



# Penrith Town Council

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

Tel: 01768 899 773 Email: [office@penrithtowncouncil.gov.uk](mailto:office@penrithtowncouncil.gov.uk)

**DATE: 5 June 2023**

**NOTICE IS HEREBY GIVEN** that an **ORDINARY MEETING** of **THE COMMUNITIES COMMITTEE** will be held on **12 June 2023, 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 **Penrith Town Council Office, Unit 1, Board Room, 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 Friday 9 June 2023.

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](mailto:office@penrithtowncouncil.gov.uk)

## **COMMITTEE MEMBERSHIP**

Cllr. Snell	West Ward	Cllr. Donald	North Ward
Cllr. Jackson	North Ward	Cllr. B Jayson	West Ward
Cllr. Kenyon	North Ward	Cllr. Bowen	Pategill Ward

Mrs V. Tunnadine, Town Clerk, PSLCC

## **Public Participation**

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

## **Filming**

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

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

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

## **General Power of Competence**

The Town Council resolved from 15 May 2023, 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 ORDINARY MEETING OF THE COMMUNITIES COMMITTEE MONDAY 12 June 2023**

## **PART I**

Members are asked to:

### **1. Apologies**

Receive apologies from Members.

### **2. Appointment of Vice Chair**

Appoint a Vice-Chair of the Communities Committee for the remainder of the 2023-24 municipal year.

### **3. Declarations of Interest and Requests for Dispensations**

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

#### **ADVICE NOTE:**

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

### **4. Public Participation**

Receive any questions or representations, which have been received from members of the public. There is a period of up to 15 minutes in total for members of the public to ask questions or submit comments.

#### **ADVICE NOTE:**

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

## **5. Excluded Item: Public Bodies (Admissions to Meetings) Act 1960**

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

## **6. Timings of Meetings**

Consider the timings of ordinary meetings of the Communities Committee.

### **4:00 - 6:00 BOARD ROOM**

12 June 2023

9 October 2023

18 December 2023

26 February 2024

15 April 2024

## **7. Work Plan Report**

Note the Community Services Officer Committee Work plan report.

## **8. Solar Made Easy in Penrith**

Note the written update about the Solar Made Easy in Penrith project.

## **9. Penrith Business Improvement District – Renewal Ballot**

Consider the report and the recommendations contained within.

## **10. Eden Rivers Trust - Access to Eden**

Consider the report and the recommendations contained within.

## **11. 2024 May Day Carnival**

Consider the report and the recommendations contained within.

## **12. Future Meeting Planning**

Agree future meeting themes and prioritise which groups to meet.

## **13. Stars of Business Awards 2023**

Consider £500 sponsorship of the 'Unsung Hero' award for the Stars of Business Awards 2023.

#### **14. Next Meeting**

Note that the next meeting is scheduled for 9 October 2023 at Penrith Town Council Office, Unit 1, the Board Room, Church House, Friargate, Penrith with a start time to be confirmed.

### **PART II – PRIVATE SECTION**

No matters.

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

#### **Access to Information**

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

<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 to the Town Clerk address overleaf between the hours of 9.00 am and 3.00 pm, Monday to Friday via [office@penrithtowncouncil.gov.uk](mailto:office@penrithtowncouncil.gov.uk)

<b>ITEM 7- CSO Work Plan</b>							
<b>Communications &amp; Engagement</b>							
<b>Activity</b>	<b>PTC Colleague</b>	<b>Details</b>	<b>Targets</b>	<b>Date Due</b>	<b>Progress</b>		
					Complete	Ongoing	Not started
Newsletter	TC C&S Manager RFO DTC EDO Solicitor CO	Produce two monthly newsletters aimed toward both PTC members and the public.	To give members and the wider public greater awareness of the work of the council.	Ongoing - Members' Update – final Wednesday of each month, PTC News final Friday of each month	Newsletter paused due to the pre-election period. Next newsletter due out to coincide with govDelivery set up next month.		
SharePoint	TC	Create a SharePoint "Intranet" site.	To create a Council hub for councillors and staff.	May 2023	SharePoint site set up- need to decide content to be pushed through this medium. Low priority.		

<b>ITEM 7</b>							
<b>Communications &amp; Engagement</b>							
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					Complete	Ongoing	Not started
Email marketing system	TC C&S Manager RFO DTC EDO Solicitor CO	Lead on the Council's approach to the new email marketing system govDelivery	<ul style="list-style-type: none"> <li>➤ To create regular content to go out through the email marketing system.</li> <li>➤ Facilitate third party and community led organisations in promoting events, projects, and resources in Penrith.</li> <li>➤ Drive sign-ups to the PTC mailing lists.</li> <li>➤ Provide technical support on the system to colleagues.</li> </ul>	Ongoing	<ul style="list-style-type: none"> <li>➤ govDelivery set up to be complete in June.</li> <li>➤ Mailing lists need to be finalised. Six topics currently proposed: Latest News, Climate Change, Meetings, Events in and Around Penrith, Parks and Recreation, Members Update.</li> <li>➤ Brainstorming session to be arranged to decide final mailing lists with input from PTC officers.</li> <li>➤ Graphic design work on the banners for the respective mailing lists completed by the Community Services Officer using Canva.</li> <li>➤ Dates need to be confirmed for PTC officers to be trained to use the system.</li> <li>➤ Communications Plan to ensure the success of the system to be drawn up.</li> <li>➤ Organisations in and around Penrith to be contacted for input into content pushed out through the system.</li> </ul>		

**ITEM 7****Communications & Engagement**

Activity	PTC Colleague	Details	Targets	Date Due	Progress		
					Complete	Ongoing	Not started
SurveyMonkey	TC C&S Manager RFO DTC EDO Solicitor CO	Create surveys on an ad hoc basis.	<ul style="list-style-type: none"><li>➤ Provide support to colleagues in setting up surveys</li><li>➤ Create surveys to engage with the public.</li></ul>	Ongoing	No survey work has been required since Q1. It is anticipated survey work will be needed to progress the Carleton Village Hall business case.		



