



Penrith Town Council

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

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

DATE: 9 May 2022

NOTICE IS HEREBY GIVEN that an **ORDINARY MEETING** of **THE COMMUNITY, CULTURE & ECONOMIC GROWTH COMMITTEE** will be held on **Monday 16 May 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 13 May 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. Snell

North Ward
West Ward

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

16 May 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 28 February 2022 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 any items, 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. Budgetary Control Statement 2021/22: Expenditure to 31 March 2022

Note the statement report.

8. Penrith Events, & Community Projects

Receive an oral update.

9. Arts and Culture

Note the written report.

10. Penrith Marketing

Note the written report.

11. Date and Time of Next Meeting

Note the next meeting is to be determined by the Annual Meeting of the Town Council.

PART II Private Section

12. 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.



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Draft Minutes of the Ordinary Meeting of the Community, Culture & Economic Growth Committee held on Monday 28 February 2022.

PRESENT

Cllr. Davies	West Ward
Cllr. Jackson	North Ward
Cllr. Knaggs	West Ward
Cllr. Snell	West Ward
Town Clerk	
Economic Development Officer	

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.

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

28 February 2022

PART I

CCEG21/31 Apologies for Absence

Apologies were received from the following Members:

- i. Councillor Donald.
- ii. Councillor Hawkins was absent without apologies.
- iii. Councillor Knaggs asked the Chair if he could speak. The Chair approved. Councillor Knaggs informed the meeting that he was submitting his resignation from the committee with immediate effect. Councillor Knaggs explained that he had submitted a Code of Conduct Complaint to the District Council's Monitoring Officer regarding Councillor Davies. Councillor Knaggs said that he believed it was not appropriate to remain as a member of the committee until the complaint had been considered and concluded. Both councillors mutually agreed that they would meet to have a discussion after the conclusion of the Code of Conduct Complaint process. Councillor Knaggs left the meeting.

CCEG21/32 Minutes

Members were asked to 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.

RESOLVED THAT:

The minutes Monday the 18 October 2021 be approved and duly signed.

CCEG21/33 Declarations of Interest and Requests for Dispensations

Members were asked for their declarations of interests in respect of items on the agenda and apply for a dispensation to remain, speak and/or vote during consideration of that item.

CCEG21/34 Public Participation

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

CCEG21/35 EXCLUDED ITEM: Public Bodies (Admissions To Meetings) Act 1960

Members noted that there were no items, that 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, a on the agenda.

CCEG21/36 Resolutions Report

Members noted the Resolutions Report.

CCEG21/37 Work Plan Report – Economic Development Report

Members noted the Economic Development Work Plan report.

CCEG21/38 Budgetary Control Statement 2021/22: Expenditure to 30 November 2021 and 31 January 2022

Members were asked to note the Budgetary Control Statement for 30 November 2021 and noted that an additional statement report for 31 January 2022.

Members considered both statements which were duly noted.

CCEG21/39 Penrith Events, & Community Projects

Members received an oral update.

CCEG21/40 Dates of Future Meetings 2022-2023

Members were asked to consider dates for meetings for the Municipal Year 2022 to 2023 to take forward for approval to the Annual Meeting of the Town Council. The following dates were proposed:

- 18 July 2022
- 17 October 2022
- 19 December 2022
- 27 February 2023
- 24 April 2023

RESOLVED THAT:

- i. The dates be approved and go forward for approval to the Annual Meeting of the Town Council in May.
- ii. That the timings of the meeting be determined at the first meeting of the CCEG committee in the new Municipal Year 2022-23.

CCEG21/41 Date and Time of Next Meeting

Members noted the next meeting was scheduled for Monday 16 May 2022, Unit 2, Church House, 19-24 Friargate.

ITEM 6: 16/05/2022 Work Plan Report – Economic Development

Strategic Priority	Delivery Work	Progress at 16 the May 2022
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. Successful funding application to EDC FOR £5000 to fund Marketing Professional to work with stakeholders to develop a brand for Penrith
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 Arts and Cultural professional now contracted work with stakeholder group to begin May 2022
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"		

Strategic Priority	Delivery Work	Progress at 16 May 2022
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. • Public consultation completed in Jan 2022 • Penrith LCWIP now complete providing a prioritised investment plan for cycling and walking in Penrith over the next 15 years • The Plan will now be used to assist in securing funding for the delivery of identifies improvements. Officers to lobby to include these potential improvements in the Inspiring Eden initiative and or Borderlands.
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		

Strategic Priority	Delivery Work	Progress at 16 th May 2022
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	Streetscape/Public Realm	Officers to lobby to include these potential improvements in the Inspiring Eden initiative and or Borderlands.
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.	Cumbria/Britain in Bloom Stakeholders: Community Gardeners, Penrith Bid, Eden Mencap, Beekeepers, Allotments, Avanti, Forest School, Thacka Beck Nature Reserve, Richardson's, Salvation Army, Great Dockray Residents	<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> <p>No activity for 2022 other than greening</p>

Strategic Priority	Delivery Work	Progress at 16 th May 2022
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		Officers to lobby to include these potential improvements in the Inspiring Eden initiative and or Borderlands.
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 • Initial review completed • Further funding obtained from EDC to develop a brand for Penrith
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.		Officers to lobby to include these potential improvements in the Inspiring Eden initiative and or Borderlands.

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 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.

Strategic Priority	Delivery Work	Progress at 16th May 2022
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	Ongoing

Strategic Priority	Delivery Work Parking and Movement Study/ Climate Change Strategy	Progress at 16 th May 2022
Maintaining footpaths and bridleways	Parking and Movement Study	
Improving all pedestrian, cycle, wheelchair, electric buggy infrastructure into the Town	Parking and Movement Study	<p>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 public consultation held Jan 2022 Penrith LCWIP now complete providing a prioritised investment plan for cycling and walking in Penrith over the next 15 years The Plan will now be used to assist in securing funding for the delivery of identifies improvements.</p>
Providing traffic signs and other objects or devices warning of danger		
Contributing financially to traffic calming schemes		Commenced – installation to be agreed when poles fitted
Facilitating community speed watch schemes		
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.		<p>Initial discussion with EDC regarding the updating of the Interpretation Panels in town. This has been included in EDC “Workplan” for Penrith</p>

Strategic Priority	Delivery Work	Progress at 16 th May 2022
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. New signage to be implemented Consultation to begin re on street parking
Supporting the provision of electric charging points in public car parks. Encouraging developers to include electric vehicle charging points for sustainable lifestyles		EDC in discussion regarding the installation of charging points in Drivers Lane and the Leisure Centre Car Parks EDC seeking new contractor – on going
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-stay car parking (for example: £1 a day for vehicles parked before 9.00am) for those commuting into the Town in connection with employment.		EDC Parking Charter PTC Officers continue to lobby for the review of Car Parking Charges as a priority. PTC Officers informed that this is on hold.
Supporting the provision of affordable long-stay car parking for visitors and additional disabled car parking facilities		PTC officers continue to lobby

