

## **FOR IMMEDIATE RELEASE**

### **Collaboration key to Penrith Christmas Lighting Display**

Penrith's Christmas Lights for 2023 are already considered to be one of the most impressive displays to date with the Penrith Business Improvement District (BID) putting on displays covering most of the town centre.

Penrith Town Council has worked in partnership with the BID to deliver this year's display. The Council tendered the works in collaboration with the BID and committed to undertake essential infrastructure works including the installation and testing of eyebolts, the installation and testing of catenary wires and electrical infrastructure works.

These essential infrastructure works enabled this year's Christmas lights display to be facilitated in compliance with industry standards. As well as ensuring longevity, the infrastructure works have allowed the BID to focus its resources on the design, which includes new lighting features and an extended lighting scheme to new parts of the town centre.

#### **Mark Rudhall, Deputy Chair of Penrith Town Council & Deputy Mayor of Penrith, said:**

*"It's terrific that we were able to support the Penrith BID with the Christmas Light display which is so important in creating that festive buzz about town.*

*"The Penrith BID play such an important role in the town, and I was glad to see the positive re-vote back in June.*

*"The BID are a key partner of the Town Council and I look forward to us working together on projects for the greater benefit of the whole town in the near future."*

#### **Darren Broad, Chair of the Penrith Business Improvement District, said:**

*"I am proud that the Penrith BID have been able to deliver an exceptional Christmas Lights scheme in Penrith after a tumultuous period with the re-vote.*

*"The BID prides itself on delivering for the town, and I sincerely hope everybody enjoys this year's display!"*

*"An enormous thank you must also go out to all the local businesses who primarily funded the lights – making this year's display possible!"*

*"It's great to see joint working between the BID and Penrith Town Council, which I hope will continue over the course of the next five years of the BID term."*

The festive period was kickstarted with the Christmas light switch-on event on Saturday 18 November 2023 with celebrity guest Helen Skelton switching on the lights in Penrith.

The Council was pleased to support the BID to deliver Penrith Sparkle event with a £4,965 grant.