



# Penrith Town Council

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## Help Develop Arts & Culture in Penrith

Penrith Town Council is seeking to develop and implement a 5-year Arts & Culture strategy for Penrith which will be shaped within the context of our existing and approved strategies and alongside the Penrith Neighbourhood Plan.

Arts activity comes in many forms, including drawing painting, sculpture, printmaking, craft, photography, filmmaking, textiles, poetry, installations, literature, music, theatre, drama, dance, drumming, storytelling, spoken word, video, broadcasting and media, design and digital arts.

Culture defines and communicates the uniqueness, identity and diversity of individuals and communities, including the important dimensions of our history and heritage. Therefore our landmarks, museums, galleries, buildings and monuments are all important to draw upon in creative ways.

All the information gathered by engaging with individuals and groups in different ways will feed into the development of the strategy so that it truly reflects what is needed and wanted in Penrith. Focus groups and one to one interviews are in progress to gather insights and help develop the Strategy. In addition, everyone in the local community is invited to take part in an online survey and have a say on Arts & Culture in Penrith. The survey can be found at <https://cumbria.citizenspace.com/other-public-sector/arts-culture-penrith/> It has been set up at for completion by those who have access to the internet, a safe option during the COVID restrictions. Anyone who would like to take part off-line, please get in touch with the Town Council Tel 01768 899 733. Email [office@penrithtowncouncil.co.uk](mailto:office@penrithtowncouncil.co.uk). However, please be aware that the office in Friargate is currently closed due to COVID restrictions. There are limits on the number of Officers who can work safely in the office at any one time. However, we are all also working remotely and will respond to requests for a paper copy of the survey.

A clear aim of the strategy is to bring a range of social and economic benefits for residents and the town to enjoy, including inward investment, new funding streams, an increase in tourists and visitors to the town and regeneration and revitalisation of the town centre. COVID has impacted on everyone and everything, and it will be essential for Arts & Culture to have a key role in very important ways, for example, improving emotional health and well-being, confidence and self-esteem; retaining existing businesses and attracting new business; helping to reduce feelings of isolation and loneliness and helping to promote cohesion between different geographic and interest communities.

It's very important that arts and culture contribute in a positive way to Penrith's identity and the town's vibrancy and 'joie de vivre.' As Penrith opens up, the aim is to be a premier cultural, events and festival destination, drawing on the town's many natural, physical, cultural, heritage and community assets.

In developing various different aspects of Arts and Culture, our hope is to help increase quality of life and a sense of pride in our town. Please take time to get involved in the survey. Your input will feed into all the aforementioned benefits.