



# **Penrith Town Council**

## **COUNCIL PLAN**

**2017-2022**

**Refreshed 2018**



# PENRITH TOWN COUNCIL STRATEGIC PRIORITIES

## 1. Health & Wellbeing:

- To assume responsibility for devolved assets and services that contributes to the quality of life for residents and the visitor experience of Penrith.
- To preserve and enhance the nature of the town.
- To support and contribute to the social fabric of the Town, enhancing community facilities and supporting arts and culture.

## 2. Economic Development:

- To support and contribute to the economic growth and prosperity of the town through encouraging inward investment, sustainable employment, tourism and provision of devolved services.
- To support employment initiatives that deliver better paid employment, apprenticeships and encourage skills development.

## 3. Transport:

- To value the role of public transport and community transport schemes in influencing the vitality of the Towns economy
- To provide pedestrian and cycling opportunities that are safe, reliable and enhance the visitor experience.
- To support and contribute to sustainable transport.
- To support and lead on actions identified within the Community Led Plan.

## 4. Growth:

- To support sustainable appropriate development, where this meets local planning criteria.
- To develop a Neighbourhood Plan for Penrith.
- To protect and preserve local amenity.

## 5. Community Engagement:

- To encourage and facilitate community engagement ensuring those members of the community with the smallest voice are heard.
- To value the community's contributions and give them, due consideration.

## 6. Core Council Business:

- To ensure that the Council is run in a lawful and business-like manner.
- To give confidence in the new model of service delivery and decision-making.
- To provide good governance that provides:
  - Clear and effective decision-making.
  - Clarity about lines of responsibility.
  - Accountability for the different levels of decision-making.



# **Penrith Town Council**

## **PLANNING COMMITTEE & NEIGHBOURHOOD PLAN GROUP COUNCIL PLAN**

**2017-2022**

**REFRESHED 2018**



## Strategic Priority ONE - Health & Wellbeing

### Environment

What	How	When
Develop & Implement a comprehensive and sustainable long-term plan for parks and green spaces	Develop an Open Spaces Strategy as part of the Neighbourhood Plan process which would include inviting developers to include green open spaces in perpetuity and landscaping using native trees and fruit trees in design briefs	2016-2019
	Develop Management & Improvement Plans (MIPs) for all parks & green spaces	2016-2019
Value & Protect Penrith's parks and green spaces	Create functional maps of Penrith's green spaces and green links and create on line interactive route maps	2016-2019
	Research and plan a network of corridors linking Penrith's open spaces and the river as part of the Neighbourhood Plan process	2016-2019
	Register open spaces and use national agencies to support their preservation such as spaces in trusts for additional protection	2016-2019
Provide inclusive walking & cycling opportunities in and around Penrith	Encourage the development of a network of improved walking and cycling routes in and around the town, to shared-use footpath standards when & where possible. Discuss with planners integrated sustainable low carbon routes as part of design briefs Environment – Numerous powers Tourism - Promoting Penrith- Power to contribute to encouragement of tourism LGA 1972, section144	2018-19 ongoing development/promotion thereafter

## Strategic Priority ONE - Health & Wellbeing

### Environment

#### What

Promote accessibility & inclusivity

#### How

Invite Penrith Access Group campaign to participate in the Neighbourhood Plan

#### When

2016-2019

Protect & improve Penrith's tree-line streets for future years and generations and to facilitate flood amelioration

Develop a Planning Document that requires tree planting in respect of new developments

2016-2019

Pedestrianisation

Work closely with partners with a view to developing town centre pedestrianisation via the Neighbourhood Plan process

2016-2019

Extend town centre improvements with the implementation of a coherent design for street furniture and landscaping

Commission a specialist report setting out guidelines on future street furniture, signage, soft and hard landscaping, lighting and their maintenance in the town centre  
Environment – Numerous powers

