



Penrith Town Council

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

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

DATE: 10 January 2022

NOTICE IS HEREBY GIVEN that an **ORDINARY MEETING** of **THE COMMUNITY, CULTURE & ECONOMIC GROWTH COMMITTEE** will be held on **Monday 17 January 2022**, at 6.00pm 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 Unit 2, Church House.

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 Friday 14 January 2022.

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
Cllr. Donald
Cllr Hawkins

West Ward
North Ward
East Ward

Cllr. Jackson
Cllr. Knaggs
Cllr. Snell

North Ward
West Ward
West Ward

A handwritten signature in black ink, appearing to read 'V. Tunnadine'. The signature is fluid and cursive, with a long horizontal stroke at the end.

V. Tunnadine, Town Clerk, PSLCC

Public Participation

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

Filming

Please note that this meeting may be filmed for live or subsequent broadcast via the internet or social media.

Please be advised that the Town Council does not record or live stream meetings.

Penrith Town Council fully supports the principle of openness and transparency and has no objection to filming and reporting at its Full Council, and Committee meetings that are open to the public. It also welcomes the use of social networking websites, such as Twitter and Facebook, to communicate with people about what is happening, as it happens. Filming will only commence at the beginning of a meeting when the Chair opens the meeting with apologies and will finish when the meeting is closed or when the public may be excluded from an exempt item. The Council, members of the public and the press may record/film/photograph or broadcast this meeting when the public and the press are not lawfully excluded.

General Power of Competence

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

17 January 2022

PART I

1. Apologies for Absence

Receive apologies from Members.

2. Minutes

Authorise the Chair to sign, as a correct record, the minutes of the meeting of the Community, Culture & Economic Growth Committee held on Monday the 18 October 2021 and agree they be signed as such.

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 5 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 12 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. Resolutions Report

Note the resolutions report.

7. Work Plan Report – Economic Development Report Note the Economic Development Work Plan report.

8. Budgetary Control Statement 2021/22: Expenditure to 30 November 2021

Note the statement report.

9. Arts & Culture

Consider the report, Penrith Events, & Community Projects Framework and recommendations contained within.

10. In Bloom

Receive an oral update and decide an approach for 2022 based on the update.

11. Date and Time of Next Meeting

Note the next meeting is scheduled for Monday 28th February 2022, Unit 2, Church House, 19-24 Friargate.

PART II Private Section

12. Grants

Note the written report and consider the recommendations contained within.

**FOR INFORMATION FOR 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 via office@penrithtowncouncil.gov.uk



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DRAFT Minutes of the meeting of

COMMUNITY, CULTURE & ECONOMIC GROWTH COMMITTEE

Held on **Monday 18 October 2021**, at 6.00pm. Penrith Parish Rooms, St Andrew's.

PRESENT

Cllr. Burgin
Cllr. Davies

West Ward
West Ward

Cllr. Donald
Cllr. Knaggs

North Ward
West Ward

Economic Development Officer
Deputy Town Clerk

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.

**DRAFT MINUTES FOR THE MEETING OF
COMMUNITY, CULTURE &
ECONOMIC GROWTH COMMITTEE**

Monday 18 October 2021

Prior to the start of the meeting a minute silence was held as a mark of respect for the MP Sir David Ames who had been killed whilst on public service.

PART I

CCEG21/17 Apologies for Absence

Apologies for absence with reasons were received from Councillor Jackson.
Councillor Snell has a dispensation for attendance at meetings.
Councillor Hawkins was absent without apologies.

CCEG21/18 Minutes

Members were asked to consider the draft minutes for 326 July 2021 and the Extra Ordinary meeting held on 6 September 2021.

RESOLVED THAT:

The Chair be authorised to sign, as a correct record, the minutes of the meetings of the Committee held on

- a) Monday 26 July 2021 and:
- b) The Extra Ordinary meeting held on 6 September 2021

and agreed they be signed as such.

**CCEG21/19 Declaration of Interests and Requests for
Dispensations**

Members were asked to disclose their interests in matters to be discussed whether disclosable pecuniary or other registrable interest, and to decide requests for dispensations. No declarations were received.

CCEG21/20 Public Participation

Members noted that no questions or representations had been received from members of the public prior to the meeting.

CCEG21/21 EXCLUDED ITEM: Public Bodies (Admissions to Meetings) Act 1960

Members considered whether item 14 on the agenda 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.

RESOLVED THAT:

Agenda item 14 be considered in private session without the press and public.

CCEG21/22 Resolutions Report

Members noted the report.

CCEG21/23 Work Plan Report – Economic Development Report

Members noted the report.

CCEG21/24 In Bloom

Members were informed that Penrith Town and Community had done very well in Cumbria in Bloom and Britain in Bloom achieving a number of awards including a Gold Award for the Large Town. Penrith was the only area in the country to receive awards in two sections.

Everyone involved was thanked for their participation and hard work.

CCEG21/25 Arts & Culture Strategy

Members considered the report and were advised that an Arts and Culture Framework would be brought to the next meeting.

RESOLVED THAT:

- i. The programme of events, namely the ongoing Music in Penrith project, the 1940's Event and the Queen's Platinum Jubilee Event be agreed.
- ii. Council be requested to approve the creation of an Arts and Culture Development budget of £22,500 by transferring £6,300 from the Arts and Cultural Strategy budget, £13,200 from the Town Projects budget and £3,000 from the Large Grants budget in order to fund an allocation of £8,500 for the 1940's Event and £14,000 for the Queen's Platinum Jubilee. From the CCEG 2021/22 Budget
- iii. It be noted that plans for a Medieval Market to mark 800 years of Penrith Town being awarded the Market Charter would be brought to the next meeting; and
- iv. The funding applications submitted to Cumbria County Council be noted.

CCEG21/26 Budgetary Control Statement 2021/22: Expenditure to 31 August 2021

Members considered the statement.

RESOLVED THAT:

- i. The budgetary control statement be received.
- ii. Council be recommended to transfer £3,000 from the Grow Nature Grants budget to the Greening budget to meet an overspend in 2021/22.

CCEG21/27 Corporate Projects Budget

Members considered the report.

RESOLVED THAT:

There were no proposals to submit a bid for funding from the corporate project budget at this time.

CCEG21/28 2022/2023 Budget: Process and Proposals

Members considered the report.

RESOLVED THAT:

- i. There should be no revision to the CCEG services budget of £122,000 for the current financial year.
- ii. The changes made to the 2021/22 budget to create the Grants Scheme budget should be made permanent.
- iii. The ongoing budget of £109,500 as shown in the Medium-Term Financial Plan should be retained.
- iv. No new service development proposals would be submitted as growth bids in the 2022/23 budget process.

CCEG21/29 Next Meeting

Members noted that the next meeting was scheduled for Monday 13 December 2021 at 6.00pm, Penrith Parish Rooms, St Andrews.

Private Session

Part II

Members agreed that there was one item in this part of the Agenda to be considered in private. The reason that the item was considered in private is that it would involve the disclosure of exempt information under the following category of Part 1 of Schedule 12A of the Local Government Act 1972:
Paragraph 3 - Exempt information relating to the financial or business affairs of any particular person (including the authority holding that information).

CCEG21/30 Grant Applications

Members noted the written report considered the recommendations contained within.

RESOLVED THAT:

- i. No grant be awarded to Penrith Tennis Club at this time.
- ii. Officers discuss development plans at Castle Park with Eden District Council.

