

RIBBLE VALLEY BOROUGH COUNCIL REPORT TO COMMUNITY COMMITTEE

Agenda Item No.

meeting date: 12 JANUARY 2010
 title: GENERAL REPORT
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1 PURPOSE

To inform Committee of the progress in Waste Management, Community Safety, Healthy Lifestyle and Physical Activity programmes, and Tourism.

2 COMMUNITY SAFETY

With the festive season now behind us, we can reflect on some of the initiatives that Ribble Valley Community Safety Partnership (RVCSP) was responsible for in 2009.

In January, we launched Parents in Partnership which brings together a network of agencies to help prevent harm caused to young people, support communities in reducing anti-social behaviour and empowering parents to better support young people. This had the support of police, Young People's Services (YPS), schools, Lancashire County Council (LCC) and Ribble Valley Borough Council (RVBC).

There have been a number of sporting initiatives, including Sport Unlimited, Ribble Valley Midnight League and Ribble Valley Sport Club, all targeting young men on Thursdays and Fridays. We supported financially the later opening of the Juice Bar on Friday evenings. This has proved popular with many young people who might otherwise be drinking underage in parks and open spaces.

We have also provided funding along with Ribble Valley Strategic Partnership (RVSP) to HARV, the Domestic Violence Forum, for a dedicated, outreach worker looking at domestic violence issues in the Ribble Valley.

Finally, with the help of some NHS East Lancashire funding, we have purchased 3,000 poly-carb glasses, 500 anti-spiking caps for alcohol bottles, 1,000 alcohol testing strips for 'pop bottles' and some door staff training.

3 HEALTHY LIFESTYLES

3.1 'Fitness for Life' exercise referral

This was our first scheme and has been running since 1997. Over 320 people a year benefit from the scheme and it continues to be popular. We offer 1:1 consultations for people referred by their health practitioner onto the scheme and discounted rates at participating venues. There are a variety of different activities on offer including gym sessions, swimming, tai chi and health walks. The aim of the programme is to help people become habitually more active and we offer them support after their initial 12 weeks to do this. We have an average attendance of 800 people a month to our Healthy Lifestyle sessions. The scheme is joint funded by NHS East Lancashire.

3.2 **'Heartwatch' community cardiac rehabilitation**

This scheme is commissioned by East Lancashire Health Authority and targets people with heart problems and those recovering from a cardiac event or from heart surgery. This scheme has been running since 2003 and the sessions are very popular. Staff are qualified through the British Association of Cardiac Rehabilitation (BACR) and clients can exercise in a safe and supportive environment. Retention for these sessions is very high (over 70%).

3.3 **'Stepping Out' health walks**

The 'Stepping Out' programme started in July 2004 and has been one of our biggest successes. Over 400 walkers access the walks each month. We now have over 30 active volunteers, who plan, risk assess, and lead walks on our behalf. All the volunteers are fully trained as WHI walk leaders. Our health walks co-ordinator left post in September 09 and, due to recruitment issues, the post has not yet been filled. However, issues have been resolved and we will be interviewing in January. The post is fully funded by NHS East Lancashire.

3.4 **'Weigh-to-Go' weight management programme**

This is our most recent project and is already a success. We are commissioned by, and are working closely with NHS East Lancashire on this project to develop a 'care pathway' for the management of obesity. Weigh-to-Go is a 12-week course for people who would benefit from losing weight for health reasons. There is also access to dietetic support. Clients can attend the course on its own or can also access the Fitness for Life scheme as part of their programme.

As providers of these services for NHS East Lancashire, we receive £91,000 a year. From April 2009 we had a three year contract for £81,000 a year. The remaining £10,000 funding will end in March 2011. This is for the walking post, which is currently full time. To enable us to keep the post full time, we will need to secure funding from elsewhere.

Due to reforms in the NHS, future contracts will require more joint working with other partners. Currently, we are working on a future contract for weight management services, this requires us to work with other Healthy Lifestyle providers, dietetic services, pharmaceutical services across Lancashire. Our Health and Fitness development Officer has agreed to take the lead as representative for this contract.