<b>ITEM 7</b>							
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					Complete	Ongoing	Not started
Social Media	TC C&S Manager RFO DTC EDO CO	Manage Penrith Town Council's social media channels.	<ul style="list-style-type: none"> <li>➤ Manage Penrith Town Council's social media channels effectively.</li> <li>➤ To drive more followers to our (relatively) newly established social media pages.</li> <li>➤ Ensure a regular stream of content is disseminated through social media.</li> </ul>	Ongoing	Contract with Colour Media discontinued at the beginning of June. CSO to take over running PTC accounts.		
Communications	TC	Manage Penrith Town Council's Communications	<ul style="list-style-type: none"> <li>➤ Create a new Communications Policy.</li> <li>➤ Produce and disseminate press releases.</li> <li>➤ Start to diversify content to cater to a more video focussed audience.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Monday 17 July 2023</li> <li>➤ Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>➤ Communications Policy to be completed for July's Full Council.</li> <li>➤ Press releases produced on an ad hoc basis. Last PR on PTC's appointment of a new Chair (Monday 15 May 2023).</li> <li>➤ Current broken camera to be replaced.</li> </ul>		

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<b>Activity</b>	<b>PTC Colleague</b>	<b>Details</b>	<b>Targets</b>	<b>Date Due</b>	<b>Progress</b>		
					Complete	Ongoing	Not started
Graphic Design	TC C&S Manager RFO DTC EDO & CO	Create branded graphics and edit videos on an ad hoc basis using Canva.	Create professional branded content which reinforces PTC's identity.	Ongoing	➤ Canva has been used to create graphics for social media and govDelivery.	➤ Premium version of the system sought to increase capabilities.	
Communities Committee	TC EDO CO	Clerk the Communities Committee	<ul style="list-style-type: none"> <li>➤ Ensure the effective running of the committee</li> <li>➤ Create effective partnerships through the committee and progress relevant projects.</li> </ul>	Monday 12 June	<ul style="list-style-type: none"> <li>➤ Prepare Agenda with the Chair and effectively clerk the meeting.</li> <li>➤ Prepare and distribute minutes.</li> <li>➤ Meet with groups who could partner with PTC on projects.</li> </ul>		
Carleton Village Hall Business Plan	TC C&S Manager RFO DTC EDO CO	Support in the delivery of the Carleton Hall Business Case.	Ensure a thorough business case be presented to Full Council in July to ensure Councillors have as much information as possible to make an informed decision.	Monday 17 July 2023	<ul style="list-style-type: none"> <li>➤ Business Case is currently being developed.</li> <li>➤ Community engagement on plans for the Village Hall to be commenced.</li> </ul>		

Third party and community led organisations							
Activity	PTC Colleague	Details	Targets	Date Due	Progress		
					Priority		
					Complete	Ongoing	Not Started
Arts & Culture Stakeholder Group	EDO	Attend stakeholder group meetings and provide feedback to officer colleagues.	<ul style="list-style-type: none"> <li>➤ Progress actions via formal reports to Council.</li> <li>➤ Increase exposure of activities facilitated through the group.</li> <li>➤ Agree further actions and dates after next meeting with stakeholder group.</li> </ul>	Ongoing	<ul style="list-style-type: none"> <li>➤ Attend next stakeholder meeting and write minutes.</li> <li>➤ Get the stakeholder group to feed event content through govDelivery.</li> </ul>		

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					Complete	Ongoing	Not started
Grants	EDO RFO C&S Manager TC	Support the grant application process to ensure PTC grant budget is used.	<ul style="list-style-type: none"> <li>➤ Promote grants schemes to community groups.</li> <li>➤ Provide support during application process and seek feedback from applicants.</li> <li>➤ Apply for grants and attend funding fairs to assist the Council to deliver its priorities.</li> </ul>	Ongoing	<ul style="list-style-type: none"> <li>➤ Grant application process digitalised through SurveyMonkey.</li> <li>➤ CSO and Town Clerk attended the CVS Funding Fair and generated a lot of interest in the scheme from third sector and community groups.</li> <li>➤ Penrith Cricket Club and Penrith AFC grant applications processed, and grants awarded.</li> </ul>		

**ITEM 7****Communications & Engagement**

Activity	PTC Colleague	Details	Targets	Date Due	Progress		
					Complete	Ongoing	Not started
Develop a contacts register	TC C&S Manager RFO DTC EDO Solicitor CO	Maintain or develop central contacts register.	<ul style="list-style-type: none"><li>➤ Develop an easy to use and up to date contact register</li><li>➤ Use the register to promote use of the govDelivery system.</li><li>➤ Liaise with colleagues for their contacts details.</li><li>➤ Comply with GDPR and ensure register is up to date and centrally populated</li></ul>	Ongoing	➤ Register is currently being developed.		