CHAIR:

DATE:

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

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COMMUNITIES, CULTURE & ECONOMIC GROWTH COMMITTEE

17 January 2022

MATTER: RESOLUTIONS REPORT

Members are asked to note the report

ITEM NO: 6

AUTHOR: ECONOMIC DEVELOPMENT OFFICER

CCEG21/11 Grant Applications

RESOLUTION

- **Penrith Bee Keepers** - £1000 awarded -Grant to be released.
- **Fellrunner** -SLA issued, signed - £3000 awarded for 2021 - £3000 released and £3000 awarded in principal 2022 – released.
- **EVAN** - £1500 awarded, £1000 upfront- SLA issued and signed - £500 on receipt of interim report and returned £1000 - released -Project ongoing.

CCEG21/16 Eden Arts

- Eden Arts awarded £3000 - £1800 for the Melodrome Stage and £1200 towards the costs of seating and benches – SLA issued.
- Event held.
- SLA not signed nor returned from Eden Arts – grant not yet issued.

CCEG21/30 Penrith Tennis Club

- No grant be awarded to Penrith Tennis Club. £5,000 retained as a contribution towards Castle Park improvements.
- Officers discussion arranged regarding development plans at Castle Park agreed with Eden.

ITEM 7: 17/01/2022 Work Plan Report – Economic Development

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 31 December 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 Programme of Events for 2022 report to CCEG October 2021 to be considered 1940's Weekend to be held 6 th – 8 th May at Brougham Hall, Town Centre events 7 th May. Budget £8380 Queens Platinum Jubilee to be held 2 nd – 5 th June. Town centre events to be held 4 th 5 th June. Budget £14000 Castle Park not available. Successful funding application to CCC FOR £4000 to fund a facilitator to work with stakeholders to develop an Arts and Culture programme for Penrith and identify potential funding partners.	
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 • Grants awarded to: Beekeepers EVAN Fellrunner Eden Arts 	
Securing external funding, where possible, to develop the existing offer for sports, recreation, arts, entertainment and culture	Arts and Cultural Strategy	Funding application submitted to CCC re Christmas Trail Funding application successful £2120 awarded, due to the delay in receiving the award the trail will be finalised within the next 2 weeks £4000 from CCC re Arts and Culture	
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"			

Health and Wellbeing

Strategic Priority	Delivery Work	Progress at 31 December 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		
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 creating a "Parking Charter", CCC reviewing on street parking. • A66 liaison group established public consultation began 24th September 2021. • LCWIP established public consultation to begin July 2021 results to be shared when analysed. 	
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 31 December 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 was no overall Town competition in either Cumbria or Britain in Bloom. A • Working with Penrith Bid the large flower displays hanging baskets and barrier baskets will be displayed for summer 2021. • The planters were 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 was been a great success plans to be enhanced and repeated 2022. • .C in B award ceremony held 19th October 2021 Many awards received 8 community awards in Cumbria in Bloom and a Gold medal for Penrith in the Large Town category <p>In Britain in Bloom Outstanding in the Cultivating Your Community category, Outstanding for Nourishing Your Community And Achievement for Nature-friendly Gardening.</p>	

Economic Development

Strategic Priority Support and contribute to the economic growth and prosperity of the Town through encouraging inward investment, sustainable employment, tourism and provision of devolved services:	Delivery Work	Progress at 31 December 2021	Reason for any underperformance and revised date when target will be met
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 Application submitted to CCC for funding to contract a Marketing Professional to develop a Marketing Plan for 2022. Application successful £4500 awarded First stakeholder workshop to be held 1st December 2021 	
Developing a thriving monthly market/farmers'/themed market and exploring the potential transfer of the Town's Market Charter to the Town Council		<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			

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 31 December 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 31 December 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 31 December 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. This has been included in EDC "Workplan" for Penrith	

Transport

Strategic Priority Traffic Flow and Car Parking	Delivery Work	Progress at 30th November2021	Reason for any underperformance and revised date when target will be met
<p>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</p>	<p>Parking and Movement Study</p>	<p>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.</p>	
<p>Supporting the provision of electric charging points in public car parks. Encouraging developers to include electric vehicle charging points for sustainable lifestyles</p>		<p>EDC in discussion regarding the installation of charging points in Drovers Lane and the Leisure Centre Car Parks</p>	
<p>Reducing on-street parking by providing modern car parking infrastructure appropriate to the size and role of Penrith</p>		<p>EDC seeking new contractor CCC to begin review of on street parking</p>	
<p>Exploring opportunities to improve car parking for Town residents and provide low cost long-stay car parking (for example: £1 a day for vehicles parked before 9.00am) for those commuting into the Town in connection with employment.</p>		<p>EDC Parking Charter</p> <p>PTC Officers continue to lobby for the review of Car Parking Charges as a priority.</p>	
<p>Supporting the provision of affordable long-stay car parking for visitors and additional disabled car parking facilities</p>		<p>PTC Officers informed that this is on hold. PTC officers continue to lobby</p>	



CCEG COMMITTEE

BUDGETARY CONTROL STATEMENT: EIGHT MONTHS ENDED 30 NOVEMBER 2021

ITEM 8

Approved Budget 2021/22	Latest Budget 2021/22	Heading	Actual to Date	Commitments	Total to Date	Budget Remaining
£	£		£	£	£	£
		CCEG COMMITTEE:				
		Town Projects:				
15,000	15,000	Town Projects	(3,033)	3,750	717	14,283
5,000	5,000	Covid-19 Response	746		746	4,254
20,000	20,000		(2,287)	3,750	1,463	18,537
		Arts & Entertainment:				
5,000	7,500	Officer Support	0		0	7,500
7,500	7,500	Arts & Cultural Strategy	1,175		1,175	6,325
29,000	0	Events Grants	0		0	0
41,500	15,000		1,175	0	1,175	13,825
		Environment:				
14,500	5,000	Greening	7,825	0	7,825	(2,825)
		Community Grants				
31,000	0		0	0	0	0
		Grants:				
	15,000	Small Grants	0		0	15,000
	15,500	Grow Nature Grants	0		0	15,500
	36,500	Large Grants	4,500	1,000	5,500	31,000
0	67,000		4,500	1,000	5,500	61,500
		Corporate Communications:				
12,500	12,500	Community Engagement	0		0	12,500
2,500	2,500	Press Support	0		0	2,500
15,000	15,000		0	0	0	15,000
122,000	122,000	CCEG Committee Total	11,213	4,750	15,963	106,037

Notes:

The Latest Budget reflects the transfer of estimates to allocate resources for the new Grants Scheme, as approved by Council on 24 May 2021. The transfer of estimates to create the new Arts & Culture Development budget and to meet the overspending on Greening will be reported to Council in January.

COMMUNITIES, CULTURE & ECONOMIC GROWTH COMMITTEE

17 January 2022

Matter: Arts and Culture - Penrith Events, & Community Projects Framework

Purpose of Report:

This report sets out how Penrith Town Council will work and support stakeholders to encourage and deliver arts, culture, heritage, recreation and tourism events and projects in Penrith.

