



Penrith Town Council

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

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

31 October 2022

NOTICE IS HEREBY GIVEN that the **EXTRA ORDINARY (ADDITIONAL) MEETING** of **PENRITH TOWN COUNCIL** will be held on **Monday 7 November 2022**, at **4.00pm** 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, Friargate, Penrith.**

To assist in the speedy and efficient dispatch of business', Members should read the agenda and reports in advance of the meeting. Members wishing to obtain factual information on items included on the Agenda are asked to enquire of the relevant officer **PRIOR** to 9.00am on **7 November 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

FULL COUNCIL MEMBERSHIP

Cllr. Bowen	Pategill Ward	Cllr. Kenyon	North Ward
Cllr. Burgin	South Ward	Cllr. Knaggs	West Ward
Cllr. M. Clark	South Ward	Cllr. Lawson	Carleton Ward
Cllr. Davies	West Ward	Cllr. Rudhall	East Ward
Cllr. Donald	North Ward	Cllr. M. Shepherd	North Ward
Cllr. Hawkins	East Ward	Cllr. C. Shepherd	East Ward
Cllr. Holden	Carleton Ward	Cllr. Snell	West Ward

Mrs 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. Please be advised that there is no Public Participation session during the Annual Town Council Meeting.

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 EXTRA ORDINARY (ADDITIONAL) MEETING OF FULL COUNCIL 7 November 2022

PART I PUBLIC SESSION

1. Apologies for Absence

Receive apologies from Members.

2. Minutes

Confirmation of Full Council Minutes

Authorise the Chair to sign, as a correct record, the minutes of the meeting of Town Council held on Monday 10 October 2022 and agree they be signed as such by the Chair.

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 that 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 that 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

- a) Receive any questions or representations that have been received from members of the public. A period of up to 15 minutes for members of the public to ask questions or submit comments.
- b) Receive Reports From District And County Councillors.

Advice Note:

Members of the public may make representations, answer questions, and give evidence at a meeting that 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 18 and 19 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.

BUSINESS OF PUBLIC INTEREST

6. Penrith Business Improvement District – Third term Revote

Consider the report and the recommendations contained within which are that:

- i. Members agree to use the Council's voting allocation in favour of Penrith BID renewal.
- ii. The Town Clerk be given delegated authority to complete the ballot paper accordingly and submit the vote by post before the ballot closes on 30 November 2022.

7. Next Meeting

Note the next meeting of the Full Council is scheduled for Monday 19 December at 6.00pm, Unit 2, Church House, 19-24 Friargate, Penrith

PART II PRIVATE SECTION

The following is exempt information as it relates to the financial or business affairs of any particular person (including the authority holding that information) and personal sensitive information relating to members of staff.

8. Grants

Consider the Grant Report and recommendations contained within.

FOR THE ATTENTION OF ALL 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:

<https://www.penrithtowncouncil.gov.uk/>

Background Papers

Requests for the background papers to the Part I reports, excluding those papers that contain exempt information, can be made between the hours of 9.00 am and 3.00 pm, Monday to Wednesday via office@penrithtowncouncil.gov.uk



Penrith Town Council

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DRAFT minutes of the **EXTRA ORDINARY (ADDITIONAL) MEETING** of
PENRITH TOWN COUNCIL held at **Unit 2, Church House, Friargate, Penrith.**

PRESENT:

Cllr. Bowen	Pategill Ward	Cllr. Kenyon	North Ward
Cllr. Burgin	South Ward	Cllr. Knaggs	West Ward
Cllr. M. Clark	South Ward	Cllr. Lawson	Carleton Ward
Cllr. Davies	West Ward	Cllr. Rudhall	East Ward
Cllr. Hawkins	East Ward	Cllr. C. Shepherd	East Ward
Cllr. Holden	Carleton Ward	Cllr Snell	West Ward

Services and Contracts Manager
Deputy Town Clerk
Solicitor

**DRAFT MINUTES FOR THE
EXTRA ORDINARY (ADDITIONAL)
MEETING OF
FULL COUNCIL
10 October 2022**

PART I PUBLIC SESSION

PTC22/47 Apologies for Absence

Apologies For absence were received from Cllr M Shepherd.

PTC22/48 New Member Acceptance

Council welcomed two new democratically elected Councillors noting that the Town Clerk had received completed Declaration of Acceptance of Office forms for each member:

- a. Carleton Ward – Councillor Deb Holden
- b. Penrith East Ward – Councillor Mark Rudhall

PTC22/49 Minutes

a. *Confirmation of Full Council Minutes*

Members were asked to authorise the Chair to sign, as a correct record, the minutes of the meeting of Town Council held on Monday 26 September 2022 and agree they be signed as such by the Chair.

RESOLVED THAT:

The Chair be authorised to sign, as a correct record, the minutes of the meeting of the Town Council held on Monday 26 September 2022 and the Chair sign them as such.

b. *Committee Minutes*

Members noted that the minutes from committee meetings had been circulated and published on the Council website since the previous ordinary meeting.

PTC22/50 Declarations of Interest and Requests for Dispensations

Members were invited to provide 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.

Cllr. Davies declared an interest in relation to item 8b on the agenda as he is a member of Amnesty International.

PTC22/51 Public Participation

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

Members received one representation from a member of the public. The resident made a presentation concerning social media coverage, corporate communication and potential conflicts of interest. A copy of the presentation is attached to these minutes as an appendix.

PTC22/51 Public Participation, continued

There were no reports from District and County Councillors.

PTC22/52 Excluded Item: Public Bodies (Admissions to Meetings) Act 1960

Members were asked to determine whether items 18 and 19 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.

RESOLVED THAT:

Agenda items 18 Grants and 19 Staffing Matters be considered in private session, without the press or public present as the matters involved financial information of third parties and sensitive staffing matters.

BUSINESS OF PUBLIC INTEREST

PTC22/53 Castle Park

Members noted the email correspondence submitted to Penrith Town Council and Eden District Council on 15 September 2022 from the Penrith Futures Partnership regarding Castle Park and that Castle Park and that play area assets within Penrith would be considered at the next scheduled Full Council meeting.

Motions on Notice

PTC22/54 Climate Justice – Councillor Bowen

Motion by Councillor Bowen
Seconded by Councillor C Shepherd

And **RESOLVED THAT:**

Council resolve to sign the Community Declaration organised by the Fairtrade Organisation, and by doing so, affirm its commitment to a fairer system of farming and trading across the world.

PTC22/55 Social and News Media – Councillor Knaggs

Motion by Councillor Knaggs

Seconded by Councillor C Shepherd

That Penrith Town Council strives to maximise the security and effectiveness of its own social media platforms and to receive positive and accurate coverage from external media and to this end Councillor Knaggs ask that Council resolves to :

- i. Review the PTC Social Media Policy.
- ii. Devise and agree a strategy to address and respond to posts and stories that are either factually incorrect, inaccurate and/or intentionally, or unintentionally, misleading.
- iii. Explore the feasibility of producing a 'fact check' page on the PTC website.
- iv. Organise training in media skills and effective communication skills for all Councillors.
- v. Engage a third-party organisation to ensure increased security of PTC social media platforms in order to prevent reputational damage.
- vi. Review the activity of hosting material produced by the Eden District Council and Cumbria County Council or other third parties to avoid confusion about the responsibilities and accountabilities of either the PTC, the EDC and the CCC.
- vii. Research the use of localised 'domain names' of social media sites to ensure that there can be no confusion about what belongs to Penrith Town Council and what does not.
- viii. Provide a report for all full Council meetings on recent news and social media coverage related to the PTC and its Councillors
- ix. Ensure that Councillors intending to write a report on any aspect of any meeting for a news media organisation or social media platform discloses this information at the appropriate point on the agenda, i.e. Declaration of Interest.
 - The approval of corporate media communications must be authorised prior to publication by the Town Clerk or nominated deputies, if written in the role of Councillor.
 - If a Councillor is writing an article about the business of a meeting as a journalist, it must be declared that the Councillor is attending the meeting as a both a councillor and a journalist.
- x. Ensure that, if Councillors have a business interest of any kind in a news media organisation or a social media platform, this is declared as a pecuniary interest both at meetings and on the Register of Interest.

Amendment by Cllr Knaggs

Seconded by Cllr C Shepherd

- i. Review the PTC Social Media Policy.
Devise and agree a strategy to address and respond to posts and stories that are either factually incorrect, inaccurate and/or intentionally, or unintentionally, misleading.

PTC22/55 Social and News Media – Councillor Knaggs Continued

- ii. Explore the feasibility of producing a 'fact check' page on the PTC website. Organise training in media skills and effective communication skills for all Councillors.
Engage a third-party organisation to ensure increased security of PTC internet activity (e.g. email accounts, webpages, social media usage) in order to prevent reputational damage.
Review the activity of hosting material produced by the Eden District Council and Cumbria County Council or other third parties to avoid confusion about the responsibilities and accountabilities of either the PTC, the EDC and the CCC.
Research the use of account names used on social media sites to ensure that there can be no confusion about what belongs to Penrith Town Council and what does not.
Provide an opportunity at full Council meetings for Councillors to comment on recent news and social media coverage related to the PTC and its Councillors.
- iii. Ensure that corporate media communications written by Councillors, are approved when the communication is written, when acting as, or on behalf of, the Council
- iv. Ensure that, if Councillors have a business interest of any kind in a news media organisation or a social media platform, this is declared as a pecuniary interest.

Further Amendment by Cllr Davies

Seconded by Cllr Lawson.

That the Council reviews it's Social Media Policy.

The further amendment carried and became the substantive motion.

RESOLVED THAT:

The Council reviews its Social Media Policy.

PTC22/56 Help with Cost-of-Living Crisis – Cllr. Knaggs

Motion by Councillor Knaggs

Seconded by Councillor Lawson

That Penrith Town Council believes that there must be urgent action to respond to the food and energy poverty crisis to ensure that all members of our local community are able to keep warm and free from hunger and resolves to:

- i. Lobby local and national (Councils and Government) politicians to urgently call for an expanded entitlement for free school meals, an annual increase in the school meals budget to match the rates of inflation, and for free school meals to continue during school holidays.
- ii. Agree to write to the Secretary of State for Education, Rt Hon Kit Malthouse, requesting a review of Free School Meals arrangements.

PTC22/56 Help with Cost-of-Living Crisis – Cllr. Knaggs Continued

- iii. Work with other organisations, such as Cumbria Action for Sustainability (CAfS), to campaign for the establishment of a local Retrofitting Taskforce to secure funding to establish an 'Eco-refurbishment Skills Hub' in Penrith to provide local people with the skills to undertake this work and to contribute to the regeneration of our local economy.
- iv. Provide information and references, via signposting to CAfS and other helpful websites and guidance, on the PTC website about actions that can be taken to reduce energy usage and increase energy efficiency.
- v. Work with Eden Resilience Group and CCC research, publish and promote a list of organisations offering warm community spaces where residents are able to meet and keep warm at no cost.
- vi. Meet regularly with the Eden Resilience Group to monitor the situation, share information and resources.
- vii. Support the Salvation Army and Churches Together in their provision of warm spaces by donating refreshments and publicising when their spaces are open.
- viii. Promote the EDC Hardship Fund to the organisations that establish warm spaces in Penrith.