2016-2019 ongoing thereafter

## Strategic Priority TWO – ECONOMIC DEVELOPMENT

### Environment

#### What

#### How

#### When

Look at improvements to the town centre including the development of an arts/cultural area

Commission a specialist report setting out guidelines on shopfronts, street furniture and street scape and establish a cultural strategy to explore how to enhance and develop them in the town  
Environment – Numerous powers

2017-18 ongoing thereafter

Transport Infrastructure

Work with EDC and CCC to improve highways infrastructure in and around Penrith, improve traffic congestion and reduce carbon emissions from town centre traffic

2016-2019

Parking

Encourage EDC to pursue a strategic review of parking provision in the town including location and number, to ensure it is sufficient for those working in and visiting the town

2016-2019

## Strategic Priority FOUR – GROWTH

### Environment

What	How	When
Consultation	Respond to planning application consultations from the local planning authority Right to be notified of planning applications Town and Country Planning Act 1990, Sched 1, para 8	Ongoing
Neighbourhood Plan	Develop and implement a Neighbourhood Plan Power to create a Neighbourhood Plan and planning and environmental policies Localism Act, s.116	2016-2019
Ensure appropriate & high quality developments are encouraged and supported	Actively participate in planning consultations and encourage developers to talk to PTC prior to submitting their applications so that we can encourage all new developments to include an element of affordable housing, housing that matches the demographic and other features such as open spaces and play areas for the benefit of the people who will live there and which fit in with the vernacular of the town Right to be notified of planning applications Town and Country Planning Act 1990, Sched 1, para 8	Ongoing
Consider improvements to the town centre including the development of an arts/cultural area	Commission a specialist report setting out guidelines on shopfronts and establish a strategy to explore how to enhance and develop them in the town Environment – Numerous powers	2017-18 ongoing thereafter



# **Penrith Town Council**

**COMMUNITY CULTURE**

**&**

**ECONOMIC GROWTH COMMITTEE**

**COUNCIL PLAN**

**2017-2022**

**REFRESHED 2018**





## Strategic Priority ONE - Health & Wellbeing

### Life-Saving Appliances

What	How	When
Provision of support for life saving appliances	To provide funding support to organisations in Penrith to purchase defibrillators and equipment that saves lives	On-going

### Environment

What	How	When
Provide inclusive walking & cycling opportunities in and around Penrith	Gain 'Walkers Are Welcome' accreditation Tourism -Promoting Penrith- Power to contribute to encouragement of tourism LGA 1972, section144	2019-20
	Support the Penrith Access Group campaign Tourism - Promoting Penrith- Power to contribute to encouragement of tourism LGA 1972, section144	Ongoing
	Encourage the development of a network of improved walking and cycling routes in and around the town, to shared-use footpath standards when & where possible. Environment – Numerous powers Tourism - Promoting Penrith- Power to contribute to encouragement of tourism LGA 1972, section144	2018-19 ongoing development/ promotion thereafter
Provide opportunities for volunteers to actively get involved with Penrith's open spaces	Litter picks; Conservation volunteering events, community gardening and in-bloom greening events.  Directly work with education providers to increase volunteering, building on the work taking place with Newton Rigg , Ullswater School and Penrith Community Groups  Environment- Numerous powers	Ongoing

## Strategic Priority ONE - Health & Wellbeing

### Environment

#### What

#### How

#### When

Penrith in Bloom

Increase access to sports facilities in the town

Work with community groups to maintain sports and recreation facilities  
Sports and recreation – Numerous powers

Ongoing

Value & Protect Penrith's parks and green spaces

Provide support and match funding for Castle Park HLF bid

Matched funding  
£15,000 – 2017-18  
£15,000 – 2018-19

Support local groups who currently fundraise for parks in Penrith  
Sports and recreation – Numerous powers

Organise events to showcase the town's parks & green spaces

Open days with the Allotment Society, funds to support greening of Penrith, on-going support for Penrith Community Gardeners, develop Penrith in-Bloom  
Environment– Numerous powers

Ongoing

Provide vibrant and sustainable floral planting throughout the year

Focus on the town centre, the town's parks & green spaces and gateways  
Environment – Numerous powers

Ongoing

Provide opportunities for volunteers to actively get involved with Penrith's open spaces

Conservation volunteering events, community gardening and in-bloom greening events.