Item no: 9

Author: Economic Development Officer

Recommendations

- i. That the Penrith Events, & Community Projects Framework be approved.
- ii. Agree the transfer £5,000 from Town Projects budget, to enable the delivery of a marketing plan.
- iii. Agree the transfer £10,000 from the Large Grant Fund, which will act as matched funding for grant applications and delivery work.
- iv. That the terms of reference for the stakeholder group be approved.
- v. That the Economic Development Officer have delegated authority for associated budgets and delivery work.

Law

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 resolved on 18 October 2021 CCEG21/25:
- i. The programme of events, namely the ongoing Music in Penrith project, the 1940's Event and the Queen's Platinum Jubilee Event be agreed.
 - ii. Council be requested to approve the creation of an Arts and Culture Development budget of £22,500 by transferring £6,300 from the Arts and Cultural Strategy budget, £13,200 from the Town Projects budget and £3,000 from the Large Grants budget in order to fund an allocation of £8,500 for the 1940's Event and £14,000 for the Queen's Platinum Jubilee. From the CCEG 2021/22 Budget
 - iii. It be noted that plans for a Medieval Market to mark 800 years of Penrith Town being awarded the Market Charter would be brought to the next meeting; and
 - iv. The funding applications submitted to Cumbria County Council be noted.
- 1.2 The draft framework at Appendix A (which is for members consideration), includes the terms of reference for the stakeholder group and the officer delegations. The draft framework has been shared and considered by the stakeholder group. The group support this approach to delivering arts and culture in Penrith and are keen to play their part.

2. Risk Assessment.

2.1 Risk

That the following Council Business Plan priorities are not delivered:

- Develop a Culture and Arts Strategy.
- Secure 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.
- Provide funds to support initiatives that raise the profile of Penrith nationally and for marketing activities that support and encourage tourism.
- Encourage local retailers and restaurants to use, and publicise their use of local products to encourage a reputation with residents and visitors of Penrith as a "Food Town".
- Secure external funding, where possible, to develop the existing offer for sports, recreation, arts, entertainment and culture.
- Explore and develop international cultural and art exchanges.

- Support 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, and act 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.
- Provide opportunities for volunteers to actively get involved with improving Penrith's sports facilities, open spaces, working with community groups to maintain sports, green spaces, and recreation facilities.
- Provide support for Castle Park Development Group, Fairhill Community Group and similar groups who support green spaces.
- Support events to showcase the town's parks & green spaces such as open days with the Allotment Society.
- Provide grants and on-going support to Penrith Greening Projects, Penrith Community Gardeners, and Penrith in Bloom.
- Review tourism product/marketing/heritage/interpretation offer and develop a strategy for tourism and marketing.
- Develop a thriving monthly market/farmers'/themed market and exploring the potential transfer of the Town's Market Charter to the Town Council.
- Work with EDC and other stakeholders to rekindle interest in improvements to Castle Park and develop the park as a major tourist attraction.
- Support/facilitate initiatives and projects that invest, preserve, or interpret Penrith's heritage for the inspiration, learning and enjoyment for all.

2.2 Consequence

- i. Impact on the Council's reputation and perceived ability to deliver community/town centre projects.
- ii. The Town's recovery and rejuvenation after the Covid 19 Pandemic will be impeded.
- iii. Loss of confidence in the Council during a period of significant change in local government.
- iv. Inability to demonstrate effective management of the public purse.

2.3 Controls Required

The Framework as appended at "A" be approved.

3. Financial and Resource Implications

- 3.1 The Economic Development Officer successfully applied for a £4500 grant from Cumbrian County Council to pay for the development of a marketing plan.
- 3.2 The Economic Development Officer also successfully applied for a £4000 grant to enable an arts and cultural professional to work with the stakeholder's group to develop an arts and cultural programme for 2022, to identify potential funding and to write draft applications.
- 3.3 A budget heading for marketing Penrith is required for 2022/23. Members are asked to agree to transfer £5,000 from Town Projects budget, to enable the delivery of a marketing plan which will act as matched funding for grant applications and stakeholder contributions.
- 3.4 A budget for Arts and Culture development/programme is required for 2022/23. Members are asked to agree to transfer £10,000 from the Large Grant Fund, which will act as matched funding for grant applications and delivery work.

Background Papers

Report to Committee item 9 - 18 October 2021

PENRITH EVENTS, & COMMUNITY PROJECTS FRAMEWORK

Supporting Arts, Culture, Heritage, Recreation and Tourism in Penrith

Making a Difference in Penrith

Supporting Documents:

- Grants Scheme
- Scheme of Delegation
- Financial Regulations
- Procurement Policy
- Climate Change Strategy
- Policies related to Equality, Diversity, Inclusion
- Council Business Plan

1. Introduction

- a) Penrith Town Council recognises that arts and culture is a major contributor to Penrith's growing visitor economy and their value in terms of health and wellbeing and quality of life. Penrith's cultural offer is varied. It comprises community theatre, a thriving music scene, award winning nationally acclaimed festivals, creative arts, galleries, a town centre cinema, a museum and the Rheged Centre, which is a cinema, retail exhibition, arts, and conference centre.
- b) The Council has engaged and consulted with the community and stakeholders to develop and enhance Arts and Culture in Penrith and the following key priorities have been identified:
 - i. Need for a network of organisations.
 - ii. Desire to share facilities and resources.
 - iii. Sharing of skills and ideas.
 - iv. Encouragement of innovation and new set up businesses.
 - v. Mutual support.
 - vi. Joint marketing and promotion.
 - vii. Shared branding.
 - viii. Coordination and development of a program of events, festivals and activities.
- c) There are partnerships of cultural and artistic leaders and providers with ambitions to develop the current offer and to do new and different things.
- d) This document sets out how the Council will achieve these priorities working collaboratively with stakeholders, partners and community organisations as the Council currently plays a key role supporting arts and culture in several different ways:
 - i. **Partnership**
The Council adopts a leadership and enabling partnership role providing free advice and guidance to event organisers.
 - ii. **Democratic mandate**
The Council provides a mandate formalising support for an approach to arts and culture.
 - iii. **Land and Buildings**
Now and in the future the Council owns and has access to land and buildings that provide the basis of the infrastructure required for some organisations, activities, and events.
 - iv. **Arts Investments**
The Council have supported several key organisations and events for some years allowing for longer term planning for core delivery.
 - v. **Promotion and Marketing**
The Council encourages promotion and marketing of the town's cultural activities to wide audiences within and beyond the town.

2. Aim

Develop a programme of high-quality sustainable community inspired and tourism-based events, activities, resources, and festivals to provide inclusive community benefit, economic benefit, and social enjoyment.

3. Principles

- a) This framework supports the Council's overall support for arts, heritage, tourism, recreation and culture in Penrith. It details the impact the Council seeks to achieve and the criteria it will use to appraise and evaluate the projects, and delivery by organisations that the Council may wish to support.
- b) It is intended that this will improve the cultural offering in Penrith through a varied programme of high-quality performances, events and activities that are designed to build an audience within the community, and to appeal to visitors and tourists.
- c) It is intended that this approach ensure that the Council's engagement in arts and culture (including heritage) is purposeful, has a clear rationale, and delivers value for money and outcomes that are positive for the town.
- d) The Council's approach does not seek to direct the development of arts and culture in the town, as this is creative, innovative and, at times, has strong local ownership. This document it is hoped provides guiding principles and criteria that reflect the Council's priorities and underpin its investment and use of public resources.
- e) The Council has a strong role facilitating, supporting, developing, investing, promoting arts and cultural events in the town.
- f) The framework links with the core priorities the Penrith Town Council Business Plan 2019 to 2023, Climate Change Strategy 2020, and Grant Awarding Scheme 2021 and strives to obtain a balance between tourism-based events and facilitating community-led not for profit events.
- g) The Grant Award Scheme criteria are used to appraise grant requests, evaluate the suitability of projects, and gauge the impact of delivery.