Amended by Cllr Davies

Seconded by Councillor Lawson

That the Town Council act to establish a heat haven to support the residents of Penrith.

A vote was taken, and the amendment was lost.

The original motion became the substantive motion, and a vote was taken when it was: **RESOLVED THAT:**

- i. Lobby local and national (Councils and Government) politicians to urgently call for an expanded entitlement for free school meals, an annual increase in the school meals budget to match the rates of inflation, and for free school meals to continue during school holidays.
- ii. Agree to write to the Secretary of State for Education, Rt Hon Kit Malthouse, requesting a review of Free School Meals arrangements
- iii. Work with other organisations, such as Cumbria Action for Sustainability (CAfS), to campaign for the establishment of a local Retrofitting Taskforce to secure funding to establish an 'Eco-refurbishment Skills Hub' in Penrith to provide local people with the skills to undertake this work and to contribute to the regeneration of our local economy.
- iv. Provide information and references, via signposting to CAfS and other helpful websites and guidance, on the PTC website about actions that can be taken to reduce energy usage and increase energy efficiency.
- v. Work with Eden Resilience Group and CCC research, publish and promote a list of organisations offering warm community spaces where residents are able to meet and keep warm at no cost.
- vi. Meet regularly with the Eden Resilience Group to monitor the situation, share information and resources.

PTC22/56 Help with Cost-of-Living Crisis – Cllr. Knaggs, continued

- vii. Support the Salvation Army and Churches Together in their provision of warm spaces by donating refreshments and publicising when their spaces are open.
- viii. Promote the EDC Hardship Fund to the organisations that establish warm spaces in Penrith.

PTC22/57 Inspiring Eden - Pilot Project – Penrith Decarbonisation “Whole Place Approach”

Members considered the report and the recommendations contained within.

RESOLVED THAT:

- i. The Town Clerk meet regularly with representatives from Penrith Action for Community Transition (PACT) and CAfS to monitor and support the project.
- ii. Assist in networking and sharing information.
- iii. Provide a meeting venue as and when required.
- iv. The Council’s Climate Change Strategy be reviewed.

PTC22/58 Ticket Office review – Penrith Train Station

Members noted that Penrith Train Station was under threat of losing staff and facilities as train operator Avanti West Coast sought to “modernise” its services and to date no decision had been made for Penrith.

Members were asked to consider writing to the Secretary of State for Transport, Anne-Marie Trevelyan MP to raise their concerns regarding the future of Penrith station ticket office.

RESOLVED THAT:

The Council write to the Secretary of State for Transport Anne-Marie Trevelyan MP imploring the Government and Avanti Trains to ensure that the ticket office and overall level of customer support and service remains as it is now at Penrith Railway Station.

PTC22/59 Civility & Respect Pledge

Members considered the report and the recommendations contained within and noted that the Code of Conduct would be reviewed in May 2023 to align with the new Westmorland and Furness Council's Code of Conduct. Cllr Davies declared that he had recently resigned from NALC and CALC.

RESOLVED THAT:

- i. Council adopts the values of the pledge as follows and sign the pledge on the NALC website.
- ii. Penrith Town Council agrees that the Council will treat councillors, clerks, employees, members of the public, and representatives of partner organisations and volunteers with civility and respect in their roles and that it:
 - a) Has put in place a training programme for councillors and staff.
 - b) Has signed up to the Code of Conduct for councillors.
 - c) Has good governance arrangements in place including staff contracts and a dignity at work policy.
 - d) Will seek professional help at the early stages should civility and respect issues arise.
 - e) Will commit to calling out bullying and harassment if and when it happens.
 - f) Will continue to learn from best practices in the sector and aspire to be a role model/champion council through for example the Local Council Award Scheme.
 - g) Supports the continued lobbying for change in legislation to support the Civility and Respect Pledge including sanctions for elected members where appropriate.

PTC22/60 Vacancy North Ward and Council Implications

- a) Members are aware that Cllr. Jackson resigned and an election for Penrith North Ward had been called the cost of which would be met by the Town Council if the election was contested.

RESOLVED THAT: Scott Jackson be thanked for all his dedication and work with the Town Council

- b) Council were asked to appoint a chair for Planning Committee.

RESOLVED THAT:

Cllr C Shepherd be appointed chair for the Planning Committee for the remainder of the municipal year.

- c) Council were asked to appoint a lead for Devolution.

RESOLVED THAT:

Cllr Lawson be appointed lead for Devolution for the remainder of the municipal year.

PTC22/60 Vacancy North Ward and Council Implications Continued

- d) Council members were asked to volunteer for Finance Committee to replace Council Jackson.

RESOLVED THAT:

Cllr Rudhall be appointed to the Finance Committee for the remainder of the municipal year.

ROUTINE BUSINESS MATTERS

PTC22/61 Report from the Council Chair

Members noted the duties undertaken by or on behalf of the Town Mayor. The Mayor had attended a recent book launch 'between before and after' by a Bosnian Refugee who had been based in Penrith, represented the Proclamation for King Charles III at Penrith Town Hall, and attended the civic Commemoration Church Service for the life of Queen Elizabeth II. He asked that the Deputy Town Clerk be thanked for her work in relation to the commemoration service. The Mayor also reported that three speed indicator devices had been installed at Bridge Lane, Beacon Edge and Carleton Road and that this was in part thanks to grants from Cumbria County Council and Eden District Council.

PTC22/62 Reports from Members

Cllr Snell reported that she had applied to English Heritage to save the Castle Park Kiosk which was rejected. She had attended an Eden Refugee Network Picnic in the Park at Fairhill Playing Field.

Cllr Knaggs reported that he had attended Climate Change training, the commemoration service for Queen Elizabeth II, and reported that he had facilitated the removal of graffiti on two electricity substations in his ward. He had also raised the issue of a dangerous wall in Castletown.

Cllr Davies raised the issue of dog fouling across town and defective items of play equipment at Castletown which is being raised with Eden District Council. He raised that there had been an issue with parking permits in Castletown. Litter picking is continued to be done by Eden Wombles.

Cllr Bowen reported that she had recently delivered 700 newsletters to her ward households and meets with her local residents association monthly.

Cllr Lawson reported that there are problems with traffic speeding and children playing in the road at Carleton Meadows and ongoing issues with the town bus route in this area.

Cllr Holden reported that the community are undertaking a tree planting event at Carleton Park in November.

Cllr Kenyon reported that he had attended a Borderlands Meeting and about traffic speeding issues on Wordsworth Street.

Cllr Clark reported that a tree on Castle Terrace had been used as a climbing frame but that it had been removed by Eden District Council.

PTC22/63 Resolutions Tracking Report

Members noted the Resolutions Tracking Report.

PTC22/64 Matters from Finance Committee

Council was asked to ratify items **a to fi** following approved recommendations from the Council's Finance Committee from their meeting held on Monday 26 September 2022. These matters had been considered and approved by the members of the Council's Finance Committee, and the Committee Chair, requested the matters be brought to Full Council for ratification.

RESOLVED THAT:

Matters a to fi inclusive be ratified:

a) Budgetary Control Statement

Budgetary control statement for the period 31 July 2022.

b) Risk Assessments

Corporate risk assessments for:

- i. Allotments
- ii. Bandstand
- iii. Business Continuity
- iv. Bus Shelter
- v. Fairhill
- vi. Finance
- vii. Fire
- viii. Governance
- ix. IT & Website
- x. Lone Working
- xi. Musgrave Monument
- xii. Morrisons Recycling Bring Site
- xiii. Office
- xiv. Seats
- xv. Thacka Beck Field
- xvi. War Memorial (St Andrews)
- xvii. Remembrance Day Parade and Service

c) Policy Review

- i. Procurement Policy
- ii. Financial Regulations.

d) Signature Events Fund

e) Internal Audit 2022-23

Scope of Internal Audit for 2022-23.

f) Fairhill Playing Field

- i. The Record of Decision Taken under Delegated Powers to progress a scheme to restrict unauthorised vehicular access on to Fairhill Playing Field.
- ii. The costs of the work for £2,500 be met from the Devolution Reserve be approved.

RESOLVED THAT:

The cost of the work of £2,500 to install timber bollards and a service gate at Fairhill Playing Field be met from Devolution Reserve.

PTC22/64 Matters from Finance Committee Continued

g) Finance Committee Membership

A nomination was sought to elect a replacement Councillor for Finance Committee to fill the position created by the resignation of Councillor Davies from the committee.

RESOLVED THAT:

There were no nominations, and Cllr Holden would attend future Finance Committee meetings as an observer.

PTC22/65 Next Meeting

Members noted the next meeting of the Full Council was scheduled for Monday 19 December at 6.00pm, Unit 2, Church House, 19-24 Friargate, Penrith

PART II PRIVATE SECTION

The following is exempt information as it relates to the financial or business affairs of any particular person (including the authority holding that information) and personal sensitive information relating to members of staff.

PTC22/66 Grants

Members considered the Grants Report and recommendations contained within.

RESOLVED THAT:

- i. Members noted that PACT have been awarded a grant of £960 from the Grow Nature Fund under officer delegated authority.
- ii. An application from Penrith BID be referred back to the applicant to be resubmitted by 09:00 Monday 17 October 2022.

PTC22/67 Staffing Matters

Members received an oral update.

RESOLVED THAT:

- i. Members noted the Community Services Officer is scheduled to commence in post on the 24 October 2022.
- ii. Members noted the position with Sustainability Officer post.

FOR THE ATTENTION OF ALL MEMBERS OF THE TOWN COUNCIL

Access to Information

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Background Papers

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On social and media coverage which YOU claim is 'undermining the work of the council, provoking negative reaction and giving a poor impression of PTC thereby provoking hostility'.

I suggest this outcome is - YOUR own fault !

YOU have LOST the narrative ! YOU do NOT welcome debate, YOU do not welcome questioning !

With NO newsletters, NO ward surgeries, NO communication with ward residents, NO consultation even NO answers to emails

WHAT else do COUNCILLORS expect ?

If YOU don't communicate YOUR story, YOU have no one else to blame if the story – or stories – subsequently published, don't meet with YOUR approval !

On conflict of interest, do councillors here this evening, know who they are here to 'represent' ?

- **Yourself and your own personal or political agenda ?**
- **Eden council, where you may also sit ?**
- **A political party ?**
- **A business ?**
- **An outside group such as Penrith Futures Partnership ?**
- **Or maybe even – heaven forbid - your ward residents ?**

I believe, Penrith Town Council has too many default, unelected, recycled councillors, with clashing interests, undermining democracy and free speech.