Assets, Town dressing, Climate change and Tourism							
Activity	PTC Colleague	Details	Targets	Date Due	Progress		
					Priority		
					Complete	Ongoing	Not started
Asset Management	C&S Manager	Assume regular inspections of assets with C&S Manager and in C&S Manager's absence.	<ul style="list-style-type: none"> <li>➤ Ensure the optimal condition of assets.</li> <li>➤ Complete asset inspection sheets monthly</li> </ul>	Ongoing	Completed April's inspections with the C&S Manager.		
Listed building and heritage data collection	DTC	Create a Listed Buildings in Penrith document.	Collate data from Historic England and develop a "Penrith listed buildings" document to include photographs, current use, condition and historic use of listed buildings in Penrith.	Ongoing	Outline document prepared-images to be taken of listed buildings to complete document.		

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<b>Activity</b>	<b>PTC Colleague</b>	<b>Details</b>	<b>Targets</b>	<b>Date Due</b>	<b>Progress</b>		
					<b>Complete</b>	<b>Ongoing</b>	<b>Not started</b>
Christmas Lights	C&S Manager	Develop a Christmas lighting scheme	<ul style="list-style-type: none"> <li>➤ Source a specialist Christmas lighting contractor and develop a Christmas lighting scheme.</li> <li>➤ Have all of the relevant permissions and H&amp;S requirements in place to install Christmas lighting.</li> <li>➤ Arrange take down of Christmas lights.</li> </ul>	November 2023-January 2023	<ul style="list-style-type: none"> <li>➤ Tenders received and assessed- with a preferred provider being chosen.</li> <li>➤ Currently awaiting result of the BID revote to ascertain who undertakes contract for Christmas Lights.</li> <li>➤ If BID revote is unsuccessful, planning for the Christmas light switch-on event will need to be commenced immediately.</li> </ul>		
Bunting	C&S Manager	Assist with the installation and take down of the bunting annually- liaising with community groups and the contractor	<ul style="list-style-type: none"> <li>➤ Develop a bunting scheme with the Penrith Lions and Community Caretaker.</li> <li>➤ Have all of the permissions and H&amp;S requirements in place to install the bunting.</li> <li>➤ Arrange take down of bunting.</li> </ul>	June 2023	<ul style="list-style-type: none"> <li>➤ Bunting successfully installed in April.</li> <li>➤ Bunting to be taken down in June.</li> <li>➤ Reel to be sourced to put the newly bought bunting onto-ensuring a smooth transition for next year's scheme.</li> </ul>		

<b>ITEM 7</b>							
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<b>Activity</b>	<b>PTC Colleague</b>	<b>Details</b>	<b>Targets</b>	<b>Date Due</b>	<b>Progress</b>		
					Complete	Ongoing	Not started
Meadow Planting	C&S Manager CO	Meadow Planting scheme at Thacka Beck Field	To work with the CWT to implement a meadow planting scheme at Thacka Beck Field. Increase the bio-diversity of the field	Ongoing	➤ Commission a soil sample via the CWT to determine viability of a meadow planting scheme.		



# REPORT TO COMMUNITIES COMMITTEE

**Date: 12 June 2023**

## **Public Report**

**Item no: 08**

**Matter :** Note the update for Solar Made Easy in Penrith.

**Author:** Community Services Officer

At its meeting of Full Council on 22 October 2022, Penrith Town Council considered a report on Inspiring Eden - Pilot Project – Penrith Decarbonisation “Whole Place Approach” and **RESOLVED THAT:**

- i. The Town Clerk meet regularly with representatives from Penrith Action for Community Transition (PACT) and Cumbria Action for Sustainability (CAfS) to monitor and support the project.
- ii. Assist in networking and sharing information.
- iii. Provide a meeting venue as and when required.

The culmination of this resolution was the Solar Made Easy in Penrith event, a joint venture between CAfS, PACT and Penrith Town Council.

The event intended to support homeowners and small businesses to install solar PV by providing independent advice, access to a solar PV mapping system and access to a local vetted installer.

The Community Services Officer and Town Clerk facilitated the community event through the booking of a venue at Beaconside School on Monday 22 May and through advertising the event through various channels including local community groups, social media, the noticeboard and through Eden Local.

The event was well attended with 47 out of the maximum 50 allotted spaces being filled.

The community event featured presentations on solar PV, access to the solar PV mapping system showing the viability of solar PV on their houses along with the amount of electricity that could be generated from solar PV on individual roofs and a Q&A session with local vetted installers “Eden Solar”.

A large number of residents registered their interest in installing solar PV with CAfS who will now pass their details onto local vetted installers.

## **Background information**

[Solar Made Easy in Penrith \(cafs.org.uk\)](https://cafs.org.uk)

[Solar Made Easy - CAfS](#)

[Solar Made Easy - Penrith Map](#)

# REPORT TO COMMUNITIES COMMITTEE

**Date: 12 June 2023**

## **Public Report**

**Item no: 07**

**Matter:** Penrith Business Improvement District (BiD) Renewal Ballot 28 June 2023

**Author:** Community Services Officer

**Supporting Member: Cllr. Snell, Chair**

**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 before the ballot closes on 28<sup>th</sup> June 2023.

## **Summary**

This report provides information regarding the renewal vote of the Penrith BID on 28 June 2023 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 was held on the 30 November 2022 and returned a No Vote. Whilst there was a majority vote in favour of a BID by number, the rateable value element of the vote was not met.
- h) The Council resolved to vote in favour for a BID third term when the revote was held in November 2022. (Council, Minute PTC22/73).
- i) Following the no vote, the Penrith BID Board sought to act promptly to bring forward a revote, as they felt the town was at a disadvantage without a BID in place.
- j) 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.
- k) 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.
- l) 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.
- m) All members are entitled to be nominated to become a Board Director.
- n) 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.
- o) 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.