4. The Community, Culture and Economic Growth Committee

a) Strategic Role

The Town Council's Community, Culture and Economic Growth Committee plays a valuable strategic role by the enabling, delivering, and facilitating events, projects, programmes and resources for arts, recreation, sport, heritage, and culture.

In support of these outcomes, the Council states in its Council Business Plan 2019-2023 that the committee will:

- Develop a Culture and Arts Strategy.
- Secure 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.
- Provide funds to support initiatives that raise the profile of Penrith nationally and for marketing activities that support and encourage tourism.
- Encourage local retailers and restaurants to use, and publicise their use of local products to encourage a reputation with residents and visitors of Penrith as a "Food Town".
- Secure external funding, where possible, to develop the existing offer for sports, recreation, arts, entertainment and culture.
- Explore and develop international cultural and art exchanges.
- Support 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, and act 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.
- Provide opportunities for volunteers to actively get involved with improving Penrith's sports facilities, open spaces, working with community groups to maintain sports, green spaces, and recreation facilities.
- Provide support for Castle Park Development Group, Fairhill Community Group and similar groups who support green spaces
- Support events to showcase the town's parks & green spaces such as open days with the Allotment Society.
- Provide grants and on-going support to Penrith Greening Projects, Penrith Community Gardeners, and Penrith in Bloom.

- Review tourism product/marketing/heritage/interpretation offer and develop a strategy for tourism and marketing
- Develop a thriving monthly market/farmers'/themed market and exploring the potential transfer of the Town's Market Charter to the Town Council.
- Work with EDC and other stakeholders to rekindle interest in improvements to Castle Park and develop the park as a major tourist attraction.
- Support/facilitate initiatives and projects that invest, preserve, or interpret Penrith's heritage for the inspiration, learning and enjoyment for all.

b) **Democratic Role**

This framework strives to meet these priorities. The Council provides a mandate formalising support for an approach to arts, culture, heritage, tourism, and recreation.

c) **Statutory Role**

- i. The Council expects that all statutory requirements be followed.
- ii. 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 which means that Councils, once adopting the power, no longer need to ask whether they have a specific power to act.
- iii. The General Power of Competence Localism Act 2011 S1 (1) gives Local Authorities including ... local councils "the power to do anything that individuals generally may do as long as they do not break any other laws". It is a power of first resort. This means that when searching for a power to act, the first question to ask is whether you can use the General Power of Competence. To find the answer, you ask whether an individual is normally permitted to act in the same way.
- iv. If the Council must relinquish this power the following powers provide the Council with the authority to support activities, resources, events, and scheme of work related to art, culture, tourism, heritage, and recreation:

FUNCTION	POWERS AND DUTIES	STATUTORY POWERS
Conference facilities	Power to provide and encourage the use of facilities	Local Government Act 1972, s.144
Community Centres and Village Halls	Power to provide and equip premises for use of clubs having athletic, social, or educational objectives	Local Government (Miscellaneous Provisions) Act 1976, s.19
Entertainment and the Arts *	Provision of entertainment and support of the arts	Local Government Act 1972, s.145
Environment	Power to act for the benefit of the community by tackling and promoting awareness of environmental issues	Local Government Act 1972, ss 111
Land	Power to acquire land for or to provide recreation grounds, public walks, pleasure grounds and open spaces and to manage and control them	Public Health Act 1875, s 16. Local Government Act 1972, Sched. 14, para 27; Public Health Acts Amendment Act 1980, s 44. Open Spaces Act 1906, ss 9 and 10; Local Government (Miscellaneous Provisions) Act 1976, s 19
Litter*	Provision of receptacles Obligated to keep own land free of litter	Litter Act 1983, ss 5 and Environmental Protection Act 1990;
Open Spaces	Power to acquire land for or to Public Health Act 1875, s 164. provide recreation grounds, public walks, pleasure grounds and open spaces, and to manage and control them.	Local Government Act 1972, Sch. 14, para 27; Public Health Acts Amendment Act 1980, s 44. Open Spaces Act 1906, ss 9 and 10; Local Government (Miscellaneous Provisions) Act 1976, s 19.
Public Buildings and Village Halls	Power to provide buildings for offices and for public meetings and assemblies	Local Government Act 1972 s 133

FUNCTION	POWERS AND DUTIES	STATUTORY POWERS
Recreation*	Power to acquire land for or to provide recreation grounds, public walks, pleasure grounds, and open spaces and to manage and control them. Power to provide gymnasiums, playing fields, holiday camps	Public Health Act 1875, s 164. Local Government Act 1972, Sch 14 para 27; Public Health Acts Amendment Acts 1890, s 44. Open Spaces Act 1906, ss 9 and 10; Local Government (Miscellaneous Provisions) Act 1976, s 19; Commons Act 1899
Tourism*	Power to contribute to the encouragement of tourism	Local Government Act 1972, s.144
Transport*	Power to (a) establish car sharing schemes (b) make grants for bus services, (c) provide taxi-fare concessions; (d) investigate public transport, road use and needs; (e) provide information about public transport services Community Transport Schemes	Local Government and Rating Act 1997, s 26-29
Where a function is marked with an asterisk *, a council also has the power to give financial assistance to another person or body performing the same function.		

d) Marketing Role

- i. The Council encourages promotion and marketing of the town's cultural activities within and beyond the town.
- ii. The Council has established a multi- disciplinary/authority town marketing group to improve collaboration, messaging, and the reach of marketing. Joint marketing and branding will be delivered.

e) Funding Role

- i. Penrith Town Council is committed to helping to make Penrith the best it can be, and a way of doing this is by supporting non-profit organisations who provide invaluable services within our communities.
- ii. The Council have supported key organisations and events for several years via grants and officer support.
- iii. The Council have reviewed the grant award process and a revised Grants Scheme has been approved to support this framework. The Large Grants Scheme offers local groups and organisations a chance to access much needed funding to make Penrith an even better place to live, work and learn. The Council receives diverse applications that support a range of communities within the area.
- iv. The CCEG Committee agrees a budget annually, which is monitored regularly by the Responsible Finance Officer (RFO) and EDO and Finance Committee.
- v. An annually agreed budget will be available to support the framework. The EDO is responsible for the budget and has delegated authority for the expenditure. The Committee considers Bi- Monthly budget statements.
- vi. The EDO has authority to contract work to external providers and suppliers having sought advice and guidance from the relevant officers and Town Clerk. The EDO has responsibility to secure new funding streams to deliver outcomes and to attract inward investment through the stimulation of the creative footprint in Penrith.

f) Officer Role:

The Committee's functions are delegated to officers; the Economic Development Officer supported by the Deputy Town Clerk, Services and Contracts Manager and Responsible Finance Officer who:

- i. Manage the Council's assets and resources responsibly and transparently.
- ii. Manage the Council's services effectively to meet the needs to the communities.
- iii. Manage activities to ensure that they become greener and cleaner.
- iv. Promote opportunities for economic success of the area.
- v. Strive for continuous improvement and service development.