The perception of councillor secrecy, coupled with conflict of interest, has created the position you now face.

REPORT TO FULL COUNCIL

Date: 7 November 2022

Public Report

Item no: 6

Matter: Penrith Business Improvement District (BiD)Renewal Ballot 30 November 2022

Author: Town Clerk

Supporting Member:

Purpose of Report: To agree the following recommendations:

- i. Members agree to use the Council's voting allocation in favour of Penrith BID renewal.
- ii. The Town Clerk be given delegated authority to complete the ballot paper accordingly and submit the vote by post before the ballot closes on 30 November 2022.

Summary

This report provides information regarding the renewal vote of the Penrith BID on 30 November 2022 and the use of the Council's voting entitlement in the renewal ballot for the BID in Penrith.

The report seeks delegated authority be given to the Town Clerk to submit a positive vote as part of the ballot on behalf of the Council.

Law and Legal Implications

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.

Contribution to Council Business Plan

Living Well - Vibrant Town and Economy

A growing economy contributes to a healthy population. We will work with partners and stakeholders to build on our approach for business growth, branding and promotion of strong, sustainable tourism.

Encourage Penrith's economic and social growth by working collaboratively to encourage business, health, arts, culture, heritage, tourism, and recreation, initiatives, and projects, that are essential to enjoying a good quality of life, for well-being and the vitality of Penrith.

1. Report Details

- a) A Business Improvement District, or BID, is a defined area in which businesses and the local authority agree to work in partnership to develop projects and services that will benefit the trading environment.
- b) Penrith BID is a business led initiative, supported by government legislation, that gives businesses the power to 'raise funds locally to be spent locally' on improving a defined commercial area.
- c) A BID is created when the majority of business ratepayers within the defined area vote to invest collectively in local improvements.
- d) BIDs are based on the principle of charging an additional levy (typically 1% to 2% of rateable value) on business ratepayers in a defined area following a positive majority vote by those ratepayers. These funds are then used to carry out projects and initiatives within the defined BID area.
- e) The Penrith Business Improvement District was originally established in Penrith in 2013 and ran for a 5-year period until 2017.
- f) A renewal ballot took place in November 2017 confirming a second term of 5 years running until 31 March 2023.
- g) A ballot for a third term is scheduled to be held on 30 November 2022 and is a "Yes" or "No" choice.
- h) For the BID to be renewed, two threshold tests have to be met in the ballot:
 - i. More than 50% of votes cast (turnout) must be in favour of the BID.
 - ii. The positive vote must represent more than 50% of the Rateable Value (RV) of the votes cast.
- i) Penrith BID Ltd, is an independent, not-for-profit company, limited by guarantee, set up in 2018 (registered in England and Wales company number 11228533) to oversee Penrith BID.
- j) Under the Articles of Association, a Board of Directors is drawn from, and representative of, the business and organisational interests within the BID area. Directors are not paid by Penrith BID but act as volunteers.
- k) All members are entitled to be nominated to become a Board Director.
- l) The BID Management Board represents the levy-paying businesses and organisations of the Penrith BID and is held to account through an Annual General Meeting of levy payers.
- m) All businesses eligible to vote in the BID ballot will be invited to nominate themselves or other eligible persons to be considered for directorship of the BID company, and oversee the delivery of the BID in the coming years.
- n) The ballot will be conducted independently by Civica on behalf of Eden District Council and will be a 28 day postal vote. Voters will have until 5pm on 30th November 2022 to return their ballot paper.
- o) If a business has more than one rateable property, it will receive a ballot paper for each property. Each returned ballot paper counts as a singular vote.

- p) If the BID is approved through both tests being met, it will operate for 5 years from 1st April 2023 to 31st March 2028 and deliver the projects outlined in this business plan.
- q) The number of hereditaments liable for the levy is 365 (as of- July 2022).
- r) Ballot papers have been issued and must be returned by 30 November 2022.
- s) The Count and Announcement will take place as soon as 'practicable' after the ballot day.
- t) The levy rate to be paid by each hereditament or rateable premises with a rateable value of £4,000 or more, will be calculated at 1.5% of its rateable value using the 2023 non-domestic ratings list supplied by Eden District Council.
- u) Under the BID regulations, Westmorland and Furness Council (post Eden District Council) will be responsible for collection of the levy on behalf of Penrith BID and this arrangements will be formalised in an operating agreement that both parties sign. The levy income will be collected in a single payment and transferred to Penrith BID on a regular basis.
- v) The Town Council is a BiD levy payer and has a right to vote.

2. Proposal Details

- a) Members agree to use the Council's voting allocation in favour of Penrith BID renewal as the revote of Penrith BiD supports the Town Council's priority for the Towns vibrancy and economic growth.
- b) The Town Clerk be given delegated authority to complete the ballot paper accordingly and submit the vote by post and before the ballot closes on 30 November.

3. Conclusion and Reasons for Recommendations

- c) The BID have prepared a business plan (appended).
- d) The BID Business Plan 2023-2028 sets out the BID's intention to focus on four significant areas of activity:
 - i. Promote Penrith – as a destination town to shop, live, work and visit.
 - ii. Events in Penrith –to help raise the profile of the town and put Penrith 'on the map'.
 - iii. Enhance Penrith – to ensure the town is clean, accessible and visually appealing to residents and visitors.
 - iv. Partnership Penrith – to continue to represent the needs and aspirations of town's business community.
- e) Key objectives of the 2023-28 BID business plan include:
 - i. To raise the profile of Penrith, increasing footfall and visitor spend through improving current marketing initiatives.

- ii. To create a vibrant town centre that gives people a reason to visit by delivering new and innovative free events and trails.
 - iii. To create an attractive, appealing and accessible town to help increase dwell time of visitors through enhanced planting installations, lighting and signage.
 - iv. To continue to build, through the BID, an effective partnership between the town's businesses, organisations and local authorities including Westmorland and Furness Council for the benefit of Penrith town centre.
- f) The BiD's priorities align with the Council's priorities.

4. Options Analysis including risk assessment

There is no guarantee that a BID Renewal Ballot will be successful. If there is a 'no' vote any remaining funds from the second BID term will be returned to Eden District Council who will distribute it back to levy payers under the procedure detailed in the 2004 BID regulations. Any assets held by the BiD may be transferred to the Town Council.

The Council may decide to abstain from voting preferring to take a neutral position. However, the Town Council has worked in partnership with the BiD since 2015 and a positive vote is an affirmation of the projects that have been successfully delivered and the BiDs future priorities.

5. Financial Implications – Annual BiD levy fee and officer time to attend board meetings.

6. Equalities Implications - None

7. Climate Change and Environmental Implications – None

Appendices: Appendix A - BID Business Plan 2023-2028



PENRITH BID

BUSINESS IMPROVEMENT DISTRICT



Third Term Business Plan 2023 - 2028



VOTE YES

On 30th November 2022

Welcome from The Board

We share your passion for our town. Penrith has a fantastic mix of businesses, unique history and a great sense of community. It really is a special place in Cumbria.

We know that if businesses flourish and prosper, then Penrith as a town does. But over recent years, retail itself has changed dramatically. Many businesses have closed, some for good. The retail environment has changed. Larger companies do more business online and require less retail premises. Smaller businesses can find higher costs to even start a business. As a result, the high street has suffered. We can see that in the number of empty premises. And we cannot escape the impact of Covid-19 to everyone.

But Penrith has been resilient. Compared to others, our town has had fewer closures. We have many fantastic independent businesses, supported by a good level of national retailers.

During the past five years, we have worked hard to help Penrith be resilient and be a place where people want to invest, work, visit and to live.

While we know there is still much more to do, we can only do more by combining resources and expertise with our partners and working together to shape our town and deliver tangible change.

We have fought your corner and worked alongside you as volunteers to ensure that your opinion matters.

We could not have delivered the many achievements you will read without the support of you, our levy paying businesses.

If the BID is voted in for a third term, we will be there to support your business on the journey of recovery and to seize new opportunities in response to changing customer habits.

Your views, together with your prioritised projects, have informed this business plan. In essence, this is your plan.

WE, The Board, **thank all our businesses** for the last five years and we hope that the read resonates with you and the proposals are the ones that you will support when it comes to casting your vote.



"We are a beautiful place with an incredible amount of potential to unlock in the future"

What is a BID?

Penrith BID is a business led initiative, supported by government legislation, that gives businesses the power to raise funds locally to be spent locally on improving a defined commercial area.

A BID is created when the majority of business ratepayers within the defined area vote to invest collectively in local improvements.

During the last ten years, Penrith BID have worked with you and partners to deliver a wide range of positive achievements that benefit the town.

We are all aware the High St has changed. Shopping has moved more and more to online.

We must adapt the High St to compliment, not compete with online.

Towns have become places to socialise and meet. I believe, for our town to progress, we must give people a reason to come here.

Our current resources are modest, but the spending of monies raised is decided by you and that is our strength. Working together gives us our power and capability to realise larger opportunities.

VOTE YES

On 30th November 2022

I am often asked what BID has done 'for me', and I answer that with, 'it is not what BID has done for you, but what BID has done for the town'.

As you read on, you will see how our plans are based on making Penrith a destination of choice, giving people a reason to come here.

A 'No' vote will mean that all projects and services delivered by BID will come to an end on 31st March 2023. **No other organisation will have the capacity or resource to carry forward the projects you have said are important to you.**

Voting Yes, is voting Yes for Penrith, its businesses and its community.

Darren Broad
Chairman of Penrith BID



Second Term Highlights - *our current strategic plan*

Mission Statement

Helping Penrith to be a great place to live, work and visit. Working in partnership with local businesses and organisations to promote and enhance our unique town.



Promote

Promote Penrith using Discover Penrith platform.

Market the town to drive foot fall to the High Street.



Access

Working to improve access and parking to Penrith Town



Enterprise

Provide business support and promote the economic development of Penrith.

Open and transparent communication



Pride

Making Penrith a town to be proud of.

Enhancing the town centre with seasonal displays.



Partnership

Influencing decision making and working in partnership with key stakeholders

Second Term Highlights - *what we have done*

Mission Statement

Helping Penrith to be a great place to live, work and visit. Working in partnership with local businesses and organisations to promote and enhance our unique town.



Promote

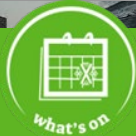
Developed Discover Penrith website to be the go to place to find out what's going on in Penrith. Given it a cleaner, refreshed look.

Created videos to promote the town online and encourage visitors to eat, shop and stay with us.

Videos have a reach as far away as Australia, Japan and USA. Videos have been viewed over 93,000 times.

We have used print, digital and radio advertising to promote the town.

Local Independants shop guide produced each year to focus attention on shopping local.



Promote

Over £146,000 in grants given out to support events and organisations in Penrith.