- p) The ballot will be conducted independently on behalf of Westmorland and Furness Council. Voters will have until 5pm on 28th June 2023 to return their ballot paper.
- q) If the BID is approved through both tests being met, it will operate for 5 years from 1st August 2023 and deliver the projects outlined within their business plan.
- r) Ballot papers have been issued and must be returned by 28 June 2023.
- s) The Count and Announcement will take place as soon as 'practicable' after the ballot day.
- t) Under the BID regulations, Westmorland and Furness Council will be responsible for collection of the levy on behalf of Penrith BID. The levy income is collected in a single payment and transferred to Penrith BID on a regular basis.
- u) 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 before the ballot closes on 28 June 2023.

## **3. Conclusion and Reasons for Recommendations**

- a) The BID has prepared a business plan. ([Penrith BID New Term Business Plan June 2023](#))
- b) The BID Business Plan 2023-2028 sets out the BID's intention to focus on four Aims and Objectives:
  - i. Raise the Profile of Penrith.
  - ii. To create a vibrant Town.
  - iii. To create and attractive, appealing and accessible town.
  - iv. Listening to the needs of levy payers and representing their interests.
- c) New BID projects are proposed including:
  - i. Marketing and Promotion.
  - ii. Events.
  - iii. Enhance the Towns Visual Appeal.
  - iv. Partnership Support and Communication.
- d) The BiD's priorities align with the Council's priorities and seek to improve and enhance Penrith.

## **4. Options Analysis including risk assessment**

- a) There is no guarantee that a BID Renewal Ballot will be successful.

- b) 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 BiD's future priorities.

## **5. Financial Implications**

- a) 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 appropriate non-domestic ratings list held by Westmorland and Furness Council.
- b) Penrith Town Council were charged a BiD levy fee of £91.00 in 2022/23.

## **6. Equalities Implications**

None

## **7. Climate Change and Environmental Implications**

None

## **Background Information**

Full Council Report, Third Term Revote, 22 November 2022

[Penrith BID New Term Business Plan June 2023](#)

# **REPORT TO COMMUNITIES COMMITTEE**

**Date: 12 June 2023**

## **Public Report**

**Item no:** 10

**Matter:** Eden Rivers Trust - Access to Eden

**Author:** Community Services Officer

**Supporting Member:** Cllr. Snell, Chair

**Purpose of Report:** Consider the Access to Eden project developed by the Eden Rivers Trust and the level of support that the Council would like to offer if any.

### **Recommendations:**

To agree the following recommendations:

- i. The Council become a partner of the Access to Eden project and collaborate and deliver projects related to climate change, connectivity and open green space using existing budgets.
- ii. The Community Services Officer to meet regularly with representatives of the Eden Rivers Trust to monitor and support the project.
- iii. The Community Services Officer complete a formal letter of support for the project.
- iv. Commit £500 to the Eden Rivers Trust for each year of the delivery phase of the Access to Eden project (2024-28) for the running of the Tree Nursery at Brackenber Allotments.

### **Law and Legal Implications**

The Town Council resolved from 15 May 2023, 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**

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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.

## Climate Change

Valuing our environment by responding to climate change, safeguarding our heritage and developing schemes to adapt to climate change and encourage sustainability.

Reduce Penrith's carbon footprint by delivering the Council's Climate Change Strategy.

### **1. Report Details**

- a) The Eden Rivers Trust (ERT) is an environmental charity dedicated to improving and protecting the River Eden, its tributaries and lakes in the Eden Valley, making it a better place for people and wildlife.
- b) The ERT are one of 60 local river trusts across the UK and Ireland.
- c) The ERT work with a wide range of partners including government agencies and other organisations, individuals and local community groups with the aim of delivering a sustainable and integrated approach to managing Eden's rivers and the surrounding land.
- d) The ERT have a new project called "Access to Eden: breaking barriers, building bridges".
- e) Access to Eden is an engagement project giving groups of people who may lack; mobility, opportunity or confidence access to the nature and rivers of Eden.
- f) Access to Eden aims to break down the physical, social and cultural barriers that prevent people from accessing the natural heritage of Eden and build the bridges needed to give them the confidence to enjoy our blue and green spaces.
- g) Access to Eden also focuses on activities opening up and/or improving "doorstep" green spaces in Penrith.
- h) Access to Eden, currently in its development phase, is being funded through the National Heritage Lottery Fund, with a further four years planned (the delivery phase) subject to funding.
  - i. **Development phase (2023):** £236,743 with £181,190 from the National Heritage Lottery fund and around £46,000 secured "match funding".
  - ii. **Delivery phase (2024-28):** Estimated at £2,412,758. If they are successful, this will include £1,890,407 from the National Heritage Lottery fund and £522,351 to be raised from match funding. This is not all secured, and their expectation is that they will fundraise during the project as well as before.
- i) The ERT needs to demonstrate match funding to secure further funding from the National Heritage Lottery.
- j) The National Heritage Lottery expect the first-year contribution to be secured before commencing the delivery phase.