- vi. Manage income, the Grants Award Scheme, and service level agreements to achieve a balanced budget.
- vii. Work with partners and stakeholder to deliver the Council's priorities and core values.

g) Delegated Authority

The Economic Development Officer will have delegated authority to manage an agreed budget to work with the stakeholder group to manage, support and deliver events, & community projects for Penrith.

h) Partnership Role

- i. The Council adopts a leadership and enabling partnership role with the community-led stakeholder group, which will provide free advice and guidance to event organisers, grant applicants and recipients, and community projects as there are benefits to be gained by engaging existing groups, organisations and individuals:
 - Sharing of facilities, resources, skills and ideas.
 - Joint funding bids and shared procurement bringing the benefits of economies of scale.
 - Encouragement of innovation.
 - Joint marketing and promotion.
 - Shared branding.
 - Enhanced coordination and communication.
- ii. Officers will work with the stakeholder group to manage, support and deliver events & community projects for Penrith. The Group will:
 - Enable, facilitate, and offer guidance to assist local community groups and organisations to arrange events and community projects.
 - Facilitate, and actively encourage events and festivals throughout the year.
 - Support events and projects that are diverse ranging from community, charitable, sporting, cultural and arts-based events to major national festivals.
 - Ensure that the projects and events generate social and economic benefits for the Town, as well as raising the image and profile of the destination and the Penrith Town Council.
 - Develop an enhanced community-based events calendar or promote the use of an existing event calendar platform.
 - Seek private sector income and attract external funding to offset the annual events programme maximising commercial and sponsorship opportunities through events and high-profile promotional sites to generate an income for reinvestment into service delivery.
 - Ensure good event management to minimise reputational risk and hiring contractors to assist in event delivery.

- Ensure that the events and projects are successfully and safely delivered, and managed, conforming to national event legislation, local by-laws and restrictions as required by the Principal Authority.

5. Terms of Reference: Events, & Community Projects Stakeholder Group

a) Classification

- Large events led by external bodies/organisations.
- Small events led by the community, charities and local bodies.
- Annual festivals typically a large-scale event of more than one days duration.
- Small-scale projects and activities for example themed trails around the town, window dressing competitions, arts and crafts demonstrations etc.

b) Scope

The Group's remit extends to:

- Creating and delivering an annual events programme which encourages community cohesion and inclusivity, ensuring a good mix of regular family friendly, accessible events with one-off events.
- Developing and managing events, festival and projects.
- Working in partnership with others to develop and manage events.
- Provide sponsorship for events developed and managed by other organisations.
- Encouraging, supporting and promoting community events.
- Seeking additional external funding/income streams.
- Promoting events, which attract visitors to the Town and boost the local economy.
- Monitoring events.
- Coordinating in Bloom and any entries to any national or regional competitions.

c) Membership

The group will be composed of Council Officers, stakeholders, and the Chair of CCEG Committee.

d) Purpose

- i. The Group will take the lead role in organising any events that Penrith Town Council may decide to hold, facilitate or support.
- ii. The role of the Group is to oversee the general management, maintenance, and administration of events.
- iii. The Group will meet at least quarterly at dates and times as determined.
- iv. No business may be transacted at a meeting unless at least one-third of the number of members of the Group are present and in no case should the quorum of a meeting be less than three.
- v. The conduct of meetings (declaration of interests, debate, voting etc) will be governed by the Council's standing orders.
- vi. The Economic Development Officer (EDO) has authority to proceed with all items within an agreed budget but must refer to Council when non-budgeted expenditure is anticipated.
- vii. The Group shall make whatever recommendations to the EDO it deems appropriate on any area within its remit where action or improvement is needed.
- viii. Where necessary, the Chair of the CCEG Committee will provide a report to either CCEG Committee or Full Council on any substantive matters of importance and any material issues or concerns.
- ix. Any urgent matters requiring expenditure will be dealt with according to the Council's Financial Regulations.

e) Areas of Responsibility

- i. To agree and arrange a programme of events for the benefit of the residents of Penrith, including but not limited.
- ii. To use the opportunities provided by the Events Programme to raise the profile of the town as a tourist destination, working with surrounding parishes to ensure the benefits of Cumbria's rich cultural heritage are fully maximized.
- iii. To assess and budget for events for which it is responsible and obtain sponsorship, donations and other sources of funding where possible.
- iv. To prepare an annual budget for recommendation to the CCEG Committee.
- v. To assist external organisers planning to deliver events in Penrith using the events framework to guide the external organiser through the process for permissions, approvals, licences etc.
- vi. To consider and agree where appropriate, requests from community groups and others for use of the Council's land and assets for an event, festival or project.
- vii. To make recommendations to the CCEG Committee of any events requiring 'Large Event Status'.

- viii. To ensure necessary risk assessments are completed and any required permissions, event licenses or other agreements are obtained prior to any event in conjunction with the Council's Services and Contracts Manager.
- ix. To agree publicity for each event, including promotional material and any press releases prior to or post the event.
- x. To agree the rules and procedures for any competition run as part of an event or promotion.
- xi. To encourage and promote direct community volunteer involvement with local events and community endeavours including local businesses and community groups as well as individuals and appoint volunteers when required to assist in any planned event.
- xii. Review the town centre market provision in Penrith, encourage, and promote the delivery of a new regular market.
- xiii. Encourage and facilitate any opportunities to develop the cultural, educational and social life of Penrith's residents.
- xiv. Support and promote local tourist attractions in both Penrith and surrounding parishes.
- xv. Create, design and review publications or apps relating to the community, events, heritage and recreation including but not limited to: A Town Guide, A Town Events Guide, a new residents welcome pack.
- xvi. Encourage young people to take an active interest in their community and getting involved in local democracy.
- xvii. Work collaboratively with the local Police, and other public bodies where appropriate, to ensure that the events are safe.
- xviii. Review and develop marketing for events – website, apps and other forms of social media to publicise and promote events, community activities and tourism across the town to both residents and the wider community.
- xix. Monitor the impact of events, reviewing the programme annually.
- xx. Ensure that events mitigate against climate change under the Climate Emergency Declaration and that waste and environmental damage are avoided.

Responsibilities

f) **Event/Project Assessment**

In determining its use of financial or other resources, the Council considers overall impact and the outcomes to be achieved. These are weighted and measured using the Grant Awarding Scheme criteria. It is expected that the Stakeholder Group would follow the same criteria, which broadly include:

- i. **Economic impact and contribution to local wealth** in a range of ways such as jobs created and safeguarded, number of visitors and visitor spend, local spend and businesses benefitting, contribution to Place and to the attractiveness of the town and the wider region to businesses and to those who live, work, study and visit the area.
- ii. **Impact on local communities and social value**, including quality of life, skills and prospects for local people, health, and well-being, inclusive and engaged communities, satisfaction with the area as a place to live, reduced reliance on public support services, impact on priority groups or areas.
- iii. **Contribution to Place** outcomes, including improving the reputation and profile of the area for a quality and distinctive cultural offer, protecting, and enhancing heritage, increased local, national, and international audiences.
- iv. **Contribution to Council's agreed corporate priorities and outcomes**
The Council expects that use of resources would reflect Council priorities at any given point in time.
- v. **Contribution to the agreed outcomes of cultural funding partners**
The Council works in partnership with strategic, funding and delivery partners and endeavours to support delivery of shared priorities where possible and where the Council's own objectives are not compromised.
- vi. **Added value and Additionality**
The Council aims to use its resources to deliver that which is over and above what would otherwise be delivered. The intention is to complement and add to existing services rather than to displace or compete. A broad awareness of other relevant cultural services is necessary to ensure that new and developing proposals add value in the right way.
- vii. **Value for Money**
The Council provides services from public funding and therefore must ensure that all expenditure achieves value for money requirements, which may include consideration of opportunities for income or efficiencies for the Council, availability of match funding, voluntary contributions as well as other financial and resource information.

viii. **Sustainable and deliverable**

The Council considers sustainability, deliverability and risks associated with any investment or resource requirements and proposals with the objective of ensuring strong outcomes and safeguarding its investment.

