: 53,000 residents.

It was a merger of the municipal borough of Clitheroe, Longridge urban district, Clitheroe rural district, parts of Blackburn, Burnley and Preston rural districts, and the Bowland rural district from the West Riding of Yorkshire, hence the inclusion of the Red Rose of Lancaster and the White Rose of York on the new council’s coat of arms.

Creation of new borough brought ‘closer to people’

Another was to pool resources and make it more economically viable.

The new council boasted 38 councillors and eight committees: policy and resources, liaison, personnel, planning and transportation, recreation and leisure, housing, public works and health, finance and general purposes.

Commenting in the Clitheroe Advertiser and Times on April 4 1974, the council’s first chief executive, Michael Jackson, said: “We have to make people aware of the services we will be providing. There is tremendous scope for providing services if people want them and a lot of Government assistance for district councils willing to go out and get it.”

And over the following 40 years that is precisely what Ribble Valley Borough Council has done.

LOCAL government has given us ancient administrative terms still in modern use, such as the Saxon ‘borough’ and Norman ‘county.’

Modern local government, however, is overwhelmingly a 19th Century Government creation, along with the many reforms and reorganisations that have occurred with depressing regularity ever since, and still threaten us today.

And therein lies the main clue as to what the next 40 years may hold. He who pays the piper calls the tune and as long as the Government remains the paymaster the freedom to act for local communities is likely to remain constrained, leading to a fractured and resentful relationship – an example of which we have recently seen in Ribble Valley in terms of planning policy.

Such tensions are not sustainable and I believe and hope we can look forward to a genuine process of devolution to an independently funded local administration – a process already gathering momentum in Scotland and Wales.

Within that process, however, I sense a growing policy shift towards large unitary authorities, which will mean fewer councils serving a wider area, with fewer councillors and employees, as councils commission more and deliver less.

Absorption within a regional ‘super council’ would be disastrous for Ribble Valley and I fear the years ahead will see us having to argue our case to remain a distinct borough vigorously, as local people will undoubtedly wish.

Whatever the configuration, the future challenge will be to match diminishing resources with growing demands.

The UK population is set to exceed 80 million in the next 40 years, with a third over the age of 65, a profile that will be higher in 2066, a profile that will be higher in 2066; a profile that will be higher in 2066. Ribble Valley. Communication technology will drive significant changes in the relationship between citizen and council, as e-democracy assumes growing importance.

Councils will also need to balance an increasingly sophisticated and knowledge based local economy, deal with growing demand from younger and older residents for affordable housing, and draw upon the civic energies of local communities that will need to rethink differently about their role – not just as consumers of public services, but as partners in providing them.

The building of resilient and supportive local communities innovating local solutions to local problems will be a serious public policy objective.

A real sense of ‘belonging’

Why not visit us on the web? www.ribblevalley.gov.uk
Streamlined collections to boost paper recycling rates

Ribble Valley’s waste paper collection service has been streamlined in a bid to boost the borough’s recycling rates.

From March 3, waste paper and cardboard is being collected on the same day as blue or green wheeled bins.

Waste paper will be collected from households in the north of the borough on the same day as blue wheeled bins and in the south of the borough on the same day as blue wheeled bins.

The changes are outlined in collection schedules delivered to households in March and available from the Council Offices.

Ribble Valley Borough Council took its popular ‘white sack’ collection of waste paper and cardboard in-house in July last year in a drive to increase efficiency and boost recycling rates.

Robert Thompson, chairman of the council’s community services committee, said: “The white sack service has been valued by local residents for many years, but by aligning it with the rest of our refuse collection service we hope to make it easier to use, as well as increase participation rates.

“We aim to collect as much waste paper and card as possible, not only because it helps to protect the planet, but also to contribute towards the cost of providing the service through income generated from the sale of the paper and cardboard.”

The schedules show whether white sacks will be collected on the same day as blue or green wheeled bins. The collection days and collection points remain unchanged, and all households have to do is leave their white sack out with the relevant wheeled bin.

UK households produce over 30 million tonnes of waste a year, of which around 40 per cent is recycled, compared to 70 per cent in other European countries.

Recycling conserves raw materials and protects natural habitats, reduces the need for mining, quarrying and logging, and refining and processing raw materials, all of which create substantial air and water pollution.