- k) Should the ERT be successful in its funding bid, the delivery phase will begin from 1 April 2024.
- l) In its development phase, the ERT have been refining the Access to Eden project through pilot activities.
- m) Pilot activities relevant to Penrith include:
  - i. **Cold Springs** – partnering with Cumbria Wildlife Trust (CWT) on the development of the reserve and delivery of an engagement programme.
  - ii. **Tree Nursery at Brackenber Allotments** – the development and delivery of an engagement programme.
- n) The activities and scope of the project will expand if the funding bid is successful.
- o) There is an opportunity for Penrith Town Council to collaborate on and shape doorstep activities and projects delivered as part of the Access to Eden project.
- p) Formal approval to work with the ERT on the project for the remainder of its development phase and a further four years (should the funding bid be successful) is being sought on the following terms:
  - i. Penrith Town Council would help facilitate current and additional doorstep site activities / projects in Penrith related to climate change, connectivity and open green space using existing budgets.
  - ii. Penrith Town Council would sit on the Access to Eden Project Advisory Board, which would meet quarterly from 1 April 2024, to help shape the project.
  - iii. Penrith Town Council would help publicise the project and any relevant activities.
  - iv. Penrith Town Council would provide a letter of support for the project to be presented as part of the funding bid to the National Heritage Lottery Fund.
  - v. The ERT will act as project management lead and delivery.
- q) If a larger project is considered- with significant costs beyond existing budgets, Council will be consulted before progressing any work.
- r) A partnership of this nature would require staff support from officers of Penrith Town Council.
- s) The Community Services Officer would need to adjust their workload to support the ERT on this project.

## 2. Proposal Details

- a) The Council become a partner of the Access to Eden project and collaborate and deliver activities and projects related to climate change, connectivity and open green space using existing budgets.

- b) Delegated authority be given to the Community Services Officer to meet regularly with representatives of the Eden Rivers Trust to monitor and support the project.
- c) The Community Services Officer be given delegated authority to complete a formal letter of support for the project.
- d) Commit £500 to the Eden Rivers Trust for each year of the delivery phase of the Access to Eden project (2024-28) for the running of the Tree Nursery at Brackenber Allotments.

### **3. Conclusion and Reasons for Recommendations**

- a) The Access to Eden is a multi-million-pound project giving groups of people who may lack; mobility, opportunity or confidence access to the nature and rivers of Eden.
- b) Access to Eden also focuses on activities opening up and/or improving doorstep green spaces in Penrith, affording Penrith residents access to activities delivered as part of the project.
- c) The ERT have a proven track-record for delivering projects- with over 10 years' experience of managing and match funding projects.
- d) The ERT have accumulated a large backing for the project- with a large number of partnership signatories backing the Access to Eden project including local authorities and charities.
- e) Partnership with the ERT on the Access to Eden project would enable Penrith Town Council to help shape doorstep activities and projects delivered as part of the Access to Eden project. This would yield greater benefit for Penrith residents compared to if Penrith Town Council weren't involved with the project.
- f) Providing match funding releases funds for the project in a ratio of around 4:1: £500 of match funding releases £2000 of National Heritage Lottery Funding.
- g) Partnership with the ERT would facilitate access to more funds- enabling the project to have a greater impact.
- h) It would be immensely beneficial for the reputation of the council to be visibly supporting the project.
- i) Access to Eden aligns with the Council's priorities and promotes activities which would yield greater access to nature- improving wellbeing and fostering greater understanding of the natural environment.
- j) The project aligns with the Council's Climate Strategy.

#### **4. Options Analysis including risk assessment**

- a) The ERT have indicated a desire to form a partnership with Penrith Town Council on the Access to Eden project.
- b) The Council may decide not to offer any support to the Eden Rivers Trust to deliver the Access to Eden Project.
- k) However, partnership with the ERT on the Access to Eden project would enable Penrith Town Council to help shape doorstep activities and projects delivered as part of the Access to Eden project- yielding greater benefit for Penrith residents compared to if Penrith Town Council weren't involved with the project.

#### **5. Financial Implications**

- a) Penrith Town Council would collaborate and deliver activities and projects related to climate change, connectivity and open green space using existing budgets.
- b) If a larger project is considered- with significant costs beyond existing budgets, Council will be consulted before progressing any work.
- c) There will be a staffing implication for the Council's staff to provide the partnership support, but it is considered that the time and workload is manageable within existing resources.
- d) £500 to Eden Rivers Trust for each year of the delivery phase of the Access to Eden project (2024-28) for the running of the Tree Nursery at Brackenber Allotments.

#### **6. Equalities Implications**

- a) Access to Eden aims to give groups of people who may lack; mobility, opportunity or confidence access to the nature and rivers of Eden.

#### **7. Climate Change and Environmental Implications**

- a) The project aligns with the Council's Climate Strategy.
- b) Access to Eden aims to remove barriers for Eden's special wildlife, connect habitats and promote nature recovery including tree planting schemes, river restoration projects, removing barriers to help fish migrate, tackling invasive species and creating wetlands.
- c) Access to Eden aims to improve knowledge of the natural environment.

## **8. Background Information**

### **Project Summary**

Access to Eden will break down the physical, social and cultural barriers that prevent people from accessing the natural heritage of Eden and build the bridges needed to give them the confidence to enjoy our blue and green spaces. We will remove barriers for Eden's special wildlife, connect habitats and promote nature recovery. Working together, our partnership will break barriers and build bridges for people AND nature in the Eden.

The partners will improve access to the Eden Valley's green and blue natural heritage for those Cumbrians who experience the greatest barriers to getting out into this landscape. We will focus on improving participants' physical and mental health and well-being in a sustainable and fun way, through co-creating and improving accessible green spaces on their doorsteps; exploring, rediscovering and connecting paths and trails along and in the River Eden; connecting people to the natural world in the wider Eden Valley; and undertaking practical conservation work along the river to increase the connectivity and resilience of the wildlife habitats those trails pass through.

Together with organisations that focus on mobility challenges, mental health, ethnic minorities, learning disabilities, autism and young people in disadvantaged areas; we will co-create opportunities that address barriers to access related to: opportunity, knowledge and confidence, mobility, sensory deprivation (reduced sight and hearing) and transport.