The Council endeavours to reduce or minimise negative impact on the environment and in terms of climate change, because of any cultural activities it supports, whether delivered by the Council itself or by partners the Council supports. Achieving a positive environmental impact is encouraged and a sustainability guide for projects and events is included within this framework.

ix. **Quality, innovation, and distinctiveness**

The Council supports delivery of quality services but also encourages innovation, by taking a positive approach to new ideas and developments.

x. **Governance, leadership, management, and skills**

Appropriate governance, leadership, management, and skills are important in term of successful delivery for cultural activities, particularly when delivery is at scale. The Council seeks to ensure that good arrangements are in place for delivery supported by its investments and resources as a means of protecting its investment but also to achieve the best possible results.

xi. **Accessibility, equality, and diversity**

Accessibility should be at the heart of arts and culture and a guiding principle for organisations. The Council seeks to ensure that the arts and culture it supports are accessible to all and that equality of opportunity and diversity are reflected in line with the Council's policies.

xii. **Protect & Support Heritage, Local Amenity & Green Spaces**

Protects and conserves historic and notable buildings, and the heritage and character of Penrith.

Protects local amenity, green spaces, and the environment.

g) Events Programming

- i. Event programming supports the aim of this framework through the delivery of events/projects facilitated by the stakeholder group, working in partnership with community groups and by commissioning activities from community and professional organisations.
- ii. The programme will focus on family friendly, community entertainment and broad appeal community events as well as the Town Council's civic events.
- iii. Events and activities programming will be carefully considered to complement the town's cultural offer and to ensure that activities do not weaken the audiences for existing programmes of work.
- iv. The stakeholder group will prioritise the booking of local performers, artists, and suppliers when possible and will strive to facilitate or support four events/projects a year. This programme will include civic events and national events such as jubilee celebrations.

h) Customer Needs

The Council and the stakeholder group will operate within its guidelines and policies related to equality, inclusion and diversity and the Disability Discrimination Act framework.

i) Operations

- i. The stakeholder group will work with residents and relevant authorities to minimise the impact of events and activities on the community.
- ii. Organisers will be required to implement the Sustainability Guidance.(as appended A) and will be required to risk assess (Example appended B) the event or project.
- iii. Where appropriate, the Group will inform residents and businesses of major event in advance, if they are likely to cause disruption.
- iv. In the instance of severe weather, causing unsafe conditions, the Council reserves the right to cancel any event.
- v. The Council does not allow the release of balloons or lanterns due to the environmental impact of the activity.
- vi. Where external organisations are likely to have significant contact with children, young people, and/or vulnerable adults, on behalf of, or in partnership with the Council, organisations are required to have safeguarding procedures in place and must provide the Council with a copy of their Safeguarding Policy.
- vii. Performances, events, and activities will be planned and delivered in accordance with wider Town Council policies, with particular focus on Health and Safety, Equal Opportunities, Sustainability and Safeguarding policies.

- viii. Organisations in receipt of a Town Council grant award in excess of £1,000 to deliver an event, cultural resource or similar, are required to agree to a Service Level Agreement.
- ix. The agreement records expected outcomes, the review process, the requirement to return Council any underspending when the activity ceasing or not being delivered and the requirement to promote the Town Council's support using the Council's logo in promotional and marketing literature.
- x. When required, Penrith Town Council will secure any necessary licences or permissions to deliver an event, performance, or cultural activity

j) **Documenting Events**

- i. In order to document and continually improve the range of events and activities offered, the Town Council may contract photographers to take an array of photographs throughout the events programme. These will take place in accordance with Section 85 of the Copyright, Designs and Patents Act 1988 and the Data Protection Act 2018. Model/minor release forms should be provided to individuals to indicate permission, where required, for use of their photograph for Town Council publications.

Sustainability Guide

In 2019 Penrith Town Council declared a climate emergency and we have committed to making the Council's activities net zero carbon by 2030. This includes activities that we permit to take place from our land and assets, Organisers are required to mitigate for their environmental impact as part of the risk assessment process.

Waste:

- a) Follow the waste hierarchy – prevent, reduce, reuse, and dispose responsibly.
- b) Make sure bins are located throughout the event site, ensuring they are clearly marked and accessible to event users.
- c) Clearly mark bins for recycling.
- d) Ensure event staff regularly check bins to make sure no waste has been built up in key locations.
- e) Use receptacles of an appropriate category and size (e.g., 1100L).
- f) Confirm with suppliers and specifically caterers how do they manage waste during and after the event.
- g) Provide clearly signed collection points at their stalls where items can be deposited for compostable purposes, rather than the items ending up in general waste.
- h) Eliminate single use plastics where there is an alternative, this includes
 - i) plastic bottles, plastic bags, stirrers, straws, sachets, milk pots.Where possible, use serve-ware such as cups, cutlery and plates which are re-useable / compostable instead.

Water

- a) Discourage sale of plastic bottles, provide refill stations, water fountains or signpost users to refill scheme providers in the town.
- b) Erect signs at water points and ensure water wastage is kept to a minimum.
- c) Aluminium cans have the highest recycling rate of any drink on the market and could be used as an alternative.

Grey water

- a) Hire compostable toilets where possible.
- b) Use water efficient, waterless, or dual flush toilets.
- c) Work with traders to reuse grey water.

Travel & Transport

- a) Use local suppliers.
- b) Encourage and promote event staff, participants, and visitors to the event to use sustainable travel such as walk or cycle.
- c) Discourage single occupancy car journeys and increase car occupancy when car journeys are unavoidable.
- d) Promote routes that minimise environmental impact.
- e) Promote bike parking or create a zone within the event allocated for cyclists. Make the most of websites, social media, and messaging to promote travel preferences. Plan journeys to avoid peak times and minimise impact on rush hour congestion and transport emissions.
- f) Encourage and publicise public transport links available for the destination/event location.

Promotion & Marketing

- a) Use social media channels to communicate your green commitment to the people that are looking to attend your event.
- b) Use digital technology where possible, lessen printing ink use.
- c) Use web-based e-tickets to reduce paper waste.
- d) Add to the signature of your email "think before you print".
- e) For events, spread across a large area, use an event app for visitors to navigate larger events sites to prevent the use of guides and maps and highlight bins are located, free water refill stations, travel advice of how to get to the festival by cycle routes footpaths, public transport etc.
- f) Avoid date-marking event banners allowing the banners and signage to be re-usable year after year.
- g) Where possible do not use single plastic-coated laminates for identification and signage.
- h) Use lanyards and wristbands made from sustainable materials.
- i) Use only recycled, sustainably sources, un-chlorinated and uncoated paper and card for posters and merchandising.
- j) When working with sponsors try to ensure giveaways are made from sustainable materials and minimize the use of giveaways.
- k) Communicate your expectations to your suppliers and traders.

