



Penrith Town Council

Unit 1, Church House, 19-24 Friargate, Penrith, Cumbria, CA11 7XR

Tel: 01768 899 773 Email: office@penrithtowncouncil.gov.uk

DATE: 19 July 2021

NOTICE IS HEREBY GIVEN that an **ORDINARY MEETING** of **THE COMMUNITY, CULTURE & ECONOMIC GROWTH COMMITTEE** will be held on **Monday 26th July 2021**, at 2.00pm and you are hereby **SUMMONED** to attend to transact the business as specified in the agenda and reports hereunder.

The Meeting will be held at Penrith Parish Rooms, St Andrews.

To assist in the speedy and efficient dispatch of business, Members should read the agenda and reports in advance of the meeting. Members wishing to obtain factual information on items included on the Agenda are asked to enquire of the relevant officer **PRIOR** to 9.00am on the day of the meeting.

Members are asked to indicate if they wish to speak on an item **PRIOR** to the meeting (by 1.00pm on the day of the meeting at the latest) by emailing office@penrithtowncouncil.gov.uk

COMMITTEE MEMBERSHIP

| | | | |
|--------------|------------|---------------|------------|
| Cllr. Davies | West Ward | Cllr. Jackson | North Ward |
| Cllr. Donald | North Ward | Cllr. Knaggs | West Ward |
| Cllr Hawkins | East Ward | Cllr. Snell | West Ward |

Mr I. Parker, Acting Town Clerk

Members of the public are welcome to attend. Details about how to comment on an agenda item are available on the Town Council Website.

The Town Council resolved from 20 May 2019, until the next relevant Annual Meeting of the Council, that having met the conditions of eligibility as defined in the Localism Act 2011 and SI 965 The Parish Councils (General Power of Competence)(Prescribed Conditions) Order 2012, to adopt the General Power of Competence.

**AGENDA FOR THE MEETING OF
COMMUNITY, CULTURE & ECONOMIC GROWTH
COMMITTEE
26th July 2021**

PART I

1. Apologies For Absence

Receive apologies from Members.

2. Appointment of Vice Chair

To appoint a Vice Chair of the CCEG Committee for the remainder of the municipal year.

3. Declarations of Interest and Requests for Dispensations

Receive declarations by Members of interests in respect of items on this agenda and apply for a dispensation to remain, speak and/or vote during consideration of that item.

ADVICE NOTE:

Members are reminded that, in accordance with the revised Code of Conduct, they are required to declare any disclosable pecuniary interests or other registrable interests which have not already been declared in the Council's Register of Interests. (It is a criminal offence not to declare a disclosable pecuniary interest either in the Register or at the meeting.) Members may, however, also decide, in the interests of clarity and transparency, to declare at this point in the meeting, any such disclosable pecuniary interests which they have already declared in the Register, as well as any other registrable or other interests. If a Member requires advice on any item involving a possible declaration of interest which could affect his/her ability to speak and/or vote, he/she is advised to contact the Monitoring Officer at least 24 hours in advance of the meeting

4. Public Participation

Receive any questions or representations which have been received from members of the public. A period of up to 15 minutes for members of the public to ask questions or submit comments.

ADVICE NOTE:

Members of the public may make representations, answer questions and give evidence at a meeting which they are entitled to attend in respect of the business on the agenda. The public must make a request in writing to the Town Clerk **PRIOR** to the meeting, when possible. A member of the public can speak for up to three minutes. A question shall not require a response at the meeting nor start a debate on the question. The chair of the meeting may direct that a written or oral response be given.

5. EXCLUDED ITEM: Public Bodies (Admissions To Meetings) Act 1960

Determine whether item 11 should be considered without the presence of the press and public, pursuant to Section 1(2) of the Public Bodies (Admission to Meetings) Act, 1960, as publicity relating to that (any of those) matter/s may be prejudicial to the public interest by reason of the confidential nature of the business to be transacted or for the other special reasons noted in relation to that matter on the agenda.

6. Work Plan Report – Economic Development Report

Note the Economic Development Work Plan report.

7. In Bloom

Note the oral report from the Economic Development Officer.