### **Project timeframe**

1. 2023: A development year to work with target groups and develop ideas, experiment with activities, gain insight into different barriers, plan the full four-year programme and raise money.
2. 2024 - 2028: A four-year programme of fully integrated accessible activities and conservation opportunities that contribute to improving the natural heritage along Eden's rivers.

### **Development year - 2023 - refining the project through pilot activities**

In initial discussions, the partners have identified several access opportunities and projects that will be developed with our target audiences. These activities include opening up and/or improving doorstep green spaces in Penrith and Carlisle, but also promoting activities such as walking, cycling, swimming paddle-sports, practical conservation activities, wildlife surveys and quiet enjoyment of the river, in various combinations. These will encourage exploration deeper into the catchment, from Carlisle, to Penrith, Appleby, and Kirkby Stephen. We

intend to combine activities to have fun or learn new skills, with those to care for the river and its wildlife.

## **Pilot activities**

- a) Creating accessible doorstep green spaces:
  - i. Cold Springs – working with Cumbria Wildlife Trust (CWT) on the development of the reserve and delivery of an engagement programme.
  - ii. Tree Nursery at Brackenber Allotments – To create a community tree nursery that would open a doorway to conservation; a place accessible to all, where local people, volunteers and community groups could learn about trees and the river and work together; growing and nurturing locally-sourced seeds. The resulting native saplings will be planted on river conservation sites throughout the Eden catchment; creating food and homes for wildlife; helping manage the flow of water over land and storing carbon.
  - iii. Improving Engine Lonning Reserve adjacent to the River Eden in Carlisle.
- b) (Re) Discover Eden:
  - i. At least 20 walks audited, described, and promoted across the Eden.
  - ii. Identifying opportunities to improve them.
  - iii. Identifying 5 routes to develop as fully accessible during the main project.
  - iv. Selected a route to be developed as an outstanding example of a sensory walk.
- c) Clearing up the Caldew:
  - i. Combining float trips, riverbank walks and paddling to retrieve plastic pollution from the whole length of the River Caldew.
- d) Ways to the water
  - i. Train trips to Settle-Carlisle stations and on to the river for all ability and mobility levels, with wheelchair hubs in Appleby and Carlisle.
- e) River revival:
  - i. Tree planting, mini expeditions at river restoration projects; removing barriers to help fish migrate; tackling invasive species; creating wetlands.
- f) Eden Access hub
  - i. Promote access to Eden in every way possible, as sustainably as possible, both online and in print.

## Budget

**Development phase (2023):** £236,743 with £181,190 from the National Heritage Lottery fund and around £46,000 secured "match funding".

The funding split is detailed below:

Organisation	Funding
Eden Rivers Trust	Secured £6000
Environment Agency	Secured £3445
Oglesby Charitable Trust	Secured £10,000
Yorkshire Dales NP	Secured £2698
North Pennines AONB	Secured £1069
Eden District Council – Service Level Agreement	Secured £3250
Inspire Eden – 22/2023	Secured £20,000
Match funding	Secured up to £10,000

In kind contribution from all partners and volunteers calculated up to £10,000 and non-contributory cash contributions (time spent but funded from elsewhere) from partners of £8000.

**Delivery phase (2024-28):** Estimated at £2,412,758. If they are successful, this will include £1,890,407 from the National Heritage Lottery fund and £522,351 to be raised from match funding. This is not all secured, and their expectation is that they will fundraise during the project as well as before. The National Heritage Lottery expect the first-year contribution to be secured before commencing the delivery phase.

The ERT have secured around £120,000 to date with some of this subject to finding a suitable river restoration site.

ERT will also approach the following for funding / support:

- Environment Agency
- Woodland Trust
- United Utilities
- Oglesby charitable Trust
- Yorkshire Dales National Park\*\*
- North Pennines AONB\*\*
- Cumbria Wildlife Trust\*\*
- Cumberland Council and Westmorland & Furness Council will approach for contribution to mutually beneficial work.

\*\* indicates major project partners who will expect to match fund a significant part of their activity within the project, up to 30% is usual.

**The Access Partnership signatories:**

Access the Dales - Brampton Angling Association - Carlisle City Council - Carlisle Waverley Viaduct Trust - Cumbria Canoeists, the delivery partner of the British Canoeing Cumbria Regional Development Team - Cumbria County Council - Cumbria Wildlife Trust - 4Eden - Eden District Council - Eden Rivers Trust - Eden Spring to Sea - North Pennines AONB Partnership - Penrith and Eden Refugee Network - Settle - Carlisle Railway - Yorkshire Dales National Park.

The ERT are also working with various private landowners and some potential new creative partners who are likely to become partners for the delivery phase of the project.

# **REPORT TO COMMUNITIES COMMITTEE**

**Date: 12 June 2023**

## **Public Report**

**Item no:** 11

**Matter:** May Day Event 2024

**Author:** Community Services Officer & Services & Contracts Manager

**Supporting Member:** Cllr. Snell, Chair

**Purpose of Report:** Consider providing support to the Lions Club of Penrith in the planning and preparation of the 2024 May Day Carnival.

### **Recommendations:**

To agree the following recommendations:

- i. The Council be an event partner for the 2024 May Day Carnival.
- ii. The Community Services Officer and Contracts & Services Manager to support the Lions Club of Penrith to confirm relevant consents and assist with the preparation of an Event Plan and risk assessments necessary for the delivery of the May Day event in 2024.