ITEM 7



Penrith Town Council

CCEG COMMITTEE

BUDGETARY CONTROL STATEMENT: TWELVE MONTHS ENDED 31 MARCH 2022 OUTTURN STATEMENT

Approved Budget 2021/22	Latest Budget 2021/22	Heading	Actual Expenditure	Commitments	Outturn Expenditure	Underspending
£	£		£	£	£	£
		CCEG COMMITTEE:				
		Town Projects:				
15,000	1,800	Town Projects	4,458		4,458	(2,658)
5,000	5,000	Covid-19 Response	1,081		1,081	3,919
20,000	6,800		5,539	0	5,539	1,261
		Arts & Entertainment:				
5,000	7,500	Officer Support	1,807		1,807	5,693
7,500	1,200	Arts & Cultural Strategy	1,986		1,986	(786)
0	22,500	Arts & Culture Development	215		215	22,285
29,000	0	Events Grants	0		0	0
41,500	31,200		4,008	0	4,008	27,192
		Environment:				
14,500	8,000	Greening	7,844	0	7,844	156
31,000	0	Community Grants	0	0	0	0
		Grants:				
	15,000	Small Grants	2,000		2,000	13,000
	12,500	Grow Nature Grants	0		0	12,500
	33,500	Large Grants	7,500		7,500	26,000
0	61,000		9,500	0	9,500	51,500
		Corporate Communications:				
12,500	12,500	Community Engagement	5,264		5,264	7,236
2,500	2,500	Press Support	3,760		3,760	(1,260)
15,000	15,000		9,024	0	9,024	5,976
122,000	122,000	CCEG Committee Total	35,915	0	35,915	86,085

Note:

The Latest Budget reflects the transfer of estimates to allocate resources for the new Grants Scheme, to create the new Arts & Culture Development budget and to meet the overspending on Greening.

All commitments are included in the Actual Expenditure column.

CCEG Committee

16 May 2022

Matter: Arts and Culture

Purpose of Report:

This report provides an update on how Penrith Town Council is working and supporting stakeholders to deliver arts, culture, heritage, recreation and tourism events and projects in Penrith.

Item no: 9

Author: Economic Development Officer

Recommendations

- i. Note the commissioning of an Arts and Culture professional to collaborate with the Stakeholder Group.
- ii. Note that a report of the 1940's Event and the Queens Jubilee will be brought to Full Council after the events have been delivered and associated expenditure accounted for.
- iii. Note that after extensive research no Market Charter exists.

Law

The Town Council resolved from 20 May 2019, until the next relevant Annual Meeting of the Council, which 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.

1. Introduction

- 1.1 At the Full Council Meeting held on the 24 January 2022 Council approved a framework to deliver arts and culture in Penrith.
- 1.2 The framework has since been considered by the arts and culture community stakeholder group.
- 1.3 The group support this approach to delivering arts and culture in Penrith and are keen to play their part.
- 1.4 The Economic Development Officer successfully applied for a £4000 grant to enable an arts and cultural professional to collaborate with the stakeholder group to develop an arts and cultural programme, to identify potential funding and to write draft applications.
- 1.5 A cultural professional has been commissioned and working with the Economic Development Officer, initial work has begun to:
 - a) Facilitate the development of the stakeholders as a group and identify, their needs, motivations, aspirations, and ambitions and the priorities of residents and visitors to the town in connection with the promotion and establishment of enduring and sustainable arts and cultural initiatives, activities, and events in and for the town of Penrith.
 - b) Establish a creative vision for arts and cultural initiatives, activities and events in Penrith having regard to any established, anticipated, identifiable or identified priorities.
 - c) Prepare for and undertake consultation with stakeholders.
 - d) Identify, seek, and analyse data on arts and cultural activities in Penrith and the aspirations and wishes of the stakeholders and residents of Penrith and potential or actual visitors to the town.
 - e) Produce a strategy setting out what the stakeholders wish to achieve in relation to sustainable arts and cultural activities in Penrith.
 - f) Prepare and produce a summary case for funding for submission to potential funders of arts and cultural activities and the summary case shall include a list of such potential funders or funding streams or opportunities which may be available.
 - g) Prepare and produce an indicative activities plan setting out the types of arts and cultural activities which may realistically be undertaken in and for Penrith having regard to all of the information received or obtained during the Engagement including the Contractor's own observations
- 1.6 It is expected that this work will complement and enhance the Arts and Cultural activities undertaken by Eden District Council in its remaining tenure.

2. Risk Assessment.

2.1 Risk

That the following activities within the Arts and Culture Framework 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 function 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, collaborating 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 highlight 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 approved Arts and Culture framework is delivered.

3. Financial and Resource Implications

- 3.1 The Economic Development Officer successfully applied for a £4000 grant to enable an arts and cultural professional to collaborate with the stakeholder's group to develop an arts and cultural programme for 2022, to identify potential funding.
- 3.2 A budget of £10,000 for Arts and Culture development/programme is available for 2022/23 which will function as matched funding for grant applications and delivery work.

4. Background Documents

- CCEG approved minutes October 2021
- Full Council approved minutes January 2022
- Approved Arts and Culture Framework.

CCEG Committee

16 May 2022

Matter: Marketing Penrith

Purpose of Report:

This report provides an update members on joint marketing activities in Penrith.

Item no: 10

Author: Economic Development Officer

Recommendations

Note the commissioning of a Marketing professional to work with the stakeholder group.

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.

1. Report

- 1.1 Working with members of the Marketing Group, (a subgroup of the Penrith Town Working), in November 2021 the Economic Development Officer submitted an application to Cumbria County Council to fund the creation of a base line review of Marketing in Penrith and a strategy for future joint Marketing activity across the membership of the group.
- 1.2 This work has been complete and attached as appendix A and forms the basis for all future joint marketing activity and funding opportunities going forward.
- 1.3 The Economic Development Officer successfully obtained funding from Eden District Council to develop this project and for the creation of joint branding for Penrith.
- 1.4 The Marketing Group will develop brand/messaging, a visual identity for Penrith with an understanding of how to implement branding across marketing activity for Penrith. A Logo suite will be created together with brand guidelines.

2. Risk Assessment.

2.1 Risk

That the Council Business Plan priorities are not delivered

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.

3. Financial and Resource Implications

- 3.1 The Economic Development Officer successfully applied for a £5000 grant to enable a marketing professional to work with the joint marketing group to develop branding and joint marketing activities for 2022.
- 3.2 A budget of £5,000 for Marketing development/programme is available for 2022/23 this will act as matched funding for future grant applications and delivery work.

4. Background Documents

CCEG minutes October 2021

Full Council minutes January 2022

JANUARY 2022

Penrith Marketing Plan

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Marketing

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Executive Summary

Acorn Marketing (Cumbria) Ltd has been asked to write a strategic report to help give direction in the future of Penrith town's marketing activity.

