

## WALLEY BOROUGH COUNCIL REPORT TO COMMUNITY COMMITTEE

Agenda Item No.

meeting date: 18 MAY 2010  
title: GENERAL REPORT  
submitted by: JOHN C HEAP, DIRECTOR OF COMMUNITY SERVICES  
principal authors: GRAHAM JAGGER, STREET SCENE MANAGER  
PETER McGEORGE, WASTE MANAGEMENT OFFICER  
COLIN WINTERBOTTOM, LEISURE & SPORTS DEVELOPMENT MANAGER  
REBECCA KAY, TOURISM & ARTS OFFICER

### 1 PURPOSE

To inform Committee of progress at the Salthill Play Area and Calderstones Public Open Space, a Waste Management update, various sporting events, and current activities in the Tourism section.

### 2 PROGRESS REPORT

#### SALTHILL PLAY AREA AND CALDERSTONES PUBLIC OPEN SPACE

I am pleased to be able to report that good progress is now being made to carry out the improvement works at Salthill Play Area in Clitheroe in partnership with the Tower Hill Youth Action Group. Whilst the weather affected the start of the work, the scheme is underway with substantial completion expected by the end of May. It is hoped that some form of a formal 'opening' of the site will be held during June, once the reshaping and landscaping works have started to recover and the overall appearance of the site has improved. Claims have been made for the grant funding towards the scheme that have been paid over to the Council.

The work in Whalley Moor Woodland at Calderstones Park began in the first week of May and is expected to be complete by the end of June. The work comprises of the laying of a number of paths through the woodland area linking Fell View, Turkey Lane and Mitton Road with a number of pieces of play equipment being installed within the site. The Friends group are still actively pursuing additional funding to go towards work on the village green at the entrance to the estate. An opening of the project is likely to take place during July.

### 3 WASTE MANAGEMENT

#### Update on the Waste Awareness and Education Programme

3.1 **3-Stream Collection calendars** . Calendars for year 2010 . 2011 have been distributed to all residents covered by the service. Although the calendars have been updated, as the final arrangements have yet to be agreed information on future treatment and disposal of our waste streams has not been included.

3.2 **On-street recycling bins** . £15,000 funding has been secured to purchase 28 on street recycling litterbins to add to the 5 trial recycling litterbins already located within the Ribble Valley. The same colour scheme as those used for the Councils wheeled bin collection service have been used i.e. burgundy for general litter and blue for co-mingled glass, cans and plastic bottles giving a consistent message to residents. An additional 7 on street recycling litterbins have now been ordered, with the majority to be located in outlying areas. The terms and conditions for funding required monthly feedback on the effectiveness of the bins and the data to date has been quite positive.

otes have been received for the provision of frames and  
e side of each refuse collection vehicle. Several of the  
Councils services have expressed an interest in utilising this facility to promote  
their services and/or to run campaigns.

- 3.4 **Ribble Valley Web Site** . The majority of the waste management web pages  
have been updated with the remainder expected to be completed shortly.
- 3.5 **School Programme** . A successful litter initiative was undertaken between a  
Longridge School and a local litter picking group resulting in their efforts being  
recognised by the Tidy Britain Group for which they received a certificate.

A fun pack has been produced to give to all primary school children within the  
Ribble Valley. The pack contains fun activities that focus around the theme of  
recycling with competition prizes for both the children and their schools.  
Feedback from schools consulted during the development of the pack has been  
extremely encouraging.

Visits to several schools to raise waste awareness have also been well  
received, with more planned this term

The Waste Management Officer is also working very closely with the educational  
officers from Global Renewables (Lancashire PFI contractor). Their brief is to visit  
every Key Stage 1 and Key Stage 2 schools in Lancashire to promote waste  
awareness through a variety of programmed activities.