## **Law and Legal Implications**

The Town Council resolved from 15 May 2023, 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) The Lions Club of Penrith are a charitable constituted community group based in Penrith consisting of 21 volunteer members.
- b) The club have delivered the town's May Day Carnival event for the past 40 years - with a three-year hiatus (2020-2022) due to the Covid pandemic.
- c) The May Day Carnival is an important annual event for the town, attracting thousands of visitors into the town centre, boosting the local economy and providing an opportunity for the Penrith community to come together.
- d) The 40<sup>th</sup> anniversary of the club delivering the May Day Carnival proved challenging for the Lions Club given the lack of available resources that they now have.
- e) Confirming relevant consents, permissions and risk assessments necessary for the delivery of the event was time consuming and onerous for the voluntary members of the group.
- f) The member of the club responsible for preparing the event plan and risk assessments has recently stepped down, creating a gap in expertise for the remaining members of the club to fill.
- g) Although the club consists of 21 members, only 8 are capable of assisting in the delivery of the next May Day Carnival.
- h) Without additional support, the Lions Club of Penrith have indicated that they would be unable to deliver the event for the town in future years including 2024.
- i) The Lions Club of Penrith are requesting for Penrith Town Council to become an event partner of the 2024 May Day Carnival on the following terms:
  - i. Penrith Town Council would ensure the relevant consents and risk assessments are in place for the delivery of the event. This may include matters such as applying for road closures, preparing an Event Plan, risk assessments and liaising with other local authority partners and departments such as Environmental Health, Licensing, Highways and Estates.
  - ii. The Lions Club of Penrith would retain overall responsibility for the running of the event.
  - iii. The Lions Club of Penrith would retain overall responsibility for the liability of the event and any risks associated.
- j) A partnership of this nature would require staff support from officers of Penrith Town Council.

- k) The Community Services Officer and Services and Contracts Manager would need to adjust their workloads to support the Lions Club of Penrith to deliver the event, yet this is considered manageable given the time leading up to the 2024 event and the anticipated work requirements.

## **2. Proposal Details**

- a) Members agree for the Council to be an event partner of the 2024 May Day Carnival.
- b) Delegated authority be given to the Community Services Officer and Contracts & Services Manager to support the Lions Club of Penrith to confirm relevant consents and assist with the preparation of an Event Plan and risk assessments necessary for the delivery of the May Day event in 2024.

## **3. Conclusion and Reasons for Recommendations**

- a) Penrith Town Council have an effective working relationship with the Lions Club of Penrith.
- b) The Council and the Club partnered for the past two years on a project to install bunting around the town for the summer months.
- c) The arrangement for this project was similar to the one proposed by the Lions Club of Penrith in this report, with the Council confirming relevant consents and risk assessments and the club focussing on the delivery aspect of the project.
- d) The partnership therefore has a proven track record for delivery.
- e) There is a gap in expertise within the club regarding the confirmation of relevant consents and risk assessments necessarily for the delivery of the event.
- f) Penrith Town Council officers have the necessary expertise to confirm relevant consents and risk assessments necessarily for the delivery of the event.
- g) The May Day Carnival aligns with the Council's priorities and encourages and promotes the economic and commercial vitality of the town.
- h) The ending of the May Day Carnival would be of detriment to the town.

#### **4. Options Analysis including risk assessment**

- a) The Penrith Lions Club have indicated an inability to continue the management and delivery of the May Day Carnival event going forward unless additional support is received.
- b) The Council may decide to not offer any support to the Lions Club of Penrith to deliver May Day 2024.
- c) The May Day Carnival is an important annual event for the town, attracting thousands of visitors into the town centre, boosting the local economy and providing an opportunity for the Penrith community to come together.
- d) Providing support for the 2024 event would ensure that the May Day Carnival can continue in its current form.
- e) All consents and applications for permissions, including the preparation of an Event Plan and risk assessments would have to be undertaken in liaison with the Penrith Lions Club. All such consents and documentation would be in the name of the Penrith Lions Club and not the Council and be required to be approved by the Club prior to submission and implementation, which will reduce risk to the Council.

#### **5. Financial Implications**

- a) All requests for consents and permissions will be in the name of the Lions Club of Penrith and the club will be responsible for all costs of consents, permissions and licences and not the Council.
- b) There will be a staffing implication for the Council's staff to provide the partnership support to the event, but it is considered that the time and workload is manageable within existing resources.

#### **6. Equalities Implications**

None

#### **7. Climate Change and Environmental Implications**

None

#### **8. Background Information**

None

# **WORKING DOCUMENT TO COMMUNITIES COMMITTEE**

**Date: 12 June 2023**

## **Public Report**

**Item no:** 12

**Matter:** Future Meeting Planning

**Author:** Community Services Officer

**Supporting Member:** Cllr. Snell, Chair

**Recommendation:** To identify and prioritise projects.

**Background:** Penrith Town Council officers attended the CVS Funding Fair at Penrith Rugby Club on Thursday 20th April 2023 to promote the Council's new grant scheme.

During the course of the day, officers met with a number of organisations with interesting and dynamic prospective projects for Penrith that the Council may wish to support, facilitate or partner with via the Communities Committee.

The Committee is responsible for the development and implementation of strategies, policies, programmes and projects aimed at improving life at a local level in the context of the outcomes agreed with the community and corporate business plan and other corporate strategies. This includes engaging with the community to identify committee priorities to support or deliver within the limit of the Council's resources.

### **Purpose of working document:**

The purpose of this document is to introduce to the committee the organisations Council Officers met at the CVS funding fair, their projects and consider the potential for Penrith Town Council to support them.

The committee is being asked to agree future meeting themes by prioritising which groups to meet.

Groups will then be invited to present their projects at future meetings which may be informal according to the priority assigned to them by this committee.