Bringing together Penrith Town Council, Eden District Council, Cumbria County Council, Penrith Business Improvement District, Penrith Industrial Business Improvement District, Penrith Chamber of Trade and The Borderlands project/cultural body, we have identified that more joined-up thinking is needed to ensure consistent marketing and messaging for the town.

With a more strategic approach, the group wants to attract more people to Penrith and away from the honeypot of the Lake District, to appeal to local people in Cumbria to come and visit Penrith, rather than just seeing it as a service town and to encourage people from out of the area that Penrith is a great place to settle and place to work or even start a business.

This document collates all the ideas and thoughts of the stakeholders and pulls them together into a strategic framework that can be used to give guidance on future decision making and implementation.



The Strategy outlines the key areas:

1. Where you are now:

Analysis of what every partner is doing, the current branding and addressing the conflicts this poses. The report also describes the current UK domestic tourism scene and what is going on nationally, which is important in understanding the direction your tourism offers needs to go in and the marketing that supports this. An analysis of other similar towns in Cumbria has been done, as well as other towns in the UK to show how they are taking their marketing forward.

2. Where you want to be:

The report outlines your vision and aims for the project and the key messages that you really want to highlight about Penrith. Your target audience has been broken down into four key areas, so you can be specific in your marketing and know whom you are aiming at and talking to.

3. How you are going to get there:

This includes the main recommendations to help you achieve results. Here we outline all the marketing tactics that should be implemented over a three-year period for each target audience. The report also outlines key considerations such as undertaking brand repositioning with guidance, developing partnerships and ensuring consistency in marketing going forward, developing a cultural and events programme to give Penrith a distinct identity and how to develop Penrith's appeal to the travel trade and group travel industries.

It is clear that Penrith has so much potential; we just need to think more strategically to achieve desired outcomes. There is so much passion for this town and that is evident by all the good work that people are doing and the desire to move things forward. With some planning, a dash of creativity, consistency and management by one central group with this strategy at its heart we are confident Penrith's marketing and future can move in the right direction.

Setting the scene

- UK domestic tourism

COVID has undoubtedly played a huge part in tourism over the last two years. Although international tourism has opened up again, it still has quite a turbulent future with more variants and travel restrictions.

There is going to be a continued thirst for domestic travel in the UK, with Staycations remaining popular. It is thought that instead of taking perhaps 2 or 3 holidays abroad, people may have 1 main holiday internationally, but take short breaks in the UK rather than going abroad.

Demand for some UK destinations and types of domestic holidays have changed during the pandemic. A report by the Resolution Foundation shows a decline in city breaks, whereas holidays in coastal and rural destinations have increased significantly...including the Lake District with some places facing overcrowding and campsites and self-catering holiday lets being fully booked.

People have preferred to holiday in less crowded places, hence the shift of people avoiding cities and moving to more rural locations. Also, there has been a preference for outdoor activities instead of indoor entertainment, due to the coronavirus being more easily spread in indoor settings. Museums, art galleries and visitor attractions saw a 76% drop in visitor numbers, whilst outdoor parks, gardens and zoos only saw a 7% drop in numbers.

The current demand for domestic holidays is set to continue into 2022. Research from the United Nations estimates that tourist confidence in international travel will not return to pre-pandemic levels until 2023 at the earliest.

Visit Britain latest stats show that the main types of people who are looking for those rural type holidays are the empty nesters, many of whom have a higher disposable income, and would either be visiting family and friends, undertaking outdoor activities such as walking, golf or cycling, looking to buy from specialist shops that they do not regularly buy from and going out for a meal.

All these stats will undoubtedly benefit Penrith going forward. How?

- Domestic travel is set to continue
- People are favouring rural locations to escape the hustle and bustle of city life
- People want to experience outdoor activities
- Families are coming together and looking for intergenerational holidays
- People are looking for something special and a bit different

We need to remember to showcase the beauty of Penrith – a lovely rural town, away from the hustle and bustle of the Lakes, but within easy reach. Picturesque, easy to get to, nice walks, activities, a place to relax, have a nice meal – to escape and get away from it all.

**We need to look at the bigger picture to attract people here –
how can we promote the town to a wider market
and showcase what we have here?**



The Strategy

Creating a strategic marketing plan is about looking to the future and really drilling down into:

- A. Where you are at now
- B. Where you want to be
- C. And the recommendations of how you're going to get there

We've discussed in depth A & B, but part C is the section that brings everything together and gives you that map for the future. If you do everything in section C, then you can confidently go forward knowing your aims and objectives for your marketing will be met.

It is important to note that marketing is organic and changes over time; particularly as marketing trends change, or even economic or social events (such as Brexit and COVID) occur. However, the basic principles of your marketing, your aims and ambitions for what you want to achieve will remain the same, so this plan should carry you forward with a comprehensive strategy that you can all work towards to achieve the same goal.



Section 1: Where you are now

There is no doubt about it, Penrith is a fantastic little town with a lot going for it – stunning setting, great location, unique shops and a great community, but it often gets overlooked by people who want to venture further into the Lake District National Park.

There are several other challenges the town faces – it's just seen as a stopover for the National Park, rather than being a destination in its own right. There aren't a lot of boutique type hotels, which you get in the Lakes. The Bed and Breakfasts and hotels that are here restricts the audience the town can appeal to. The twilight economy in the town is quite quiet, with cafes closing at 5pm and only bars and restaurants open. Another big challenge the town faces is the A66 bypass work. Once the bypass is complete, we don't want people to go past the town (though you have been assured by the steering group that there will be plenty of signage to encourage people to visit.)

There is a danger, if you carry on how you previously have that you will keep repeating the same things that have been done time and time again. You want to look to the future with a robust marketing plan that will achieve all your aims, that everyone buys into and is proud of.

Currently, there are many stakeholders working to promote Penrith and a proliferation of brands for one place that all do different things. If this is confusing and conflicting for us, it is certainly going to be confusing for anyone looking to visit. There is so much information that is duplicated, but it feels overwhelming and it's not clear which brand is the overarching brand for Penrith.



Eden District Council

Eden District Council have the “Visit Eden” brand which promotes the whole of the Eden Valley, not just Penrith. This is run by The Eden Economic Development and Tourism Team. The team carries out a variety of activities to help sustain and attract more visitors to the area, as well as offer support to Tourism businesses.

<http://www.visiteden.co.uk/explore-eden/the-eden-valley/penrith/>

It's hard to find the specific page for Penrith (or other towns) on the website, but it has a wealth of information when you search for Penrith.

They are very much tourism led and often work alongside Cumbria Tourism to promote the area as a whole.

They have a good social media presence that is updated regularly with lots of local information (though it's hard to find links to the platforms on the website.) They have over 3.5k followers on Facebook, 8K followers on Twitter and over 1k followers on Instagram (this is not updated as much as the other channels or has the same information on it.)