Households can check whether their waste paper and cardboard will be collected on a “blue week” or “green week” at ribblevalley.gov.uk.

Anyone needing a white sack for the collection of waste paper and cardboard or a new collection schedule is asked to phone Ribble Valley Borough Council on 01200 425111.

A toast to 40 years of change and innovation

The borough of Ribble Valley commemorates its 40th anniversary on April 1, 2014. The council came into being in 1974 following the biggest shake-up in local government for over a century.

The reorganisation saw the country divided into ‘districts,’ one of which, Ribble Valley, at 225 square miles, was the largest geographically in Lancashire, but with the smallest population: 53,000 residents.

The borough has gone on to become one of the most successful in the UK, with high customer satisfaction rates, low crime rates and at the forefront of several nationally-acclaimed projects.

And all this has been achieved with the lowest council tax rate in Lancashire and one of the lowest rates in the UK.

Council leader Stuart Hirst praised the dedication and hard work of council staff and councillors for delivering efficient and cost-effective services year after year.

He said: “Like all other local authorities, Ribble Valley Borough Council has seen a significant reduction in financial support from the Government.

“There have been announcements from some neighbouring authorities about substantial redundancies, but our budget proposals for the coming year do not envisage any compulsory redundancies or reduction in services, while maintaining support for charitable and voluntary organisations.

“Our sound financial position is down to prudent management and a committed and dedicated workforce and I would like to pay tribute to staff and councillors, past and present, for delivering efficient, cost-effective and first-class services over the last 40 years.”

Councillor Hirst is pictured right, with (from the left) the council’s director of community services, John Heap, director of resources Jane Pearson, chief executive Marshal Scott and deputy mayor Michael Ranson, with (front) Ribble Valley Mayor and Mayoress Richard Sherras and Lynne Pate.

See our special ‘wraparound’ supplement for a journey through 40 successful years of the borough of Ribble Valley.

Continental market ‘is a first’ for town

Some of the finest foods and artisan products in Europe will be up for grabs in Clitheroe this month, when the town hosts its first continental market.

Gerrard Markets, the UK’s leading operator of specialist markets, will occupy the Clitheroe Market Car Park for three days from Thursday, April 17, to Saturday, April 19.

Gerrard Markets manages 55 continental markets across the country, as well as the famous Covent Garden Sunday Market, and over 50 stallholders from across Europe are expected to take part in the three-day bonanza.

Ribble Valley Borough Council leader Stuart Hirst said: “Clitheroe is famed for its independent retailers and now we have the opportunity to launch this year’s summer season with a fantastic shopping experience that will put Clitheroe even more firmly on the North West’s retail map.”

The market will feature fine foods, including French charcuterie, continental cheeses, German sausages, garlic and vegetables, as well as artisan items, such as handmade jewellery and leather goods.

Clitheroe Market is also expected to open on the Friday, which is not a normal market day, while the Friday flea market will operate as normal.

Don’t forget the Clitheroe Food Festival takes place on Saturday, August 9, featuring Lancashire’s finest food producers.
New ‘clean up’ orders to keep rogue dog owners in check

NEW orders requiring Ribble Valley dog owners to clean up after their pets and keep them under control in public are on the cards.

The dog control orders will see pet owners face fines of up to £1,000 in a magistrates’ court or fixed penalty notices of at least £50 for anti-social pet behaviour.

Five orders have been approved in principle by the council’s community services committee following the ongoing problem of dog poo in public places, particularly on playing fields.

The orders have been subject to public consultation and will go back to committee for final consideration with a view to becoming law by the summer.

They will require pet owners to remove dog faeces from public land, including footpaths and fields, keep their dogs on leads when instructed to do so by a dog enforcement officer and prohibit dogs from sports pitches, playing fields and children’s playgrounds.

Ribble Valley Borough Council’s head of environmental health, James Russell, said: “Complaints about dog issues are the second highest received by the council each year and the new orders will enable us to deal with these matters more effectively.

“They will also give our dog enforcement officers greater powers to deal with offenders. "Irresponsible dog owners will no longer be able to use ignorance as an excuse for not controlling their pets and the message is simple: The days of allowing dogs to foul in public are over, so pick up your pet mess everywhere, every time.”