### 3.6 **Update on the Delivery to the PFI Waste Technology Parks**

Following a report to Community Services Committee on 12<sup>th</sup> January  
2010 on future waste disposal arrangements and PFI, Members resolved  
(Minute number 679) that the Director of Community Services start further  
discussions and negotiations with County based on option 3, taking  
account the following three principles:

The waste transfer station cannot be altered

A paper and cardboard collection must be maintained

Should the County Council wish the Council to transport waste paper  
somewhere else, then they should meet any costs incurred

During our continuing dialogue with County Officers we have advised them  
of our preferred option for dealing with our waste streams.

We are still working on the timetable of 1<sup>st</sup> August 2010 issued by the  
County Council, when their contractor will commence collections of our 3-  
stream waste from the waste transfer station. However discussions are still  
ongoing on the issue surrounding waste paper and cardboard.

## 4 **SPORT & LEISURE**

### 4.1 **Inspire 2010 – Mass Participation Event**

The Ribble Valley Sport and Physical Activity Alliance (SPAA) have identified an  
event to be organised for the benefit of everyone in the run up to the 2010  
Olympic Games.

on to getting as many people as possible active over the weekend. This is being staged in conjunction with the National Inspire project which aims to engage people on a sporting/cultural activity and take up a challenge over the Open weekend of events/activities.

The programme of activities will be determined essentially by the Community Clubs and village halls that want to set up an activity experience in the hope that people attracted by the taster session they will continue on a regular basis and maybe become a member of the club or regular attender at a Civic Hall venue. The success of the project is dependent on the contribution of volunteers. So far, the programme is expected to include:

Basketball, Netball, Gymnastics, Martial Arts, Athletics, Football, Tennis, Cricket, Bowls, Swimming, Cycling and Mountain Biking, Orienteering, Downhill Skiing, Canoeing, Shooting, Fencing and Rugby Union. Village Halls will be staging informal activities, such as: Tea Dances, various forms of dance, Indoor Bowls, and other local community generated activities.

In addition to physical activity, there will be opportunities to experience an insight into the work of artists and various crafts through open studios, creative workshops, and exhibitions from specific locations offering individual or family-orientated visits. The trail of artistic and sporting activities will be available in map format across the Borough, so people can select their participative preferences. It is anticipated that, if successful, the event could be staged next year and during Olympic year 2010 as well.

The Council-run Swimming Pool and Gym at Longridge are appropriate venues in which to encourage sporting and physical activity over the weekend, and it is endeavoured to offer free access at certain times for specific sessions to generate increased attendances at the special sessions organised at these sites.

#### 4.2 **Sport Relief 2010**

RVBC Sport Development ran the event on 21<sup>st</sup> March where 373 runners took part over the two runs at Clitheroe Castlefield. RVBC, in partnership with Sainsbury's, planned the event that saw an increase of nearly 100 runners on 2008. Young volunteers from Moorland School were engaged in the event and helped steward the course.

#### 4.3 **Club Development - Club Information Night**

RVBC Sport Development recently ran a Club Support/Information Evening where all the borough's sports clubs were invited along to hear presentations from Lancashire Sport, Hyndburn & Ribble Valley School Sports Partnership, Vinolved and RVBC on relevant sporting issues that face voluntary sports clubs. Local School Sport Coordinators (SSCOs) were also invited along so that clubs were able to actively make links with schools. Over thirty people attended from a variety of sports clubs on the night and several new working relationships were formed as a result of the evening.

#### 4.4 **Clubmark Charter**

A charter has just been designed and developed which will be released during early May. The charter offers sports clubs that have gained Sport England's Clubmark Award many benefits including discounted use of Ribble Valley sports facilities. RVBC have also negotiated discounts with sportswear company Surrudge and Oakhill academy on behalf of these clubs. The charter is a way of recognising and rewarding the hard and good work that clubs have/are achieving in order to offer quality sporting sessions that also take place in safe environments for the young people of the borough.

3  
sessions will be held over the next year as a result of Sport  
ed funding. The funding, which aims to get 5-19 year olds  
participating in 5 hours of sport a week, has been diverted to several different  
community sports clubs and organisations so that they can offer new activities to  
new participants. RVBC are co-ordinating the whole scheme offering  
administration and marketing support for their sessions; among those delivering  
will be Clitheroe Bike Club, Ribble Valley Tennis Centre and Ribble Valley Netball  
Club. Funding and activities will take place from April 2010 through to March  
2011.