4 **TOURISM**

4.1 **Visit Lancashire – Rebranding**

Lancashire and Blackpool Tourist Board have undertaken a lengthy exercise in re-branding the sub region with the aim to reposition it in the competitive tourism market.

The project involved in-depth consultations with each of the district tourism representatives, workshops, seminars, interviews with all stakeholders and a full consultation exercise by the commissioned consultants with focus groups.

After nearly a year of work the final branding guidelines have now been revealed and are available from www.lancashireandblackpool.com/site/media-centre/destination-brand-guidelines

The guidelines have been designed to help create and reinforce a consistent 'look', 'feel' and 'tone of voice' so that everything that is produced online or in print will be instantly identified as from Lancashire. These guidelines are to help Lancashire and Blackpool Tourist Board (LBTB) and its partners put the messages together and work within a clear set of rules. A consistent approach will

strengthen the brand and help it become recognised and trusted by the people we want to reach - our visitors.

The Ribble Valley Visitor Guide 2010, soon to be on the shelves and ready for wide distribution early January, has been produced with the branding guidelines in mind.

4.2 **Heritage Revealed Marketing Campaign**

The next major marketing campaign run by Lancashire and Blackpool Tourist Board that Ribble Valley businesses and the tourism department will be invited to get involved is the Heritage Revealed campaign.

The main emphasis of the campaign will be the creation of two heritage themed treasure trails, one in Lancaster (10 clues at different locations around the city) and a longer heritage trail in Pennine Lancashire where visitors will be encouraged to take part over a few days on a short break.

The proposal for the Pennine Lancashire locations are as follows:

- 1 Samlesbury Hall
- 2 Haworth Art Gallery
- 3 Helmshore Textile Mills Textile Museum
- 4 Rossendale Museum
- 5 East Lancashire Railway station, Rawtenstall
- 6 Gawthorpe Hall
- 7 Queen Street Mill
- 8 Pendle Heritage Centre, Barrowford
- 9 Whalley Abbey, Whalley
- 10 Clitheroe Castle and Museum

Visitors will be encouraged to visit attractions along the trails and the clues will be highlighted on a map with editorial about the area and an invitation to enter a competition. This will be mailed out to 30,000 contacts with a geographical target market of 2 hours drive time.

There will a full PR campaign to support this campaign with press visits planned in the New Year. There will also be an A5 brochure produced which is designed to give the visitors extra information and will fit with the new Visit Lancashire branding.

A campaign website will be created for the duration of the campaign with the URL 'Embark on a Journey' where content will include, 'day in the life of,' video clips, a blog, interviews, treasure trails, news stories and destination information.

The tourism department has committed their involvement and support for this campaign. Further information about this campaign will feature in future reports.

4.3 **Lancashire Excellence in Tourism Skills Awards (LETS) - LBTB**

The LETS Awards, are the annual and prestigious awards organised by Lancashire and Blackpool Tourist Board, which recognise and reward the people who make a difference to business. They took place on Thursday 12th November at the Marine Hall, Fleetwood.

The ten categories are for: [Excellence in Customer Service](#), [Best New Entrant to the Industry](#), [Unsung Hero](#), [Most Outstanding Young Tourism Manager](#), [Lancashire Young Chef of the Year](#), [Most Valuable Volunteer](#), [Outstanding Learner Award](#), [Best Practice in Training and Career Development](#), [Commitment to the Industry](#) and [Tourism Team of the Year](#)

A nomination for an award in any of the categories is a public gesture of recognition and appreciation for the abilities and achievements of any individual who is valued.

This year we are very pleased to learn that there was a Ribble Valley winner in the Lancashire Young Chef of the Year category. Congratulations must go to Martin Hargreaves from Cassis Restaurant at Stanley House Hotel.

For the full list of winners visit www.lancashireandblackpool.com

4.4 2009/2010 Exhibitions

The Tourism Department is already planning their attendance at the major tourism exhibitions in 2010.