Ribble Valley Borough Council receives over 200 complaints about dog fouling and spends £30,000 disposing of it each year.

Dog faeces take two months to break down and can give humans a number of infections, including toxocariasis, which can cause breathing difficulties, red and painful eyes, or clouded vision, particularly in young people.

To report dog fouling or for further information, contact Ribble Valley Borough Council on 01200 425111.

We’ve got food hygiene licked, says Which? probe

FOOD hygiene in Ribble Valley is among the best in the country according to a national investigation.

A Which? report has revealed a significant variation in food hygiene across the UK.

But the report has placed Ribble Valley Borough Council seventh in the country for food hygiene enforcement.

The Which? research found that one in three high and medium-risk food businesses in some areas of the country were not complying with food hygiene requirements.

The investigation was based on data submitted to the Food Standards Agency in 2013 by the UK’s 395 local authorities.

Each authority was ranked on three criteria: the proportion of premises ranked as high or medium risk broadly compliant with food hygiene requirements, the percentage of premises yet to receive a risk rating and the proportion of inspections required but not carried out by food hygiene inspectors.

Ribble Valley Borough Council leader Stuart Hirst said: “Ribble Valley has some of the best food outlets and producers in the country, and a deserved reputation as a premier food destination.

We should not, however, underestimate the problem of dog poop in public are.

It can be painful, destructive and can be a problem of dog poop in public are.

The message is simple: The days of allowing dogs to foul in public are over, so pick up your pet mess everywhere, every time.”

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Trees planted to honour the fallen of Great War

AN ambitious scheme to plant a tree in each of Ribble Valley’s 35 parishes in memory of the borough’s First World War fallen has been launched.

The Great Wood scheme will see oak trees bearing plaques in memory of the hundreds of young Ribble Valley men who lost their lives during the Great War planted throughout the borough.

Ribble Valley Deputy Mayor Michael Ranson plans to plant the commemorative trees throughout his mayoral year, which starts on May 13.

Schoolchildren from each parish will be involved in the planting and given poppy and wildflower seeds for commemorative gardens at their schools.

The 100th anniversary of Britain’s involvement in the First World War takes place on Monday, August 4, and will herald commemorative events throughout the country.

From 2014 until the 100th anniversary of the official ceasefire, or Armistice Day, on November 11 2018, communities across the world will come together to remember those who lived, fought and died in the First World War.

Councillor Ranson (pictured), who lost a great-uncle in the war, said: “We are all connected to the First World War, through our family history, the fallen in our local communities, or its long-term impact on society.

“I am honoured and humbled to be leading this important campaign to remember Ribble Valley’s fallen during my mayoral year.”

“The First World War was a turning point in world history, claiming the lives of 16 million people across the world and having a huge impact on those who experienced it.

Millions of men fought on land, at sea and in the air, with modern weapons causing mass casualties.

As Ribble Valley did not exist until 1974, precise records of the number of fallen in the borough do not exist, but it is believed to be around 1,000.

Ribble Valley will host numerous First World War commemorative events over the coming year and further details will be available in due course at www.ribblevalley.gov.uk.

Local knowledge is always better than Whitehall diktat

JUST before Christmas, the Government announced that it was not going to introduce legislation on how local authorities should enforce parking regulations.

How big an effect this legislation would have had on Ribble Valley is debatable, but it does highlight a bigger issue.

Successive governments seem to think they know how to deliver local services better than the local authorities that have to deliver them.

A year or so ago, Secretary of State Eric Pickles published a dossier on how he thought councils should make savings, yet it is evident to anyone that how money is saved in London is totally different from Lancashire and how money is saved in Richmond is totally different from Ribble Valley.

This Government is no different from any other. When John Prescott was the minister in charge of local government he gave local government services more targets than the Pentagon.

The Government before that devised compulsory competitive tendering, meaning councils had to put services out to auction to the lowest bidder. Unfortunately, while savings were made, far too often the quality of the service plummeted.

On top of all this have been the many and varied changes over the years to the planning regime.

The fact is, local authorities and their elected representatives have a far greater understanding of what is going on in their areas than Government ministers or Whitehall mandarins and, though we might not get it right every time, local knowledge is far better than Whitehall diktat.