Energy

- a) Minimise energy use, working with suppliers to see if they can reduce the amount of power required.
- b) Assess of how much power you will need prior to the event and book generators accordingly. Where possible do not use generators, or ensure generators are hybrid
- c) Switch off equipment when not in use.
- d) Ensure staff are aware of how to use energy responsibly to minimise energy use.
- e) Use energy efficient equipment.
- f) Do not use water coolers.

Food and Drink

- a) Try and eliminate single use plastic - plastic bags, stirrers, straws, condiment sachets, milk pots etc.
- b) Ensure all containers and cutlery are recyclable or compostable and conform to EN13432.
- c) Use local businesses.
- d) Provide clearly signed collection points at their stalls where items can be deposited for compostable purposes, rather than the items ending up in general waste.

Catering, Procurement and Suppliers

- a) Use companies that are ISO14001 certified, that have an environmental certification or at least an environmental policy.
- b) Hire equipment, props, and decorations rather than purchase single use.
- c) Try and source Fairtrade products, locally sourced and organic.
- d) Use wood products from a certified sustainable source.
- e) Use chemical free cleaning products.
- f) Develop targets to minimise your environmental impact and publish a report post event to display clearly what results you have achieved.

Operating Safely

The Council has a responsibility and duty of care for meeting legislative, best practice and industry management standards for the protection of the Councils, community, visitors, and participants. These include but are not limited to:

a) General

- Health & Safety at work act 1974
- Management of Health and Safety at work regulations 1992
- Data Protection act
- Freedom of Information act
- Compliance with Councils Procurement Policy, Financial Regulations and Grant Award Scheme

b) Events & Festivals

- The Purple Guide to Health, safety and welfare at music and other events" documentation produced by the Events Industry Forum
- Managing crowds safely (HSG 154)
- Crowded Places Guidance – National Counter Terrorism Security Office
- Licensing Act, CDM Regulations
- Fire Regulatory reform (Fire Safety) order 2006
- Security Industry Act, HSE "Fairgrounds and Amusement Parks" – Guidance on safe practice (HSG 175)
- Coronavirus-covid-19 organised events guidance

c) Safeguarding

Where external organisations are likely to have significant contact with children, young people, and/or vulnerable adults, on behalf of, or in partnership with the Council, organisations are required to have safeguarding procedures in place and must provide the Council with a copy of their Safeguarding Policy.

Overleaf are examples of risks and how they should be managed.

Risks

Hazard/Risk	Impact/Consequence	Mitigation/Control
1. Health & Safety at events and activities organised on Council land and assets	Economic, social, financial, income, Health & Safety, and reputation	<ul style="list-style-type: none"> a) Protocols and policies in place which are reviewed regularly. b) SC Manager has responsibility for assessing risks and will have oversight of external provider risk assessments and will write risk assessments for the Council and will ensure the following are considered:
2. Management of Safety and clear responsibilities	Poor communication of health and safety issues and unawareness of hazards that could cause injury leaving the organiser potentially negligent	<ul style="list-style-type: none"> a) Produce a safety policy statement that describes how the event organiser intends to manage safety; who has specific responsibilities; and how these will be carried out. b) Ensure that Public Liability Insurance covers the event (with a minimum cover of £10 million). c) Equipment hired for the event from an outside body or organisation (e.g., inflatables) is the organiser's responsibility to obtain written confirmation that they have their own public liability insurance to meet claims resulting from their property/activities at the event. d) A safety management team should be formed to put the actions outlined in the safety policy into practice. Two to three people would be sufficient for a small event. e) A list of site safety rules should be drawn up and distributed to all workers or helpers who need to be aware of safety procedures. f) Ensure responsibilities are agreed and communicated out to all stakeholders and that copies of the documents are available onsite during the event.

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3. Slip, Trips and Falls	<p>Injury</p> <p>Death</p> <p>Arising from slips, trips, and falls from uneven ground or obstructions and debris in access/egress routes and pedestrian areas</p>	<p>a) Organiser has carried out a pre-event site visit to ensure that the area is suitable to hold event and has developed a suitable risk assessment.</p> <p>b) Emergency routes to be of adequate width and always kept clear.</p> <p>c) Any uneven or damaged surfaces must be appropriately highlighted usually by means of a physical barrier or hazard tape to warn others of the risks until it can be suitably repaired or replaced.</p> <p>d) All working at height must be avoided wherever possible. Where not, it must be risk assessed, properly planned and organised. Any equipment used (e.g. ladders, cherry pickers) must be properly inspected and maintained in accordance with the Work at Height Regulations (2005) and the Lifting Operations and Lifting Equipment Regulations (1998).</p> <p>e) Event Organiser/Stewards to carry out walk through visual inspection (prior to start of event) to ensure access/egress routes are unobstructed, free from slip and trip hazards and lighting levels are adequate.</p>
4. Vehicle movement, car parking, reversing vehicles, carnival floats etc,	Injury caused by collision	<p>a) Organiser to arrange adequate parking signage, and ensure all persons are informed of event and traffic arrangements</p> <p>b) Entrances to car park/car parking area clearly always marked and kept clear.</p> <p>c) Car Park surface to be regularly maintained and check for damage, potholes and debris etc.</p> <p>d) Parking spaces for visitors with disabilities available close to entrances/event location.</p> <p>e) For large events, parking to be controlled by marshals wearing high visibility vests.</p> <p>f) Car Park well lit.</p> <p>g) Speed limit signage clearly displayed.</p> <p>h) Temporary traffic cones appropriately placed, if necessary.</p> <p>i) Police/highways liaised with for large events</p>

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5. Equipment and Electrical Failure	Injuries to those using or working on the equipment, Including collapse	a) Ensure equipment is well maintained and in a good state of repair. b) Where equipment requires statutory inspection (such as portable appliances, lifting equipment, Fairground rides, bouncy castles etc.) ensure that inspections have been carried out according to required frequency and documentation is available onsite during the event (e.g., bouncy castles require annual inspection by a competent person under the PIPA industry standards, lifting equipment that lifts people requires a six-monthly examination by a competent person) c) Only reputable fairground ride suppliers to be used at the event. d) Copies of all inspection certification (ADIPS) and public liability insurance to be obtained in advance of the event. e) Any stages and marquees to be erected by a competent person/contractor. f) Contractor(s) to provide sign off certificates for all structures. g) Equipment should be visually inspected prior to use to ensure that it has not been damaged and that there are no obvious defects
6. Manual Handling	Musculoskeletal injuries such as back injury from people attempting to move heavy or awkward objects	a) Avoid manual handling where possible. Where significant manual handling will be involved, carry out a manual handling risk assessment and provide suitable information and training. Employees/volunteers should be informed of the dangers of manual handling and instructed to assess loads before handling. Minimise repetitive bending wherever possible and ensure employees/volunteers take regular breaks. Use individuals who have been trained in techniques or provide basic training in manual handling techniques. b) Organiser/team leader to give pre-event briefing session with all employees/volunteers to include instructions on manual handling, including: <ul style="list-style-type: none"> ▪ Not to lift unless comfortable in doing so ▪ Young persons and others at significant risk (e.g., persons with a previous back injury) instructed not to lift heavy weights. ▪ All lifting by young persons to be supervised ▪ Wherever possible, lift items with assistance rather than alone