They have a visitor guide for the area and also run the local Tourist Information Centre in Penrith (Alston, Appleby, Kirkby Stephen, Pooley Bridge, Shap and Ullswater information centre and kiosk in Langwathby). They also run Penrith Museum.

They create individual town leaflets and also heritage leaflets.

In terms of business, Eden District Council run the 'Invest in Eden' website – again this covers the whole of Eden, not just Penrith. It offers advice on starting a business, funding and support, finance and procurement, apprenticeships and opportunities in the area. They have several hundred followers on Facebook and over 1000 on Twitter.

They have a YouTube channel with case studies and a promotional video showcasing Eden, which was played between acts at Kendal Calling. I'm not sure if anything has been done with this video since.

Cumbria County Council

Cumbria County Council is represented by Cumbria Tourism – the official Destination Management Organisation for the Lake District, Cumbria. Formerly Cumbria Tourist Board. According to their website...

“Cumbria attracts both visitors and those who want to settle and run businesses here. Our environment, our culture and our way of life are fundamental to the success of tourism and the well-being of the people who live here.” – this is something we need to remember in our marketing plans as it is very appropriate for Penrith too.

According to their Cumbria Tourism Strategy 2020 – 2025, they will

...Lead and deliver distinctive, digitally innovative and collaborative destination marketing and PR, reinforcing the county's worldwide reputation as a year-round destination. We will further grow staycations and international visitor value through heightened awareness of our destination for the benefit of the entire county, inspiring existing and new key target markets, driving increased year-round direct bookings to businesses.

Landscape, accessibility, inclusivity and encouraging sustainable tourism will be cross-cutting themes. To maximise opportunities, we will work with VisitEngland/VisitBritain, DMOs, local authorities and commercial partners.

Over the next five years, Cumbria Tourism will raise the county's reputation as a sustainable and well-being destination exemplar, in line with the values and expectations of visitors.

Cumbria Tourism has done some interesting work on destination branding
<https://www.cumbriatourism.org/what-we-do/destination-marketing/branding/>

They want to ensure that the organisation communicates clearly at all times and that all partners, associates and members feel included and empowered to use the brand system freely.

This is in two parts:

1. #theplacetobe campaign
2. The Lake District Cumbria



Penrith Town Council

Penrith Town Council needs to focus on the boundary of the Parish. Their remit is to work in partnership with other bodies, to undertake projects and schemes that benefit local residents.

The main form of marketing is via the website for information and also Facebook with 2,336 followers. Only 227 on Twitter, but this has not been updated since 2020. They also have an Instagram account, but this hasn't been updated since July. They share information about what is going on in the town, but can't share information on individual businesses.



Penrith BID

The BID is a “partnership between businesses and organisations based in the centre of Penrith, working together with local partner associations with the ultimate aim of improving trading conditions in the town.”

Businesses are coming together with a common aim and a shared passion to make a difference in the district and improve the economic potential of Penrith.

The “Discover Penrith” brand is the part of the BID where they focus on marketing and promoting Penrith to visitors and tourists, as well as promoting the town to local residents. The “Promoting Penrith” project was identified as the highest priority for a renewed BID in 2017 (74% identified as high priority) in response to consultations with businesses.

This has the key aims of

1. Further development of the Discover Penrith place marketing and digital media campaign to raise awareness of the town’s offer;
2. A focussed programme of support and sponsorship for seasonal festivals and events to raise the profile of the town and what it offers throughout the year. This includes supporting the promotion of each event through the Discover Penrith social media channels
3. Themed advertising campaign such as “theplacetobe” promoting what the town centre offers for visitors and for locals.

(Interestingly Cumbria Tourism ran a campaign in 2014 called The Place to Be)

BID developed the ‘Discover Penrith’ brand but use different slogans in different places – Discover Penrith “Heart of Cumbria” has been used previously, but “live- work- discover” seems to be appearing in more recent marketing activity.

The BID has implemented various marketing tactics, such as the new website (only promotes businesses in the BID area), a promotional video on social media and on the website (to promote the town and also a Christmas light switch on), the independent shop's guide (distributed in service stations), editorial in Cumbria Life.

Social media again has a great following with over 6k on Facebook, 1.5k on Twitter and 1.7k followers on Instagram – each is updated differently, with a focus on Facebook.

Previously there has been a brand 'The Heart of Penrith' created which was used on some signage around the town. This name was also later used as an Eden Council owned company (Heart of Cumbria Limited) which was dissolved in early 2021.



Penrith Industrial BID

Penrith Business Parks is the brand created by Penrith Industrial Business Improvement District, which covers the industrial estates in Penrith – Gilwilly and Penrith Industrial Estates and Eden Business Park. The Business Parks are home to over 150 businesses from large national organisations to small independents. They use the strapline “work-shop-do business” – promoting the fact that the business park is a great place for local people to work to set up a business and to encourage local people to think about using a local business on the business parks to shop.

I have recently started helping them to develop their marketing – with a new website, promotional video, CFM radio ad campaign, Facebook advertising campaign, e-newsletter to levy payers and social media across Facebook, Twitter and LinkedIn. Social media is very early days and hasn't been fully developed yet, but posts focus on a monthly theme promoting the levy payers and general marketing messages about the Business Parks.

The aim of the Penrith Industrial BID is to be a collective voice of the businesses on the estates, working together for improves security, a nicer environment and improved marketing. They want to encourage people to visit the business parks and do business there, however, saying that there are currently no units available should someone want to open a business there.



Penrith Chamber of Trade

Penrith Chamber of Trade represents the interests of all Penrith businesses, from all sectors of industry and from sole traders to the biggest of employers.

They have a website and share the latest news from the town and business in Cumbria (such as funding opportunities) and have been involved in bringing about various initiatives in the town (such as the BID and town events). They also provide networking opportunities for the town's businesses, but this has stopped since the pandemic.

Previously I ran the Stars of Business awards for the Chamber, so promote businesses in the town. In 2020 they ran the Advent Stars awards recognising people in the town for their efforts, but it doesn't appear they have done anything since.

They have a Twitter account, but haven't posted often in the past two years. They are much more active on Facebook and share news about the town's businesses.



Other Groups

I also note there is a new 'Penrith Town' Twitter/Facebook account which was created in April 2021 (had to do some digging to find out who runs this account. It appears to be Mouse Mat Media (says no links to council or organisation) but MMM is part of JDavies Enterprises which is Jonathan Davies a local councillor. It would be interesting to know their plans/agenda in respect to marketing Penrith too.

The logo for Penrith Town features the word "PENRITH" in a bold, orange, sans-serif font, with the word "TOWN" in a smaller, grey, sans-serif font directly below it.

I also remembered Totally Locally, which was set up a few years ago. Their Facebook page is still active and sharing business posts from the town, with almost 2k followers.

I also want to note that there are 2 groups in Penrith who are trying to write development plans for the town, Evolve Penrith and Penrith Futures Partnership. The Penrith Partnership was also developed to create a plan to shape the future of Penrith.