#### 4.6 **Sports Leadership**

RVBC Sports Development have just finished working with several Y10 students  
at Longridge High to offer them the Day Certificate in Sports Leadership. The  
course aims to educate young people on the issues that face sports leaders when  
delivering activities such as communication, organisation skills and adapting  
activities. The course was delivered over three days and now means that these  
leaders can now assist with dinner time/after school clubs at the school.

#### 4.7 **Enjoy Life, Food and Fitness (ELFF)**

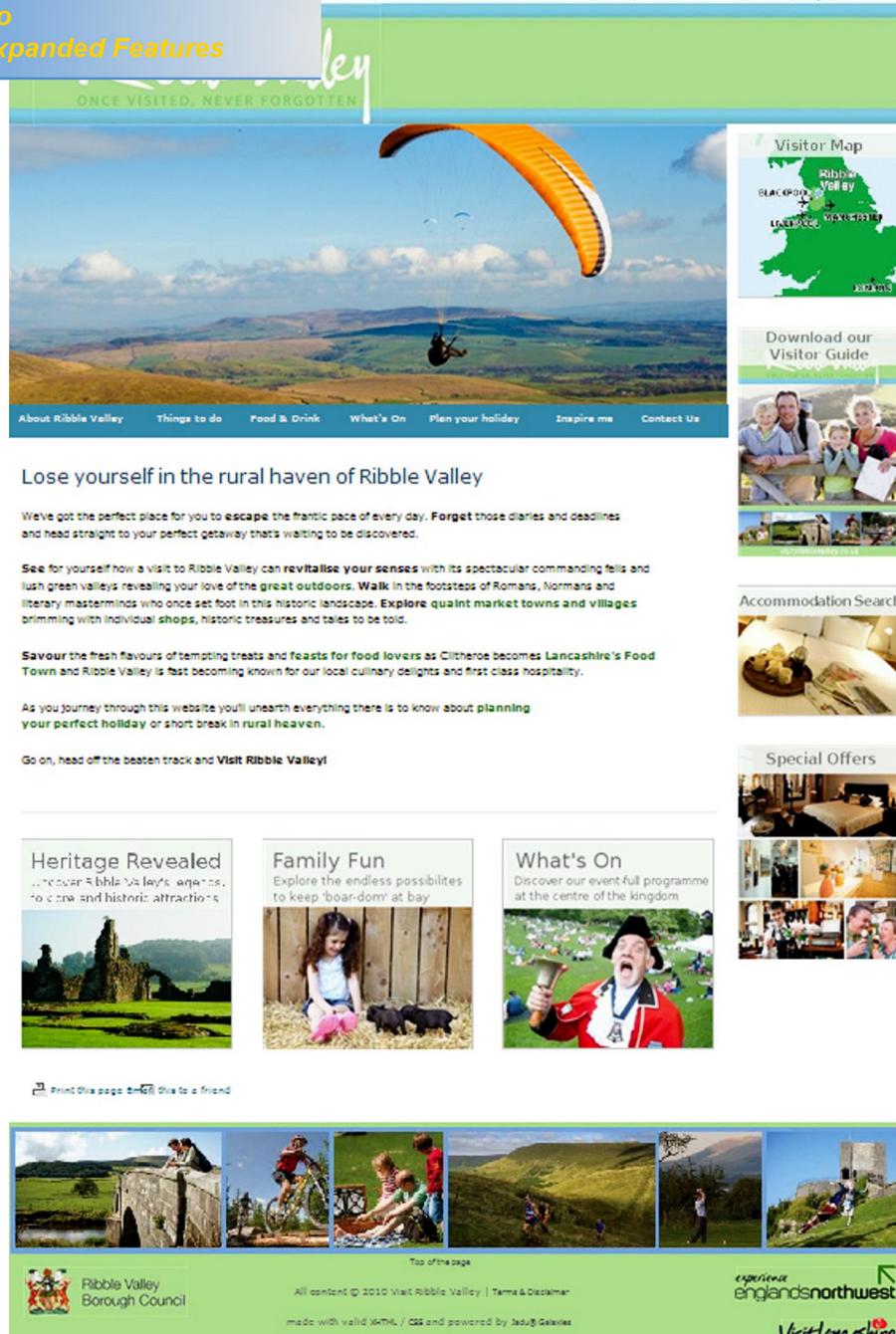
Healthy Lifestyles and Sports Development have teamed up to run a pilot  
project in Longridge to help educate young people between the ages of  
12-15 as to the benefits of healthy eating and physical activity. The course  
will be run over 8 weeks and the young people targeted by the SSCO at  
both St Cecilia's and Longridge High will be engaged in different sporting  
sessions as well as taking part in some practical cooking activities. The  
project has been funded by Healthy Valley money and, if successful, will  
be run on a regular basis throughout the borough.