2009 saw tourism members of staff attending and assisting at the World Travel Market, Excel in London in November and the Good Food Show at the Birmingham NEC also in November.

Both of these exhibitions are highly prestigious and an amazing opportunity to represent and promote Ribble Valley to key tourism agencies, press and group travel alongside national and international tourism organisations. Working in partnership with LBTB Ribble Valley tourism department is continually helping to raise the profile of this stunning destination.

In 2010, once again we Ribble Valley will be present at the Great Days Out Fair at Reebok Stadium on 13 February and the Ordnance Survey Outdoors Show on March 26-28.

Reports about these events will be included in the next General report.

5 RIBBLE VALLEY ARTS DEVELOPMENT - ROUNDUP OF ACTIVITY IN 2009

Arts Active Ageing Project

In partnership with Age Concern and the Arts Council, we delivered a variety of arts-based activities to encourage healthy ageing within the borough. The key ambition for this pilot project was to improve the physical and mental, health and well-being of the Ribble Valley's ageing population. This was an open access programme begun in 2008 for the over 55s, some programmes were free, some programmes participants paid to attend. The initiative included 4-10 week long programmes of activity, including courses on Creative Writing, Painting, Rag Rug making, Ceramics, Drawing, Drama and Dance. Wherever possible, Ribble Valley creative businesses were employed to deliver this programme, contributing to the local economy.

The drama group put together a performance piece that they showcased at the opening of the Castle Museum in May. It was an amazing achievement by the participants to have the confidence to perform to an audience, as the majority have never attempted drama before.

The sessions encouraged physical and mental stimulation, alongside social interaction for some individuals who would otherwise feel isolated within our community. The value of giving individuals a newly found confidence to try new things and be encouraged to be creative is hard to measure but unarguably important when addressing the implications of the borough's ageing population.

We have completed this pilot phase and are now going to evaluate the project and work on developing the initiative.

Ribble Valley Art Alliance

In 2008 the Ribble Valley Arts Alliance was formed as a sub group of the Ribble Valley Strategic Partnership. The group is responsible for co-ordinating actions within its section of the Ribble Valley Sustainable Community Strategy. This is an exciting time as the arts community within the Ribble Valley will have direct input in the action planning for the future of Arts Development.

www.ribbonvalleyarts.org The main aim for the website is to maintain the sustainability of the borough's cultural economy. Through a concerted effort in the coming year, more creatives will be encouraged to use the site as a tool which will increase access and participation to all aspects of the arts within the Ribble Valley.

The What's On section has been setup to give the much-needed promotion of arts events happening in the borough. This is a valuable resource for independent arts businesses/promoters/venues/artists to promote their activities to a wide audience, for free. It gives Ribble Valley residents and tourists a calendar of upcoming arts events. A freelancer is being paid by the Arts Alliance on an hourly rate to regularly input new data sent to us. So far, this has included 62 events happening within the Ribble Valley.

Ribble Valley Arts Directory All Ribble Valley based creative industries are encouraged to join the RVAA website directory. This provides the public with information and direct contact to the creative organizations within the borough. The section is divided into visual arts, venues, dance, film, theatre, drama & music. The organizations represented vary widely from children's dance teachers to local photography groups, thriving businesses to non-profit based organizations. We are using this as a framework to map the arts provision in the borough with the hope to develop a Ribble Valley Arts Trail in the near future. This will contribute to the tourism offer of the Ribble Valley. So far, this has included 118 businesses based in the Ribble Valley.

Ribble Valley Art What's On emailout

A direct emailing network has been setup to market arts events happening in and around the borough. This is a valuable resource for independent arts businesses/promoters/venues/artists to promote their activities to a wide audience. It also gives local residents regular updates on what entertainment is available on their doorstep, encouraging community participation. Tourists from outside the borough are encouraged to visit and support the cultural experiences within the borough, all of which are an effort to maintain the sustainability of the borough's venues in both the towns and villages.

Creative Skills Database

- The creative skills directory is a local directory of creative skills, which allows us to search for specific skills on request.
- Subscribe to various art mail-out services and be kept up-to-date.
- Pass on information via the mail-outs.