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7. Weather Issues	Extremes of weather can cause injuries and present hazardous	<ul style="list-style-type: none"> a) Employees/volunteers should be informed beforehand of the need to wear sensible outdoor clothing, including trousers and warm clothing where appropriate. b) Organiser/Council to cancel activity if there is extreme weather (e.g., high winds, rain, snow, lightning etc) c) Ensure there is an adequate supply of water to prevent dehydration. d) Organiser to give pre-event briefing session with all participants to cover, where applicable, working in the heat (need to keep hydrated and avoiding sunburn)
8. Emergency Arrangements and first aid	Delayed response to casualty	<ul style="list-style-type: none"> a) Organiser to ensure that adequate first aid arrangements have been provided, including adequate numbers of first aiders (proportionate to the level of risk e.g. size of event, type of activities, audience profile). b) Ensure that first aid provision is clearly signposted at the event. Where necessary, liaise with the Emergency Services to ensure that adequate emergency arrangements are in place and that all involved are informed. c) Ensure emergency services have adequate access / parking on day of event.
9. Children and Young Persons	A young person taking Unnecessary risks resulting in injury or lost children	<ul style="list-style-type: none"> a) Organiser to carry out a pre-event site visit to ensure that the area is suitable for young persons and ensure they have a Lost Child Policy. Check CRB status of person to take responsibility for lost children at the event. b) young persons and ensure they have a Lost Child Policy. Check CRB status of person to take responsibility for lost children at the event. c) Age plays a big part in the ability to recognise and avoid risk. Accordingly, were d) young persons are volunteering in an event, there should be adequate supervision e) at all times. f) If volunteering, there should be no groups of children under the age of 16 working in an area without direct supervision of an adult. g) All staff and stewards made aware of the Lost Child policy. h) Where young persons and/or children are volunteering, the organiser must take specific time to explain procedures and take particular care to describe and point out the potential hazards identified within the risk assessment.
10. Contractors	Inadequate Health and Safety procedures leading to hazardous situations and potential injuries	<ul style="list-style-type: none"> a) Ensure contractors are given adequate safety information regarding the event. b) Ensure that any contractors or subcontractors hired to build the stages erect c) marquees or stalls etc, are competent in managing their own health and safety on d) site. e) Request copies of the contractors' safety policies, risk assessments for their work, f) safety method statements and public liability insurance prior to employment.

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10. Fire Safety	Uncontrolled burning of barbeque or food stations and subsequent spread of fire due to proximity of wooden stalls/stands	<p>a) Organiser to nominate a named 'responsible person' and carry out a fire risk assessment to meet requirements of the Regulatory Reform (Fire Safety) Order 2005. The risk assessment should assist in ensuring that all necessary fire safety procedures, fire prevention measures, and fire precautions (plans, systems, and equipment) are in place and working properly.</p> <p>b) Establish a suitable means of contacting the emergency services and provide them with any relevant information about any dangerous substances at the event.</p> <p>c) Ensure that the premises and any equipment provided in connection with firefighting, fire detection and warning, or emergency routes and exits are covered by a suitable system of maintenance and are maintained by a competent person in an effective manner, in efficient working order and in good repair</p> <p>d) If leasing a premises or parts of premises which is an empty and unsupervised facility (e.g., temporary structures and marquees), the fire safety responsibilities of those leasing the premises (and, therefore, in charge of the activities conducted within the premises), and those of the owner/lessee, need to be established as part of the contract of hire. Inform non-employees, such as residents, temporary or contract workers, of the relevant risks to them, and provide them with information about the fire safety procedures for the event.</p> <p>e) Provide agency staff with appropriate instructions and relevant information about the risks to them. The risk assessment should consider the implications of the venue design, and the handling and storage of flammable substances and materials, and other sources of ignition such as pyrotechnics and fireworks. It should also consider people particularly at risk such as those unfamiliar with the site, lone workers, unaccompanied children and young persons, veterans, animals, and those with a disability.</p>

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11. Crowd Management	Lack of adequate evacuation procedures leading to crowd crushing and associated injuries	<ul style="list-style-type: none"> a) Consider anticipated crowd capacity and ensure facilities are adequate, including provision of adequate facilities for refreshments, sanitary requirements, etc. b) Ensure adequate access for wheelchair users and pushchairs is provided. c) Ensure there are adequate entrance and exit routes with no obstructions, which are clearly signposted. d) Consider the design of the venue and need for barriers to allow good entry and exit routes with no obstructions and allow for crowd movement. e) Ensure there is sufficient supervision for the event (e.g., stewards on site) and that there is an effective means of communication between stewards and to the audience (e.g., radios/PA system) if necessary. f) Event Organiser to carry out walk through visual inspection (prior to start of event) to ensure access/egress routes are unobstructed and free from slip and trip hazards. g) Ensure that checks are made of all fire and emergency facilities and that: <ul style="list-style-type: none"> ▪ All exits are unlocked ▪ Escape routes are clear ▪ Emergency lighting works ▪ Fire-fighting equipment and alarms are in full working order ▪ PA system for use in emergencies can be heard clearly in all parts of the venue.
12. Public Disorder	Violence, Aggressive or antisocial behaviour	<ul style="list-style-type: none"> a) Security staff trained to spot potential troublemakers, defuse tension/situations etc. b) Security staff trained in procedures re-entry, queuing, searches, etc and signs displayed for public. c) Control of numbers at event particularly in performance areas and marquees. d) No alcohol allowed /drinks not served to people obviously under the influence. e) No glass at the event. f) Consider providing advance information of prohibited items (glass and alcohol) the public can bring to the event. g) public can bring to the event. h) Consult with the local Police on security plans.

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12. Disposal of waste	Environmental and sustainability issues	<ul style="list-style-type: none"> a) All relevant people to be briefed on arrangements for waste collection and recycling. b) Arrangements in place to clear site of litter and refuse after event, including local the disposal of any waste classed as hazardous i.e., light tubes, medical waste etc. c) Sufficient waste disposal bags/containers available with arrangements for immediate collection or storage until refuse collection day. d) Special recycling containers for glass, cardboard, plastic, and paper. e) Appropriate protective clothing and equipment provided for litter/ waste collection.
13. Welfare Arrangements	Lack of toilet facilities, impacting upon public Hygiene	<ul style="list-style-type: none"> a) Organiser to consider appropriate number of toilets required for event. b) Signage informing the public to be clearly displayed regular checks to be conducted to ensure that sufficient toilet tissue and hand soap is available and that toilets are clean, free from blockages and not vandalised. c) Additional mobile toilet(s) to be provided if required. d) Consider any special requirements for those attending the event e.g., disabled access, additional containers for nappy disposal, etc. e) Employ Covid-19 requirements following national guidance, working within limitations set.
Covid 19	Impact on rates of infection Economic, social, financial, income, Health & Safety, and reputation	

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14. Failure to secure external sponsorship, income, or inadequate financial provisions to offset annual budget	Financial losses and reputational concerns	Regular review of arrangements.
15. Failure to carry out and develop service initiatives to stimulate economic and social well-being	Reputation, Economic and Social	a) Annual programme providing a diverse range of event & festivals. b) Reviewed annually.
16. Staff capacity to address new work / priorities	Economic, reputation, reduced income	a) Recruitment of Community Officer - community projects, community liaison and engagement b) Employ contractors