## 5 **TOURISM**

### 5.1 **Launch of the Official Ribble Valley Tourism Website**

As part of the North West Development Agency's Visitor Information Framework  
Project to fund district tourism websites, (project managed by the Lancashire and  
Blackpool Tourist Board) RVBC's Tourism and Arts Officer applied for funding to  
secure and create an official tourism website for the district. This website would  
be a stand-alone site, with a unique URL/Domain name that would form the  
primary tool as part of all future Destination Marketing activity.

[www.visitribblevalley.co.uk](http://www.visitribblevalley.co.uk) - went live 31 March 2010



ONCE VISITED, NEVER FORGOTTEN

Visitor Map

Download our Visitor Guide

Accommodation Search

Special Offers

Heritage Revealed  
Uncover Ribble Valley's ancient, historic and historic attractions.

Family Fun  
Explore the endless possibilities to keep 'board-dom' at bay.

What's On  
Discover our event-full programme at the centre of the kingdom.

Print this page | Share this page

Up to the page

Ribble Valley Borough Council

All content © 2010 Visit Ribble Valley | Terms & Disclaimer

made with valid XHTML / CSS and powered by Jau3Galaxies

experience englandsnorthwest

Visit Lancashire

Along with the technical support from the council's IT department an attractive website, which remains under the control of the borough council, has been created.

Running on the theme, 'Once visited, never forgotten' the website represents a vital step in promoting and developing tourism in the district. While in past years, marketing the area has centred around its rural appeal and spectacular scenery, this latest campaign to promote the area aims to attract all generations showing people that there's plenty on offer in this vibrant, lively and colourful place.

The new website focuses on this cross-generation appeal. An important section is the History of Ribble Valley as this ties into the Heritage

that Lancashire and Blackpool Tourist Board is of the website cover Things To Do, including featured routes, Planning Your Holiday with accommodation guides and a What's On guide as well as a special section featuring offers for hotels, restaurants and shops.

With bright, new images and inspiring reasons to visit Ribble Valley, the website will have to be updated regularly. We've also been working with the Chamber of Trade in Clitheroe and Ribble Valley Tourism Association to make sure that up to date business information is on there. This will be followed up by working with the Chambers in Whalley and Longridge on a phased approach.

Please take a look at the new site on [www.visitribblevalley.co.uk](http://www.visitribblevalley.co.uk) and feedback any comments to Rebecca Kay 01200 414496

## 5.2 Clitheroe Castle Family Week Picnic

The 2010 Clitheroe Castle Family Picnic is taking place on Bank Holiday Monday 31 May . 12-4pm, and is one of only 8 flagship picnics in the UK taking place as part of National Family Week.

The event, which has been organised by RVBC in conjunction with National Family Week and supported by Lancashire and Blackpool Tourist Board, has received some funding support from the Healthy Valley Performance Reward Grant. This has enabled additional activities to be arranged on the day.

The aim of the event is to provide a safe/fun place to enjoy a family day out. To provide free family fun activities creating a fun filled and memorable day involving the local community and organisations. Activities we have confirmed so far are face painting, jewellery making workshops and video games van (both supplied by The Grand at Clitheroe), musical entertainment supplied by the Into the Valley, traditional sports day activities, circus skills demonstrations/workshops. Alongside partnership working with the Grand we have also attracted local Scout Groups and the Women's Institute to attend on the day.