Over two hundred individuals/companies have joined the Creative Skills Database, 191 opting to be added to the Creative Skills emailout. Throughout the year, emails were sent from us informing them of arts opportunities including jobs, commissions, funding, courses and exhibition opportunities. A good example of how the database works as a local resource was the artists that created the Christmas Window paintings in Clitheroe were introduced to the Chamber of Trade as they had signed up to the Creative Skills database informing the Arts Development team of their skills.

Youth Arts Emailout

A direct emailout database has been collated enabling the Arts Development Department a quick way to distribute arts opportunities to local primary and high schools and Young Peoples Service groups. This gives them the opportunity to get

involved in local and national initiatives that they would not ordinarily hear about eg in December alone each school/youth club was informed of 6 arts initiatives they could get involved in.

The Ribble Valley Sculpture Trail



Phase 2

Lancashire based sculptor Halima Cassell has installed 6 fantastic new ceramic sculptures at key gateways of the park, sizes ranging from 8ft in height by 2 ft in width to 5ft in high 2 ft in width. Created in the Accrington Brick factory Hansons the pieces designs are based on flora that can be found within the park eg. Thistles, Lord and Ladies, Great Burnet & Pine Cone.

Phase 3

Working with the newly formed Friends of Brungerley we shall decide what signage and interpretation is needed to market the trail appropriately. Signage to be installed early 2010.

Ribble Valley Public Art Maintenance

Labyrinth, Clitheroe – Resurfaced the paths of the Labyrinth before the busy summer months when it sees a high volume of visitors



Sculpture and orienteering trail, Longridge – Entrance sign re installed

Community Rose Garden, Clitheroe – No maintenance needed

Castle Well, Clitheroe – No maintenance needed

Ribble Valley Sculpture Trail – Stainless steel way marker removed from closed path within Brungerley Park to be re located at a later date.

Castle Museum and Gallery

Artists Justine Cook and David Lewis completed a commission to produce a piece of permanent sculpture in response to the old well site at Clitheroe Castle Museum, situated in the new café. The commission took the form of a riddle hinting at the sites past in a floor design made of Karndean Marmoleum.

Ribble Valley Arts Development are working with the museum service to plan the future exhibition program for the Stewards Gallery in 2010 and 11.

The exhibitions Facing North in September and Inspired - The Ribble Valley Open have been very well received with a good proportion of artists securing sales. By securing this prime time Christmas slot within the Museums programme, we have maximised the sales prospects for the 40 artists involved within this prime visitor attraction. A selectors' prize was awarded to one of the artists of the Open exhibition that will offer them the opportunity to have a one-person show within the 2010 programme. This is a much sought-after opportunity and the exposure it brings will add a valuable stepping stone in their career, bringing new opportunities and recognition. Since the first five months of the sites re-opening the Museum boasts just under ten thousand visitors giving huge potential for audience development work for the Arts within the area.

Creativity Works

Creativity Works in Business Awards. A hugely successful night brought around 140 guests to The Grand in September celebrating Creative Industries in Pennine Lancashire. Although none of the winners came from the Ribble Valley, we had a great representation, which highlighted the talent and arts activity within the borough. This included residents providing the entertainment, creating the awards, highly recognized creative practitioners presenting the awards, and the fabulous Grand as a venue. I think most who attended will have left having enjoyed a very professional and inspiring evening that showed Ribble Valley at its best.

Ludus Dance

Ribble Valley Arts Development continues to work with Bowland High School and Longridge Youth Club to provide weekly subsidized contemporary dance sessions by the professional Ludus Dance company (part funded by Young Peoples Service).

Spot on Rural Touring

Spot on is now being overseen by a steering committee made up of LCC and borough council representatives including RV Arts Development Officer. This group has taken over from Community Futures and hopes to integrate the scheme more into wider arts development events and objectives working with local promoters.