8. Arts & Culture

Members are asked to consider the report and agree that:

1. Delegated authority be given to offices to work with stakeholders to produce an events calendar for Penrith.
2. Delegated authority be given to officers to work with stakeholders to consider holding a series of events in 2022.
3. That officers prepare an outline project plan and budget for consideration at the next meeting.

9. Budget Statement Report

Note the Committee Budget Control Statement Provisional Outturn 2020/21

10. Date and Time of Meetings

1. To agree the start time of meetings for the remainder of the municipal year
2. Note the next meeting is scheduled for Monday 11th October.

PART II Private Section

11 Grants Applications

Note the written report and consider the recommendations contained within.

**FOR THE INFORMATION OF ALL
MEMBERS OF THE CCEG COMMITTEE
AND FOR ATTENTION TO ALL REMAINING
MEMBERS OF THE TOWN COUNCIL**

Access to Information

Copies of the agenda are available for members of the public to inspect prior to the meeting. Agenda and Part I reports are available on the Town Council website

Background Papers

Requests for the background papers to the Part I reports, excluding those papers that contain exempt information, can be made to the Town Clerk address overleaf between the hours of 9.00 am and 3.00 pm, Monday to Wednesday.

ITEM 5. Work Plan Report – Economic Development Report

Health and Wellbeing

| Strategic Priority Support and contribute to the social fabric of the town, enhancing community facilities and supporting arts and culture | Delivery Work | Progress at 12th July 2021 | Reason for any underperformance and revised date when target will be met |
|--|--|---|---|
| Securing external funding, where possible, to develop and improve amenities, leisure, art and cultural facilities. Fund new and existing events and provide match funding support to sports, recreational, culture and arts and work to improve their funding base | Develop, assist and deliver Events Programme | Report to CCEG 19 th July | |
| Providing funds to support initiatives that raise the profile of Penrith nationally and for marketing activities that support and encourage tourism | Manage Community Grants and Events Grants | <ul style="list-style-type: none"> • New Grant Scheme ratified May 2021 • New Grant scheme on PTC Website • Funding Applications to CCEG July 2021 | |
| Securing external funding, where possible, to develop the existing offer for sports, recreation, arts, entertainment and culture | Arts and Cultural Strategy | | |
| Encouraging local retailers and restaurants to use, and publicise their use of local products in order to encourage a reputation with residents and visitors of Penrith as a "Food Town" | Arts and Cultural Strategy | | |

Health and Wellbeing

| Strategic Priority | Delivery Work | Progress at 19 th July 2021 | Reason for any underperformance and revised date when target will be met |
|---|--|---|--|
| Exploring and developing international cultural and art exchanges | | | |
| Developing action plans to manage/operate/support the Towns heritage – for example The Two Lions, Museum, Great Dockray, Town Hall | Arts and Cultural Strategy | | Arts and Cultural Strategy |
| Encouraging improvements to the gateways A6, A66 and M6 using signage, greening and maintained verges | Parking and Movement Study To work with CCC, EDC and other stakeholders to tender and oversee the completion of the Parking and Movement Study | <ul style="list-style-type: none"> • Study complete • Implementation Group established updates circulated to members monthly EDC crating a "Parking Charter", CCC reviewing on street parking. • A66 liaison group established • LCWIP established public consultation to begin July 2021 | |
| Considering and encouraging improvements to the Town Centre, Middlegate, Burrowgate, Devonshire Street, Great Dockray, The Narrows, London Road, King Street, Sandgate Bus Station, Bridge Lane (Gateway) Portland Place and Wordsworth Street for signage, greening, verge maintenance, shopfront improvements, parking, public realm and the pedestrian experience. | | | |
| Developing Penrith as an accessible and friendly Town | | | |