Provide grant funding to Winter Driving each year to enable the event to grow and put Penrith on a national map.

Maintained other social media channels such as Twitter and Instagram with numbers growing consistently.

Provided grant funding to festivals including Fiverfest, Winter Driving, Hope Pop Up Tents, Penrith Arts Festival, Tea in the Park, The Town Band, Beneath the Beacon., Penrith Sparkle,



Promote

Helped to produce the Specialist Shops Guide promoting great local independent businesses in Penrith. Distributed regionally; Cumbria, South Scotland, Lancashire.

Provided free to businesses, professional quality photographs for businesses to use on their own social media as well as the BID's to help promote their business.

Advertised in key publications Eg. Visit Eden and Cumbria Life



Enterprise

For every £1 of levy paid, we have generated £1.26 for the town.

Our Directors have volunteered over 3,500 hours of their own time to make projects happen in Penrith.

Over £7,000 of accredited training has been delivered by BID inc First Aid and Food Safety.

Over 100 Covid-19 emails sent to businesses, keeping you informed and legal during lockdowns.

We collected communications direct from The Cabinet Office during the national lockdowns and only communicated what was important to you.



Enterprise

We collect information from local councils, regional business groups and national agencies, again communicating to you only what is important. We help to cut out the noise.

We have subsidised training courses and sector specific webinars available to businesses.

Over 600 calls / communications made to levy payers for Covid-19

Over 400 1:1 support calls taken.

We provided specialist support to those businesses that needed it, guiding them through the Covid-19 grant applications from National and Local Government.

Second Term Highlights - *what we have done*

Mission Statement

Helping Penrith to be a great place to live, work and visit. Working in partnership with local businesses and organisations to promote and enhance our unique town.



Pride

We run the Penrith Greening project ensuring floral displays show off our town to attract people to shop in Penrith. We have had regular success winning in the Cumbria in Bloom competition and a Silver Gilt award in Britain in Bloom.

Over £50,000 of sponsorship from local and national businesses in support of Penrith BID has been put back in to the town.

We run Penrith Sparkle event and the Christmas Lights to ensure the town has a strong shopping presence, supporting the high street for the Christmas period each year.



Pride

We organise a number of events Eg. Penrith Spring Clean to maintain the look of Penrith town.

We have provided grant funding to the Community Gardeners helping them to ensure Penrith is a great place to visit, helping to increase visitor numbers.



Access

We have been part of the Penrith Parking and Movement Study as a stakeholder, feeding information into the group on aspects of parking for customers and workers in town as well as cycling and walking infrastructures.

We are a stakeholder on the A66 dualling project having attended initial planning meetings to ensure Penrith does not become a 'bypass' on the route.



Partnership

We are a voice for your business, representing your interests at town and regional levels.

Challenged the town stakeholders to ensure plans and projects are relevant and business led.

We work with Cumbria County Council, Eden District Council, Penrith Town Council, Highways England, A66 dualling project, Eden Tourism Network, Borderlands Project and indirectly with many other groups to ensure Penrith is on the map.

Community groups and volunteers have engaged with us and supported the BID to run local projects.

Our Third Term Consultation - results



Over the summer, levy payers had the opportunity to consult with Penrith BID and shape the future of Penrith.

All levy payers were given the opportunity to complete our questionnaire and meet with us face to face in a number of drop in sessions in June 2022 at various locations and times in the town.

We have also visited many businesses to ask your opinions.

Your responses have helped to shape our plans for the next 5 year term.

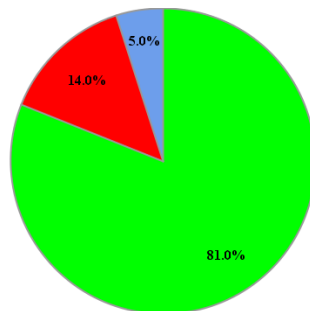
Many of you also thanked the tireless work of our BID Manager over the last 4 years to support businesses, especially during Covid-19.



Key results from our consultations:

- **72%** of respondents are satisfied or very satisfied with BID.
- **83%** said Penrith BID gives good value for their money.
- **Top 3 focus areas** for BID are Marketing (90%), Parking and Access (79%) and Supporting Independent Businesses (77%).
- **82%** said the current areas of focus are still important.
- **85%** said our proximity to the National Park and AONB is our most marketable asset with Our History second.
- **95%** said residents are our most important customer with tourist and visitors next at 70%.
- **78%** said we should attract more tourists and visitors with shoppers next at 65%.

- YES
- NO
- NOT SURE



20% of levy payers actively engaged across the BID consultations giving us valuable information about how levy money should be spent. Engaged businesses came from across the different sectors in town.

Of those who completed our surveys, **84% said they would vote 'YES' to the BID**, 14% No and 5% were unsure, potentially waiting for more information before making a choice.

What You asked - response to your questions and comments

During consultations, many of you asked questions or commented. Here are some of the key ones.

Q: I don't know what we get for the money we pay.

A: It's easier to answer this by saying you won't know what you've missed until it's gone! Your money helps us to attract people to Penrith (events etc) and once here, businesses have the opportunity to take advantage of their potential spend. We do lots of marketing of the town and businesses, marketing that would not be available from other organisers. Behind the scenes, we support businesses with information relevant to them and ensure you have a voice about issues that matter with local stakeholders and authorities.

Q: Often events do nothing for our business, even hinder it. Why do we do them?

A: Events are an important factor in bringing people to a town. Not all businesses will benefit from them on the day. We have to think longer term. Events are proven to create repeat visits and that is where a town benefits the most. An event for us is about showing off our town and putting us 'on the map'. Events like The Winter Droving establishes the town, giving us 'free' advertising nationally.

Q: The levy should be charged only on the large Nationals and not independents.

A: This is false economy. Most Nationals contribute the most to the levy and take the least from it, but they recognise the importance of a vibrant town. Nationals are key attractors to a town and independents give variety and specialism, encouraging longer stays and spending, benefiting all. We are all businesses and must support each other.

Q: The town centre needs cleaning up and shops maintained.

A: We will continue to lobby the local authority and landlords / agents to keep the town at a good standard.

Q: What is the District Council's contribution to this professional body?

A: Eden District Council pay rates on a number of properties in the town and as such are liable to pay the BID levy on them. They also contribute knowledge and collaboration around the table for BID to achieve it's projects. Over the second term they have also granted us additional funds we have applied for. There is strength in partnership.

Q: Why do we not collect footfall data across the town?

A: To do this regularly would be very costly to the BID and take up a large proportion of your levy to install the technology for very little return. It is better that we leave this to the local authority and share their findings to inform others.

Q: Why during events, can we not have the stalls in the middle of the road facing retailers.

A: When the roads are closed, organisers are still obligated to keep the roads clear for emergency vehicle access. Having stalls on the sides and facing retailers would increase numbers on narrow footpaths, potentially causing safety issues. We will continue to work with organisers to find the best solutions for all where we can.

Q: Nobody has contacted me to promote my business.

A: You are the business owner and the responsibility to promote your business is with you. You can contact us anytime to promote your business and services on our website and social media. It's all free for you!

Testimonials.

"We would like to thank Penrith BID for their hard work in contributing to the beautiful floral displays in Penrith this summer. The hanging baskets really make a difference to the shop fronts as you walk or drive through the town"

Resident.

"Everytime we get a email from you, there's a sense of reassurance that there IS someone looking after us"

Accommodation Provider.

"I am fortunate that I have a central team to look after me. For those who haven't got the support, I must say you have been an absolutely fantastic asset to Penrith. You've done, and are doing, a brilliant job"

Multinational Levy Payer.

"You were prompt and efficient with info - always the first organisation to point us in the right direction. We had next to no contact from other 'bodies' in Penrith or trade associations further afield"

Levy payer.

"Thank you for your tireless updates, for chasing up questions, for always being there for advice and support"

Indy levy payer..

What will be key for the BID in term 3

Your Participation

This is your BID and we want you to be involved. Some of you would like to contribute your ideas and expertise. We want that to and would welcome more businesses working with us to shape our town. We cannot do this on our own.

There are many ways you can get involved - from discussions, to being on our Board, to joining our AGM. Your feedback is invaluable and many of you have already done this to shape this plan.

Joining our Board is easy; your only commitment is to attend a monthly meeting, after that, get involved in what you want.

Supporting all Businesses

We want all local businesses to benefit from being part of the BID, irrespective of sector or location, so this means we will continually assess where we deliver projects and services in town so that all can benefit. We understand that with some events, business trade can decrease, and so we will negotiate with all event organisers for businesses to have reduced costs to be able to get involved. The more businesses that get involved means fewer businesses from outside of Penrith are used, keeping money spent locally.

Maximising your Levy

The town centre trading is tough in the current climate and we want to ensure that we make the best of your money. Careful project budgeting and negotiation will make every penny count. We will work with local businesses to deliver projects ensuring levy for Penrith is spent in Penrith, but where we feel we can get better value for your levy that cannot be found locally, we will spend this outside of Penrith. Working with our partners, we will draw in additional contributions as well as applying for grants where appropriate.

Driving Footfall

You've told us that marketing and promoting Penrith is a priority for your business.

We intend to build on our current marketing strategy to promote Penrith more widely as a great visitor destination, drawing on our unique position as a base to stay for easy access to the Eden Valley, The Lake District and Pennines AONB, as well as a year round destination, a vibrant place to shop, live and work. We will deliver campaigns to bring in more customers to town, both local residents and visitors, using a range of events, activities and promotions. Once in town, it will be up to you as businesses within Penrith, to turn increased customer numbers into sales.

Strengthening Partnerships

It's essential we work with our statutory partners to ensure the town is attractive, clean and welcoming. **This will be even more important, as our current local authority will cease and we move to the new unitary authority of Westmorland and Furness.** We will continue to ensure we have a voice at the table and also ensure that your BID levy is not used to fund things that the authority has pledged to do or should be doing. We will monitor service baselines (see appendices p25-37) to ensure that the services you are already paying for are being delivered, just as we would expect you to do the same with us.

Our Vision, aims and objectives

Our Vision

To position Penrith as a destination of choice for visitors to base themselves, to explore The Eden Valley, The Lake District World Heritage Park and The Pennines AONB; a vibrant Penrith that is a great place to shop, live, work and visit; working in partnership with local businesses and organisations to promote and enhance our unique town.

BID Aims and Objectives for the 3rd term.

- 1 To raise the profile of Penrith,** increasing footfall and visitor spend to the benefit of our businesses. We will improve on current marketing to broaden our reach and increase awareness of Penrith through Marketing and Promotions.
- 2 To create a vibrant town centre** that give people a reason to come here by delivering new and innovative 'free' events and trails that bring people together, building on the social aspect of the town centre and benefiting businesses.
- 3 To create an attractive, appealing and accessible town** to increase the length of time visitors stay here. Ensure that our planting shows off the town, empty premises are kept up to standard and lighting and signage is improved to make Penrith a welcoming place for visitors and residents alike.
- 4 By listening to your needs and representing your interests,** we will work collaboratively with businesses and stakeholders to ensure BID continues to be a powerful voice of the business community, especially in the new unitary authority



The BID Projects - Promote: Marketing and Promotion



During consultations, 90% of respondents said that marketing Penrith was most important to them.