Ongoing

Directly work with education providers to increase volunteering, building on the work taking place with Newton Rigg , Ullswater School and Penrith Community Groups

Environment– Numerous powers

## Strategic Priority ONE - Health & Wellbeing

### Environment

What	What	What
Keep Penrith Clean/Penrith in Bloom	Establish a Keep Penrith Tidy campaign Environment- Numerous powers	Commenced 2018-19
	Continue to work closely with EDC, & Amey to ensure cleanliness standards are met Environment – Numerous powers	Ongoing
	Provide additional resources to keep the town clean and in good upkeep Environment- Numerous powers	Ongoing and Community Caretaker recruited
	Partnership working with the Newton Rigg College, Rotary, BID and the Chamber of Trade to decorate shopfronts, tidy the town centre and improve the town gateways Environment- Numerous powers	Ongoing
	Establish a campaign to encourage businesses to keep their frontages clean Environment- Numerous powers	Ongoing
Provide fundraising support	Provide grant funds and assist organisations to complete grants	On-going

## Strategic Priority TWO – ECONOMIC DEVELOPMENT

### Tourism & Business

What	How	When
Marketing Strategy	Consider marketing Penrith as an exciting business base for ethical, green, socially-engaged businesses as part of a wide-ranging Tourism Marketing & Inward Investment Strategy Tourism - Power to contribute to encouragement of Tourism LGA 1972, section144	2018 onwards
	Review PTC's role in destination management as part of wide ranging Marketing & Communications Strategy Tourism – Power to contribute to encouragement of Tourism LGA 1972, section144	2018 onwards
Less vacant shops	Investigate and lobby for the provision of new employment space and residential accommodation within the town centre utilising vacant space above shops	2018 onwards
Invite businesses and other enterprises to play a role in the wider community & support each other	Work with partners to develop support and promote the Business Improvement District proposals through engagement with local business community	Ongoing
Promoting Penrith	Provide funds to support initiatives that raise the profile of Penrith nationally and for marketing strategies that support and encourage tourism.	Ongoing thereafter

## Strategic Priority TWO – ECONOMIC DEVELOPMENT

### Entertainment and the Arts

What	How	When
Support culture and arts and work to support their funding base.	Establish an entertainment and arts cultural strategy to explore how to enhance them in the town Provision of entertainment and support for the arts including festivals and celebrations LGA 1972, section 145	Ongoing
Events	Support events in Penrith Town Centre that increase visitor foot flow Provision of entertainment and support for the arts including festivals and celebrations LGA 1972, section 145	Ongoing
	Provide funding for signature events including Christmas lights and festivals Provision of entertainment and support for the arts including festivals and celebrations LGA 1972, section 145	Ongoing
	Support new events based on ideas from the local community to provide a test bed for event innovation e.g. Penrith Indie music festival, Sports inspired events, Shop Local events, retail-led events Provision of entertainment and support for the arts including festivals and celebrations LGA 1972, section 145	Ongoing