Health and Wellbeing

| Strategic Priority Increase the Town's attractiveness as a place to visit for both the local community and visitors: | Delivery Work | Progress at 19th July 2021 | Reason for any underperformance and revised date when target will be met |
|--|---|--|---|
| <p>Developing a sense of "Penrith Self", consistency of approach and a town identity by developing guidelines on future street furniture, signage, soft and hard landscaping, lighting and their maintenance in the town centre</p> | <p>Streetscape/Public Realm</p> | | |
| <p>Supporting Keep Penrith Tidy Campaign and Plastic Clever Penrith, Conservation volunteering events, community gardening and in-bloom greening events. Work with community groups and stakeholders to participate in these and similar campaigns, acting as the lead organisation for the Town when required. Facilitate Penrith in Bloom/Cumbria in Bloom/Britain in Bloom, encouraging vibrant and sustainable planting throughout the year.</p> | <p>Cumbria/Britain in Bloom</p> <p>Stakeholders: Community Gardeners, Penrith Bid, Eden Mencap, Beekeepers, Allotments, Avanti, Forest School, Thacka Beck Nature Reserve, Richardson's, Salvation Army, Great Dockray Residents</p> | <ul style="list-style-type: none"> • Cumbria and Britain in Bloom amended for 2021 because of COVID 19 restrictions and uncertainty. • There will be no overall Town competition in either Cumbria or Britain in Bloom. Awards will instead be presented to Community Groups for their projects. PTC have however been asked to collate all the work undertaken by our Community and present it to the organisers. • Working with Penrith Bid the large flower displays hanging baskets and barrier baskets will be displayed for summer 2021. • The planters are to be replaced around the monument and will become a Town Council Asset • A Penrith in Bloom film has been commissioned. • The Habitat Trail commissioned and launched the 12th of April has been a great success plans to be enhanced and repeated 2022. • C in B judging to take place 21st July for town entry • C in B judging for IYN 14th July • B in B entries close 26th July | |

Economic Development

| Strategic Priority | Delivery Work | Progress at 19th July 2021 | Reason for any underperformance and revised date when target will be met |
|--|----------------------|---|---|
| Support and contribute to the economic growth and prosperity of the Town through encouraging inward investment, sustainable employment, tourism and provision of devolved services: | | | |
| Working with stakeholders to develop effective strategies such as rate reductions/set up grants/marketing assistance/rent free period offers and shopfront improvements | | | |
| Identifying support packages to encourage a mix of retail premises in Middlegate, Devonshire Street, King Street, Corn Market, Great Dockray and the pedestrianised area centred on Angel Lane | | | |
| Exploring with the owners the impediments to the letting of the empty retail units in New Squares and to explore the option of using open space in this area for events and functions | | | |
| Reviewing tourism product/marketing/heritage/interpretation offer and develop a strategy for tourism and marketing | Tourism Strategy | <ul style="list-style-type: none"> Marketing group established with members of EDC, CCC, Penrith Bid, Industrial Bid and Chamber of Trade are working on the Comms Plan as part of the Recover od Penrith from Covid 19 Working with partners to establish a Marketing/Communications plan for 2021 | |
| Developing a thriving monthly market/farmers'/themed market and exploring the potential transfer of the Town's Market Charter to the Town Council | Tourism Strategy | <ul style="list-style-type: none"> EDC are offering initiatives to stall holders to encourage participation. | |
| Working with EDC and other stakeholders to rekindle interest in improvements to Castle Park and developing the park as a major tourist attraction | Tourism Strategy | | |

Transport

Penrith Neighbourhood Development Plan

Plan Policy 11 Walking and Cycling

Requires that new development should include walking and cycling infrastructure that is of high-quality design and accessible to all. The policy outlines a set of principles that would be used to ensure that, where appropriate, new development improves the environment for all so that Penrith becomes a walking and cycle friendly Town.

Policy 4 Accessibility and Social Inclusion

Requires that all developments meet the needs of all groups and sections of the community and that the Town can reasonably be accessed by walking, cycling, those with mobility aids, public transport and motor vehicles.