Marketing Penrith as a destination town to shop, live, work and visit will be a key focus area for the BID. A high proportion of BID resource will be directed to marketing with priority given to social media and the Discover Penrith website as this is where we get the most value. Other marketing aspects will still be used according to campaigns.

1 Promotion of Penrith

Enhance from BID 2

- Our core focus will be on the best digital marketing activities, exploring new ways of improving our current offering such as targeted digital and social media advertising. This could be extended to specialist press, blogs, tv and radio.
- We will continue to work with town stakeholders to create and develop a Penrith brand that all stakeholders in town will use, promoting Penrith further afield.
- Marketing campaigns will promote Penrith as a destination place to shop and visit.

2 Discover Penrith Website and Social Media

Enhance from BID 2

- Work will continue to enhance the town's premier website to attract and inform visitors and residents.

3 Local Marketing Campaigns

Enhance from BID 2

- Campaigns to encourage residents to enjoy Penrith and shop locally, supporting all sectors with a focus on shopping and food & drink.
- Promote our fantastic range of Independent retailers in town but not at the expense of our National retailers. Independents need Nationals as key attractors to a town and Nationals need Independents to give variety allowing customers to explore the town, stay longer and increase spend in both.



The BID Projects - Promote: Marketing and Promotion

4 Be Bold and Explore New Possibilities.

New to BID 3

We will think 'out of the box' and explore new campaigns to promote and attract new people to Penrith, feeding into the overall theme of making Penrith a destination town. BID will explore new ideas and work with the new authority to implement where we can.

Examples of new campaigns or marketing potentially could be:

A Penrith town app containing content and offers.

A Penrith town guide to produce and distribute to outside our region.

Penrith welcomes Motorhomes; a campaign to increase overnight stays and night time spend.

Town merchandise; produce to generate profit to go back into other BID projects.

This project will be monitored by:

- Website and social media analytics on views and social reach.
- Number of guides distributed.
- Value of PR generated by the BID's campaigns.
- Number of articles and posts published.
- Number of videos filmed and their impact.



The BID Projects - Events



Consultations have told us that 65% of respondents said events are important to you. But we have to be realistic and understand that events do not benefit all business sectors. Feedback has shown however, that events put Penrith 'on the map' and create repeat visits to the town so although trade might be slow on the event day, over a longer period of time, trade is actually greater for Penrith.

And this can be greatly increased if local business get involved. A local business with a stall means one less stall holder from outside the region, keeping valuable money in the local area.

1 Year-Round Events Programme

Enhance from BID 2

- Provide or support a range of events that create a reason for people to visit Penrith ensuring the town is a destination of choice.
- A programme of events and marketing concepts that are seasonal to encourage visits across the year.
- Identify those times of the year that are quiet and look for possible events to cover the period.

2 Christmas Light Switch On

Enhance from BID 2

- Fund and organise the light switch on event to mark the start of the Christmas trading period.
- Enhance the event by bringing in new aspects to it.
- Ensure energy costs are kept to a minimum by using energy efficient equipment.

3 Explore

New to BID 3

- Explore new signature events with our partners through either running them or supporting them with funding to help get established.

4 Pedestrianisation - but not as you know it!

New to BID 3

There is a saying: If you always have what you've always got, you'll always get what you've always got. Today, people primarily visit the High St for social reasons, to meet, chat, have a coffee. Shopping can be the secondary reason. **We have to change.**

Imagine having the centre of the town (just around the clock tower) closed to traffic every Saturday between June and August, 10am and 4pm, allowing people to meet and socialise in a safe place without the fear of traffic. Couple that with a programme of events that ensures something is happening on **every** Saturday attracting people to town, making it a destination to visit.

We want to test it properly, plan it out correctly. Collaborating with our partners before implementing. Getting agreements on how everyone can support and play their part is essential.

This project will be monitored by:

- Event feedback from organisers.
- Levy payer surveys and visitor feedback.
- Number of events held and impact on businesses.

The BID Projects - Enhance: The town's visual appeal



75% of respondents told us that Christmas lights and floral planting was a priority for them. Working with our partners to ensure Penrith is clean, accessible and visually appealing is important but we do recognise that more can be done in this area.

1 Visual Impact

Enhance from BID 2

- Organise and fund the town's hanging baskets and floral displays
- Review the project regularly to ensure it still gives good value.
- Look at additional planting and new schemes.

2 Christmas lights

Enhance from BID 2

- Ensure the town has beautiful Christmas lights. Faults are identified and put right within an agreed time period.
- 2023 gives us the opportunity to explore a new lighting scheme as the current contract comes to an end.
- Explore different lighting options to keep energy costs to a minimum.

3 Vacant Units

Continue from BID 2

- Work with landlords and agents to improve the visual appeal of empty premises.
- Explore with landlords and agents to cover empty unit windows with vinyls promoting Penrith.
- Work with landlords and agents to promote empty units.

4 Town Signage

Continue from BID 2

- Continue to lobby the local Council to ensure signage is correct and relevant for the town.
- Continue to lobby the Council to improve road signage and painting to ensure Penrith looks clean and vibrant.



This theme will be monitored by:

- Attractiveness of Penrith measured by levy payer and visitor feedback.
- Additional planting introduced and maintained.
- Number of empty units.
- Social media comments and feedback.

The BID Projects - Partnership: support and communication



Representing business interests was one of the services you told us you really appreciate. Nearly 80% of respondents said this was important to them.

We saw this even more so during Covid-19 when businesses said our support was invaluable to them.

Looking ahead it will be even more important to you as we move into the new Unitary Authority. Without BID, there will be little/no organisation representing your business voice in the town.

1 Support for Business

Continue from BID 2

- Aid business growth with signposting to advice and grants.
- Communicate training and mentoring opportunities delivered by our partners.
- Work closely with the Chamber of Trade and Commerce to share relevant business development opportunities.
- There can be information overload at times and so we will continue to disseminate information and make it relevant to you, keeping it simple.
- Keeping our members updated via email, social media, AGM and in person.

2 Working with Our Partners

Continue from BID 2

- Through a constructive partnership, ensure the town is accessible and facilities are maintained.
- Challenge partners where we feel service falls short of expected levels.

3 Lobbying

Enhance from BID 2

- **With a new authority in place this will be key to representing the interests of businesses on the things that matter.**
- Working as a collective voice of business to support and drive real change.
- Identify investment opportunities presented by Westmorland and Furness Authority that benefit Penrith.



This project will be monitored by:

- Levy payer feedback and action taken.
- Number of businesses supported.
- Stakeholder engagement and BID involvement at the table.

The Cost to your Business.

We recognise that we are in times of rising costs, but we believe these will be short term and we have to look longer term to benefit Penrith.

This year we asked you about raising the levy so that we could do even more in Penrith. 59% of respondents said they would be happy to invest a 1.5% or 2% levy in the town.

We believe it would be sensible to meet in the middle ground and increase the levy to 1.5% for the next term.

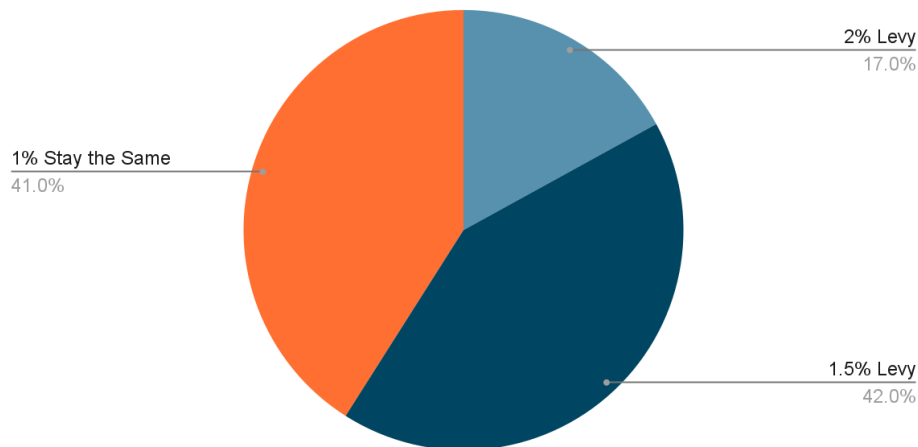
The chart below shows some typical contributions based on a 1.5% levy:

Rateable value of Property	Annual Levy	Weekly Cost
< £4000	£0	£0
£4,000	£60	£1.15
£8,000	£120	£2.30
£10,000	£150	£2.88
£20,000	£300	£5.76
£30,000	£450	£8.65
£40,000	£600	£11.54
£50,000	£750	£14.42

Over the period of the third 5 year term, levy payments will remain at 1.5%. This means that as the economy recovers, costs decrease and people have more disposable income, the additional half percent levy will become even more invaluable to us to deliver our objectives and vision. We will be better placed to capitalise on a growing market.

Voting Yes means we are thinking long term. We can plan now for the future of Penrith.

We asked what percentage are you prepared to invest in Penrith for the future? You said:



Indicative Budget 2023 - 2028

BID Delivery and Running Costs

Penrith BID Management salary costs are split between the project themes according to the estimated time resource required for each theme, acknowledging that none of the projects or services can be delivered without a staffing resource. **Directors are unpaid volunteers.** A proportion of the BID Management time is also apportioned to delivery and running costs covering the time spent on running the BID Company and good governance such as communications, performance monitoring and financial management, the latter which may be partly or wholly contracted out to ensure Penrith BID Company remains financially legal. Any reserves at the end of March 2028 will be carried forward into a new term if the BID continues at that point.

Alterations Policy

The BID projects, costs, timescales and budgets can be altered subject to Board approval providing the changes fall within the income of the BID and meet BID objectives. This enables the BID to operate flexibly to respond to changing demands of levy payers, the economic landscape and potential opportunities. Any change to the BID boundary subsequent to the boundary shown in this business plan or to the levy rate would require an alteration ballot. Penrith BID will adhere to the 2023 ratings list throughout the five year term to the end of March 2028.

Voluntary or Additional Contributions

Indicative additional contributions of circa £20k are shown in the budget. They represent 15 % of additional income over and above the levy income. These contributions cannot be guaranteed and may be less or more than the outline budget. During the second term, Penrith BID has brought in additional funds via sponsorship/ sales and the indicative income shown is based on the average collected across the BID's second term. Further opportunities to generate additional funds including sponsorship and grants will be proactively explored.