The logo for Penrith Partnership features a stylized "P" icon on the left, composed of green and orange lines. To the right of the icon, the words "Penrith Partnership" are written in a red, serif font.The logo for "evolve Penrith" features a green location pin icon on the left. To the right of the icon, the word "evolve" is in a small, green, sans-serif font, "Penrith" is in a large, bold, green, sans-serif font, and "unlock the potential" is in a smaller, green, sans-serif font below it.

This demonstrates there is a real thirst for change and development in the town, but we need to ensure the thinking is collaborative so that aims can be achieved and everything is consistent.

Competitors

There is a lot of competition for tourism in Cumbria. We have the honeypot areas such as Windermere and Keswick and also other towns in the Eden Valley such as Appleby. All these places are unique and offer something different to Penrith – we just need to be really clear on what the USP is for Penrith. Two towns we identified that are similar to Penrith but seem to attract more people and do their marketing well are Kendal and Keswick.

Kendal

Their primary website is 'Visit Kendal' – similar to Discover Penrith. When you enter their website, immediately it asks if you want to join their newsletter.

- See and Do
- Shop
- Eat and Drink
- Events and Festivals
- Plan your visit
- Blog

The logo for Kendal, featuring the word 'KENDAL' in a stylized, green, multi-lined font. Each letter is composed of several parallel lines, giving it a textured, 3D appearance.

They have a really strong brand which is just 'KENDAL' which was developed by Cactus Creative in 2016.

Kendal is a typical lake district town and has branded itself “the gateway of the lakes” as it is the first place you come to off the M6 if you’re heading to the Lakes.

Like Penrith, it has independent shops, bars and restaurants a handful of events (Kendal Mountain festival, Westmorland County Show, Kendal Torchlight Procession) and visitor attractions.

They say “Our streets are alive with arts, events and culture, packed with an intriguing history and renowned for great shopping.” – it makes me want to visit if I was not local... but it doesn’t really offer anything over and above what Penrith does. They use the strapline “We can’t wait to show you around”

They have a promotional toolkit that all businesses can use so the branding is consistent <https://visit-kendal.co.uk/promotional-toolkit/>

The website was funded by Kendal BID, but is run by Kendal Futures. Kendal Vision – inspiration for Change in Kendal. This was a report published in March 2020. Their aim is not to be seen as the ‘gateway to the lakes’ but as a destination in itself and also ‘more than a market town’

Keswick

When you google 'Keswick' the first website that appears is the 'Visit Keswick' website. This website is run by Keswick Tourism Association. Through marketing campaigns both in print, web and on social media they work to attract visitors from the UK and overseas.

The website has the key areas

- Where to stay
- Explore
- What's On
- What to do
- Visitor Information
- Special offers and late availability

The association does a lot of activity to promote the town. Whereas the Visit Kendal website promotes the businesses, this website has more of a focus on tourism and accommodation – a bit of information overload. There are a lot of attractions and activities listed – even Rheged, which is more of a Penrith attraction than Keswick

The brand has a similar feel to Cumbria Tourism



People would bypass Penrith to venture into Keswick – to be right next to the Lakes and Mountains. It also provides a good location for a day out for West Cumbrians.

Ulverston

I have picked out Ulverston here to showcase how they have really used their USP of being the 'Festivals Town'. They have over 16 events and festivals that happen each year – a retro market, beer festival, Dickensian festival, music festival, walking festival, carnival, comedy festival and even a world record pie fight. We all know that events like these bring great economic benefit to a town and these events have certainly played a major role in the town's economic regeneration where fun and community engagement has brought large numbers back to the high street.

They don't use the Visit.com model (which may be why their main website doesn't appear in initial Google searches) but they have a really unique brand and website that is informative for visitors.



Other areas

You often find that other places across the country are also on the outskirts of big attractions or locations and must fight for attention. For example, The Wirral is under the shadow of Liverpool, Hexham has to fight off competition from Newcastle and Harrogate takes a back seat to nearby York....just as the Lake District steals the limelight from Penrith.

The Wirral

How can you compete with Liverpool FC and The Beatles? Well, just over the River Mersey, The Wirral has faced this tough competition for many years as it is flanked by Liverpool on one side and Chester on the other.

The Wirral is an intriguing place with plenty of reasons to visit; bracing seaside resorts, one of the gentle countryside, coastal walks, world-class golf, and a fairy-tale village. Wirral is well worth taking a ferry 'cross the Mersey for.

They have invested in their visitor economy and tourism destination management over the years to increase tourism and showcase Wirral as a destination in its own right.

Wirral uses the "visitwirral" framework, which has become synonymous with travel and tourism and is often a marker of the 'official' place to find out information about a destination.

They also use unique branding with the strapline 'A place made for you'



Hexham

Hexham is a picturesque town in Northumberland; an ideal location for exploring Hadrian's Wall Country, Kielder Water and Forest and the Northumberland National Park. Hexham is also the happiest place to live in Great Britain, according to Rightmove's 2021 Happy at Home Index (and in 2019 as well). The residents in Hexham were happier than any other area, with a sense of community spirit and feeling of belonging, which was the most important factor for overall happiness.

Hexham has many similar attributes to Penrith, such as being a market town, access to green spaces and rural countryside, it's an affordable place to live and a vast history - you could say this was the same as Penrith.

Once again Hexham uses the 'Visit Hexham' branding, with their own town branding



Harrogate

Harrogate is a pretty spa town in the district of York, but they have identified the need for the 'live/work/invest' model and the need to create a strong local visitor economy for the businesses and residents. They champion that each town in the district of Harrogate is unique and successes in its own right with "each playing its own role in the economic and social tapestry that makes up this special part of Yorkshire" (destinationharrogate.co.uk)

Their overarching branding is once again visitharrogate.co.uk, with really unique branding below.

The thing that really strikes me most about Harrogate marketing is that it has really identified its USP. Many towns can say they have great food, lovely countryside, things to do and places to visit...but what really makes it unique...for Harrogate it's the history of the spa and the healing properties of the water. Of course, they complement this with all the aforementioned as there needs to be a greater offer, but it really plays on the 'spa' town.



SWOT Analysis

Strengths

- History – Castle/Beacon/Romans/Scots
- Market town
- Number of pubs
- Specialist and independent shops and businesses
- Proximity to the Lake District
- Quality of environment - the town looks good
- Positive perceptions of Penrith as a desirable place to live, work and visit
- Local economy – service town for locals
- Diversity of businesses
- Strong partnerships
- Great transport links
- Good location – easy to get to

Weaknesses

- Too much mixed messaging
- Lack of leading tourism brand
- Some members of the community have no pride in place'
- Known as a market town, but don't have a consistently good market.
- Gets overlooked by the Lake District
- Used as a "convenience", not a staycation destination
- Tourism offers not fully developed
- Sometimes there is a case of "too many chefs" and not enough collaboration
- Lack of tourism marketing and branding
- Night-time economy
- Few leisure activities for visitors
- Not many hotels top attract people

Opportunities

- Staycations continuing into 2022/2023
- Inter-generational offer – something for everyone
- Travel Trade/Group Travel
- The passion from the community from change
- To refine efforts and showcase what Penrith has to offer
- To showcase Penrith and the USP
- To develop an events programme
- To define the tourism offer to attract more visitors
- To put Penrith on the map
- To work more collaboratively with partners and travel trade (visit England etc)

Threats

- Vast investment in marketing of the Lake District
- The pandemic continues to play a part
- Cuts in funding
- The A66 development work
- Continuing to do things the way they always have been
- High street shops closing
- High rates to encourage new shops/businesses opening

Section 2: Where do you want to be?