Resolved Climate Change Strategy Actions

- We would lobby for better public transport services and infrastructure including electric car charging ports and electric charging sharing schemes.
- We would provide automatic annual funds to community transport schemes of a value of £3,000 per community transport scheme every April.
- We endorse and support Walk to School Challenge which encourages families to leave their cars at home and where safe to do so, would challenge students across all the schools and colleges to walk, scoot, jog and cycle to school, as travelling to school in an active and sustainable fashion is kind to the environment and has huge health benefits.
- We would provide people with better travel options, working with our partner authorities to improve cycle and pedestrian connectivity and working with local cycle suppliers, we would encourage electric cycle hire, throughout Penrith.
- We would encourage the use of greener car share schemes and would promote and support car hire schemes such as Co-Wheels which is a pay-as-you-go car hire scheme, with vehicles available to hire in convenient locations across the UK providing electric, hybrid & low emission vehicles.

| | | | |
|--|----------------------------|---|--|
| Working with partners to secure and encourage improvements in public transport services, look for real alternatives to public transport, promote community transport schemes and workable schemes for lift and car share | Parking and Movement Study | Study completed. Implementation Group established delivery leads identified for each package | |
| Providing grants for community bus services | Manage grants scheme | | |

Transport

| Strategic Priority Connectivity | Delivery Work Parking and Movement Study/ Climate Change Strategy | Progress at 19th July 2021 | Reason for any underperformance and revised date when target will be met |
|--|--|---|---|
| Maintaining footpaths and bridleways | Parking and Movement Study | | |
| Improving all pedestrian, cycle, wheelchair, electric buggy infrastructure into the Town | Parking and Movement Study | LCWIP for Penrith established Initial survey of Existing Cycling Network undertaken Suggested Walking and Cycling network discussed with stakeholders. Public consultation to be undertaken in July online, hard copies will be available. Final Plan will be completed in the Autumn | |

| Strategic Priority Safety | Delivery Work | Progress at 19th July 2021 | Reason for any underperformance and revised date when target will be met |
|--|----------------------------|--|---|
| Providing traffic signs and other objects or devices warning of danger | Parking and Movement Study | | |
| Contributing financially to traffic calming schemes | Parking and Movement Study | | |
| Facilitating community speed watch schemes | Parking and Movement Study | | |

| Strategic Priority Signage and Information | Delivery Work | Progress at 19th July 2021 | Reason for any underperformance and revised date when target will be met |
|---|----------------------------|--|---|
| Securing the delivery of new signage of high-quality design appropriate to the local context and suitable for directing users to key locations and buildings. | Parking and Movement Study | Initial discussion with EDC regarding the updating of the Interpretation Panels in town. | |

Transport

| Strategic Priority Traffic Flow and Car Parking | Delivery Work | Progress at 19th July 2021 | Reason for any underperformance and revised date when target will be met |
|---|----------------------------|---|---|
| Working with partners to improve highways infrastructure in and around Penrith, reviewing the town centre traffic flow to allow for full or partial pedestrianisation, improve/reduce traffic congestion and reduce carbon emissions. Identify infrastructure shortfall by contributing to a joint Parking and Movement Survey which will be instrumental for the Town Centre improvements and implementing the recommendations from the survey with stakeholders and partner authorities | Parking and Movement Study | Initial meeting held with EDC and CCC regarding the commissioning of a review of car park signage. Consideration to be given to Blue Bell Lane Car park to be used as the main destination car park for visitors to alleviate some of the congestion in Middlegate. Pay by phone implemented. | |
| Supporting the provision of electric charging points in public car parks. Encouraging developers to include electric vehicle charging points for sustainable lifestyles | | EDC have installed charging points in Drivers Lane and the Leisure Centre Car Parks | |
| Reducing on-street parking by providing modern car parking infrastructure appropriate to the size and role of Penrith | | CCC to begin review of on street parking | |
| Exploring opportunities to improve car parking for Town residents and provide low cost long- | | EDC Parking Charter | |

| | | | |
|---|--|--|--|
| stay car parking (for example: £1 a day for vehicles parked before 9.00am) for those commuting into the Town in connection with employment. | | | |
| Supporting the provision of affordable long-stay car parking for visitors and additional disabled car parking facilities | | | |

COMMUNITIES, CULTURE & ECONOMIC GROWTH COMMITTEE

19th July 2021

Matter: Arts and Culture

Purpose of Report:

This report sets out how Penrith Town Council can work with Stakeholders to develop Arts and Culture provision in Penrith.