	2023-24	2024-25	2025-26	2026-27	2027-28	Total All Years
BID Levy at 1.5% (95% collection rate) 0% inflation	131,500	131,500	131,500	131,500	131,500	657,500
Additional contributions, grants, sponsorship etc.	20,000	20,000	20,000	20,000	20,000	100,000
Total Income	151,500	151,500	151,500	151,500	151,500	757,500
Expenditure						
Project 1 - Marketing and Promote	15,000	15,500	15,000	15,000	15,000	75,500
Project 2 - Events	31,500	32,000	34,500	34,500	34,500	167,000
Project 3 - Enhance	60,000	60,000	60,000	60,000	60,000	300,000
Project 4 - Partnership	15,000	14,000	12,000	12,000	12,000	65,000
Sub Total BID Project Expenditure	121,500	121,500	121,500	121,500	121,500	607,500
Delivery and Running Costs						
BID Manager Core Costs	20,000	20,000	20,000	20,000	20,000	100,000
Insurance, levy collection, professional fees, office, IT etc.	5,000	5,000	5,000	5,000	5,000	25,000
Contingency/Renewal/Reserves	5,000	5,000	5,000	5,000	5,000	25,000
Sub Total Delivery and Running Costs	30,000	30,000	30,000	30,000	30,000	150,000
Total Expenditure per Annum	151,500	151,500	151,500	151,500	151,500	757,500

Governance and Management.



THE BID PROPOSER.

Penrith BID Ltd is an independent, not-for-profit company, limited by guarantee, set up in 2018 (registered in England and Wales company number 11228533) to oversee Penrith BID. Penrith BID will deliver the business plan should the BID be voted in for a third term.

Eden District Council has received the business proposal in line with BID legislation. The Secretary of State for Levelling Up, Housing and Communities was formally notified of Penrith BID's intention to hold a ballot for a third term on 8th July 2022.

Under the Articles of Association, a Board of Directors is drawn from, and representative of, the diverse business and organisational interests within the BID area. All businesses eligible to vote in the BID ballot will be invited to nominate themselves or other eligible persons to be considered for directorship of the BID company, and oversee the delivery of the BID in the coming years. Directors are not paid by Penrith BID but act as volunteers.

Penrith BID employs a BID Administration and Social Media Manager who both report to the Board and who will deliver the projects in this business plan.

The BID Management Board represents the levy-paying businesses and organisations of the Penrith BID and is held to account through an Annual General Meeting of levy payers.

Penrith BID Ltd is VAT registered No. 296851842.

Westmorland and Furness Council will collect the BID levy and will charge an administration fee, circa £5,000, for the service. Accounts are independently prepared each year and copies are available on request.

The levy is an investment. In return for your investment, you benefit from projects and services you would not get without a BID.

COMMUNICATIONS.

We're your voice with all of Penrith's stakeholders. This is even more important as we move into the new world of a Unitary Authority. Keeping a voice at the table will ensure our business concerns are not lost amongst the other 'noise'.

We will keep you informed and briefed where necessary to any problems that could disrupt the smooth running of the town by email, social media and news updates.

All members will be invited to attend our AGM and be entitled to be nominated to become a Board Director.

VOTE YES

On 30th November 2022

What you need to know.

HOW DO WE MEASURE THE IMPACT OF PENRITH BID?

The BID is all about focusing on delivering actions that directly benefit the local business economy. We need to ensure what we spend is spent in the right areas. This means measuring the impact of everything we do.

Penrith BID will use key performance indicators to monitor and review progress. Amongst other things, this information will help to inform decisions about budgets. The board of directors may re-allocate resources between the budget headings where there is a sound business case to do so.

Key performance indicators will initially include the following:

- Total number of commercial units – rateable properties within BID area
- Number of vacant units – regular survey by number and business use
- Number and size of festivals and events – with organiser reviews.
- Business confidence – annual survey
- Website and social media visits and interactions.

This is not an exhaustive list and the board of directors for Penrith BID operating company may amend or add to these at their discretion and subject to the resources available.

THE BID BALLOT.

① The person, organisation or registered company that is listed on the non-domestic ratings list as being responsible for the payment of the rates of the property within the defined BID area (see BID boundary page), will receive a ballot paper and ballot letter and will be entitled to vote in a confidential ballot.

For the BID to be approved, two tests need to be met:

- More than 50% of those voting must vote in favour.
- Of the 'yes' votes, they must represent more than 50% of the total rateable value of all votes cast.

Under the legislation, if these two measures are met, payment of a levy of 1.5% of rateable value each year, for five years, becomes mandatory for all eligible businesses (those with a rateable value of £4000 or more within the BID defined area) regardless of how they voted.

② The ballot will be conducted independently by Civica on behalf of Eden District Council and will be a 28 day postal vote. Voters will have until 5pm on 30th November 2022 to return their ballot paper.

③ If a business has more than one rateable property, it will receive a ballot paper for each property. Each returned ballot paper counts as a singular vote.

④ If the BID is approved through both tests being met, it will operate for 5 years from 1st April 2023 to 31st March 2028 and deliver the projects outlined in this business plan.

⑤ The number of hereditaments liable for the levy is 365 (at the time of writing - July 2022)

⑥ A proxy vote is available and details will be sent out with the ballot papers.

⑦ The results of the ballot will be announced as soon as practically possible after voting closes.



The BID Levy.

- ① The levy rate to be paid by each hereditament or rateable premises with a rateable value of £4,000 or more, will be calculated at 1.5% of its rateable value using the 2023 non-domestic ratings list supplied by Eden District Council.

The first BID levy under the new BID will be due on 1st April 2023 and subsequent levies due each year until 31st March 2028. There will be no inflation charge on the levy. If you would like to know the rateable value of your premises, please refer to your rates bill or check www.voa.gov.uk

- ② Under the BID regulations, Westmorland and Furness Council (post Eden District Council) will be responsible for collection of the levy on behalf of Penrith BID and this arrangements will be formalised in an operating agreement that both parties sign. The levy income will be collected in a single payment and transferred to Penrith BID on a regular basis.

Westmorland and Furness Council will charge a collection fee for this service, circa £5,000.

- ③ Collection of the BID levy carries the same enforcement weight as collection of the non-domestic rates.

- ④ Where a hereditament is untenanted, tenanted, part occupied or vacant and is undergoing refurbishment or being demolished, the property owner or person responsible for payment of the non-domestic rates will be entitled to vote and is obliged to pay the BID levy with no void period.

- ⑤ Hereditaments that are let for non-commercial purposes are also liable for the levy whilst they remain listed on the non-domestic ratings list.

- ⑥ Charities and non-profit making organisations will also be liable to pay the full levy; the discretionary relief that charities can apply for aligned to their non-domestic rates payment will not apply. At the discretion of the BID Board of Directors, exemptions may be given to Penrith charities whose **primary** function is to support the physical and mental wellbeing of the community.

- ⑦ The BID levy will not be affected by the small business rate relief scheme and businesses who already pay service charges to landlords will not receive any discount.

- ⑧ Exemptions, reliefs or discounts prescribed in the Non-Domestic Rating (collection and enforcement) (local lists) Regulations 1989 made under Local Government Act 1988, will not apply.

- ⑨ The BID levy will be calculated using the 2023 non-domestic ratings list for the duration of the BID. The exception to this will be any change of use or physical change to a property including new construction, merger, sub-division, extensions and refurbishment where the hereditament has no entry in the 2023 list but enters a subsequent ratings list during the BID term.

- ⑩ The BID levy will have to be paid by a new ratepayer occupying an existing or new rateable property within the BID area up until the end of the five year term on 31st March 2028, even if they did not vote on the business plan. Likewise, any new rateable property created during the lifetime of the BID will be obliged to pay the levy.

- ⑪ The ratings list will be updated for any changes in ratepayer, value, appeals, additions or removals and liability will be adjusted accordingly. There will be no refunds given for retrospective years as a result of successful appeals or changes in values but will be reflected by a corresponding change to the levy for the year in which notification is received and for subsequent years.

- ⑫ The levy will be charged annually, with the ratepayer listed on the Council's ratings list liable to pay the BID levy on the day the bill is issued, known as the 'chargeable day' direct to the Council. No refunds are given if liability changes until the next billing cycle. Westmorland and Furness council administer the collection and refunds of the levy, and as such, all queries relating to the levy should be directed to them.



The BID Boundary.

Penrith BID operates within a defined boundary shown on the map which includes the following streets, either in whole or in part*. The BID will continue to focus on Penrith's central commercial district including much of which can broadly be described as the town centre.

Please note that the street list is not exhaustive and should be considered alongside the boundary map which shows the parameters of the BID boundary.

- Albert Road
- Angel Lane
- Angel Square
- Auction Mart Lane
- Benson Row
- Bishop Yards
- Bluebell Lane
- Bowling Green Lane
- Brewery Lane
- Brook Street
- Brunswick Road
- Brunswick Square
- Brunswick Terrace
- Burrowgate
- Castlegate
- Castle Hill Road
- Common Garden Square
- Corney Place
- Cornmarket
- Cromwell Road
- Crown Lane
- Crown Square
- Devonshire Arcade
- Devonshire Street
- Drovers Lane*
- Duke Street
- Elm Terrace
- Folly Lane
- Friargate
- Great Dockray
- Hunter Lane
- Market Square
- Kilgour Street
- King Street
- Langton Street
- Little Dockray
- Lowther Terrace
- Meeting House Lane
- Middlegate
- Old London Road
- Poet's Walk
- Portland Place
- Princes Street
- Princess Square
- Queen Street
- Roper Street
- Sandgate
- Southend Road
- Southend Terrace
- St Andrew's Churchyard
- St Andrew's Place
- St Andrew's Square
- St Andrew's view
- Stricklandgate*
- Ullswater Road*
- Victoria Road
- West Lane
- William Street
- Wilson Row

What happens next?

IF YOU VOTE 'NO'...

A 'no' vote means that none of the projects outlined in this plan will be able to be delivered. Remaining levy, after all outstanding debts have been paid, will be refunded back to levy payers pro-rata, if at least £5 per person. Penrith BID will cease to exist from 1st April 2023.

That means:

✗ **No organisation to represent your views and interests within the new Unitary Authority.**

✗ No Discover Penrith website to promote the town.

✗ No marketing or PR campaigns for Penrith or it's businesses.

✗ No Christmas lights.

✗ No floral displays or hanging baskets.

✗ No business training courses.

✗ No direct business communications to keep you informed.

✗ No additional funding to help attract events and festivals to Penrith.

July 2022

Voting list was prepared to ensure that ballot papers reach the correct recipient. A business plan was written, ready to publish and circulate to all levy payers.

19th October 2023

Notification of Ballot

2nd November 2022

Ballot papers are issued and voting commences (28 day postal vote)

30th November 2022

Close of ballot. Result issued as soon as practically possible after the vote closes.

1st April 2023

If the vote is successful, the third term for Penrith BID will commence.

VOTE 'YES' FOR...