1 – Vision

- To make Penrith a tourist destination for visitors in its own right.
- For Penrith to be seen as an attractive place to visit for residents across Cumbria
- A great place to relocate for business and leisure

2 – Aims

For the project and the ongoing marketing...

- Having a strong brand that everyone can use – that says “This is Penrith”
- Raise brand awareness of the town
- To make marketing less reactive
- Programme of things to do – Christmas/summer campaigns to add value.
- Develop a cultural programme that evolves – giving Penrith an identity
- Improved communication to the public
- Improved partnership working – with all stakeholders



3 – Key Messages

- Just off the M6 and also where east/west cross – great stopover and meeting place
- Travel links – motorway and west coast mainline
- Easy access to the Lakes and Pennines
- Away from the hustle and bustle of the Lake District – have the Lakes experience without the crowds
- Enjoy our shops – a plethora of independent retailers, find something special that you wouldn't on the high street
- Explore our history – Penrith Castle, Museum, Beacon
- Find your adventure – local walks around the Eden Valley and the Pennines, as well as Lake District National Park
- A place for business – industrial estates and units in town, meeting place, relocation
- Relax and stay with us – B&Bs and hotels – other accommodation offerings (if we don't have the boutique hotels – what do we offer that is different...quirky glamping or remote cottages)
- Visit our historic pubs
- A pretty and attractive place to visit – Penrith in Bloom



4 – Target Audience

Visitors

People within a 1-2-hour drive time of Penrith. Lots of people come to visit Cumbria, but not that many of them come to Penrith during their stay. We want to encourage those people to come to Penrith for the day, or to stay here. Penrith is a great place for a stop over too, with excellent transport links, so we want to encourage more of those people to stay.

Locals (Cumbrians)

Coming to visit Penrith for the day

Businesses/Business People

Now with more people working from home, having the lake district on the doorstep with great transport links, Penrith is an excellent base for relocation.

Families

Targeting intergenerational breaks, so something for all the family. Penrith is a great base to head into the lakes, but also things to do here as a family – outdoor activities, cinema, leisure centre, Rheged.

Section 3: How to get there

Now we have looked at who your target audience is and what we want to tell them about Penrith, we can really drill down into each group and pick out the marketing tactics that are going to achieve the aims set out in section 2.

So, how do we attract more people to Penrith in a more strategic and aligned way?

Key Areas/Audiences

Visitors

Key messages

- Avoid the hustle and bustle of the Lake District
- Discover a hidden gem (a beautiful place with lots of history)
- Enjoy the great outdoors
- Something for all the family
- Easy to reach, just off the M6, the A66 and the West Coast Main Line
- Lovely location, a pretty town nestled in the Eden Valley - overlooked by the Pennines and Lake District fells
- Great deals on accommodation
- Environmentally friendly/sustainability

How to do this - Marketing Tactics

1. Partnership Working

Piggyback on partner campaigns - there is already a lot of work going on to promote Cumbria, so we need to ensure we show partner organisations that Penrith has a lot to offer and work with them to help promote the area. Share ideas, good news stories, examples of great visitor experience, offers of Familiarisation visits with the travel trade, or press. If there is already work going on, we need to be part of that in a really proactive way.

- Cumbria Tourism – recovery marketing campaign and ‘Place to be’
- National Lottery Days Out Campaign
- English Tourism Week – 18th – 27th March
- Avanti – Feel good travel campaign, offers for ticket holders

We need to learn how Cumbria Tourism promotes individual towns and link with ad campaigns, press trips, features, website listings etc.

2. PR Campaign

PR is one of our greatest tools as it replicates word of mouth as a trusted source, and can have extensive reach and pick up. We can make links with key journalists and publications across the UK and show them what a great place Penrith is to feature. The best thing about PR is that it is free.

3. Reader Offers

Reader offers are another great way of getting into regional papers without having to pay for advertising. Offers often need a prize value, for example, £500 for a weekend away, meals out and day trips. It makes a great offer and it’s a great way to capture data as well. We just need to find businesses that would be willing to be part of this campaign.

4. Advertising in train stations on west coast main line/magazines

Making Links with Avanti trains marketing teams, being part of campaigns and seeing what their advertising rates are likes for advertising on platforms and in their magazine. One of our key messages is that Penrith is easy to get to, so this is a great way to showcase one of the “Lake District” stops on the west coast main line.

5. Avanti trains – Add to their guide about the Lake District

As well as advertising, the Avanti Trains website has an offers section, which currently has no 2 for 1 offer in Cumbria. Kendal and Oxenholme are listed as stops, but not Penrith. This needs fixing.

6. Advertising/listings on city directory website

Similar to getting good regional press coverage, getting listings on regional websites is great for attracting people to Penrith from larger areas, such as Manchester and Liverpool and anything we do online is also great for Search Engine Optimization (SEO – or how the website is found online)

7. Social Media

Social media is fast-paced and changing all the time and following algorithms is an ongoing job. However, creating content that is going to appeal to your target market will really showcase what is going on in Penrith and why people should visit. We have seen the great videos BID have produced and video is now king across most channels, so it's important to get a good content plan and share everything Penrith has to offer.

8. Digital Advertising

The beauty of Facebook is that you can advertise to your target audience for as little as £1 a day. However, the more budget you allocate to this the more you can achieve. You can target people who go on staycations, people who have passed through Penrith, people who have been looking at certain keywords like 'lake district holidays'

Google Ads is also something to consider in the future – picking keywords that people are using to find holidays in the Lakes. It will be a competitive area, but one worth exploring. Ensuring listings are up to date on Trip Advisor will also be advantageous.

9. Discount Card

We want to make visitors to Penrith feel really welcomed and give them a really great experience. Wouldn't it be great to get a name for being the most welcoming place in the UK! We also want to encourage people to stay in and experience Penrith, without heading out to the Lakes all the time. So, encouraging accommodation providers to give out a map/discounts and information about Penrith will give them a reason to stay. We need businesses to be on board with this too.

10. E-Newsletter

Emailing people is a bit like marmite but get it right and it can be a fantastic marketing tool. Encouraging people to sign up for news, events info and offers via the website and sales funnels (i.e download our visitors guide to Penrith with the latest news and offers). It can take time to build a mailing list, but it can ensure that Penrith remains in the minds of people who want to visit.