Item no: 7

Author: Economic Development Officer

Recommendations

- i. That the CCEG Committee agree delegated authority for the Economic Development Officer and Deputy Town Clerk to work with Stakeholders to develop a series of events, activities and joint initiatives to enhance the provision of arts and cultural activities within Penrith.
- ii. That the Committee agree the scope, objectives, key activities and a work programme, developed with partners which will be brought back to Committee.
- iii. That the CCEG Committee agree that the remaining budget from the Arts and Cultural Strategy budget be transferred to an Arts and Culture development budget.
- iv. That the Economic Development Officer be given delegated authority for this budget
- v. That the Economic Development Officer be given delegated authority to secure new funding streams to deliver the agreed programme
- vi. That the Economic Development Officer be given delegated authority to explore the potential to attract inward investment through the stimulation of the creative economy
- vii. That the Economic Development Officer works with Stakeholders to create a "What's on" Calander

Law

Local Government Act 1972, Sections 101 and 102.

The Town Council resolved from 20 May 2019, until the next relevant Annual Meeting of the Council, that having met the conditions of eligibility as defined in the Localism Act 2011 and SI 965 The Parish Councils (General Power of Competence) (Prescribed Conditions) Order 2012, to adopt the General Power of Competence.

Link to Council Priorities

This report aligns with the strategic priority 1 for Health and Wellbeing.

1. Introduction

- 1.1 The Communities, Culture and Economic Growth Committee agreed to commence work to develop an approach for arts and culture in Penrith. The Town Council recognises that arts and culture have a significant role to play for Penrith's strategic economic growth and can bring a number of community benefits such as health and well-being, community cohesion, a sense of place and belonging, understanding of cultural and environmental heritage, opportunities to develop educational, and life skills.
- 1.2 A six-week period of consultation has taken place. The survey results have been analysed.
- 1.3 This report sets out how PTC can begin to work with partners to develop and enhance Arts and Culture in Penrith Town Council.
- 1.4 Following analysis of the Survey results, one to one interviews and stakeholder workshops the following has been highlighted:
 - a. The need for a network of organisations
 - b. The desire to share facilities and resources.
 - c. The Sharing of skills and ideas
 - d. Encouragement of innovation and new set up businesses
 - e. Mutual support
 - f. Joint marketing and promotion
 - g. Shared branding
 - h. Coordination and development of a programming events, festivals and activities
- 1.5 Discussions have been held with Eden District with reference to their development of an Arts and Culture Programme for Eden which sets out to:
 - a. map creative assets and resources, economic supply and demand and their impact in Eden.
 - b. develop an Arts and Culture Programme for Eden which will cover a period of three years and will have as its basis the following elements:
 - Co-design an approach with local voluntary, community and private arts and culture groups to set local goals linked to regional and national priorities, taking inspiration from international and national developments.
 - Clear, ongoing involvement of the community, with a specific focus on engaging young people in developing a consensus on priorities and goals for Arts and Culture in the Eden District area.
 - c. embed support into local policies and strategies and design programmes to build capacity making the most of key assets and resources.
 - d. develop a local Arts and Culture Investment Fund and where possible, secure additional funding, and in particular in the development phase of the Programme; prepare a funding application to Arts Council England to raise match funding for this programme.

It is expected that both EDC and PTC approaches will complement each other, and shared resources will be used where appropriate.

2 Proposal

2.1 That Penrith Town Council work with stakeholders to deliver a series of events in Penrith:

a. Music in Penrith

A series of live music in the town centre throughout the summer

b. A 1940's-event.

An event for VE Day was scheduled to take place in 2020 and was cancelled because of COVID 19, subsequently the 2021 Wartime Weekend at Brougham Hall has also been cancelled. It is proposed that officers work with The Military Vehicle Trust and Brougham Hall Wartime Weekend to incorporate Penrith Town Centre into their nationally acclaimed event planned to take place in 2022.

c. The Queens Platinum Jubilee

Her Majesty The Queen will celebrate her Platinum Jubilee, 70 years of service, on 6th February 2022. The focal point to mark this historic occasion will be an extended bank holiday from Thursday 2nd to Sunday 5th June 2022. Public events and community activities nationwide are planned: Trooping the Colour.

Lighting of Platinum Jubilee Beacons.

Service of Thanksgiving @StPaulsLondon.

A live concert 'Platinum Party at the Palace'.