✓ Delivery of this business plan.

✓ Continued marketing and promotion campaigns to help increase resident and visitor numbers to shop in Penrith.

✓ A new Christmas lights scheme!

✓ A Forward Thinking BID, representing YOU with all stakeholders and looking to the future to make Penrith a destination of choice to live, shop and work.

✓ Great floral displays.

✓ Tailored business support, ensuring you get what is relevant to you.

✓ Attracting new events or festivals to Penrith.

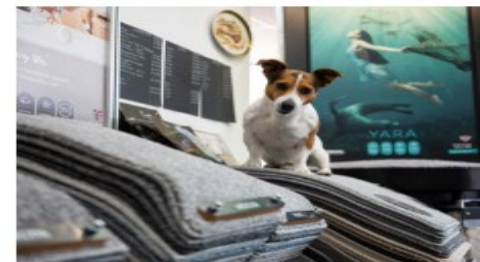
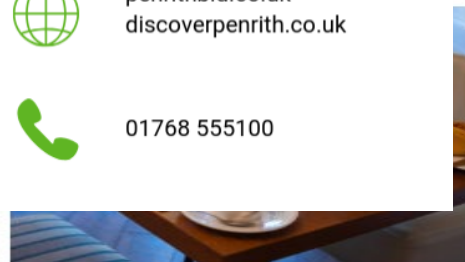
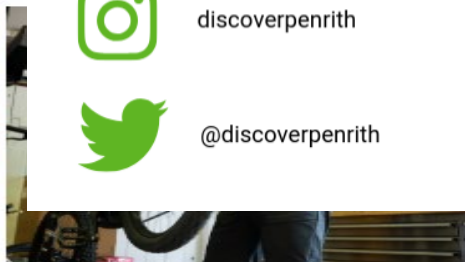
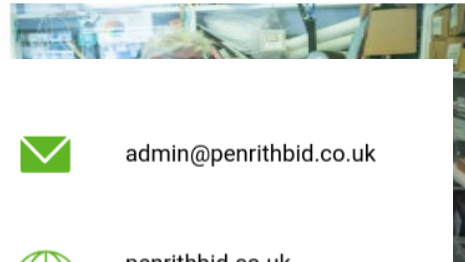
Get in Touch:

Email: admin@penrithbid.co.uk

Visit:

www.penrithbid.co.uk

www.discoverpenrith.co.uk



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Appendices.

Appendix 1: Cumbria County Council Baseline Service Statements

The following statement has been prepared with Cumbria County Council in accordance with Paragraph 3 of the Guidance “Business Improvement Districts - Technical Guide for Local Authorities” issued by the Department of Communities and Local Government March 2015. This baseline statement is made subject to an annual review and if necessary update of service levels, to reflect the services the BID and Cumbria County Council will provide each year. It should be noted that services are subject to change. Statement of Baseline Services as at 16/8/22

Service	Service detail/information	Responsible Authority
Licensing and enforcement (Highways)	The Streetworks team license a number of activities on street within the Bid area including scaffold and skip permits applications for hoardings and temporary traffic lights and the issuing of section 184 permits for new accesses. Additionally, Streetworks approve and monitor any temporary excavations undertaken by Statutory undertakers or approved contractors.	Cumbria CC
Street Lighting	The Majority of street lighting within the BID area is maintained by Cumbria CC highways. This service covers maintenance of existing lighting and any new adopted installations. The County Council has embarked on upgrading the majority of street lights to LED lamps to reduce power consumption. Those with the highest power consumption are first to be replaced in this programme.	Cumbria CC
Traffic signals	Traffic Signal Design and Maintenance is a centralised function within Cumbria CC. Any new installations or upgrades of existing equipment are undertaken by this centralised team. A contractor is on a 24 hour callout for damage or equipment failures within the County.	Cumbria CC

Appendices - continued.

Service	Service detail/information	Responsible Authority
Horticultural	Verge maintenance on roads and gyratory system larger BID area. All trees within the highway boundary in the BID area responsibility of Cumbria County Council. Trees in district council car parks are Eden District Council and trees on private land are privately owned.	Cumbria CC
Highways maintenance	Cumbria CC highways are responsible for highway maintenance on the adopted highway network. This includes highways safety inspections, planned maintenance and ad hoc reactive works. Highway maintenance can cover a wide scope of activities including works on footways, roads, drainage and gully repairs, structural repairs and bridge maintenance.	Cumbria CC
Gully cleansing	Cumbria Highways operate and direct highway gully cleansing operations. Largely this is cyclical maintenance of the gullies, split channels and culverts draining the highway. Additionally, we attend emergencies where blockages and damage occur and clean and repair as appropriate.	Cumbria CC
Winter maintenance	Winter maintenance operations run from 1st October until 30th April. The County run a prioritised system of winter maintenance for the highway network based on traffic volumes. Footways are only treated when main route operations allow and are prioritised, with main shopping areas followed by busy urban routes and then other urban areas. In addition. The County provide grit bins and heaps to allow self help during the winter period.	Cumbria CC
On-street car parking	Cumbria CC legislate and enforce on street parking restrictions within the BID area. Exemption permits for eligible residents are obtained through the County Council. Restrictions vary from area to area but the system has been developed to promote a turnover of vehicles to maximise the town centre economic opportunities.	Cumbria CC

Appendices - continued.

Service	Service detail/information	Responsible Authority
Street Works	The County Council Streetworks team approve, issue permits and inspect all temporary excavations undertaken by Statutory undertakers or approved contractors. This includes works to install new apparatus in the highway. Discussion is undertaken prior to any work commencing so agreement can be reached on Traffic Management and any diversionary requirements necessary.	Cumbria CC
Library & Registrars service Larger BID area	<p>Penrith Library is open 46 hours/ 6 days a week. The library service offers a front facing council facility, accessible to all. We offer a range of stock, facilities and services and it is a trusted and valued service within the community. As well as offering a wide range of children's and adult stock in a variety of formats – standard print, large print and audio -the library can offer access to special collections to support literacy and health. Services we offer include access to public network pcs that are free to use for all library members for up to two hours a day, free public Wi-Fi in all our libraries, home delivery service for those who are unable to visit us in person, local history information, requests service and meeting rooms as well as providing a full enquiry service and access to information and leaflets on local services, groups and events. We also do bus pass applications (Penrith, Alston and Kirkby Stephen), Rural Wheels top ups (Penrith, Alston, Appleby and Kirkby Stephen) as well as acting as Agents for the British Wireless for the Blind (Penrith).</p> <p>Penrith Library also offers a variety of activities from 121 computer support sessions, author events, health promotions and regular Baby, Bounce and Rhyme sessions as well as school visits, the Summer Reading Challenge, Lego Club and school holiday events. The Library Service also has an online offer via the library website (www.cumbria.gov.uk/libraries) where you can join the library, look at the online catalogue, request and renew books, find out more about the library service in Cumbria and ask us a question. There are also considerable online resources where users can access for free eBooks and e-Audio books, magazines, Encyclopaedia Britannica, Ziptales(over 550 interactive stories and activities for children) Law and Business information, historical newspapers and Cumbria Image Bank all from the comfort of your own home. You can also access from the pcs in the libraries free of charge Ancestry and Find my Past to aid your family history research. The registry office is within the Library building offering a registrars service (district-wide).</p>	Cumbria CC

Appendices - continued.

Service	Service detail/information	Responsible Authority
Children's Services Larger BID area	Children's Services operate a multi-agency (with Police and Health) Countywide Safeguarding Hub from Skirsgill depot. The Hub processes all referrals from any person or organisation who has a concern about a child. If a referral meets the threshold for statutory services it is passed to a District Support and Protection team. Alternatively a referrer may be signposted to other services/agencies or given advice and information. An Early Help team is based in Penrith Fire HQ and a Support & Protection team operates from Penrith Children's Centre, both providing front line Services.	Cumbria CC
Adult Social Care	CCC delivers Adult Social Care services from Skirsgill Depot.	Cumbria CC
BID area	<p>Our overall purpose is to provide statutory health and care assessments/services and to improve the overall health and wellbeing of people in Carlisle over the age of 18. Our services include Social Work, OT, and Rehabilitation Officer the Visually Impaired (ROVI) support</p> <p>Our teams create/provide:</p> <ul style="list-style-type: none"> • Care Act Assessments • Support planning • Risk Assessments • Capacity Assessments • Best Interest Assessments • Reviews • Safeguarding vulnerable adults • Signposting • Provision of information • Referrals to outside agencies. 	Cumbria CC

Appendices - continued.

Service	Service detail/information	Responsible Authority
Fire & Rescue Service	<p>Penrith station provides cover to Penrith and a large remote rural area covering approximately 37,500 hectares. The station is staffed with both Regular and On-Call firefighters and is the base for one fire engine, one Enhanced Rescue Pump (ERP), one Prime Mover with Environmental Protection Unit (EPU), one Water Bowser (also used as a training vehicle) and one Enhanced Logistical Support vehicle (ELS). The station's firefighters are actively involved in a range of community safety activities including home safety visits and road awareness training. Free home safety visits are available to all householders. If you require any fire safety advice or assistance please contact us on the free phone number 0800 358 4777</p>	Cumbria CC
Educational Services	<p>Primary and Secondary education – Brunswick School, Beaconside School, North Lakes School, St Catherine's School, Queen Elizabeth Grammar School & Ullswater College.</p>	Cumbria CC
Trading Standards	<p>For consumers: Trading Standards works in partnership with the Citizens Advice Consumer Service (www.adviceguide.org.uk or Telephone: 03454 04 05 06) providing free, confidential and impartial advice on consumer issues. The Service protects consumers and businesses from the adverse effects of rogue trading and works with partner agencies to investigate all reported incidents of rogue trading. For business: The Service supports Cumbrian businesses to help them achieve and maintain legal compliance. We provide advice on:</p> <ul style="list-style-type: none"> • How the law relates to your business • How to comply with specific requirements • How to resolve conflicts with customers • How to enter into a Primary Authority Partnership with Cumbria Trading Standards Service <p>For farmers, keepers, and transporters of livestock: The Service promotes and maintain standards of animal health and welfare at farms, markets and during commercial transportation alongside disease control.</p>	Cumbria CC

Appendices - continued.