Allan Knox, Leader of the Opposition, Ribble Valley Borough Council
Ribble Valley's first ever shared ownership bunagloves are up for grabs at this year's Site Plan development overlooking the River Ribble in Clitheroe.

Three-bedroom bungalow developments are available on a part-benefit basis at Low Moor Gardens, along with three three-bedroom houses, three three-bedroom houses and three three-bedroom houses.

The homes are being developed by Sunrise (Homes) in association with Ribble Valley Borough Council and St Vincent's Housing Association.

And St Vincent's is hosting an open day on the development on Wednesday, March 11 from 10.30am to 12.30pm.

The properties have gardens and off-road parking, and are ideal for families or mature residents to move into where affordable housing is particularly scarce.

And the shared ownership bungalow costs just £27,050 for a 50 per cent share.

Catherine Perrin-Griffiths, a former pupil of St Cecilia's High School, said: "We are delighted with the response to the conference, which has facilitated some valuable ongoing work."

Ingham, said: "Children of the internet age face the threat of online predators who are not selling alcohol to children or people who are drinking and the Matthew Allison Project, which was set up in 2011 in memory of 18-year-old Clitheroe Royal Grammar School pupil Matthew Allison, who died in a car crash the morning after he had been drinking.

"Low Moor Gardens is a superb development with fantastic views of the River Ribble and Pendle Hill. We are delighted to be a partner in this scheme that will release much-needed affordable homes into the housing market.

House prices in Ribble Valley are way above the national average and first-time buyers are being forced out of the communities their families have lived in for generations.

There is also a dearth of affordable housing for young, single people and the elderly. Ribble Valley Borough Council has freed up the development of affordable properties in Ribble Valley Nighttime Economy Alcohol Harm Reduction Plan.

The plan also includes spots on licensed premises to ensure they are not selling alcohol to children or people who are drunk and the Matthew Allison Project, which was set up in 2011 in memory of 18-year-old Clitheroe Royal Grammar School pupil Matthew Allison, who died in a car crash the morning after he had been drinking.

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House prices in Ribble Valley are way above the national average and first-time buyers are being forced out of the communities their families have lived in for generations.
Cash bonus for fitness programme

Ribble Valley residents with health problems are staying the right side of fitness thanks to the council’s healthy lifestyles scheme.

Nearly 5,000 residents have signed up to the successful scheme since it started in 2001.

The programme, run in conjunction with Public Health Lancashire and the East Lancashire Clinical Commissioning Group, offers a range of classes for people with specific health needs, such as heart complaints and weight management, as well as long-term conditions, such as Parkinson’s Disease. The programme was recently rated as good or very good by 97 per cent of respondents in a survey, with a 97 per cent also saying they had made positive changes to their lives as a result of taking part.

Read on to find out how the healthy lifestyles scheme can put the skip back into your step.

Heartwatch ticks over nicely thanks to health team

A CARDIAC rehabilitation programme for Ribble Valley residents with heart problems is ticking along nicely thanks to the council’s healthy lifestyles team.

Heartwatch helps residents recovering from a heart attack or heart surgery return to health through physical activity and advice tailored specifically to their needs.

Participants are referred to the 12-week Heartwatch programme by their GPs. During the scheme, they are continually assessed and supported, and afterwards they can continue with the scheme or take up alternative exercise.

Over 300 participants have passed through Heartwatch, which is managed by Ribble Valley Borough Council and funded by the East Lancashire Clinical Commissioning Group, since it started in 2003.

Heartwatch starts with gentle circuit sessions and progresses to more independent gym sessions, as participants gain fitness and confidence.

Ribble Valley Borough Council’s health and fitness officer, Tracy Balko, said: “Cardiac rehabilitation schemes run successfully throughout the country, but the uniqueness of Heartwatch is the close working relationship that the healthy lifestyles team has with the local clinical team, which ensures participants are getting the absolute best guidance and support.”

Clitheroe mum Diane Simpson (pictured right), who was referred to Heartwatch by her GP following a heart attack, said the scheme was changing her life.

“The Heartwatch team really know their stuff and are helping me return to fitness in a way that is appropriate to my needs. I can’t recommend it highly enough.”

Further details are available from the healthy lifestyles team on 01200 414484.