11. Micro Influencers/Bloggers

This is one area of marketing that has really grown over the past 5 years. Influencers have massive power over their fans. This is not people who have millions of followers, even those who have 2-5K are classed as micro bloggers and are a fantastic way of getting your brand seen by a lot more people – particularly if they are known for travel/family/days out etc.

Local Residents

Key messages

- Rediscover Penrith
- In the heart of Cumbria – easily accessible for all
- Year-round events and activities for all the family
- Days out – Castle Park, Rheged, Cinema, Leisure Centre, Penrith Players, Lowther Castle, Acorn Bank
- Independent Shops
- Great restaurants and bars (play on the number of pubs that remain)

How to do this - Marketing Tactics

1. PR Campaign

As mentioned previously PR is one of the best tools we have in marketing. We need to ensure Positive news stories about Penrith are seen in the local press in Cumbria. That events are showcased, hidden gems are showcased and other people in Cumbria know that there is a lot to discover in Penrith.

2. My Cumbria Card

The My Cumbria Card, developed by Cumbria Tourism, currently has very few offers in and around Penrith. If we can get more establishments to participate in the campaign it could encourage more people from out of Penrith to visit on day trips.

3. Cultural Events Programme

We are always looking for things to do locally, but if you knew that there was a host of events to attend in Penrith, then you are more likely to visit. The events are not just for local residents, or visitors from away, but for other Cumbrians too. It is really important for the local economy. If we show what a fantastic place this is, the better the reviews, the greater the word of mouth and more people are likely to come back.

4. Find Penrith's Unique Identity

As mentioned in Section 1. creating a unique identity for Cumbria is essential to help us stand out from other towns. What is going to make people come here rather than Kendal or Keswick? What do we want Penrith to be known for? This work can be done in the brand repositioning and will feed into all the marketing going forward.

5. Develop an events programme

I just wanted to add in here about giving people a sense of belonging. This was the thing that came out top in making Halifax the happiest place to live. People feel part of their town, so developing events like May Day or street parties that perhaps won't attract external visitors, but showcase Penrith as being an inclusive, welcoming, fun, vibrant place to live.

6. Social Media Campaign

Social media is an important tool for reminding local people what Penrith has to offer, so this should be included in the mix. Ensuring we engage with other Cumbrian social media accounts to showcase Penrith, the events and things on offer here will encourage sharing and raise awareness of the town.

7. Directory Listings

Researching a variety of websites across the internet, many do not have Penrith as a key place to visit. Attractions, hotels and restaurants are missing from listings as key places to visit in Cumbria – we need to get onto this list and inspire local residents to come here for a day out.

8. CFM Advertising Campaign

Radio advertising is a really powerful marketing tool. We are lucky that we have the CFM, which is a local station. Many places like London just have national stations like Capital. With a targeting campaign we can encourage people to “rediscover” Penrith, with the events, offers and incentives we will put in place for them.



Businesses

Key messages

- Great transport links (M6, A66 and West Coast Main Line)
- Direct access to major cities Glasgow, Edinburgh, Manchester, Birmingham, Newcastle, London (via train in 3 ½ hours)
- Flights from Carlisle Airport (Lakeland Airways possibly starting flights again from Carlisle Airport in the future)
- Enjoy business and leisure – in easy reach of the Lake District National Park
- Lots of job opportunities in Cumbria (Cumbria LEP Our Future Campaign)
- Great place to relocate business (future development on industrial estates TBC)
- Lower cost of Living
- Cheaper house prices than other areas of UK

How to do this - Marketing Tactics

1. Partnership Working

Again, it is really important to understand the wider campaigns for the county that are taking place. Cumbria Local Enterprise Partnership has been showcasing Cumbria to the rest of the UK with their “place” campaign encouraging people to think about relocating here. It is about making the most of these opportunities and shouting about any job opportunities here, cost of living, housing etc that wider organisations can use in their campaigns.

2 . Estate Agents/Housing Developers

Ensuring that when estate agents and housing developers are speaking to people from out of the area, they are armed with all the essential information they need about moving to Penrith and why it is such a vibrant place to live - not just the houses, but the jobs, location, business opportunities, way of life, cost of living etc.

3. Working with BID/Penrith Industrial BID

Sharing any information from the Penrith Business Parks about new opportunities for business, key messages like access and vacancies. Also the town BID about opportunities for opening pop up shops, or reduced business rates to encourage new businesses to open in the town centre.

4. Piggyback on other Campaigns

As mentioned previously

5. PR Campaign

Features about the cost of living, relocation, job opportunities in national press publications, business press, Avanti rail magazine etc.

Families

Key messages

- Something for everyone
- Intergenerational holidays
- Guest accommodation that caters for all types of family
- Closest town to Center Parcs
- Family-friendly
- Fun activities for children
- Great events all year round

How to do this - Marketing Tactics

1. PR Campaign

As above

2 . Reader Offers

As above - aimed at the family market

3. Advertising

Any digital advertising aimed at families visiting Cumbria

4. Social Media

As above - Content created to aim at the family market

5. E-newsletter

As above

6. Offers and Incentives

Specifically aimed at families – kids eat free, great days out etc. Emphasising that there is something for everyone in Penrith.

7. Events and Days Out

Creating an itinerary aimed at families and intergenerational family get aways

8. Family travel bloggers and influencers

As above

Key Considerations

Brand

At present, there is a lot of mixed messaging about Penrith, with many stakeholders doing different things to promote the town in different ways. There are different brands, different logos, different websites – but do they accurately do what we need them to?

In destination marketing, branding is not about logos, it involves a holistic 360-degree approach to crafting, developing and nurturing a unique identity for the destination according to key elements such as the destination proposition, heritage and values.

There have been attempts to create a brand for Penrith, but this has not been adopted by all stakeholders previously and has therefore been diluted. Everyone can vocalise about all the great things about Penrith, but not in a cohesive way that really says “This is Penrith” and this is why you should come”

Undertaking a brand repositioning exercise would develop words and images that position Penrith in the minds of the target audience (visitors and people in Cumbria). It would be a set of ownable assets that will create significant value for the town that can be used by all partners.

A strong brand will ensure that all partners understand how best to promote Penrith. Those messages appeal directly to potential visitors and have a visual identity designed to reinforce the town’s value proposition. It would give stakeholders the opportunity to articulate the key messages that differentiate Penrith from other towns, bringing the branding and marketing to life and ensuring consistency.

From the examples previously given many tourism destination towns use “visit.com” which is derived from the UK tourism board’s brand of Visit England. This is seen as the ‘official’ brand for England as well as VisitBritain for the international travel trade. Using this name would not take anything away from the individual town’s brand, but only accentuate it. Look how Harrogate developed a really unique brand to showcase their town, but still using the visit.com model.