Service	Service detail/information	Responsible Authority
Waste Prevention	Services to reduce, reuse and recycle waste via grants and campaigns.	Cumbria CC
Economic Development	Cumbria County Council will work with the LEP to oversee and progress the delivery of the Cumbria Growth Deal programme, support the delivery the European Structural and Investment Funds and deliver the RDPE LEADER Programme through partnership.	Cumbria CC
Countryside Access	Cumbria County Council as the statutory highway authority is required to assert, protect, map, record, manage and maintain some 4,623 miles (7,450km) of public rights of way network across Cumbria, in partnership with other agencies. The Countryside Access team undertakes these duties and also works to improve access and actively promote use and enjoyment.	Cumbria CC
Public Health	Cumbria County Council is responsible for a range of local public health activities such as: supporting NHS health checks for 40 to 74-year-old; assisting drug and alcohol treatment services; providing public health support and advice to the Clinical Commissioning Group; ensuring good sexual health services; developing ways to help reduce childhood obesity, including the national child measurement programme; working with Cumbria's Health and Wellbeing Board to develop joined-up solutions to some of Cumbria's long-term challenges.	Cumbria CC
Community Development	Community Development services, including grants and officer support to deliver the priorities of CCC's Eden Local Committee: Access to Services; Developing strong and resilient communities and Supporting a better quality of jobs in the area.	Cumbria CC

Appendices - continued.

Appendix 2: Eden District Council Baseline Service Statements

This statement has been prepared with Eden District Council in accordance with Paragraph 3 of the Guidance “Business Improvement Districts - Technical Guide for Local Authorities” issued by the Department of Communities and Local Government March 2015. This baseline statement is made subject to an annual commitment for review and if necessary, service levels may be updated to reflect the services the BID and Eden District Council will provide each year. Statement of Baseline Services as at 16/8/22

Service	Service detail/information	Responsible Authority
Enforcement	Street care issues fixed penalty notices for litter, dog control order offences, fly-tipping, fly-posting, graffiti, abandoned vehicles, unlawful deposit of controlled waste, failure to produce waste documents nuisance parking and unauthorised distribution of free printed matter. Seizure, collection and return of stray dogs	Eden DC
Street cleansing	Streets in BID area are swept/cleansed daily between 6am and 6pm. Chewing gum removal and deep cleansing of pavements. Specialist contractor employed to undertake areas where required - generally every year. Upgrading and repainting of street furniture. Repainting seats/railings is carried out by The Probation Service – EDC provide the materials (paint etc) Maintenance of signage within the pedestrian movement scheme Spot cleaning of graffiti on Council owned land/buildings.	Eden DC
Waste Collection	Business waste collection Can be organised through our contracted supplier at a cost. Litter bins are emptied daily within BID area, 7 days a week.	Eden DC

Appendices - continued.

Service	Service detail/information	Responsible Authority
Public toilets	<p>Penrith Bluebell Lane – Open : Between 0715 and 0745 Closed : Summer between 2100 and 2200 Winter at 1845.</p> <p>Penrith Castle Park - Open : 0730 Closed: Summer 2100 or dusk Winter 1630 or dusk</p> <p>Penrith Bus Station, Sandgate - Open: Between 0700 and 0730 Closed: Summer between 2100 – 2200 Winter 1900</p> <p>All toilets are cleaned twice per day, 7 days per week, 52 weeks per year including bank and public holidays</p>	Eden DC
Horticultural	<p>Grass Areas</p> <p>Mown 13 occasions per year.</p> <p>Shrub Beds Pruned, weeded and tidied up to a minimum of 7 visits annually.</p> <p>Rose Beds Pruned, weeded and tidied up to a minimum of 11 visits annually.</p> <p>Seasonal Floral Displays</p> <p>Planted annually with Spring Bedding by the end of October. Planted annually with Summer Bedding by the end of June. Weeded and tidied up to a minimum of 20 visits annually.</p> <p>Hedges Cut up to 3 times per year.</p> <p>Trees Will be inspected and maintained on Council owned land.</p>	Eden DC
Christmas Lights	EDC does not provide Christmas lighting. Where a Christmas tree is donated to be placed outside Town Hall, EDC will ensure that lights are provided for the tree.	Eden DC
Markets	<p>EDC operates Penrith weekly market (Tuesdays in Great Dockray/ March to September) Penrith Farmers' market (3rd Tuesday of the month, March to September plus December, Market Square)</p> <p>EDC promotes all markets within Eden district and Farmers' markets within Cumbria where Eden traders attend.</p>	Eden DC

Appendices - continued.

Service	Service detail/information	Responsible Authority
Off-street car parking	<p>EDC operate pay and display car parks at:</p> <p>Sandgate</p> <p>Bluebell Lane</p> <p>Drovers Lane</p> <p>Mansion House (weekends only)</p> <p>Town Hall (weekends only)</p> <p>Charges:</p> <p>Up to 1 hour £1.30</p> <p>Up to 2 hours £2.00</p> <p>Up to 4 hours £3.50</p> <p>Up to 10 hours £5.00</p> <p>Sundays and Bank Holidays £1.00</p> <p>6pm - 8am Free</p> <p>Princes Street Charges:</p> <p>Up to 1 hour 1.30</p> <p>Up to 2 hours 2.10</p> <p>Sundays and Bank Holidays 1.00</p> <p>6pm - 8am Free</p>	Eden DC
Legal	Compliance function in relation to the Council's licensing duties.	Eden DC
Housing	Work with developers, housing providers and planners to ensure that the delivery of affordable housing in the district is achieved in a planned and strategic way in order to provide an appropriate mix of housing to satisfy local need and contribute towards economic growth.	Eden DC

Appendices - continued.

Service	Service detail/information	Responsible Authority
Environmental Health	<p>EDC's Environmental Health team undertake the following responsibilities and statutory duties:</p> <ul style="list-style-type: none"> • Food safety regulation and enforcement • Health and safety regulation and enforcement within LA enforced premises • Infectious disease control and food poisoning investigations • Food fraud and illegal operations • Food and premises complaints • Business and community advice • Health and wellbeing – eg partnership working towards alcohol reduction, enforcement of smoke free premises. • Food and environmental sampling • Accident and fatality investigations. RIDDOR – covers incidents, diseases, and dangerous occurrences. • Joint working with Trading Standards – illicit tobacco, underage alcohol and proxy sites, food allergy. • Air Quality review and assessment • Contaminated land • Environmental Permitting • Foul drainage enforcement • Public Health and Statutory nuisance • Proactive consultations on issues such as Planning, Licensing and Local Plan 	Eden DC
Economic Development	<p>Eden District Council delivers economic development through its “ Inspiring Eden” work programme. It delivers a wide range of initiatives that support all sectors of the local economy including business support, apprenticeship grants and employment advice. The economic development team manage a business facing website – www.investineden.co.uk. The website details all the services that the economic development team offer.</p>	Eden DC

Appendices - continued.

Service	Service detail/information	Responsible Authority
Licensing	<p>The following activities within the BID area are regulated and, as such, the activity may require a permit or licence in order for the activity to take place legally.</p> <ul style="list-style-type: none"> • Licensing Act 2003 – the supply or sale by retail of alcohol, regulated entertainment and the provision of late night refreshment may be covered by a club premises certificate/premises licence or temporary event notice. • Gambling Act 2005 – gaming and betting may be covered by permits, licences or notifications. Running a lottery may require small society lotteries registration. • Local Government (Miscellaneous Provisions) Act 1976 and Town Police Clauses Act 1847 – licensing of hackney carriages, private hire vehicles, operators and drivers throughout the District. • Street Trading Consent is required to offer goods for sale in the designated areas. • Charitable Collections (Street Collections and House to House Collections). • Pleasure boats offered for hire to the public. • Ear Piercing/Acupuncture/Cosmetic piercing registration. 	Eden DC
Property Services Group	<p>Commercial Estates Technical Support Unit – maintenance of Council's Assets. Repair/replace nameplates/street furniture maintenance. Advises on memorial seats (replacement and repair is borne by seat owner).</p> <p>Private Sector Housing</p> <ul style="list-style-type: none"> • Make loans available to bring empty homes back into use – which can include residential accommodation above business premises • Licensing of Houses in Multiple Occupation • Enforcement of Housing Standards in the private rented sector. 	Eden DC

Appendices - continued.

Service	Service detail/information	Responsible Authority
Development Services	<p>Building Control - check plans and inspect works on site as it progresses, to ensure the work satisfies the Standards of the Building Regulations.</p> <p>The Council has a Statutory duty to enforce the Building Regulations, attend all dangerous buildings and structures in the District, and where standards are not met enforcement action may be taken.</p> <p>Planning (Development Control) – to protect amenity and the environment and ensure that change is managed in the public interest.</p> <p>Processes and determines all statutory applications made to them under Planning Legislation in accordance with national deadlines.</p> <p>Planning Policy – prepares/monitoring and review of the Local Plan which will set out the vision for the District and how the Council intends to achieve it up to 2032. Provides and responds to variety of initiatives revolving around the provision of housing, employment and conservation.</p> <p>Supports the Council's development Control function.</p> <p>Property Information – manages and utilises the Council's corporate land stamp; property gazetteer to ensure Council's services operate effectively and efficiently.</p> <p>Street naming and numbering –allocate house numbers/names and name roads to new developments and property conversions. Renaming and renumbering properties and streets where necessary, under the provisions of Section 64 of the Town Improvements Clauses Act 1847 with the Extension of the Public Health Acts Amendment Act 1907 and section 17, 18 and 19 of the Public Health Act 1925.</p> <p>Land Charges - provides responses to legal search enquiries during property transactions</p> <p>Regeneration - supports the development of initiatives and projects which support the vitality and vibrancy of Penrith as one of the four main Key Service Centres in Eden. Engages with public bodies; community groups and local businesses to support external projects and programmes which increase vitality and viability of Penrith.</p>	Eden DC

Appendices - continued.

Service	Service detail/information	Responsible Authority
Tourism	<p>Eden Tourism, Eden District Council's Tourism team has a remit to promote Eden as a visitor destination and to support local tourism businesses. Penrith is included in this under the Eden Valley sub- brand. The team produces print including an annual Eden Visitor Guide featuring accommodation, events and attractions amongst others. Other Penrith specific print produced by the team includes a town mini guide and a "Do in a Day" Cycle routes from Penrith leaflet. Eden Tourism maintains the destination website www.visiteden.co.uk which has a dedicated Penrith section. EDC operates Penrith Tourist Information Centre located on Middlegate, together with the adjacent Penrith & amp; Eden Museum. In partnership with local businesses, Eden Tourism run an "Ask Me" point scheme in Penrith. Eden Tourism also has established "Visit Eden" social media channels which play an important role in promoting Penrith and Eden. The Eden Tourism Network, coordinated by Eden Tourism, has quarterly meetings and hosts an annual Tourism Summit. Eden Tourism operates a small tourism grant scheme.</p>	Eden DC
Leisure Centre	<p>The Penrith Leisure Centre is owned by Eden District Council and is currently operated by Greenwich Leisure Ltd (GLL) under a contract arrangement, the contract being operated and monitored by the Leisure and Community Services Team within the Council. The contract arrangement allows the Council to work with the contractor to develop new activities aimed at a wide range of user groups.</p>	Eden DC
New Squares	<p>Act as Landlord to the Penrith New Squares scheme, organisation of rent reviews and collection. Ensure compliance with the terms of the long term lease are adhered to including the cleaning and maintenance of the scheme.</p>	Eden DC