Feeling under the weather? Visit your pharmacist first

Ribble Valley residents are being encouraged to seek help from their pharmacist if they are feeling under the weather.

And the elderly are being advised to tell a friend, family member or carer if they have a bad cough, cold or sore throat, to prevent it getting worse.

The NHS campaign, ‘The earlier, the better,’ is also asking anyone caring for or visiting an elderly relative to get advice from their local pharmacist to prevent minor illnesses developing into something more serious.

Bridget Hilton, chairman of Ribble Valley Borough Council’s health and housing committee, said: “Pharmacists can provide expert guidance on how to alleviate or manage long-term conditions, or give advice on the best treatment for minor ailments, such as a cough or cold.”

“So it is essential that older people seek help as soon as possible to prevent a trip to hospital if their condition gets worse. The earlier, the better.”

The campaign, targeted at the over-60s through their friends, family and carers, aims to reduce pressure on the NHS by decreasing the number of people requiring emergency hospital admissions with illnesses that could have been effectively treated earlier by self-care or community pharmacy services.

Further information is available from www.nhs.uk/aspap.
New-look guide is better than ever!

Ribble Valley Borough Council has published its 2014 visitor guide, Discover Ribble Valley.

The new-look guide was redesigned in a coffee table magazine style last year following consultation with customers and advertisers. It was a great success, doubling in size from previous editions and attracting significant interest.

This year’s guide features sections on food, shopping, heritage, outdoor activities, weddings, the arts, events and a comprehensive accommodation listing.

It also features recipes from top local chefs Nigel Haworth of Northcote Manor and Stosie Madi of the Parker’s Arms.

Ribble Valley Borough Council’s tourism and events officer, Tom Pridmore, said: “Discover Ribble Valley focuses on businesses with a real story to tell offering authentic visitor experiences around the themes of food, country walking and shopping.

“The guide has been very well received since undergoing a revamp and interest in this year’s publication has been high.”

Discover Ribble Valley will be distributed at tourism exhibitions and visitor information centres across the UK.

It is available from the Visitor Information Centre and Platform Gallery in Station Road, Clitheroe on 01200 425566.

Free app opens up award-winning food trail to the world

AN award-winning food trail that has championed Ribble Valley produce and been emulated as far afield as Tasmania now has its own app.

The Ribble Valley Food Trail, launched in 2008 by Ribble Valley Borough Council, features 29 producers, shops and restaurants providing top-quality food, exceptional customer service and excellent provenance: food produced, sourced and consumed locally.

The trail has been a runaway success, winning a raft of awards and critical acclaim, and emulated in Oxford, Northern Ireland and even Tasmania.

And now it has its own free app that will open up a host of benefits to food trail members, food enthusiasts and visitors to Ribble Valley.

Ribble Valley Borough Council leader Stuart Hirst said: “The Ribble Valley Food Trail has been a tremendous success, showcasing the excellent work undertaken by the borough’s food producers, retailers and chefs, while celebrating the area’s remarkable recovery from the 2001 foot and mouth epidemic.

“Ribble Valley food is now acknowledged as among the best in the country, but the challenge is to ensure the trail stays a step ahead by consolidating and improving its e-communications interactivity and making the most of the opportunities afforded by social media.”

New technology is radically changing the way people interact. There has been a massive increase in the number of people using and communicating via the internet, e-mail and mobile phones.

Over 80 per cent of UK adults are now online, with 43 per cent actively using social media and 56 per cent owning a web-enabled phone, while studies show 68 per cent of businesses have created leads from phone, while studies show 68 per cent of businesses have created leads from social media and 56 per cent owning a web-enabled phone.

The Ribble Valley Food Trail app will open up a host of benefits, such as one-click booking, video and digital vouchers. Geolocated content will also enable vouchers and coupons to be delivered straight to mobile phones near businesses on the trail.

The app is available on the AppStore and Google Play.

Lucy helps create euro-friendly web site content

WELCOME, willkommen, bienvenue, bienvenidos! That’s the message from Ribble Valley Borough Council’s tourism team thanks to Clitheroe Grammar School pupil Lucy Woods.

The 18-year-old language student at Clitheroe Royal Grammar School has set about translating sections of Ribble Valley’s tourism web site into French, German and Spanish.