Partnerships

Communication by all partners in this project is key. You all have a wealth of knowledge and expertise in your own area. Be open to new ideas and share best practices with each other. You said you don't want to go back to the old ways of working, to try something new and develop Penrith as a tourism destination. Therefore, embrace new ways of working, think outside the box and make Penrith the place to be.

To do this you need to have:

- Marketing lead who undertakes marketing activity and communicates with all partners, who can then communicate with their network
- Monthly meetings between partners to discuss marketing promotions
- Brand toolkit – so all partners know how to promote the town
- A marketing/events plan – so everyone is aware of what promotion is taking place and when
- A marketing budget – set aside for 'Penrith' promotion and a wider marketing campaign

We also need to understand what other organisations are doing so we can be part of it and join campaigns, like the Travel trade with Cumbria Tourism, attending vents such as World Travel Market or Best of Britain and Ireland and ensuring Penrith has a presence at the events and a clear offering of what we can provide for group travel as well.



Culture & Events

A cultural offering for a town is vital in creating a sense of place, giving a town its own identity and attracting visitors. Bringing tourism and a cultural offering together enables you to give people a reason to visit. Cultural tourism has a positive economic and social impact* and is proven to boost business in a town so that everyone benefits.

Brand feeds into 'place making' so making a town attractive to people to visit and then the visitor experience, of when they are here makes them create memories, have a great experience, leave positive reviews and want to return.

Many of the messages and ways we can promote Penrith could be the same as other towns in Cumbria (such as The Place to Be Campaign or Mountain Festivals) – what can we do to make Penrith stand out and offer something different from other places? This is through our cultural and events offering.

We discussed something as simple as music – we have Kendal Calling right on our doorstep each year, but could we feed this into the town throughout the year. Having buskers, musicians, performance on in town every weekend. So, that people know that whenever they come to Penrith, there is a lovely ambience, and they can hear a variety of music. There is something special about hearing the town band at Christmas, or actually hearing music from a band in the bandstand. No other town in Cumbria offers this – we can have our own Covent Garden vibe in Penrith.

Or do we showcase the history of the town – as the Winter Droving does? Historic enactments, events like the Ulverston Dickensian Festival, Real Ale festival to get the public houses involved.

Do we reignite the Market? Penrith is a market town and attempts have been made, but can we go even further. The likes of Oswestry, Altrincham, Wetherby, Stockbridge (Edinburgh), Knutsford, Wilmslow

Looking at key events for the town too:

May Day

Annual small events like May Day are not going to attract tourists, only local residents... unless it is further developed. I believe for safety reasons over the years wagons have not been able to join the parade, but this was one of the highlights of May Day each year. How can we re-energise this parade? Could the tractors on show, pull trailers that are decorated, or could people walk and dress up. Could we introduce a “carnival” atmosphere with dancers and samba and costume and bright colours...we’ve not been able to go on holiday for so long, so bring the sun and music and festival to Penrith.

Penrith Proms

Midsummer fair in Castle Park, with music in the bandstand, stalls, games and fun

Castle Park

Castle Park – the development of the Park into an attraction once again for Penrith. It was the place to go as a child, with the tennis courts, play area, crazy golf and the paddling pool – can we bring it to life again and become a visitor attraction in its own right.

Kendal Calling

Bring some music to the town over the weekend as well.

Winter Droving

Emphasizing the history and agriculture of the area.

Ice Skating

Like Lancaster on Ice (Chris Selkirk of Sustainable Festivals organisers of Lakes Alive, Lancaster Castle festival)

<https://theartsdevelopmentcompany.org.uk/resources/cultural-tourism-toolkit-why-is-it-important/>

Travel Trade

Coaches and group travel are significant in the UK domestic travel industry and for many destinations, the most important element to building a buoyant local tourism economy. There are considerable opportunities to grow the number of coach visits to Penrith.

Not only are coaches one of the cleanest forms of transport and can reduce congestion. A coach carrying 50 passengers takes the place of more than 20 cars, freeing up space in car parks. Their passengers help the local economy too, with domestic visitors on organised coach tours (day trips and overnight stays) spending £1.4 billion*

*<https://www.visitbritain.org/>

Through developing and attractively presenting packaged products and themed itineraries for visitors (for example time to browse shops in Penrith, guided tour of historical sites, lunch, trip to Rheged and perhaps a cruise on the steamer), Penrith has the possibility to tap into this market.

This would require engagement with travel trade operators and greater coordination with local stakeholders to strengthen Penrith's approach to group travel.

Partnerships with organisations such as Cumbria Tourism will be essential to ensure our most prominent attractions and experiences have visibility in domestic and international marketing and sales activity.



General Marketing

Once a brand has been created that showcases Penrith there are several key areas that need to be developed to ensure consistent marketing:

- Access to a brand toolkit for all partners to use
- Development of a website, which looks at all key areas (things to do, places to eat, where to stay) – bringing together all the town’s partners and showcasing all businesses regardless of geographical location (or in which BID area for example). It may be that the website links into all the existing websites to showcase all businesses in the town. Ideally we want to utilise the website that currently has the most traffic, so we don’t lose that, but build on it with new branding and the visit.com URL
- Development of social media – again keeping on brand with social media. I would suggest this is about choosing existing that will generate best reach and ROI for the campaign – we don’t need to delete other Facebook groups etc but only focus on one series – again the “Visit” prefix is preferred in tourism.
- E-newsletter development
- Penrith loyalty card, given to visitors when they arrive in the town, to encourage them to stay in the town and return – link with coach travel
- Directory listings – on other websites (such as Cumbria Tourism), review sites (Trip Advisor) etc
- Utilising campaigns with other organisations (i.e The Place to be Campaign)
- Advertising campaign – whether that is on local radio, offers on city websites, or with Avanti
- PR campaign – travel tourism, press trips, press competition
- Work also needs to be done on the visitor experience – what does that journey look like, good customer service, experience to keep people coming back

About Acorn Marketing

Lisa Jackson is a multi-award winning Marketing Consultant who brings creativity, clarity and a bit of sparkle to marketing and social media campaigns.

After studying Fashion Promotion at University, Lisa worked in several organisations across the UK in a diverse range of industries, promoting anything from men's elasticated trousers, to firework displays, Beatles music to Bugs. She once even worked on the set of Coronation Street! Life threw Lisa a huge curveball when she was made redundant in 2010, which inspired her to start her own marketing consultancy in the beautiful Lake District.

Lisa, who became a Chartered Marketer in 2012, has worked with hundreds of businesses since starting her business, from sole traders and start-ups to FTSE 250 companies.



Lisa is one of those rare kinds of people who started working in marketing before digital got big. But as her career developed, so too has digital marketing and social media, so she has literally grown up with it. This gives Lisa great knowledge of all types of marketing – traditional and digital.

However, after years of writing strategies, social media posts and campaigns, Lisa remains as passionate about marketing as the day she started. She loves marketing, thrives on her business and is passionate about each and every one of her clients. It is not just a job for Lisa...it makes her tick!





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