Ribble Valley continues to promote and part-fund Spot on Rural Touring which sees a fine selection of high quality performances visiting rural venues throughout the Ribble Valley. Villages that deliver and promote the events are Downham Village Hall, Mellor Brook Community Centre, Whalley Village Hall, Tosside Community Hall, Hurst Green Memorial Hall & Bolton by Bowland Village Hall.

Calderstones NHS

We are supporting staff at Calderstones residential medical centre in Whalley, who have put together an Arts Council funding bid.

Kicking Leaves

A youth literature festival held in 2008 throughout Pennine Lancashire including schools in the Ribble Valley was delivered by Mid Pennine Arts supported by RVBC. An anthology of strong work produced by the children through this project was produced. Giving the individuals a chance to be included within a high quality publication.

Ribble Valley Borough Council Website

A framework is being put together for the Arts Development / Platform Gallery to be a more informative resource of information for the public. Plans for its implementation are early 2010.

Ribble Valley Arts Strategy

Plans have been put in place to form the frame work of the Ribble Valley Arts strategy. The Arts Development officer has been on specialized training courses to help inform this framework. The key focus is on improving the health and well-being of RV residents, encouraging business development and the Ribble Valley tourism offer. There will be a strong emphasis on measuring the outcomes throughout each project to prove the worth of the activity.

Other projects we have supported are Bowland Arts Festival, Clitheroe Festival. More information can be given on request.

The Platform Gallery

Throughout 2009 the Platform Gallery have continued to put on high quality craft exhibitions featuring the best of British Contemporary Craft Makers here in the Ribble Valley. The Christmas Craft exhibition 'Mirrorball' featured over two hundred British crafts people's work, and offered some fantastically original Christmas gifts. Despite the credit crunch, the Platform Gallery's financial figures are still going strong, highlighting the strong reputation the gallery has built up locally and nationally over the past eight years.

DIY Craft Embroider Your Skateboard

This unusually titled project is collaboration between the British DIY craft community, Platform Gallery, Turnpike Gallery in Lee, Urbis in Manchester and the Ribble Valley Youth Service. A group of 30 young people will get to work with an artist from Gorilla embroidery to design and 'embroider' a new skateboard that will then be on exhibition at the Platform Gallery, with the winning entry to being exhibited at the Turnpike Gallery in Lee. This project is specifically targeted at young men and girls, some of whom are 'at risk'.

The Big Draw

This is part of national drawing month, organised by the national campaign for drawing. Casual members of staff provided Free "quick draw" sessions for Platform Gallery visitors and passersby. They laughed at their friends and family as they put their head in the stocks, drawing them an imaginary body!!! Also decorating the Platform's pavement with chalk drawings and more.

Things to look forward to in 2010

January – March delivery of Arts on Prescription course in partnership with Lancashire

Adult Learning: Six exhibitions beginning with Black and Gold in January.

Platform Gallery Education and Access Post

We feel that this new role will help us to increase the number of people accessing quality arts provision within the Northwest. It will build on the success of the Platform Gallery and open up the venue to new groups of people who are currently unaware of the exhibitions programmed at the gallery or do not feel confident enough to visit them. The post will begin to identify target audiences that are currently not accessing the service, creating an action plan so that a wider aspect of the local community benefit from our service. Through this we will increase participation through workshop delivery and highlight contemporary craft processes to a predominantly young audience. This, in turn, strengthens the importance of the arts in generations to come. It is particularly important to the Platform Gallery to highlight the role of craft in the contemporary British arts scene and highlight how this fits into other current cultural activities. We feel that this post will open up a lot of new possibilities for future work with schools and other educational establishments as well as making the Platform Gallery even better value for money. Ideally, we would like to attract young people and their parents back to the gallery post school/educational trip and we will work with the post holder on strategies to do this.

Funding

RVBC = 9,080 per year - Over three years = 27,240 confirmed

LCC = 7,662 per year - Over three years = 22,985 confirmed

ACNW = 13,905 per year -Total over three years = 41,715

6 RECOMMENDED THAT COMMITTEE

Notes the contents of this report

JOHN C HEAP
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