Lucy was keen to apply her foreign language skills and contacted the council’s tourism and events officer, Tom Pridmore, with an offer to translate parts of the web site to make it more accessible to overseas visitors.

Tom said: “Lucy has enthusiastically translated significant parts of our tourism web site into French, German and Spanish, as well as making the content more relevant. “We hope to reproduce her work into printed leaflets for Clitheroe, Whalley, Longridge and the Forest of Bowland, as we are keen to welcome overseas visitors to Ribble Valley.”

Camilla Mammen, 24, a student placement from the International Business Academy in Denmark, is also currently working in the council’s tourism team and has undertaken further translation work in Danish.

There are also plans to translate Ribble Valley’s tourism literature into other languages, particularly Chinese, Mandarin and Dutch, in due course.

TOPS FOR TOURISM: Tom Pridmore (top right), with guests at the launch of Ribble Valley Borough Council’s new visitor guide
20th anniversary discounts on offer at gallery

THE award-winning Platform Gallery and Visitor Information Centre is celebrating its 20th anniversary with a raft of special activities and discounts from Tuesday, May 20.

The Station Road gallery opened in May 1994, after the redevelopment of the semi-derelict Clitheroe Rail Station.

The station building was turned into a multi-award-winning travel hub and art gallery, called the Clitheroe Interchange and Platform Gallery, which received an official opening by His Royal Highness Prince Charles in 2002.

The gallery became one of Lancashire’s premier venues for contemporary crafts and underwent a further £100,000 refurbishment funded by the Lottery in 2001.

The Clitheroe visitor information centre moved from the Council Offices to the gallery last year.

Shoppers and arts enthusiasts are invited to join in the anniversary celebrations with a 20 per cent discount off all items for a week beginning Tuesday, May 20.

The gallery will also feature 20 craft activities throughout the week, including competitions, demonstrations and drop-in activities, while the work of 20 selected artists will be showcased.

There will be a bunting challenge in May, during which local schools will be invited to design and produce their own bunting that will be used to decorate the gallery building.

The Platform Gallery and Clitheroe Visitor Information Centre is a one-stop shop for visitors and art and craft enthusiasts, with the latest information on events and accommodation, a shop selling maps, souvenirs and craftwork by local and national artists, and a gallery exhibiting the best contemporary art, and hosting workshops throughout the year.

All purchases between £100 and £2,000 can be purchased through Own Art, an interest-free purchasing scheme. The gallery is open Monday to Friday 9am to 5pm and on Saturdays 10am to 4.30pm.

Platform Gallery
WHAT’S ON

Forthcoming exhibitions

Until April 19

Beauty Is The First Test

Explores craft and mathematics, showing how important mathematics is to contemporary craft practice. Beauty and playfulness is evident in the exhibits that are delighting craftspeople and maths geeks alike.

May 3 to July 12

Craft Open 2014

Popular annual open exhibition featuring craftmakers from across the North of England. A vibrant and eclectic exhibition featuring furniture, textiles, jewellery, ceramics, glass and mixed media. Vote for your favourite piece in the People’s Choice Award.

26 July to October 11

Sanctuary

Showcasing crafts for the home in a specially constructed living room, dining area, child’s bedroom and adults bedroom featuring furniture, textiles, woodwork, ceramics, lighting, plates and glasses.

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FIVE new ways to explore borough cycleways

FIVE treks for cycling enthusiasts have been set out in a new map produced by Ribble Valley Borough Council in partnership with Lancashire County Council.

The Ribble Valley Cycle Map features three short and two medium treks by road or fell and suitable for novice and experienced riders, and together they feature breathtaking scenery and attractive pubs and cafes, Ribble Valley is the ideal destination for cyclists.

“This new map is the perfect starting point for cyclists looking to explore our picturesque borough and stay fit at the same time.”

The new treks are part of the 260-mile Lancashire Cycleway that runs through Ribble Valley and takes in the famous Gisburn Forest. The new map includes the 2001.26 Mile Mountain Bike Trail.

Weekly cycle rides for all abilities are organised by the Clitheroe Bike Club. Further details are available from The Green Jersey on 01200 427630. Cycle and mountain bike hire is available from Pedal Power on 01200 422066.

Councils link up to produce new map of picturesque valley routes

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Why not visit us on the web? www.ribblevalley.gov.uk

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