<b>Digital Woodoo</b>	
<b>Project description</b>	<b>Penrith Town Council Support</b>
<p>Cumbria and Penrith based Community Interest Company (CIC) using WikiHouse (a modular building system) to develop homes and pods. The modular aspect of the build enables the CIC to place homes and pods on sites previously overlooked for that usage - such as brownfield sites and other underutilised spaces.</p> <p><b>Homes</b> The modular build system enables a flexible approach to housing need and allows houses to grow with their inhabitants. Additional modules can be added to homes to increase capacity.</p> <p>Houses can be made constructed far quicker compared to traditional build methods. Houses are eco-friendly and self-sufficient.</p> <p><b>Pods</b> Uses of pods can be broad – with workspaces, shelter for the homeless and community spaces being muted as possible uses. The pods are eco-friendly and self-sufficient.</p>	<p>Digital Woodoo are looking for partners, sites and funding for their projects.</p> <p>Penrith Town Council could use its assets to facilitate a temporary multi-use pod for the community.</p> <p>Penrith Town Council could lease or acquire parcels of land in and around Penrith to facilitate the building of community housing.</p>

**Cumbria Deaf & Hearing Loss Services**

**Project description**

**Penrith Town Council Support**

Cumbria Deaf & Hearing Loss Services provide one to one confidential information, advice and support services across Cumbria.

At present they do not have anything set up for the deaf community in Penrith. They would like to promote their services at drop-in sessions at a shop in Penrith.

Drop-in sessions would consist of a coffee morning and a place for deaf and hard of hearing people to come and learn about their free services and then refer themselves, or others, for an assessment from one of the team. This would involve assessing their needs for equipment in their home or a referral to the information, advice & guidance service with any welfare issues.

Cumbria BID are seeking support for setting up a shop in Penrith to promote their services.

An empty unit in Devonshire Arcade or similar could be rented by Penrith Town Council for the Cumbria BID promote their services.

**Cumbria Deaf & Hearing Loss Services**

**Project description**

Growing Well is a mental health charity working with adults in Cumbria and North Lancashire who are experiencing mental ill health.

Growing Well focuses on the therapeutic benefits of growing food. They offer a range of services aimed at supporting individuals in their mental ill health recovery journey through activities related to horticulture and organic food production.

Growing Well Tebay is a new site which recently opened and has users from Penrith transported to the site.

**Penrith Town Council Support**

Growing Well Tebay are seeking funding for users transported from Penrith.

Penrith Town Council have advised Growing Well Tebay to submit a grant application.

Growing Well Tebay are also seeking promotion of their services in Penrith.

Penrith Town Council could promote the service through our communication channels and through the renting of an empty unit in Devonshire Arcade or similar.

<b>Eden Valley Talking Newspaper</b>	
<b>Project description</b>	<b>Penrith Town Council Support</b>
<p>Eden Valley Talking Newspaper is a service which records and distributes readings of the news to visually impaired locals each week.</p> <p>The service gives blind and partially sighted people independence while keeping them up to date</p>	<p>Eden Valley Talking Newspaper are seeking funding to support expansion of the service.</p> <p>Eden Valley Talking Newspaper have been advised to submit a grant application.</p>
<b>Helping Hands</b>	
<b>Project description</b>	<b>Penrith Town Council Support</b>
<p>Helping Hands is a volunteering project which aims to increase the number of volunteers and opportunities to volunteer within arts and heritage organisations across Cumbria.</p>	<p>Helping Hands Cumbria are seeking volunteering opportunities within arts, culture and heritage within Penrith.</p> <p>They are potentially seeking support from Penrith Town Council as a partner organisation for their next term of funding in 12 months' time.</p>



# **REPORT TO COMMUNITIES COMMITTEE**

**Date: 12 June 2023**

## **Public Report**

**Item no:** 13

**Matter:** Penrith Chamber of Trade - Stars of Business Awards 2023 - Award Sponsorship

**Author:** Community Services Officer

**Supporting Member:** Cllr. Snell, Chair

**Purpose of Report:** Consider providing sponsorship for the Community Hero Award noting that the Council has provided sponsorship previously in 2015.

### **Recommendations:**

That the Council sponsor the award and provide a Mayors Medal to the beneficiary.

That the Mayor and guest attend the ceremony in October.

**Background:** Appendix A



## STARS OF BUSINESS AWARDS - Sponsorship Packages

### Award Sponsors

- ☆ Invitation to pre-dinner drinks reception
- ☆ Two tickets for the awards
- ☆ Logo on Awards programme
- ☆ Include brochure, leaflet or merchandise in guest pack
- ☆ Mentions in press releases and social media
- ☆ Opportunity to display a roll-up banner
- ☆ Opportunity to speak about the services your business offers
- ☆ Presentation of award

**Become one of our Individual Award Sponsors for £500** - Why not sponsor one of our 7 awards, which includes 2 tickets to dinner. You will enjoy a red-carpet welcome, and a glass of fizz at our pre-dinner drinks reception, with the opportunity to network with our VIP guests including other sponsors, judges and of course our award nominees and have your photo taken by a variety of invited press photographers.

You will be invited to present one of our award categories, with the opportunity to talk about the services your company offer before the award is presented. You can also choose to display a roll-up banner at the awards ceremony. You will receive mentions in our media coverage and the Chamber's Facebook and Twitter accounts, on nomination and voting forms, and the awards page on the Chamber website.

6 awards available to sponsor:

- **Business of the Year**
- **Retailer of the Year**
- **Restaurant of the Year**
- **Pub/Wine bar of the Year**
- **Café of the Year**
- **Unsung Hero** (winner determined by public vote)
- **Employee of the Year** (Finalists nominated by the public and winner voted by the public)