The Big Jubilee Lunch.

The Platinum Jubilee Pageant.

www.queensjubileebeacons.com

It is proposed that officers work with stakeholders to explore the desire to develop an event and/or community activities in celebration of the Queens Platinum Jubilee.

d. Penrith 800th Market and Fayre Charter Anniversary

2022 marks the 800th Market and Fayre Charter Anniversary which was granted to Penrith in 1222. <https://www.british-history.ac.uk/list-index-soc/markets-fairs-gazetteer-to-1516>

Penrith Town Council have been approached by an events company specialising in the creation of Medieval Markets/Fayres enquiring if PTC would be interested in holding such an event. It is proposed that officers explore the potential of holding such an event.

www.historicalpromotions.com <<http://www.historicalpromotions.com/>>

The analysis of the Arts and Culture survey highlighted the desire and potential for more Events to be held in Penrith. It also identified the importance of the towns market in Penrith's Culture and identity.

Please note that the Market Charter is held by Eden District Council.

2.2 Events Calander

That Penrith Town Council work with stakeholders to develop a "What's on" Calander for the benefit of residents and visitors to the town.

Workshops and the recent survey identified a desire from Stakeholders to undertake joint marketing and promotional activities, the creation of a calendar is seen as an important first step in this process.

3 Options Analysis including risk assessment.

Risk

That priority 1 is not realised.

Consequence

Impact on the Council's reputation and perceived ability to deliver community/town centre projects.

Controls Required

The scheme of work continues with community collaboration.

Extensive research takes place to provide options and possible approaches to move activities and initiatives forward in a realistic and achievable direction.

4 Financial and Resource Implications

4.1 An allocated budget is available.

Background Papers

For more information on Queens Platinum Jubilee celebrations please visit:

www.queensjubileebeacons.com

www.royal.uk/platinum-jubilee-central-weekend



Penrith Town Council

CCEG COMMITTEE

BUDGETARY CONTROL STATEMENT: THREE MONTHS ENDED 30 JUNE 2021

| Approved Budget 2021/22 | Latest Budget 2021/22 | Heading | Actual to Date | Commitments | Total to Date | Under/(Over) spending |
|----------------------------|--------------------------|----------------------------------|-------------------|--------------|------------------|--------------------------|
| £ | £ | | £ | £ | £ | £ |
| | | CCEG COMMITTEE: | | | | |
| | | Town Projects: | | | | |
| 15,000 | 15,000 | Town Projects | 229 | | 229 | 14,771 |
| 5,000 | 5,000 | Covid-19 Response | 376 | | 376 | 4,624 |
| 20,000 | 20,000 | | 605 | 0 | 605 | 19,395 |
| | | Arts & Entertainment: | | | | |
| 5,000 | 7,500 | Officer Support | | | 0 | 7,500 |
| 7,500 | 7,500 | Arts & Cultural Strategy | 749 | | 749 | 6,751 |
| 29,000 | 0 | Events Grants | | | 0 | 0 |
| 41,500 | 15,000 | | 749 | 0 | 749 | 14,251 |
| | | Environment: | | | | |
| 14,500 | 5,000 | Greening | 4,009 | | 4,009 | 991 |
| 31,000 | 0 | Community Grants | | | 0 | 0 |
| | | Grants: | | | | |
| | 15,000 | Small Grants | | 1,000 | 1,000 | 14,000 |
| | 15,500 | Grow Nature Grants | | | 0 | 15,500 |
| | 36,500 | Large Grants | | | 0 | 36,500 |
| 0 | 67,000 | | 0 | 1,000 | 1,000 | 66,000 |
| | | Corporate Communications: | | | | |
| 12,500 | 12,500 | Community Engagement | | | 0 | 12,500 |
| 2,500 | 2,500 | Press Support | | | 0 | 2,500 |
| 15,000 | 15,000 | | 0 | 0 | 0 | 15,000 |
| 122,000 | 122,000 | CCEG Committee Total | 5,363 | 1,000 | 6,363 | 115,637 |

Note:

The Latest Budget reflects the transfer of estimates to allocate resources for the new Grants Scheme, as approved by Council on 24 May 2021.