Invitations have been sent out to all primary schools in Ribble Valley and leaflets and posters will be delivered and distributed in the run up to the event across the district and further afield.

## 5.3 Clitheroe Castle Museum is Shortlisted for Prestigious Lancashire and Blackpool Tourism Awards – 2010/2011

The Lancashire and Blackpool Tourist Board have recently announced the shortlist for the 2010/2011 tourism awards in a whole host of categories.

Clitheroe Castle Museum has been short listed for the Small Visitor Attraction of the Year Award (under 50,000 visitors) following the submission of the initial application. This is a magnificent achievement as only 4 attractions remain in this category of which the winners will be announced on June 9 at the annual awards Ceremony.

The other shortlisted attractions in this category are Samlesbury Hall, Cobble Hey Farm and Gardens, Cloughton-on-Brook and the World Horse Welfare Penny Farm, Nr Blackpool.

As Officer and officers from LCC and the museum, then  
form for the final decision.

The results of this category and the other winners at these awards will be detailed  
in the next General Report.

#### 5.4 **Lancashire and Blackpool Tourism Awards Continued Ribble Valley Short listed Businesses**

Ribble Valley businesses have always been successful at these Tourism Awards  
and this year is no exception. With almost a fifth of businesses short listed  
coming from Ribble Valley in 9 out of the 13 categories, there's plenty to look  
forward to. The following is a list of the Ribble Valley Short listed businesses in  
their respective categories.

**Bed and Breakfast/Guest Accommodation of the Year:** Mitton Hall, Nr Whalley

**Small Hotel of the Year:** The Gibbon Bridge Hotel, Chipping  
The Stirk House Hotel, Gisburn

**Small Visitor Attraction of the Year:** Clitheroe Castle and Museum

**Caravan Holiday Park/Holiday Village Award:**  
Twyn Ghyll Leisure Park, Gisburn

**Self Catering Award:** The Old Shippon at Mellor

**Taste Lancashire Award:** Bashall Barn, Nr Clitheroe

**Business Tourism Award:** Stanley House, Mellor

**Sustainable Tourism Award:** Clough Bottom Farm Cottages, Bashall Eaves

**Access for All Tourism Award:** Mytton Fold Hotel and Golf Complex, Langho

#### 5.5 **Ordnance Survey Outdoors Show – Birmingham NEC**

Once again Ribble Valley BC was partnered up with Lancashire and Blackpool  
Tourist Board and other districts in Lancashire to host a promotional stand at the  
Outdoor Show at the NEC over the weekend of the 26-28 March.

The Lancashire stand aims to promote Lancashire as an outdoor holiday  
destination and by being a part of this, RV Tourism Department makes sure  
Ribble Valley benefits from this exposure and promotes its own walks and  
activities, outdoor offer and holiday accommodation. This is a consumer show  
and mostly people who attend are keen outdoor enthusiasts looking for  
alternative destinations.

The stand collected over 2000 competition entries (currently being data entered)  
and the feedback was extremely positive from those who visited the stand and  
tried the computrainer, which was once again a welcome feature to the stand  
organised by Pennine Events.

The majority of the literature and all of the 1500 bags were given out.



*Your complimentary  
use period has ended.  
Thank you for using  
PDF Complete.*

*Click Here to upgrade to  
Unlimited Pages and Expanded Features*

on the first day of the show via this link -  
[vextra.co.uk/news/news\\_article?article\\_id=307](http://vextra.co.uk/news/news_article?article_id=307) (the Visit  
fleeting glance)

Reports were that this show was moving to London next year, which could cause a strain on the department resources and ability to take part once again. However, we are awaiting information on an alternative rival show that may take place as this replacement. Further information will be supplied when available.

## **6 RECOMMENDED THAT COMMITTEE**

Notes the contents of this report

JOHN C HEAP  
DIRECTOR OF COMMUNITY SERVICES