## Strategic Priority THREE – Transport

### Transport

What	How	When
Parking	Encourage EDC to pursue a strategic review of parking provision in the town including location, number, management and pricing  Work in partnership with the Penrith BID and Chamber of Trade to review parking and develop a strategy for improvements.	Ongoing
Signage	Secure the delivery of new signage and the removal of ambiguous or obsolete signage in the town centre <a href="#">Environment – numerous powers</a>	2018-19 Ongoing thereafter
Improved transport services	Work with partners to secure improvements in public transport services, look for real alternatives to public transport, promote Car Club, community transport schemes and workable schemes for lift and car share <a href="#">Transport – numerous powers</a>	Ongoing
Innovation	Lobby for electric charge points for electric cars	2019-20
Highways	Maintain footpaths and bridle-ways <a href="#">Highways Numerous powers</a>  Provide traffic signs and other objects or devices warning of danger <a href="#">Highways Numerous powers</a>  Contribute financially to traffic calming schemes <a href="#">Power to contribute to the cost of traffic calming measures Highways Act 1980, section 274A</a>	
Sustainability	Encourage the development of car sharing schemes <a href="#">Numerous Transport Powers</a>  Provide grants for community bus services <a href="#">Numerous Transport Powers</a>  Explore potential for bike schemes <a href="#">Numerous Transport Powers</a>	Ongoing  Ongoing  2018-19



# Penrith Town Council

## COMMUNITY ENGAGEMENT COUNCIL PLAN 2017-2022

### REFRESHED 2018

## Strategic Priority FIVE – Community Engagement

### Policy Framework

#### What

#### How

#### When

Additions to policy framework	Core Values	2018
	Community Engagement Spectrum	2018
	Community Engagement Handbook	2018
	Social media Handbook/WIKI	

### Information Communication & Feedback

#### What

#### How

#### When

Increase the community's access to information and improve transparency and accountability	Use a variety of communication channels to distribute information about the different roles of the Town, District and County Councils	2018 onwards
	Good news press releases describing what the Town Council is doing	2018 onwards
	Develop Community and Events pages on Council website	2018 onwards
	Create quarterly newsletters and post on Council website	2018 onwards
	Create "Have we made a Difference" bi-monthly news summaries and include on Community pages of the Council website	2018 onwards
	Use leaflets & posters to provide information offline and online	2018 onwards



**Engagement,  
Participation,  
Interaction and  
Empowerment**

<b>What</b>	<b>How</b>	<b>When</b>
Increase opportunities for engagement with hard to reach individuals and groups	Produce a Youth Engagement Strategy	2018
	Develop effective relationships with local schools, colleges, sports clubs, youth groups and youth councils	2018 onwards
	Develop a Youth Advisory Role and encourage more youth involvement in the work of the Town Council	2018 onwards
	Organise face to face opportunities for young people to express their views and identify priorities, e.g. an annual event, an Open Day/Youth Forum for young people to express their views and priorities	2018 onwards
	Develop partnerships with other agencies	2018 onwards
Increasing Pride in Penrith	Engage with and encourage local people to use different offline techniques to document local history and culture	
	Develop a 'Community Memories' Section on the Community pages of the Council website to capture Penrith's rich history using digital approaches and mixed media e.g. audio recordings, written stories, photos and videos	

Increasing Pride in Penrith  
(continued)

Develop a local photos page on the Community Section of the Council website and invite members of the public to submit their own recent photos along with descriptions/stories about each image

2018 onwards

Recognise the local community as experts on local life, needs and priorities

Develop opportunities for Citizen Journalism

2018 onwards

Encourage use of innovative methods to engage the community, collect information about local needs and identify the strengths and weaknesses related to how the Council currently involves them

2018 onwards

Encourage local people to use peer and personal networks to help them identify important assets in the community, for example, skills, knowledge, ability, resources, experience or enthusiasm already existing in the community

2018 onwards

Identify local organisations and community groups, note their goals and create a community assets map, illustrating where community groups are based and where community projects are taking place to help in addressing community needs and projects

2018 onwards

Increase reciprocity, and community capacity

Based on knowledge of community assets, identify 'Community Connectors,' who can help open doors to engagement with other individuals and groups including those with mental health issues, disabled individuals, carers, homeless people, immigrants, refugees etc

2018 onwards

Involve communities directly in 'conversations' with elected members

Organise 'engagement spaces' online via radio and face-to-face in local venues, for example, Councillor Surgeries, for local people to gain information about what the Council is doing, discuss ideas, local issues and priorities

2018 onwards